



LINCOLNSHIRE EXTENSIVE URBAN SURVEY Cleethorpes and Old Clee



The Project

The primary objective of the Extensive Urban Survey is to create a record of the development and historic character of Lincolnshire's towns. It is anticipated that the survey will be of use and interest within the planning system and to the public, particularly those living within or visiting the towns. It should be noted that although every effort has been made to be thorough, the reports are not completely comprehensive and should not be expected to cover all that is known about a place.

The project consists of a written report, detailing the archaeological and historical background and development of the town. The character of the town will also be discussed within the report within specific Historical Urban Character Area (HUMA) assessments, which indicate the heritage value of each area based upon the four interests identified within Historic England's 2008 Conservation Principles: Evidential, Historical, Aesthetic and Communal, these are also compared to values seen in the NPPF.

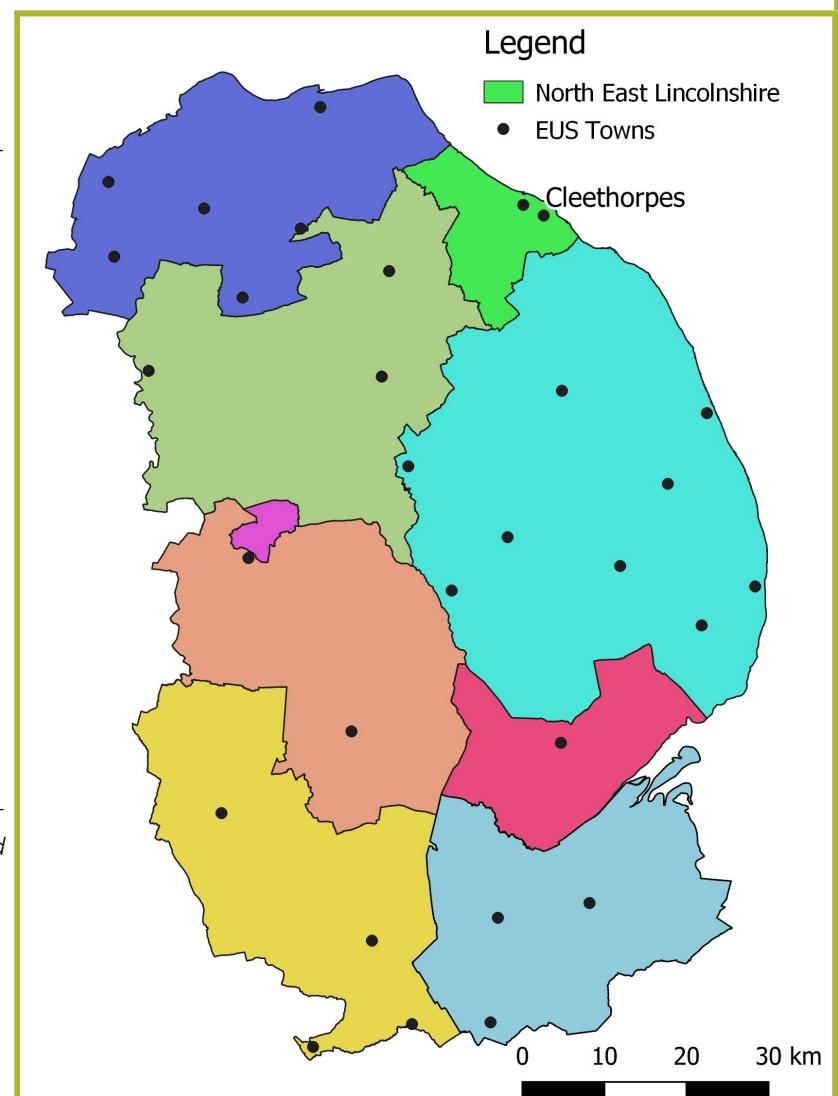
The Extensive Urban Survey provides a 'snap shot' of the development of the towns of Lincolnshire taken at the time of survey, as such it is one of many data sets which could and should be consulted prior to development proposals within the towns. The North East Lincolnshire Historic Environment Record (HER) maintains an up to date record of all historical and archaeological data that is known within the county, and should be consulted as part of planning applications (NPPF18 p189).

The survey boundary was decided upon following discussions between the EUS Project Officer and the Heritage Officer for North East Lincolnshire District Council. This boundary includes Old Clee village, which is more often associated with Grimsby. The decision was made to include Old Clee due to the fact that historically it is more involved in the historical narrative of Cleethorpes than of Grimsby's.

Location

Cleethorpes is located within the unitary authority of North East Lincolnshire, in the ceremonial/historic county of Lincolnshire. Situated on the mouth of the River Humber, Cleethorpes is characterised as the 'Lincolnshire Coast and Marshes, number 42' in Natural England's Natural Character Area Profiles. The area is described as a wide coastal plain extending from Barton-upon-Humber to Skegness, bounded by the North Sea to the east and the Lincolnshire Wolds to the west. Most of the region is agricultural or coastal, with dispersed settlements and some industrial centres with larger populations

such as Grimsby. Cleethorpes is within the Historic Landscape Character Zone NOM3 'The Grimsby Commuter Belt within The Northern Marshes Character Area', which is described as an *arc of settlements surrounding Grimsby, the cores of the settlements are easily identifiable with medieval churches and 18th-19th century red brick buildings... developments along the roads connecting the settlements to Grimsby may eventually cause the whole zone to coalesce into a single large conurbation. An example of this can perhaps be seen in the merging of Grimsby and Cleethorpes. The rural landscape is mostly made up of large modern fields that have been formed from the loss of field boundaries and the consolidation of adjacent fields...a significant proportion of the fields in the zone are the result of eighteenth-century planned enclosure, and display the straight boundaries and rectilinear pattern characteristic of this period. On a more limited scale, there are areas of irregular fields in the vicinity of some of the settlements, which are interpreted as ancient enclosure of medieval open fields.*



1. HISTORICAL AND ARCHAEOLOGICAL BACKGROUND

1.1 PREHISTORIC

This region in the prehistoric period had a wetland environment, which likely created varied opportunities for hunting and gathering. Evidence, including scattered finds and Beacon Hill long barrow (HER: MNL1211, NHLE: 1019865), demonstrates that there was human activity in the area of the current town and that the area was significant enough to warrant the construction of a burial monument.

Beacon Hill (a scheduled monument) was partially excavated in 1935, revealing 6 urns containing cremated remains. The prominent position and height of the mound were taken advantage of in the early-medieval/Anglo-Saxon period and in the medieval period as the site for a beacon, hence the place-name element. In the area immediately surrounding Beacon Hill, scattered finds include prehistoric tools such as scrapers and flint flakes (HER: MNL2509). These have been dated to the Neolithic period or Early Bronze Age. Furthermore, two Early Neolithic/Late Bronze Age axes are recorded to the east of Taylor's Avenue within the survey boundary (HER: MNL1206, MNL2139) and an Iron Age Coritanian gold stater coin has been recorded in Haverstoe Park (HER: MNL1210). Cleethorpes foreshore contains the remains of a prehistoric forest preserved in peat, and at low tide fallen trunks and tree stumps are visible. This site has also produced stone tools. Although there are several instances of prehistoric activity in the town, evidence of permanent settlement is not yet recorded.



Beacon Hill long Barrow MNL1211, NHLE: 1019865

1.2 ROMAN

Evidence for Roman period settlement in the area is lacking. Recovered finds, suggest that the Romans were active locally, although settlement remains are as yet unknown in Cleethorpes. Dispersed finds from the study area consist of a quern (HER: MNL1209), a coin of Constantine I (HER: MNL1163), and a supposed fort (MNL4591). The latter is suspected from the names 'Burghill' and 'Castell Croft' which have appeared in the historical record and possibly imply the existence of a fortification. Several more finds of coins and pottery are recorded around the town, including pottery found on the beach. It has been also been suggested that there was a Roman road between Caistor and Cleethorpes, however, this is not confirmed. In conclusion, there was likely some form of activity locally during the Roman period. Remains from this period may have been obscured by the Humber Estuary, as large parts of the former coastline have been eroded by the tide. Reports from the 17th and 19th centuries documented that metres of the coast were being lost to the tide every year, an issue which had probably been occurring for centuries.

1.3 EARLY MEDIEVAL AND ANGLO-SAXON

At this time Cleethorpes was part of the former North Riding of Lindsey, in the Bradley Wapentake (an early-medieval method of land division).

1.3.1 PLACE-NAME EVIDENCE

Place-name evidence including 'Clee', 'Itterby', 'Hole', and 'Thrunscoe' suggest the settlements were likely established during the early medieval period. Many of the names are a mixture of Old English and Old Scandinavian and describe the area topographically. The name 'Clee' means Clay in Old English, which is thought to be in reference to the boulder clay soil prevalent around Cleethorpes. 'Hole' is a topographic description, indicating a dip in the landscape, and this name is preserved in present day 'Oole Road'. Thrunscoe is thought to mean 'thorn bush wood' in Old Scandinavian, dating the establishment of the settlement to around the early medieval period. Itterby, meaning 'the outer secondary, farmstead of the village of Clee', and 'by' is also an indication of Danish origin.

