# Frequently Asked Questions (FAQs)

## General scheme FAQs

1. **How much money is being spent and where has the money come from?**

The total cost of all works is £6.7m. The money has come from three sources:

* Coastal Communities Fund (CCF) £3.8m
* Heritage Lottery Fund (HLF) £1.9m
* North East Lincolnshire Council (NELC) £1m

1. **Who has bid for this money?**

The Council is always looking for ways to increase investment in local facilities. This includes bidding for funding from external sources. The works in Cleethorpes are being funded by three separate organisations with the shared aim of creating an enhanced environment that will encourage more people to live, work, visit and invest in Cleethorpes. These include the Coastal Communities Fund, the National Heritage Lottery Fund and the Council’s own resources.

### Coastal Communities Fund: £3.8m

In 2017, CoastNEL (a group of local people representing business, arts, culture, tourism and heritage) worked with the Council to secure £3.8m from the government’s Coastal Communities Fund. The aim of this fund is to help coastal communities to strengthen their appeal as places to live, work and visit.

This money is being used to regenerate and improve the quality of the town and broaden its appeal. This will be achieved in a number of ways:

* Improved public spaces
* Public art along North Promenade and promenades
* Support to local tourism businesses
* An extended events programme.

Since the funding was awarded, CoastNEL and the Council have carried out significant consultation and engagement with local residents, the public and businesses. This provided opportunities for people to gather more information and comment on the proposals and helped to shape the projects which will be delivered.

### National Lottery Heritage Fund: £1.9m

Also in 2017, the Council secured £1.9m from the National Lottery Heritage Fund to implement a Townscape Heritage programme to conserve and enhance the unique historic environment in Alexandra Road and Sea View Street. This includes providing grant assistance to enable improvements to Georgian and Victorian buildings, public realm improvements to enhance the areas around these important buildings and a range of events where people can learn about local heritage and traditional building skills.

### North East Lincolnshire Council: £1m

When the Council bids for funding from external sources, it is often (not always) requested to make a contribution from its own resources. This is called ‘match funding’. For the Cleethorpes programme of works, the Council is contributing £1m.

1. **Can the money be spent on other things, like toilets?**

These particular funds cannot be spent on other things such as public toilets.

As described above, the Council bids for money from a range of sources. Usually, each source will have a set of rules or criteria explaining what the money can be spent on.

This helps the Council decide which funding to apply for to fit with their plans and proposals to improve the borough.

If successful, the Council must then commit to spending the money as originally detailed within their bid and cannot divert the funding to spend it on something else.

1. **What has the money been spent on so far?**

In the CCF bid, the Council and CoastNEL included some “discretionary spend” on an events programme to allow them to choose what events to spend money on.

This has been running for 18 months, and has resulted in event organisers being able to enhance or create events, both large and small, in the resort. For example, the Armed Forces Day team was given a grant to help support the air show in 2018 to mark RAF100.

The CCF funds have also paid for a mobile climbing wall for the Grimsby and Cleethorpes Scouts, which was one of the projects included in the bid.

1. **What will the benefits be for residents and business owners once the works are complete?**

The Cleethorpes programme of works will provide better planned public spaces, unique public art and improved facilities.

An improved place will help attract more visitors to the resort which in turn will have a positive economic impact for local businesses. The works will also safeguard the future of our important historic buildings for years to come. It will provide opportunities for people to learn more about our local heritage and find out about traditional crafts and skills.

1. **What will the benefits be for the resort once the works are completed?**

As described above, the benefits will be far reaching with positive impacts for residents and visitors. In addition, it is anticipated that this regeneration activity will encourage others to invest in the town providing a wider range of high quality facilities for residents and visitors to enjoy.

1. **What is being done?**

### Coastal Communities Fund Projects

**Public Art** - Public art consultants, Andrew Knight and Hazel Colquhoun, working with Hodson Architects, have been commissioned to curate the delivery of public art on the North Promenade.

This will include research and discussion, looking at ways to increase and extend the use and appeal of the North Promenade. The project will bring a new dimension to the North Promenade, improve its overall appearance and create new features and points of interest along the route. It will add to the interesting mix of uses that are developing in this area.

