Rejuvenation for Cleethorpes with National Lottery



Alexandra Road in Cleethorpes is set to benefit from National Lottery funds

The Central Cleethorpes Seafront Townscape Heritage project aims to restore shopfronts and other architectural features, bring vacant floorspace back into use and to help with improvements to public areas in Cleethorpes.

The project will focus on conserving and enhancing historic buildings and public realm along Sea View Street and Alexander Road, which connect the town centre and seafront. Local businesses along these two prominent streets can apply for grants to repair and restore original architectural features as well as shop facades. The ornate Victorian wrought-iron balconies along Alexandra Road will be restored and many of the public spaces, including stonework and paving, will be renewed.

- Sea View Street is the most historic part of Cleethorpes Conservation Area. It contains the oldest historic fabric and the most original shopfronts. Although increasingly attractive to independent retailers and restaurants, Sea View Street still has three buildings identified as at risk
- ?Alexandra Road is one of the main pedestrian and vehicular routes running parallel to Cleethorpes seafront, and is dominated by typical Victorian terraces. Poorly maintained properties, eroded original features and unsympathetic alterations mean that Alexandra Road is no longer in keeping with the area. This road also has three buildings at risk

The project has been awarded a first-round pass towards a final pot of £1.9m from HLF's Townscape Heritage programme.

Council Leader and portfolio holder for Regeneration, Skills and Enterprise, Councillor Ray Oxby, said: "This is fantastic news for the resort and for the wider area. Both of these streets are deeply rooted in the town’s history, and wonderfully fit the seaside feel of Cleethorpes.

"With some of the buildings along these streets being at risk, and many of the original architectural features having been lost over time, this funding will provide a much-needed boost, enabling the area's heritage to endure.”

Councillor Dave Watson, portfolio holder for the Environment, Tourism and the Visitor Economy, said: “This funding not only presents a unique opportunity to reinforce the image of Cleethorpes as an attractive seaside resort, but also means that through this restoration and regenerative work, local businesses and jobs will be sustained.”

HLF Chair, Sir Peter Luff, said: “Historic town centres are the beating heart of communities, so where they fall into disrepair, the community pays a heavy price. Research shows that this can be changed and that even small changes - improving shop fronts or restoring architectural features - can make a real difference.

“That's what the Townscape Heritage scheme does so successfully, providing a boost for local economies, with vital employment and training opportunities, start-up spaces for small businesses and enhanced public places for residents and visitors.

“Townscape Heritage funding has made a huge difference to communities across the UK and this is only possible thanks to National Lottery players.”

Notes to editors

ENGIE was previously known as Cofely GDF Suez. Due to a global rebranding exercise the group is now known as ENGIE, please visit the ENGIE website for more details

Further information

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Rothesay on the Isle of Bute is set to receive Townscape Heritage funding

Coastal towns reel in National Lottery cash