1.3.2 DOMESDAY SURVEY

The Domesday Survey shows that there were manorial centres in Old Clee (then known as Clee), Itterby and Thrunscoe. These lands were confiscated during the conquest and redistributed to the supporters of William I, and large sections of land were held by landowners resident elsewhere. Although, two manors had their centres in Clee, one of which is the likely site of the

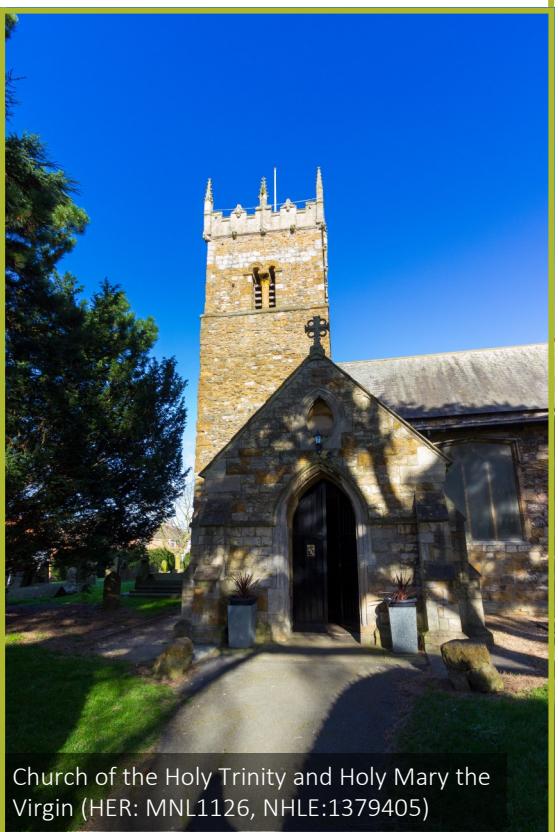
later half. Before the conquest two manors were held by Algar and Grimbald, and after 1086, the lands passed to Bishop Odo of Bayeux and Ivo Talbois. These properties included meadows, agricultural land, wasteland (possibly land which had been ravaged during the conquest) and plough-teams. The manor in Itterby (thought to have been located around the junction of modern-day Bark Street and Humber Street), passed from Elaf to Waldin the artificer/engineer, who had land for a small number of plough teams (2 oxen) and 14 acres of meadow. The manor in Thrunscoe was likely around the junction of Lindum Road and Oxford Road. This manor passed from Grimkel to Ivo Talbois, with the estate including 5 'bovates' (approximately 75 acres) of agricultural land, 10 oxen, 5 villagers, and 12 acres of meadow.

The HER holds three entries from this period, including the projected boundaries for the historic settlement of Clee (HER: MNL2251) and the parish church (HER: MNL1126). The Church of the Holy Trinity and Holy Mary the Virgin (HER: MNL1126, NHLE:1379405) has potential Saxon origins, the tower is thought to date to 1050. Beacon Hill, the prehistoric monument was reused in the early-medieval period potentially as the site for a burial, with a small Anglo-Saxon bowl recorded in the upper layers of the barrow.

1.4 MEDIEVAL

1.4.1 OPEN FIELD SYSTEM

Cleethorpes in the medieval period primarily comprised agricultural land and meadow, with a small number of dispersed settlements. Maps from the mid-18th century, clearly show the former agricultural land as large open fields extending from the settlements. These fields had fairly standard names for medieval open fields, such as Clee/Thorpe Middle Field, Mill Field, Great Field, East/West Field and Marsh, providing some indication of the use of each as well as the village to which they likely belonged.



Church of the Holy Trinity and Holy Mary the Virgin (HER: MNL1126, NHLE:1379405)

1.4.2 STREET PLAN AND DEVELOPMENT

As stated, most of what is now Cleethorpes was agricultural land during the medieval and post-medieval periods. The hamlets Hole, Itterby, and Thrunscoe (which in the 19th and 20th centuries would merge into one large settlement), were spread out in the north of the town. These hamlets and their street plans have been partially preserved in the modern period: Sea Road, High Street, and the Market Place were the focus of the former settlement of Hole, and Seaview Street, Humber Street, Bark Street and Cambridge Street were the focus of the hamlet of Itterby. The manor in Thrunscoe was likely around the junction of Lindum Road and Oxford Road, and Dolphin Street, Mill Place, and Cosgrove Street preserve the former property boundaries, which extended south from Market Street.

The main routes into the town were Taylors Avenue and Clee Road, in the medieval period, these would have comprised tracks between the open fields. In the post-medieval period, parliamentary enclosure straightened some of these former winding roads.

1.4.3 ECONOMY AND INDUSTRY

The main industry in Cleethorpes in the medieval period was likely to be fishing, agriculture, and local craft-based industries, carried out primarily to support the local population rather than trade elsewhere. The remains of fish traps, which are believed to date to the medieval period, have been recorded on Cleethorpes' foreshore. In later centuries, the oysters grown in Cleethorpes were well known to be of good quality. Salt production was also prevalent along the majority of Lincolnshire's coast and has tentatively been identified in medieval remains recorded within the town.

1.4.4 MARKETS AND FAIRS

Documentary evidence from 1322 details how Hole, Thrunscoe, Clee, and Itterby were accused of holding illegal markets by the Borough of Great Grimsby. These were likely to be small markets selling local crafts, food and day-to-day items. John of Gaunt, the son of King Edward III and Earl of Richmond and Lancaster, obtained the right to hold a Thursday market in Thrunscoe in 1362, and a fair for St Michaelmas on the 29th September.

1.4.5 RELIGION AND EDUCATION

The Church of the Holy Trinity and Holy Mary the Virgin is the only church within the survey boundary which is of medieval date. It was dedicated, upon its completion in 1192, by Bishop Hugo of Lincoln. It comprises a Saxon-Norman tower with modifications in the 18th and 19th centuries. The church was granted to Wellow Abbey in 1374, and was later transferred to the Bishop of Lincoln following the religious reformation in the 16th century. A chapel of ease (HER: MNL442) was also recorded as being extant around Seaview Street documented in 1309. Records show that it made tithe payments of fish to Wellow monastery in Grimsby. It was likely that there were more religious buildings within the settlements, however, they are no longer visible in the record.

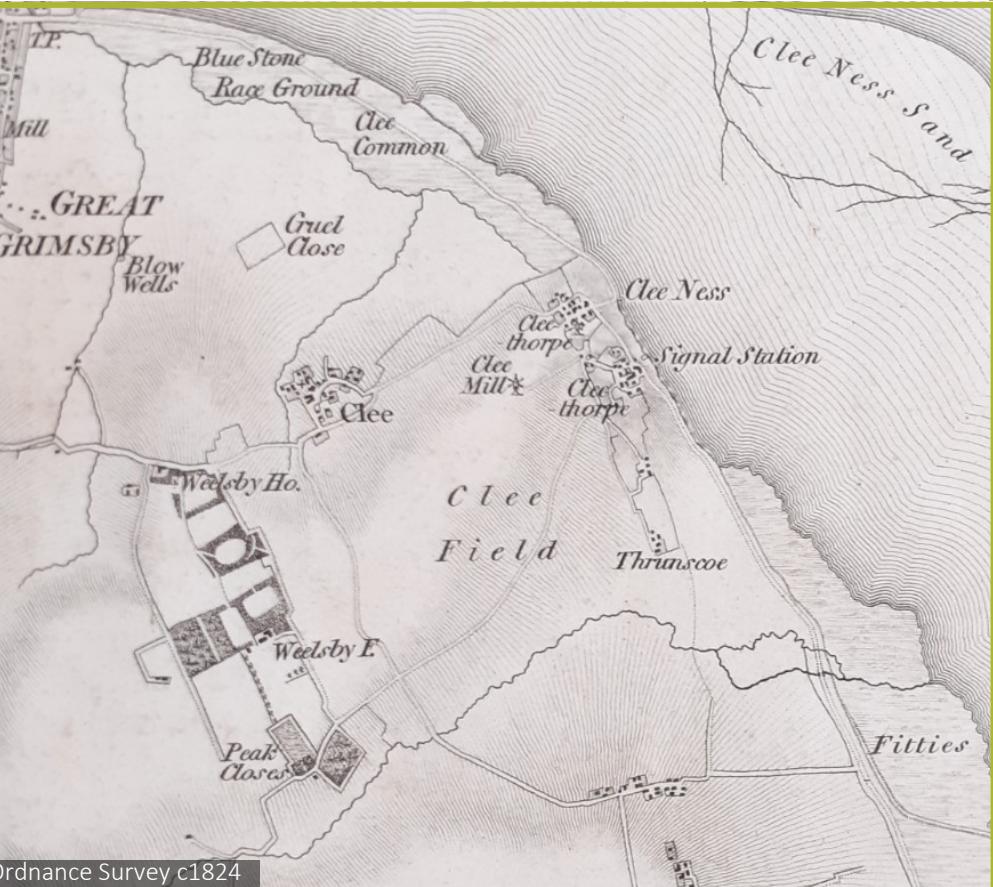
1.4.6 CHARACTERISTIC BUILDINGS

Beacon Hill

In 1377, a beacon (HER: MNL1211) was erected upon Beacon Hill long barrow (burial mound), as it is a high point in the landscape. This was constructed to defend the mouth of the Humber during heightened Anglo-French hostilities at the beginning of the Hundred Years' War. The Beacon is no longer extant, however the mound, which was heightened for the construction of the beacon, survives and it is now incorporated into the cemetery.

1.5 POST-MEDIEVAL

At the beginning of the post-medieval period (1540-1899), the settlements were still relatively small; Thrunscoe is recorded in 1563 as having 16 families, Hole had 13, Itterby had 17, and Clee had 22. By the 1801 census, Cleethorpes had a population of 284 from 60 houses, which is a relatively small increase over this period. In the 19th century, Cleethorpes transformed from a collection of hamlets into a large fashionable resort, described by one writer as "*one of our oldest watering places, and from its situation, the most salubrious on the Lincolnshire Coast*".



Ordnance Survey c1824

1.5.1 STREET PATTERN AND DEVELOPMENT

The 1st edition of the Ordnance Survey map (above) dates to 1824, and shows Cleethorpes as small separate settlements. By this date, both Hole and Itterby are called 'Clee-thorpe', with the suffix 'Thorpe' likely meaning "the outlying settlement", and Cleethorpes (or the hamlets which made up the original settlement) would be "the outlying settlements of Clee".

Investments and promotion from landowners, Methodist groups and railway companies led to Cleethorpes becoming one of the most desirable coastal destinations in Lincolnshire. Furthermore, as Grimsby grew into a very important and prosperous port, demand for land grew and undeveloped fields in Cleethorpes became ever more attractive to developers. This was exacerbated by the good transport links between the two towns; Whites directory of 1856 records omnibuses traveling between the two towns 'several times a day'. The land immediately north of the survey area (around Park Street) became known as New Clee. It was after this area had been developed that increased development took place south and west of the centre.

By 1850, there were 3 hotels and 106 lodging houses. These were mostly rooms rented out by local residents, predominantly located around Market Street in the former hamlet of Hole and Seaview Street in Itterby. These settlements were still separated by small fields at this time. Thrunscoe was not absorbed into the town until the mid 20th century.