The team will work closely with artists to celebrate the Prom as a special place, a stage and viewing point, a place to be active and entertained and one for relaxation and contemplation.

Residents and visitors will be invited to get involved as the project develops.

The developed plans will include a sculpture larger in height than the Angel of the North (subject to planning permission), dynamic swirling illuminations, funky fitness street furniture, and the longest outdoor contemporary visual gallery in the UK.

For more information, visit [Invest NEL](http://www.investnel.co.uk/northprom).

**Pier Gates** – there are discussions taking place with the owner of the Pier and the Council’s Conservation Officer regarding the proposed designs for the Pier Gates.

**Marketing and events –** as mentioned above the following events, organised by a range of different event organisers, have taken place to date:

## Coastal EXPERIENCE Fund Round 1

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| Armed Forces | £15,000.00 |
| Culture House - Jazz Festival | £2,500.00 |
| Birdhouse Theatre - Birdhouse Family Festival | £6,500.00 |
| **Total Awarded This Round** | **£24,000.00** |
| **Running Total** | **£24,000.00** |

## Coastal EXPERIENCE Fund Round 2

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| Birdhouse Theatre - Cleethorpes Winter Lights event | £15,000.00 |
| **Total Awarded This Round** | **£15,000.00** |
| **Running Total** | **£39,000.00** |

## Coastal EXPERIENCE Fund Round 3

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| None Awarded | £0.00 |
| **Total Awarded This Round** | **£0.00** |
| **Running Total** | **£39,000.00** |

## Coastal BUSINESS Fund Round 1

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| Ebb & Flo - Endless Summer | £1,000.00 |
| Fairs & Events - Lincolnshire Traders Fair | £1,000.00 |
| Tape2Tape - 5k race | £1,000.00 |
| **Total Awarded This Round** | **£3,000.00** |
| **Running Total** | **£3,000.00** |

## Coastal BUSINESS Fund Round 2

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| None Awarded | £0.00 |
| **Total Awarded This Round** | **£0.00** |
| **Running Total** | **£3,000.00** |

## Coastal BUSINESS Fund Round 3

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| Message in a Bottle - Indian Summer event | £1,000.00 |
| **Total Awarded This Round** | **£1000.00** |
| **Running Total** | **£4,000.00** |

## Coastal COMMUNITY Round 1

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| St Andrew's Hospice - Sparkle Walk | £500.00 |
| **Total Awarded This Round** | **£500.00** |
| **Running Total** | **£500.00** |

## Coastal COMMUNITY Round 2

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| NEL Women's Aid | **£500.00** |
| Oasis Academy | **£500.00** |
| **Total Awarded This Round** | **£1000.00** |
| **Running Total** | **£1500.00** |

## Coastal COMMUNITY Round 3

| **Grant Recipient** | **Grant Amount** |
| --- | --- |
| NEL Women's Aid | **£0.00** |
| **Total Awarded This Round** | **£0.00** |
| **Running Total** | **£1500.00** |

**Visitor Economy Advisor –** a specialist from E-Factor Ltd, has been appointed to deliver business support including coaching, mentoring, advice on customer service, technology, business planning, diversification and marketing.

| **Outputs** | **Actual achieved (up to 30 Sept 18)** |
| --- | --- |
| Private business supported | 69 |
| Business assists completed 1:1 | 29 |
| New businesses started | 2 |
| Jobs created | 3.5 |
| Masterclasses/Workshops | 6 |

**Public space improvements** - High Street, Alexandra Road and Sea View Street will be upgraded to provide enhanced pedestrian friendly spaces, using high quality materials that are in keeping with the Conservation Area setting.

**Alexandra Road** – is the main crossing point between the town centre and the promenades and a major focal point with its distinctive ‘seaside’ architectural character. The materials palette will be sensitive to the heritage and history of the area and will create an improved environment to stimulate interest in local heritage and encourage investment.

**High Street** – the creation of a high quality, pedestrian friendly environment which will complement the ongoing private sector investment in bars and restaurants at this key arrival point into the resort. The materials palette will be contemporary in nature to reflect the current uses.