1.5.2 SIDNEY SUSSEX COLLEGE

In 1616, Sidney Sussex College at the University of Cambridge purchased the Itterby manor and with it a large amount of land, with the aim of supporting the college through the income made from rent. The Enclosure Act of 1842 saw Sidney Sussex be-

come the largest landowner in the town. Initially, the main income to the college from Cleethorpes would have been from the rent of agricultural land. As the resort grew in popularity, Sidney Sussex College decided to invest in the town to increase their return. They were however, unable to sell their land (constrained by terms of their ownership), but they were granted a parliamentary act to be allowed to offer 99-year leases to build. The income which the college received from its Cleethorpes estate accounted for 15% of its total income in the mid 19th century to 60% in 1914, through the development of the resort.

One of the conditions of these leases stated that the names given to new streets built on Sidney Sussex land had to be related to the college, as a result, many of the streets around the town are named after esteemed students, employees and benefactors of the college, examples include Bursar Street. The influence of the college lessened throughout the 20th century, and by 1968 the college had sold its leasehold property and remaining undeveloped land.

1.5.3 RELIGION AND EDUCATION

Many new chapels and churches were constructed in the town throughout the 19th century, mostly due to the rapidly expanding population. St Peter's Church (HER: MNL465, NHLE: 1309988) was constructed in 1864, it became a separate parish from Old Clee in 1889.

Non-conformist religion grew in popularity in Cleethorpes in the post-medieval period, and congregations were inflated during the summer months by seasonal visitors. Methodism had a stronghold in Thrunscoe. In 1745, Methodist meetings were held in the home of William Dean. The first Methodist chapel (HER: MNL2327) was constructed in Cleethorpes in 1802 in Market Street, however, the chapel was demolished by 1900, broadening the market place as a result. A new Wesleyan Methodist Chapel and Sunday school was constructed in 1848 in St Peters Road (HER: MNL1628), the chapel was rebuilt in 1885 in the Gothic style to accommodate over 1000 worshipers. The chapel has since been demolished and is now the site of St Peter's Avenue Car Park.

In 1848, a Primitive Methodist chapel (HER: MNL4116) was built close to Knoll Road and was demolished in 1857, to build a new premises on the junction between Cambridge Street and Mill Road (HER: MNL1625) this was also taken down, and a new chapel was built on the same site in 1876 and again in 1978.

By 1875, the Old Clee churchyard was at capacity which led to the Clee Burial Board being formed, and a new site for a cemetery being sought. Cleethorpes Municipal Cemetery (HER: MNL438) was founded in 1877, on land purchased for £1200 from Sidney Sussex College. The cemetery paths are laid out in a grid pattern and are lined by mature trees, the layout also appears to have been designed to incorporate the long barrow. The cemetery also contains two chapels, one Anglican and one belonging to the Non-conformist faith.

In 1882, the Humberstone Foundation founded the Matthew Humberstone Grammar School. The school, located on Clee Road, was a replacement for a school in Humbertson which had closed in 1878.

1.5.4 THE ENCLOSURE ACT

Cleethorpes was enclosed in 1842 as part of a parliamentary enclosure scheme instigated by the major landowners. Reflecting much of the national picture of parliamentary enclosure, a small number of landowners received a large share; with 12 landowners being awarded 89% of the enclosed land at Cleethorpes. Sidney Sussex College was awarded the largest share of land (56%) which amounted to approximately 336 acres, followed by W. N. White with 41 acres (6%). Another 10 landowners owned 27% approximately 150 acres, and 36 individuals owned the remaining 11%, 16 of whom had less than 1/4 of an acre each. This land division would affect the later development of Cleethorpes as a resort due to a smaller number of landowners being able to plan and develop larger areas.

1.5.5 RAILWAY AND TRANSPORT

In the early years of Cleethorpes' rise in popularity, there was a steamer service between Hull and Grimsby, by which travellers could then be conveyed to the town by cart. These modes of transport were later supplemented by the railway, although due to the popularity of the resort they endured past the founding of the railway.

By 1863, the single track railway had arrived in Cleethorpes. Due to the numbers beginning to visit the town, the track was doubled in 1874. The Manchester Sheffield and Lincolnshire Railway (MS&LR) rebuilt the station in 1880 to deal with the amount of visitors coming to Cleethorpes.

The MS&LR invested a large amount of money in the town, and did much to create the town that is visible today, to encourage visitors to use the train service. The MS&LR were asked by the Urban Sanitary Authority to help reduce the erosion of the cliffs which were being damaged by winter storms, they agreed providing that the land needed to solve the erosion was either given to them or sold at a reasonable price. The North and Central Promenade were constructed at the bottom of the cliff and the ornamental Dolphin Gardens built over the cliff face to consolidate the walls and prevent further erosion. Ross Castle was also

constructed at this time, named after a MS&LR employee. The company also established swimming baths, built the pier and provided a new station and facilities for visitors. The new attractions were opened officially in 1885 by Prince Albert Victor. In improving the town, the company spent £100,000 but were repaid handsomely by the numbers of visitors to the town. In a single day as many as 30,000 people are reported to have travelled to the town.

The resort was connected to the electricity network in 1882 in a joint venture by the MS&LR and Midland Brush Electric Light Company, however this was short lived due to the difficulties and dangers posed by high winds on the cables. Cleethorpes Gas Company was founded in the early 20th century and gas lighting was installed in the town at the same time. The gas works were located to the west of the train station, the site has been redeveloped into an industrial site in the late 20th century.

A tramway was constructed in 1886 to supplement the railway, which connected Grimsby to Cleethorpes. Initially it ran to Isaacs Hill; it was extended periodically and by 1902 had stretched along High Street and Alexandra Road up to the Kingsway. The wide streets of High Street and Alexandra Road are the result of the former tramway line. The trams ceased operation in 1936 and were replaced by trolleybuses in 1937, which were in operation until 1960. At which point car traffic became the main mode of transport in the town.

1.5.6 RECREATION

Much of the development in Cleethorpes is due to its status as a resort. Within the town there is coastal recreation, which is aimed predominantly at tourists. This comprises amusements, arcades, gardens, hotels and restaurants and the pier. This development has been carried out along the coast and on a few in-land streets, generally with coastal views. There has also been development to provide recreation for local people, this is confined to parks and shopping streets, such as St Peter's Avenue.

The first hotel to be opened in Cleethorpes was on the same site as The Dolphin Inn in 1760, it was rebuilt in the early 19th century as a hotel. In the early 19th century the resort already had a reputation as a bathing space, to take pure sea air and to swim in (and sometimes drink) salt water. The Cliff Hotel opened in 1853, located on the former cliff front, with views across the Humber Estuary. Local public houses such as the Leeds Arms (demolished in 1960) and Cross Keys (demolished in 1985) catered for tourists, and many visitors would also stay in local houses. Donkeys were common along the seafront in Cleethorpes, which were kept in local fields when not working. Bathing vans were also very popular; the vans were small carts designed to be rolled into the water to allow relative privacy whilst swimming. These vans would have been a common sight on the beach with many hotels, inns and local people owning them to rent to tourists.

The resort was already fashionable by the late 19th century, however, earlier in the century it was only accessible for those who could afford it. An increase in annual holidays as a result of the Bank Holidays Act in 1871, combined with affordable and swift transport via the railways, allowed more people of lower incomes from further afield to access coastal resorts. This inflated the number of visitors to the town and contributed to the resort becoming a major seaside destination. This was a trend which endured until the mid 20th century.

1.5.7 CHARACTERISTIC BUILDINGS

Cleethorpes Pier (HER: MNL415)

Cleethorpes Pier was built in 1872-1873: it was a fashionable addition to the growing resort, built by Head Wrightson and Co and financed by MS&LR as part of their investment in the resort. It measured 1200 feet in length, although this was shortened to 335 after WWII. It is constructed of cast iron and pine, and in 1888 a pier-head concert hall was built to cap the structure.

Ross Castle (HER: MNL464, NHLE: 1103476)

Ross Castle, was built in 1885 by the MS&LR and named after the secretary of the company at the time, Edward Ross. The faux castle, was built using iron slag and limestone as part of reinforcement works to the cliffs alongside the promenade and pier gardens. The castle stands at 10 metres, it was purposefully designed and built to demonstrate the former height of the cliff.



The Dolphin Hotel HER: MNL1665



Ross Castle HER: MNL464, NHLE: 1103476

Clee Hall Farmhouse (HER: MNL1245, NHLE: 1379411)

Clee Hall Farmhouse is a Grade II* listed 17th century farmhouse, located in Old Clee. It is built on the site of a medieval fortified manor (HER: MNL1136). The house was set within a moat in the medieval period, however, it has been largely filled in. The manor was likely the manorial estate centre. The farmhouse is built of red brick, which has been painted white with pantile roof. The hall has ornate Dutch gables, a design which has been recreated in many of the 19th century farmhouses constructed in Old Clee.

1.6 MODERN AND 21st CENTURY

Cleethorpes in the modern period had a few episodes of major expansion; at the turn of the century there was a period of growth with new gridded streets of terraced housing constructed to the west and south. Again in the decades of the 1930-1950s, there was a large amount of expansion, most of which took place after the war in the form of semi-detached housing and short terraces, many of which were constructed around small greens and grass verges. The first council-built estate in Cleethorpes was on St Hugh's Avenue comprising short terraces around a central green. These were constructed in response to the national affordable housing shortage, and also to accommodate the growing tourist town. The largest growth was seen in the latter half of the 20th century when the town almost doubled in size with large-scale developments in the form of extensive housing estates of mixed residential streets.

The waterfront has also seen episodes of regeneration throughout the 20th century and has been a driving factor in the redevelopment of the town. This development was designed to further the coastal recreation offer of the town, and also, to protect the shore from tidal erosion.

1.6.1 STREET PATTERN AND DEVELOPMENT

Nearly 3000 new homes were built in Cleethorpes in the 19th century to accommodate a surge in population, which had grown to 12,578 by 1901.

Although the construction of the North Promenade in the 19th century protected the main town from the sea, the cliff face south of the promenade was continuing to erode. In 1906, Sea Bank Road (Later Kingsway Road) was being eroded by the sea, also putting the buildings on the road front at risk. As a result Kings Parade Promenade (HER: MNL2412) and the ornamental gardens were built and Seaview Road was consolidated. The initial plan was to have the tramway extended to the bathing pool (later the leisure centre), however these plans fell through and the Kingsway Gardens were planned instead.

The construction of the promenade made more land behind Kingsway available for development, however, only a small amount of development could take place. New streets were developed up to Signhill Avenue, but no further due to the land in Thruncoe requiring drainage prior to construction. The Southern Outfall Pumping Station (HER: MNL2416) was also constructed to help with drainage and waste removal in 1982. The station was designed by the popular Lincoln architect Sam Scorer.

Further sea defences were constructed in the latter half of the 20th century to protect the town up to Humberston, while at the same time creating a coastal walk between Humberston and the main town of Cleethorpes.

1.6.2 TRADE AND INDUSTRY

The town was primarily a resort and many of the jobs were in hospitality. Its close proximity to Grimsby and easy transport links also meant many occupants of Cleethorpes worked in the industries in Grimsby.

1.6.3 RELIGION AND EDUCATION

A new Baptist chapel (HER: MNL2601) was constructed on Bradford Avenue in 1910, however this was destroyed in a Zeppelin Raid of 1916 and a new chapel was built in 1927.

Bursar School (HER: MNL1662), was built in 1902 within the new terraced streets (Bursar Street and Frederick Street) to accommodate local children and infants.

Lindsey Lower School (HER: MNL2415) was built in 1925 as a secondary school for girls. It was designed as part of the Open Air School movement with windows which could be opened into verandas. The building has been reused for a care home in recent



The Kingsway (Sea Bank Road) courtesy of North-East Lincolnshire Archive.

years.

Thruncoe School (HER: MNL4119) was constructed on previously undeveloped land in 1933. Designed as one school, it had separate entrances for both girls and boys separately. The school later became a community hub before being demolished in 2019.

1.6.4 THE RAILWAY

Cleethorpes was still very popular in the early 20th century. In the summer of 1930, 600,000 people came to the town, and this was regarded as a poor year. This was helped by an increase in local exhibitions including one in 1936, demonstrating the newest locomotives and railway stock, which attracted 14,000 visitors. Following major national changes to the railway network, proposals to close the Cleethorpes station and return the line to a single track were mooted in 1985.

In 1948 the borough council built 'The Coast Light Railway' a 2 mile stretch of train track along the seafront as an improvement to the coastal offer.

1.6.5 CHARACTERISTIC BUILDINGS

The Coliseum (HER: MNL2158)

The Coliseum was originally built as the Coliseum Picture Theatre in 1920. It was later converted into a snooker hall, and most recently it has been converted into a Weatherspoon's public house. It is art-deco in character, following several alterations to its façade.

The Winter Gardens (HER: MNL4412)

The Winter Gardens opened as an entertainment venue in 1934, under the name the Olympia, it was refurbished in 1934 and reopened as the Winter Gardens. It was an Art Deco inspired building two storeys high with three domes. It was used as a club, conference centre, restaurant and fair hall. Many popular groups including Elton John, Queen, and the Sex Pistols played at the venue. It closed in 2007 and was demolished later that year.

1.6.6 RECREATION

The coastal offer of Cleethorpes has continued to be improved throughout the 20th century. Initially carried on by individual companies and later undertaken by the council.

The bathing pool was constructed in 1928, swiftly followed by the boating lake in 1930, both of which offered increased defence from the sea. The bathing pool was replaced by the leisure centre in 1983 to provide an all season venue.

Cleethorpes Pier underwent several changes in the 20th century. The pier head concert hall which had topped the structure since the 1880s was destroyed by a fire in 1903. A new concert hall was constructed closer to the shore in 1905, which was connected to a pier garden. During the Second World War, many piers around England were 'breached' to avoid the possibility that they would be used as landing stations by the Germans during the war. Cleethorpes was breached in 1940, shortening the length of the pier to 335 feet. The pavilion was refurbished in 1968, and since this time has been used as an entertainment venue, club and restaurant.

King George V Playing Field on Taylors Avenue was founded as one of many around England, to commemorate the reign and death of King George in 1936.

1.6.7 CLEETHORPES AT WAR

Cleethorpes has a strategic location within the country, both on the coast and on the mouth of the Humber Estuary. Close to the ports of both Hull and Grimsby, it suffered damage through both the First and the Second World Wars. As such, many defensive structures were constructed. First World War air raid shelters were constructed within the town following several raids, some of which are still extant and have since been repurposed (HER: MNL430).

Cleethorpes suffered bomb damage during the wars; in 1916 the Baptist chapel on Alexandra Road was destroyed by a zeppelin air raid, killing 31 members of the Manchester Regiment who were using the church as temporary accommodation.

As stated above, Cleethorpes Pier was destroyed to prevent it being used as a landing stage by enemy ships. In the Second World War, Thruncoe was established as a small military base; its defences included, air raid shelters, gun emplacements, tank traps, pill boxes and radar stations (HER: MNL2403). These defences are no longer extant. Memorials have been erected in Cleethorpes cemetery and at St Peter's Church (HER: MLI2641), to commemorate the fallen of the First and Second World Wars.

A short distance from the coast are two forts; Bull Fort and Haile Sand Fort. Finished in 1918, they were designed to protect the Humber from attack. Although finished at the end of the First World War, the forts were used and suffered attacks during the Second World War.

HISTORIC URBAN CHARACTER ASSESSMENT

Summary

The Historic Urban Character Areas (HUCAs) are based on the Historic Urban Character Types (HUCTs). The HUCT maps are available separately to this document. The HUCTs highlight patterns of development through areas that have originated at a similar time, are comparable in how they have developed or demonstrate a similar character or land use. The identification of HUCTs with these similarities allows groups (HUCAs) to be formed and analysed as a wider area.

The HUCTs are divided into 14 periods (see table opposite); these have been narrowed from the periods in the archaeological and historical background to provide a more detailed picture of the development and character, incorporating the Industrial Revolution and the fast pace of development throughout the 20th century.

The character areas are discussed in terms of heritage value, based upon Historic England's 2008 Conservation Principles these include: Evidential, Historical, Aesthetic, and Communal. *'Conservation Principles' sets out a method for thinking systematically and consistently about the heritage values that can be ascribed to a place. People value historic places in many different ways; 'Conservation Principles' shows how they can be grouped into four categories.*

A concordance table has been produced to compare the Conservation Principles with the NPPF values of significance on p13.

The values are as follows:

Evidential: the potential of what is present within the HUCA to tell us more about past human activity if investigated. This might relate to a national story of archaeological knowledge or architectural history. One factor which will affect the value is the integrity of what the HUCA contains. Archaeological deposits may be compromised by later development or buildings may be significantly altered by later, unsympathetic extensions and alterations.

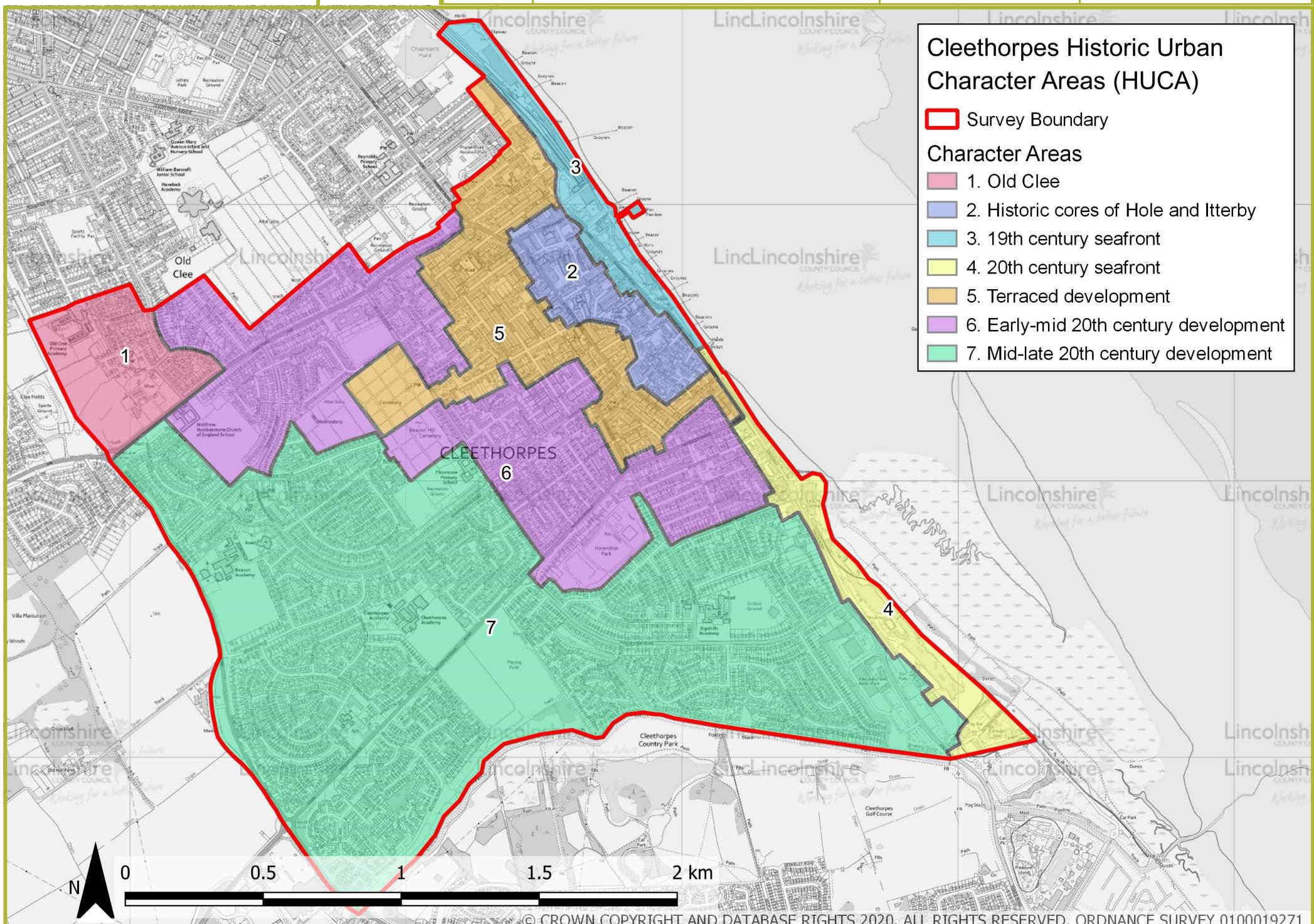
Historical: the potential of the HUCA overall to illustrate the story of the town. In some circumstances the story may be of national importance.