**Sea View Street –** is the most historic part of the Cleethorpes Central Seafront Conservation Area and contains the highest number of original shopfronts. The materials palette is complementary to the historic setting and will provide an enhanced environment to support the range of high quality independent shops and restaurants/ bars. The scheme, developed in partnership with local traders, will see a new layout applied to the street to help enhance the historic environment.

**One Cleethorpes (development on former Clifton Bingo site) -** this development is being undertaken by a private developer, on privately owned land. We do not have details as to when this work will start on site, but we will work with the developers to ensure that both this and the wider regeneration works are carefully coordinated.

## Highways works FAQs

1. **When will the works to improve public spaces start?**

The works will be carried out in four phases of work. The first phase has now started.

* **Phase one**: **Now completed.** High Street and Alexandra Road (from the junction with St. Peters Avenue to the junction with Sea Road) - January 2019 to July 2019.
* **Phase two**: Sea View Street – July 2019 to December 2019

Work will take place under temporary road closures. To minimise the impact, these works will be carried out in to two stages. Stage one will see a temporary closure of Sea View Street between Cambridge Street and New Road. Stage two will see a temporary closure of Sea View Street between New Road and Alexandra Road.

* **Phase three**: Sea Road / Alexandra Road Junction - September 2019 to December 2019

Works will take place under local traffic management which will include a reduction in carriageway widths. Main traffic flows will be maintained so far as reasonably practicable. There will be periods when the use of temporary traffic signals may be required, but this will be kept to a minimum.

* **Phase four**: Alexandra Road (from the junction with Sea Road to the junction with Sea View Street) - January 2020 to September 2020

A temporary one way system will be introduced on Alexandra Road between Sea Road and Knoll Street. Vehicles will be permitted to travel along Alexandra Road heading southwards towards Knoll Street. A temporary diversion will be in place directing northbound traffic to St. Peters Avenue. At certain times during construction the use of temporary traffic signals will be required; however their use will be kept to a minimum.

1. **How long will it take to complete the works in High Street, Alexandra Road and Sea View Street?**

Works will be completed in phases with different start and completion dates. The final project will be completed by September 2020.

1. **Sea Road Junction**
   1. **Who is paying for this?**

The Sea Road Junction works are being funded as a road safety improvement scheme using the Council’s Local Transport Plan funding.

* 1. **When will it start?**

The work is programmed to start in September 2019 and is expected to be completed by December 2019.

* 1. **How will this work with the overall scheme?**

All of the works to improve public spaces has been programmed and phased. The works to this junction will be the third of four phases.

* 1. **What’s the layout of the junction going to be?**

The layout of the junction will remain as a roundabout. The existing raised tables on Alexandra Road will be removed and a new signalised pedestrian crossing will be installed to the south of the current junction arrangement.

* 1. **How will this help traffic?**

The addition of a signalised pedestrian crossing will assist with ensuring pedestrians can cross Alexandra Road safely.

1. **What will the Council do with the paving slabs that are being replaced? Will the original materials be reassigned / recycled?**

All of the existing paving along with other hard material that is taken up will be removed by the contractor and taken to a recycling facility where it is likely to be crushed and re-used as sub-base (foundation material).

1. **Will there be any night-time working?**

There will be occasions when overnight road closures are required to allow carriageway resurfacing works to take place or works that may require additional safe working space to be completed with minimal impact. We will notify residents and businesses likely to be affected nearer the time.

1. **How will the works impact on the events that take place in the resort?**

We are working with the organisers of large scale events, such as the Armed Forces Event Team, to make sure they are aware of the plans and the timescales for carrying out the works. This will allow us to work together so that the events can proceed with minimal disruption and where necessary alternative routes are planned.

1. **Will traffic be diverted during the works?**

Yes, there will be local diversions throughout the works. These will be advertised well in advance and where businesses and residents are directly affected by diversions, we will write to them in advance.

1. **Will bus stops be relocated during the works?**

We have been working with bus operators as we have developed our designs. Bus users are advised to go to their usual stop where any changes will be clearly displayed. During the works it will be necessary to temporarily relocate some existing bus stop locations, whilst others will be relocated on a permanent basis. Advanced notification of this will be provided on site.

1. **What’s happening with emergency services / RNLI?**

We are talking to representatives from the emergency services to ensure they are aware of the works and how any impact on access can be minimised.