Aesthetic: the way in which people draw sensory and intellectual stimulation from the HUCA, principally its appearance. This may be derived from a designed element like a 20th century council housing estate, or from the way the HUCA has evolved over time. Unattractive elements, such as neglected sites, might reduce the aesthetic value.

Communal: *** the values the local community attach to the HUCA - what it means to the local population, including commemorative, symbolic and social values. Also to what extent the HUCA has the potential to increase public sensitivity towards the historic environment.

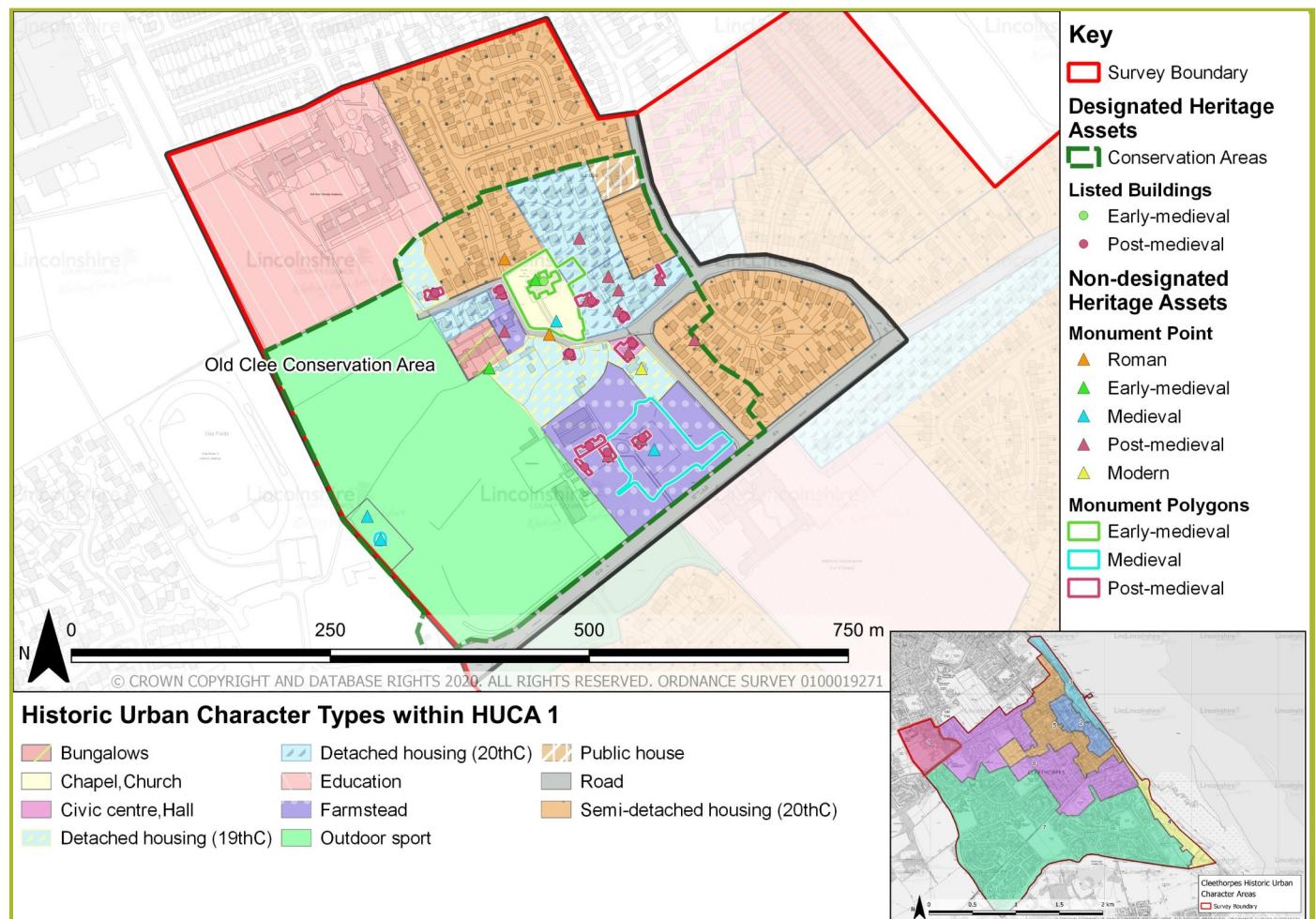
***A survey on Cleethorpes' heritage and local buildings/landmarks was distributed to Cleethorpes residents and visitors. There were 157 responses to this survey. A summary of these answers is included at the end of this report; more in-depth answers will be included separately with the additional documents. The response is also included in the communal values section, with the aim of reflecting local opinion to gauge value.

	Period	Date Ranges	Abbreviations
1	Prehistoric	10000-43	Pre-H
2	Roman	43-409	Rom
3	Early Medieval	410-1065	E-Med
4	Medieval	1066-1539	Med
5	Post-Medieval	1540-1759	P-Med
6	Late 18th Century	1760-1799	Late 18thC
7	Early 19th Century	1800-1832	Early 19thC
8	Mid 19th Century	1833-1865	Mid 19thC
9	Late 19th Century	1866-1899	Late 19thC
10	Early 20th Century	1900-1924	Early 20thC
11	Early Mid 20th Century	1925-1949	Early-mid 20thC
12	Late Mid 20th Century	1950-1974	Late-mid 20thC
13	Late 20th Century	1975-1999	Late 20thC
14	21st Century	2000-Present	21stC



Evidential value	
High	There is a high potential for the heritage assets within the HUCA to contribute to an understanding of the history of the town. Archaeological sites are likely to survive (both below ground and above ground fossilised within the townscape) and for new research relating to the nature and origins of the built heritage to enhance the understanding of the development of the town. New insights into the history of the town can contribute to an understanding of the development of towns from the medieval period onwards both within Lincolnshire and more widely.
Medium	There is the potential for heritage assets to contribute to an understanding of the history of the town, but there may be fewer opportunities for new insights to be deduced due to the nature of the heritage assets in question or subsequent changes to the historic character of the HUCA. The potential for archaeological deposits to contribute to an understanding of the development of the town may currently be unclear due to the current level of understanding of the origins of the HUCA. The potential may also be impacted by levels of development.
Low	There are no or very few known heritage assets. The understanding for the potential for above and below ground archaeological deposits to survive may be affected by the current lack of research within the wider area. Mitigation may still be required dependent upon an assessment of both the nature of any prospective new development and the potential of the individual sites being developed.
Historical value	
High	The legible heritage assets either dominate or significantly contribute to the historic character of each HUCA. There are strong associations between the heritage assets (both tangible and intangible) within the HUCA that are potentially demonstrable and/or the heritage assets make an important contribution to the history of the wider area. There are often designated sites within or lying adjacent to the HUCA and in some cases these may comprise or include portions of Conservation Areas. The high value is not precluded by some degree of 20th/21st century alterations to the historic character.
Medium	Legible heritage assets are present within the HUCA, but are not necessarily predominant or they have undergone some form of alteration. Their presence, however, may contribute to an understanding of the development of the character area and/or there are potential associations between assets. Further research may clarify these associations and elucidate the contribution of these assets to the history of the wider area. Even in their present form they do enable the public and community to visualise the development of the area over time.
Low	There are no or very few known legible heritage assets; where they exist their associations are not clearly understood.
Aesthetic value	
High	The completeness or integrity of the extant heritage townscape and its contribution to the aesthetics of the zone is significant. There are opportunities to enhance or restore the historic fabric of the HUCA. The HUCAs will often form part of or form the setting to Conservation Areas.
Medium	The components of the townscape are legible, but there may have been considerable impact by 20th or 21st century re-development of elements of the historic character. It is not possible within this project to discuss whether the modern alterations have positive, neutral or negative impacts upon overall aesthetics.
Low	The aesthetics of the historic character have been significantly impacted by 20th or 21st century development. It is not within the scope of this project to discuss whether their contributions are positive, neutral or negative within the wider townscape.
Communal value	
High	Contains numerous heritage assets which could be used to engage the community through interpretation. The heritage assets clearly form part of a wider history of an area which can be drawn into a narrative. There may already have been a degree of interpretation and/or the community/public already has access to at least some of the heritage assets within in the zone.
Medium	The ability for the heritage assets to contribute to the history of the town may be limited by the current understanding, their legibility within the townscape or through limited access.
Low	There are few known heritage assets which make it difficult to elucidate their history or apply it to a wider interpretation. There is no access or the legibility of the heritage assets is negligible.

Concordance Table between Historic England Conservation Principles and the NPPF			
NPPF Significance	Conservation Principles	Conservation Principles Scope Note	NPPF Scope Note
Archaeological	Evidential	"the potential of a place to yield evidence about past human activity."	"There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point."
Historic	Historical	"the ways in which past people, events and aspects of life can be connected through a place to the present - it tends to be illustrative or associative."	"An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity."
Architectural/Aesthetic	Aesthetic	"the ways in which people draw sensory and intellectual stimulation from a place."	"These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture."
*See NPPF19 Paragraphs 185 (b) and (c), 188, 192 (b) and (c), 199.	Communal	"the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory"	N/A see relevant paragraphs
EUS in planning			
It is anticipated that the EUS will be used to support appropriate application of the National Planning Policy Framework (NPPF) in the future development of Lincolnshire's towns. The EUS is directly applicable to the aims set out in the 2018 NPPF, particularly in Chapter 3 'Plan Making', Chapter 12 'Achieving well-designed places' and Chapter 16 'Conserving and enhancing the historic environment'. Chapter 3 states that <i>Strategic policies should... make sufficient provision for: conservation and enhancement of the natural, built and historic environment</i> . Plans are 'sound' if they are: <i>Justified... based on proportionate evidence</i> . For both objectives the EUS can provide a thorough evidence base which can assist in the production of plans. Chapter 12 states that <i>Planning policies and decisions should ensure that developments... are sympathetic to local character and history, including the surrounding built environment and landscape setting</i> .			
The EUS discusses local character, including built character and landscape setting, the evidence provided in the character assessments can be used to aid in the creation of 'well-designed places' through supporting an understanding and appreciation (from a heritage perspective) of the history and character of a town. The EUS contributes to the application of Chapter 16 of the NPPF by providing another evidence source on which to base development applications. The discussion of the character within the town can also be used to assist in the reappraisal and designation of new conservation areas.			
Within the survey boundary there are four conservation areas; Old Clee, which was designated in 1972 and extended in 1984, Mill Road Conservation Area designated in 1976, Bradford Avenue Conservation Area designated in 1976 and the Cleethorpes Central Seafront Conservation Area, designated in 1976 and extended in 1998 and again in 2014.			



HUCA 1— Old Clee

Key characteristics

- Residential village character which has been enveloped by Cleethorpes and Grimsby, creating one continuous settlement.
- A large amount of the HUCA is part of the Old Clee Conservation Area, designated in 1976.
- The HUCA is focused around the 11th century church, which is constructed in a mixture of limestone and ironstone with a slate roof.
- Immediately surrounding the church are several 17th-19th century farmhouses and cottages (shown by the pink in the HUCA map).
- Clee Hall was constructed in the Dutch influenced style in the 17th century, in red brick with pantile roofs.
- The 19th century farmhouses in Clee echo the Dutch style of the hall, with Dutch gables, red brick with mullioned windows.
- 20th century semi-detached developments. Mostly constructed of brown/ red brick, some with white render, tile roofs and PVC windows. Many have single storey bay windows.
- Properties are predominantly 2 storeys and are set within their own gardens with front drives and garden.
- Road pattern in the village centre mostly preserved from the medieval period, with minor changes to connect it to larger towns.

Landscape History

Old Clee began as a small early medieval settlement, situated on a slightly raised ridge of land, with a central focus around the Church of the Holy Trinity and Holy Mary the Virgin, the tower of which was constructed in the Saxo-Norman period. Clee Hall, located south of the church was the site of a former medieval moated manor, reconstructed in the 17th century. The surrounding 19th century farmhouses have emulated the style of the 17th century hall. The early property boundaries have been fairly well preserved with 20th century housing developments taking place in the former boundaries.

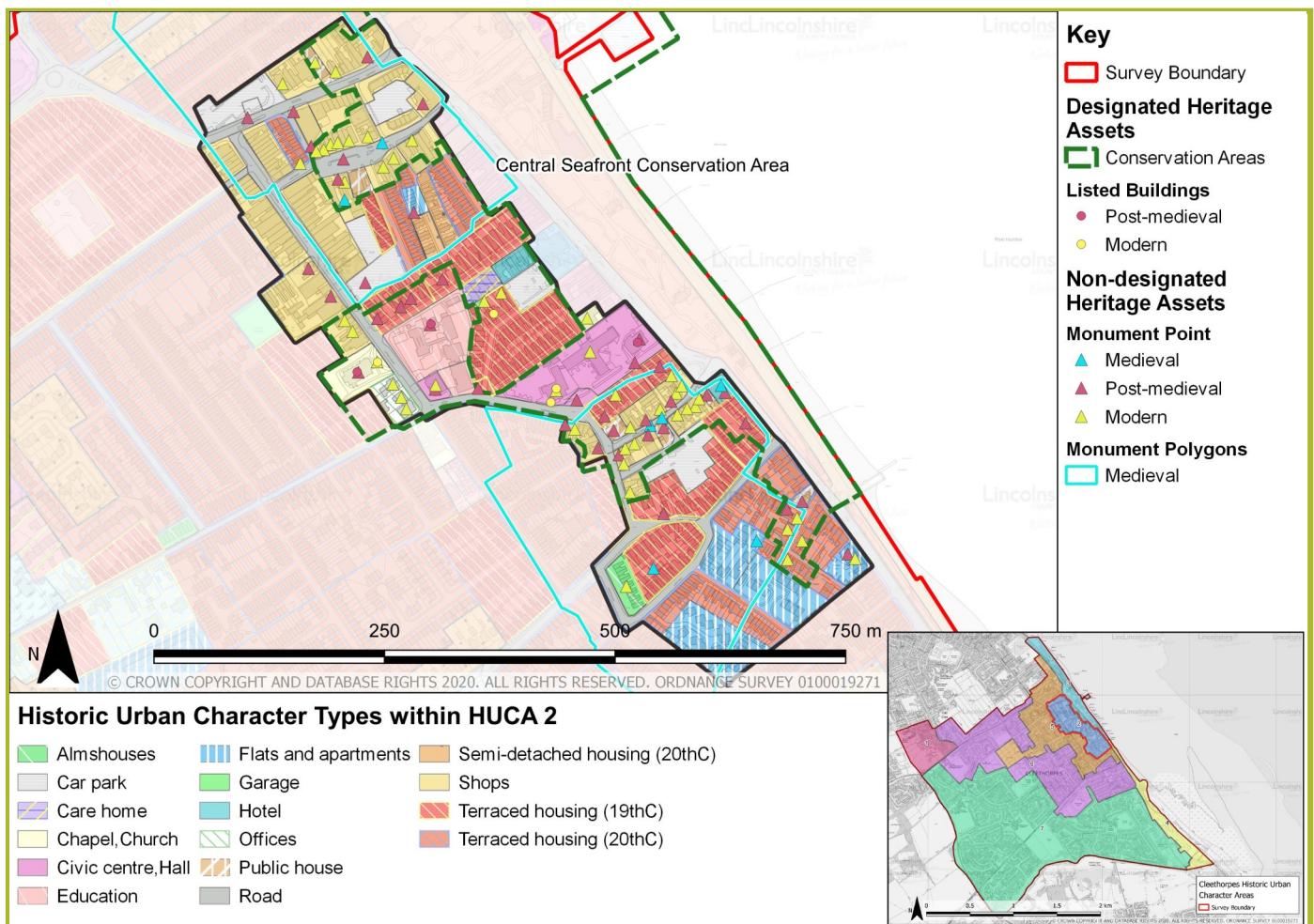


Evidential Value: Old Clee has the potential to contribute further to the historical narrative of Cleethorpes, particularly the early origins of the town as a cluster of settlements in the early-medieval and medieval period. Within the HUCA are the remains of a medieval moat and manor site (HER: MNL1136), a medieval kiln (HER: MNL1150) and a potential mill (HER: MNL2153), indicating Old Clee was an active settlement from this time. The 17th century manor and later 19th century housing demonstrate the growth of the village prior to it being absorbed by later developments, which connected it to Cleethorpes and Grimsby.

Historical Value: Old Clee is mentioned in documents throughout the medieval period from the Domesday Survey onwards, highlighting the early importance of the settlement in the area. These references enable us to build a picture of the town from an early period and makes a strong contribution to the wider history of Cleethorpes. The heritage assets within the HUCA contribute to the historical narrative of the town, indicating that it was an important centre in the medieval period through to the 19th century.

Aesthetic Value: The centre of Old Clee has a strong historic character with most of the post-medieval buildings built with Dutch style gables in red brick with mullioned windows. The manor house was constructed in the 17th century when the Dutch gable style was becoming popular, and the buildings constructed later in the 19th century reflected this. The historic character has been diluted by unsympathetic late 20th century infill. Some of the mid century semi-detached development reflects the colour palette seen in the older village centre and do not harm the historic character.

Communal Value: Old Clee Church is mentioned as a building of value in responses from the survey. The village's strong character contributes to the sense of place for the town, and the village hall is a central focus for local people in this area of the town.



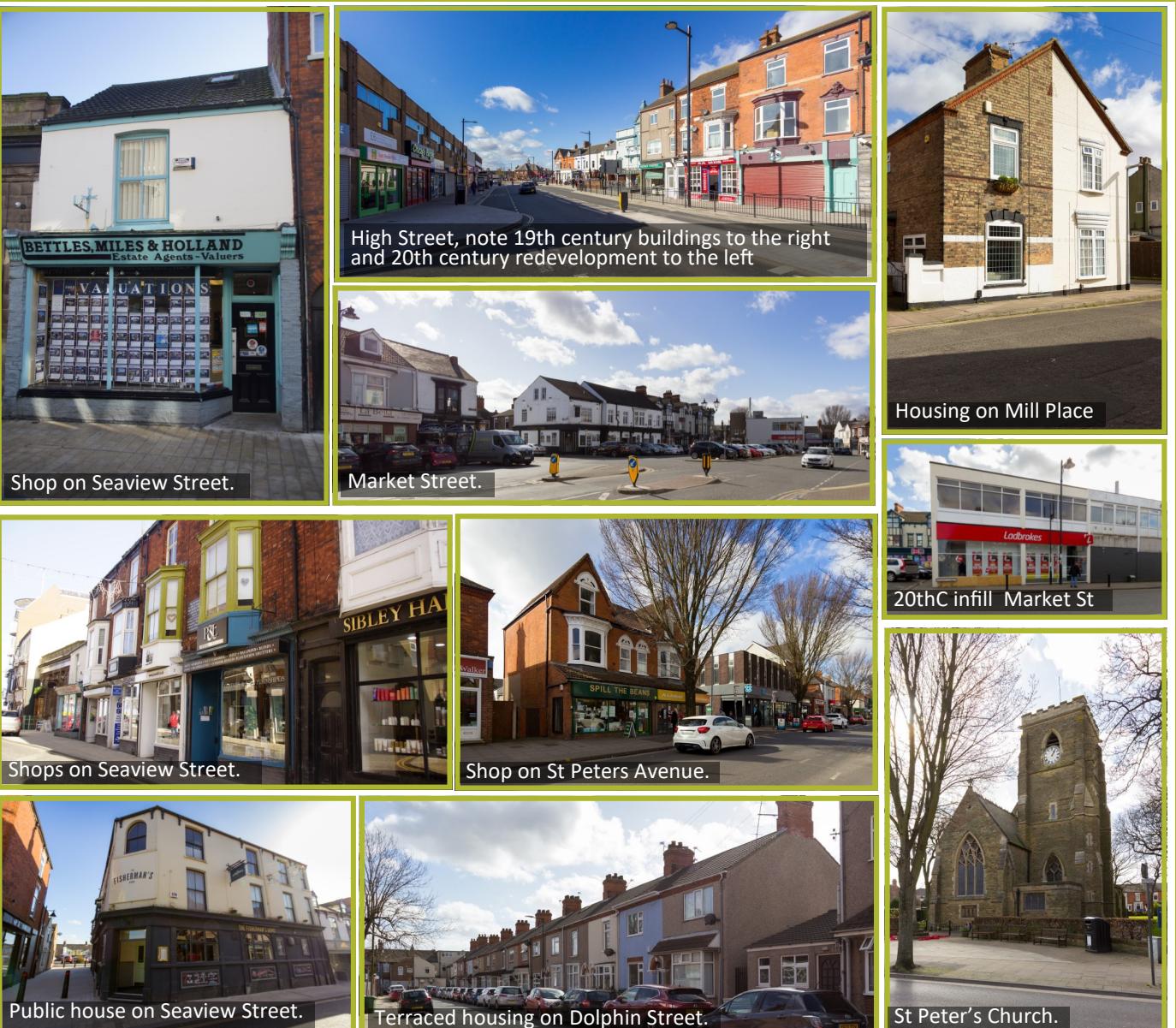
HUCA 2—Historic cores of Hole and Itterby