1. **Have you talked to business owners?**

Yes. With regards to Sea View Street, we have had many meetings which have helped to shape the proposals. We will be continuing these discussions once we have designs for the plaza.

1. **Will I still be able to park for free in Sea View Street?**

Yes there will be some one hour free on-street parking spaces within Sea View Street.

1. **Sometimes I park outside of the NatWest Bank, will I still be able to?**

Whilst the works are underway in Sea View Street, parking will be maintained as long as practicable. The current parking area will be retained outside NatWest Bank in the long term.

1. **Who do I contact if I have any questions about the works on site?**

You can contact us by calling 01472 324492, or by e-mailing[Cleethorpesregeneration@nelincs.gov.uk](mailto:Cleethorpesregeneration@nelincs.gov.uk)

1. **How will I know what is happening and when?**

You can find further information and the latest plans on [Invest NEL Cleethorpes Improvement](http://www.investnel.co.uk/cleethorpesimprovement)

Where residents and business owners are directly affected by the works, we will send letters to update them. Information will also be circulated through all local media and the Council’s social media.

## Keeping people up to date

1. **When have we talked with residents and businesses previously?**

We have had many meetings with local residents, businesses and community organisations to help shape the works that will be delivered in Cleethorpes town centre and promenades. We will continue to organise further information sessions as required.

1. **Has feedback from residents and business changed anything?**

Yes, we have changed some of our plans after talking with residents and businesses.

1. **How are we going to keep people up to date with the works?**

Information is being kept up to date on [Invest NEL Cleethorpes Regeneration](http://www.investnel.co.uk/cleethorpesregeneration)

Additionally, where residents and businesses are directly affected by the works, we will send letters to update them. Information will also be circulated through all local media, the Council’s social media and on the InvestNEL website.

## National Lottery Heritage Fund (NLHF) - Townscape Heritage Grant Programme

[Invest NEL Discover Cleethorpes Heritage](https://investnel.co.uk/opportunities/current-developments/discover-cleethorpes-heritage)

[North East Lincs Council Heritage and Conservation](https://www.nelincs.gov.uk/planning-and-development/heritage-and-conservation/#1495183921155-e830dcb3-9e1a)

The Townscape Heritage project is supported by the NLHF and provides grant assistance to help communities improve the built historic environment in areas in need of investment.

The Townscape Heritage project for Cleethorpes focuses on conserving and enhancing important heritage assets in Alexandra Road and Sea View Street, improving the public realm on Alexandra Road to complement the historic character of the buildings and encouraging a more diverse audience to learn, enjoy, appreciate and protect local heritage through a range of activities and skills.

The majority of Townscape Heritage grant schemes will first need to go through the planning process which allows the proposals to be considered in public. A number of these have already gained permission. You can view planning applications online via the following link: [North East Lincs Planning Applications](https://www.nelincs.gov.uk/planning-and-development/planning-applications/)

1. **Who is paying for this?**

The funding for this scheme has come from two sources – £1.9m from NLHF and £1m from the Council. In addition, grant applicants will need to make a financial contribution towards the cost of any works to improve their property.

1. **How do people apply for a grant?**

Anyone wishing to apply for a grant through the HLF Townscape Heritage scheme must have an eligible property within the focus area. Please contact [Carol.Heid@nelincs.gov.uk](mailto:Carol.Heid@nelincs.gov.uk) for further details.

1. **How many people have applied for the grant so far? What will happen if there is money left over at the end of the project?**

The grant scheme has recently launched and will run until the end of 2021. So far there has been considerable interest in the scheme and we are on target to spend the funding.

1. **How will the work to historic buildings in Sea View Street and Alexandra Road be factored in to the overall programme?**

When applicants submit their applications, they include timescales during which they intend to start and finish their works. We will review this against the timescales for carrying out works in Alexandra Road and Sea View Street and will work with property owners to ensure that this is well coordinated.

1. **Who will be doing the works to properties?**

Each property owner will appoint their own contractor to do the works to their property.

1. **How do I find out about the activities and skills classes?**

Please contact Carol Heidschuster on [Carol.Heid@nelincs.gov.uk](mailto:Carol.Heid@nelincs.gov.uk) for more information.