Key characteristics

- Dominant character is 'local commercial core', developed throughout the 19th and 20th centuries. The street pattern has been preserved from the medieval period and later development has been largely maintained within these boundaries.
- 20th century buildings are designed in more of a square style as seen on Market Street and St Peter's Avenue.
- 19th century terraced developments interspersed between commercial settlement cores.
- Main building material is red brick, some buildings are white rendered or pebble-dashed.
- The streetscapes are varied, with buildings of varying heights and styles all forming a pleasant and diverse street-scape.
- The dominant building height is 2 storeys and the most common material is red brick.
- The core serves the local population with every day amenities, cafes, restaurants.
- St Peter's Avenue and the Market Street and Seaview Street are the main, shopping thoroughfares.
- Mill Place, Dolphin Street, and Cosgrove Street have been developed within medieval/ post-medieval plot boundaries, providing the shape and orientation of the street layouts.
- The Central Seafront Conservation Area falls within the HUCA.

Landscape History

The settlements of Hole and Itterby (indicated by the blue polygons in the map), were established as villages in the early medieval/ medieval periods. Itterby is mentioned in the Domesday Survey as a manor, probably located around Bark Street and Hummer Street which had agricultural land, meadow, and a small number of villagers. Hole did not appear in documentary evidence until later in the medieval period. The layout of these early villages has been preserved in the modern street pattern: Market Street, St Peter's Avenue, Seaview Street, and Bark Street are all preserved streets from the earlier periods. During the parliamentary enclosure of Cleethorpes, the settlement cores of Hole and Itterby were depicted as being old enclosures and therefore were not affected by the sweeping reforms of the mid 19th century. The majority of the buildings within the HUCA date to the late 18th and 19th century when much of the town was redeveloped as part of the town growing into a new resort. Some redevelopment has occurred in the 20th century which has not been sympathetic to the 19th century architecture of the HUCA.

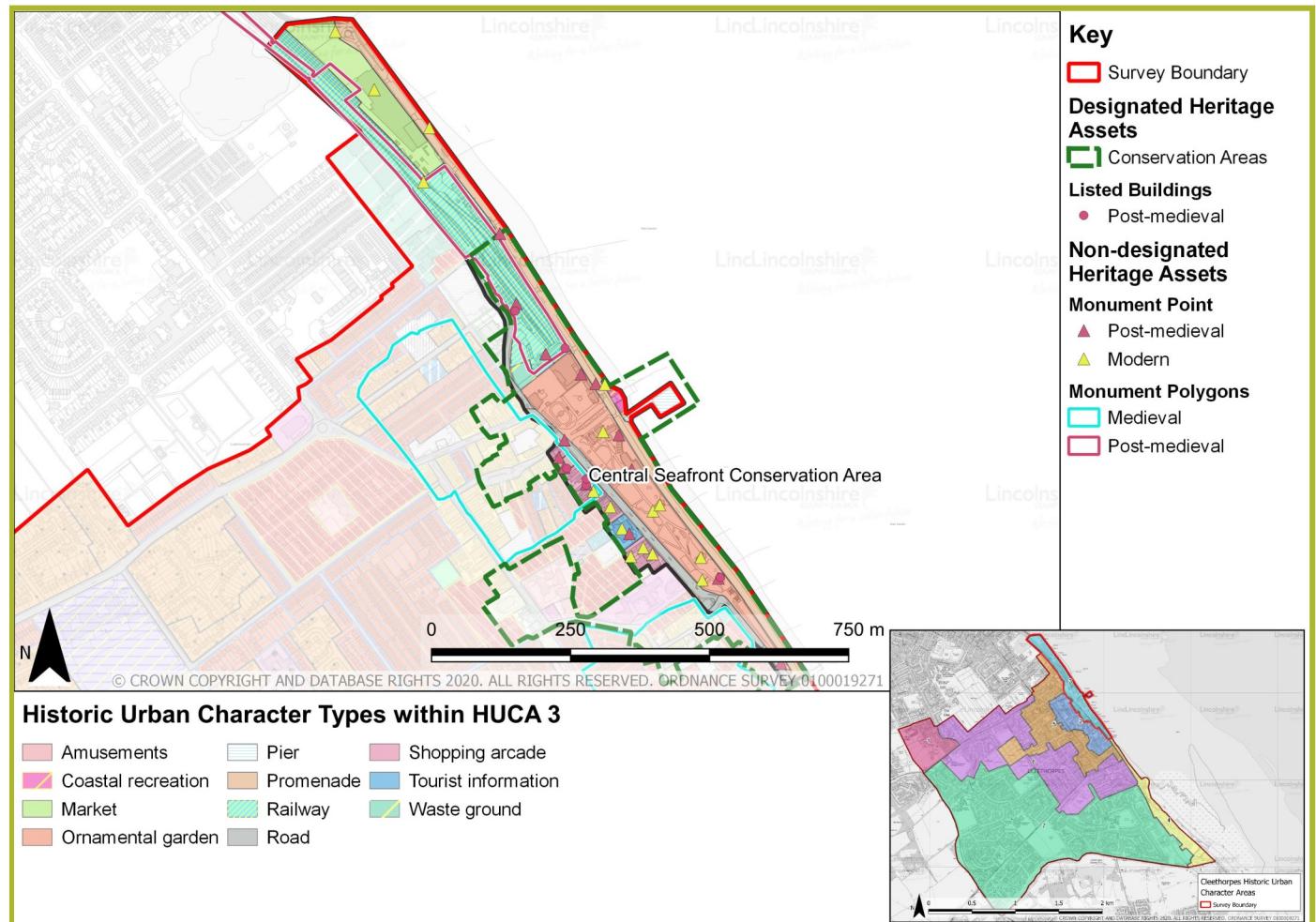


Evidential Value: There are archaeological and built remains within the HUCA from the medieval, post-medieval and modern periods which clearly demonstrate the development of Cleethorpes, further investigation could help elucidate this. Many of the 18th and 19th century buildings in the HUCA are preserved, which contribute to the wider story of Cleethorpes.

Historical Value: There are strong associations between the heritage assets and the historical narrative of Cleethorpes. The former settlements of Hole and Itterby were among the first areas of settlement within the town. In the post-medieval period, buildings within the HUCA were constructed as part of the initial growth and were redeveloped in the 19th and 20th centuries with larger and more ornate structures to reflect the growing status of the town.

Aesthetic Value: There is a good level of preservation among the 19th and early 20th century buildings, but there has been some unsympathetic redevelopment in the mid-late 20th century which has disrupted the Victorian and Edwardian character. However, large areas of historic buildings remain untouched and create a strong sense of place within the character area. These include Seaview Street, Market Street, Mill Place, and Yarra Road among others. High Street has seen a higher proportion of unsympathetic redevelopment and much of the historic character has been removed.

Communal Value: Seaview Street, St Peter's Avenue, and the Market Place have been the centre of commercial, social, civic and religious life since the medieval period, the town expansion in the 18th-19th centuries consolidated these areas as the formal town centre. The survey carried out within Cleethorpes demonstrated that the Market Place and Seaview Street were important to local people; Seaview Street was second only to the seafront in areas which were most treasured. St Peter's Church was also highlighted as an important building.



HUCA 3—19th century seafront

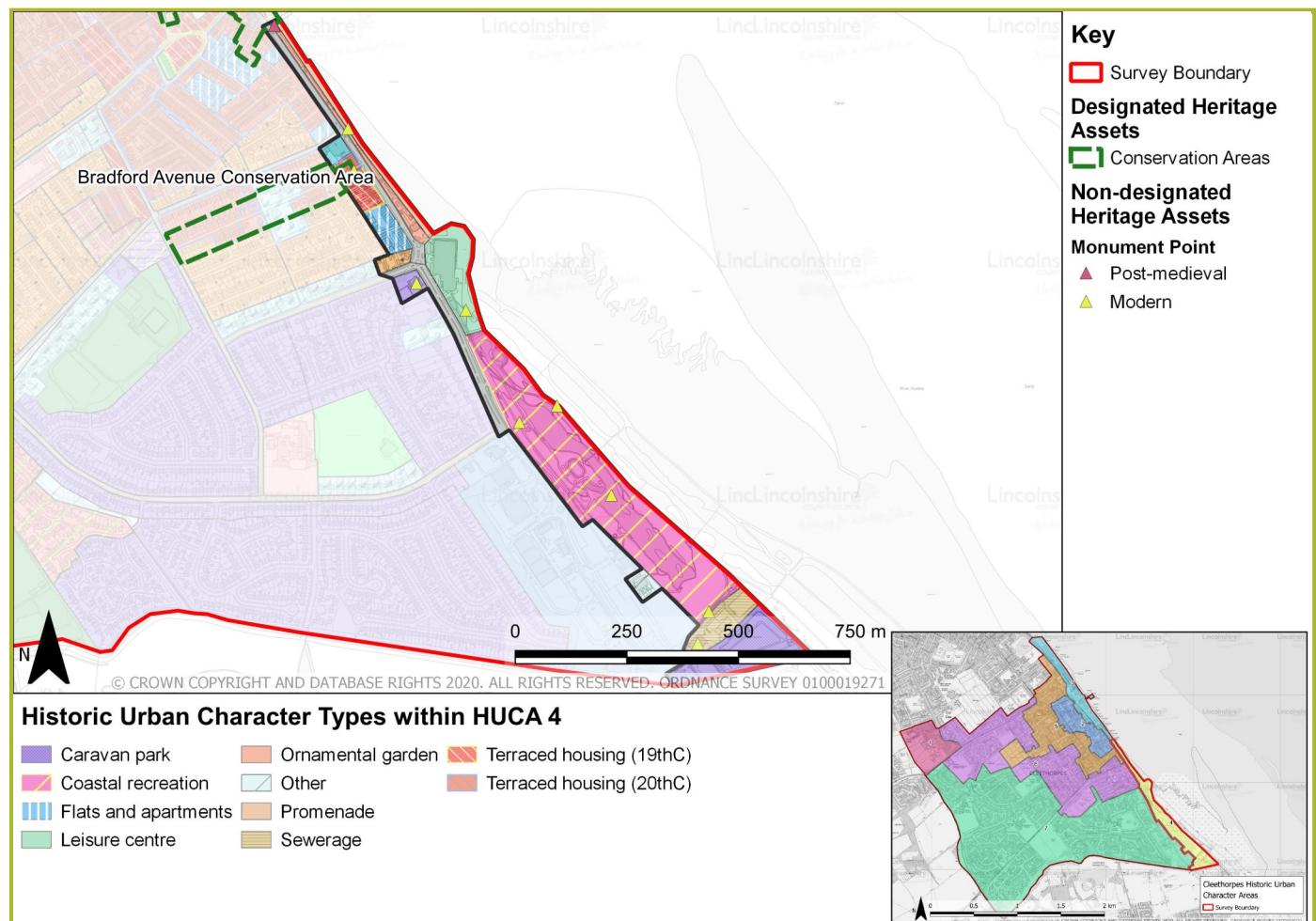
Key characteristics

- ◆ HUCA is characterised by quintessential Victorian seafront development with later infill. Developed and styled for tourists arriving by railway for coastal recreation.
- ◆ The HUCA is designed for recreation and entertainment with all elements of the character area showing some form of decoration.
- ◆ The railway station was located on the seafront, which provided visitors with an impressive sight.
- ◆ 19th and 20th century seaside architecture including the pier, ornamental gardens and shopping arcades.
- ◆ Terraces of shops were constructed in the same style, showing periods of growth and investment.
- ◆ Many of the buildings are ornamental and highly decorative with ornamental window lintels. Some windows have been altered by poor replacement windows, which has affected the historic character of the HUCA.
- ◆ Most terraced building have a shopping colonnade to the front of the building, often highly decorated.
- ◆ General height of buildings range from 1-3 stories, shopping arcades and hotels were built with more stories to take advantage of the sea view.
- ◆ Dominant building material is red brick, some buildings are rendered. Metal work is mostly painted black, including the colonnade and pier.
- ◆ Large amount of street furniture including decorative metal street lights, benches, railings, and colourful lights.

Landscape History

Prior to the 19th century the HUCA was agricultural; in the mid 19th century the HUCA was shown in the parliamentary mapping to have been divided for agricultural use with the surrounding landscape. It would have comprised agricultural fields, separated from the Humber Estuary by a clay cliff. This changed following the introduction of the railway in 1863, which brought thousands of new visitors to the resort. This invigorated further development, including the development of the pier, promenade and gardens, the latter two being constructed to also consolidate the cliffs which were being eroded by the tides. The HUCA was developed for external visitors to the town, the coastal view and string of attractions upon entering the town would have made a lasting impression on visitors.





HUCA 4—20th century seafrot

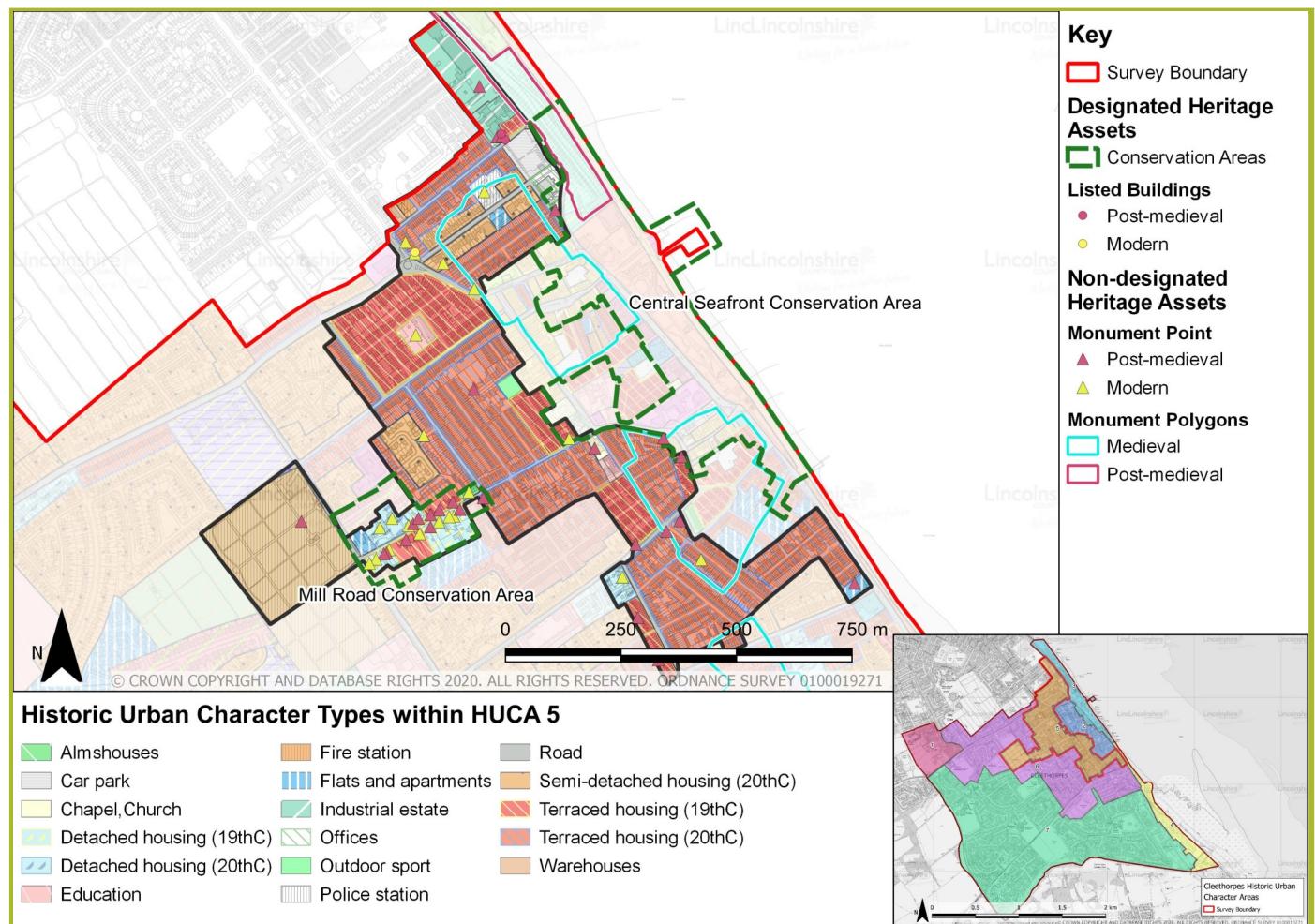
Key characteristics

- Character area is predominantly used for coastal recreation, aimed at tourists and visitors to the town as well as providing a pleasant space for local residents.
- The character area comprises a main section of the coastal offer established in the first half of the 20th century including the Kingsway Gardens, Kingsway Promenade, a paddling pool and sand pit and the Cleethorpes Boating Lake, much of which has not seen a large amount of alteration.
- The promenade is connected to the Central and North Promenade and to Humberston, creating a pedestrianised walkway along the coast.
- The properties located on the seafrot are utilised for residential purposes or commercial holiday rent.
- Buildings along the seafrot are varied in height, mostly comprising 2-4 storeys to take advantage of the coastal view, the buildings mostly face towards the sea for the same reason, creating a very open character. The buildings on the seafrot are generally 1 storey, built as attractions.
- Leisure centre is notably different to the rest of the HUCA. It is much larger in its proportions than most of the resort.

Landscape History

The character area, prior to being developed in the early 20th century, comprised coastal cliffs and also probably small fields. The character area only began to be developed in the 20th century to extend the coastal resort. One of the main drives behind the construction of the Kings Promenade, boating lake and leisure centre (originally built as an outdoor pool in the early 20th century) was to defend this part of Cleethorpes against coastal erosion, which in turn created new possibilities for residential developments in the south of the town.





HUCA 5—Terraced development

Key characteristics

- Characterised by high density terraced housing located fairly close to the road.
- Some are located on the street front, and some are separated by small front gardens and a narrow path.
- Terraced houses span the street and sometimes have gable ends.
- Constructed as part of the initial growth of the town in the late 19th and early 20th centuries. Roads are a grid pattern, which was common in the late 19th/ early 20th century.
- Properties are 2 storeys and consistent across the HUCA.
- Properties are mostly red brick, some have been white rendered or pebble dashed.
- On-street parking. Some properties have converted the front garden into a driveway.
- Windows have been replaced with later PVC inserts, some retain their historic character through maintaining mullions or ornamental details. Original window surrounds, where retained, are decorative.
- Mill Road Conservation Area is within the HUCA and contains most of the heritage assets within the character area. The Conservation Area comprises short-terraces which were built on a larger scale with more ornate features, as well as detached housing, with small front gardens, defined by decorative fences or walls.
- The character area has views into the Central Seafront Conservation Area to the east.
- HUCA contains 19th century cemetery designed in a grid pattern with a central pair of chapels.

Landscape History

The HUCA was largely undeveloped until the 19th century, some of the character area was part of the medieval settlements of Hole and Clee, and as such likely had farms and small buildings. However, most of the character area was part of the open field system from the early medieval/medieval period, until the Parliamentary Enclosure Act was introduced in the mid-19th century. It was then developed in the late 19th/ early 20th century, driven by Sidney Sussex College who wanted to maximise income generated from their Cleethorpes estate. It was at this time that land in Grimsby had already been largely developed, that Cleethorpes was becoming an ever more popular resort, and as a result building space became more lucrative. The housing in the HUCA was built for local people rather than for visitors, so the streets are practical with little street furniture.

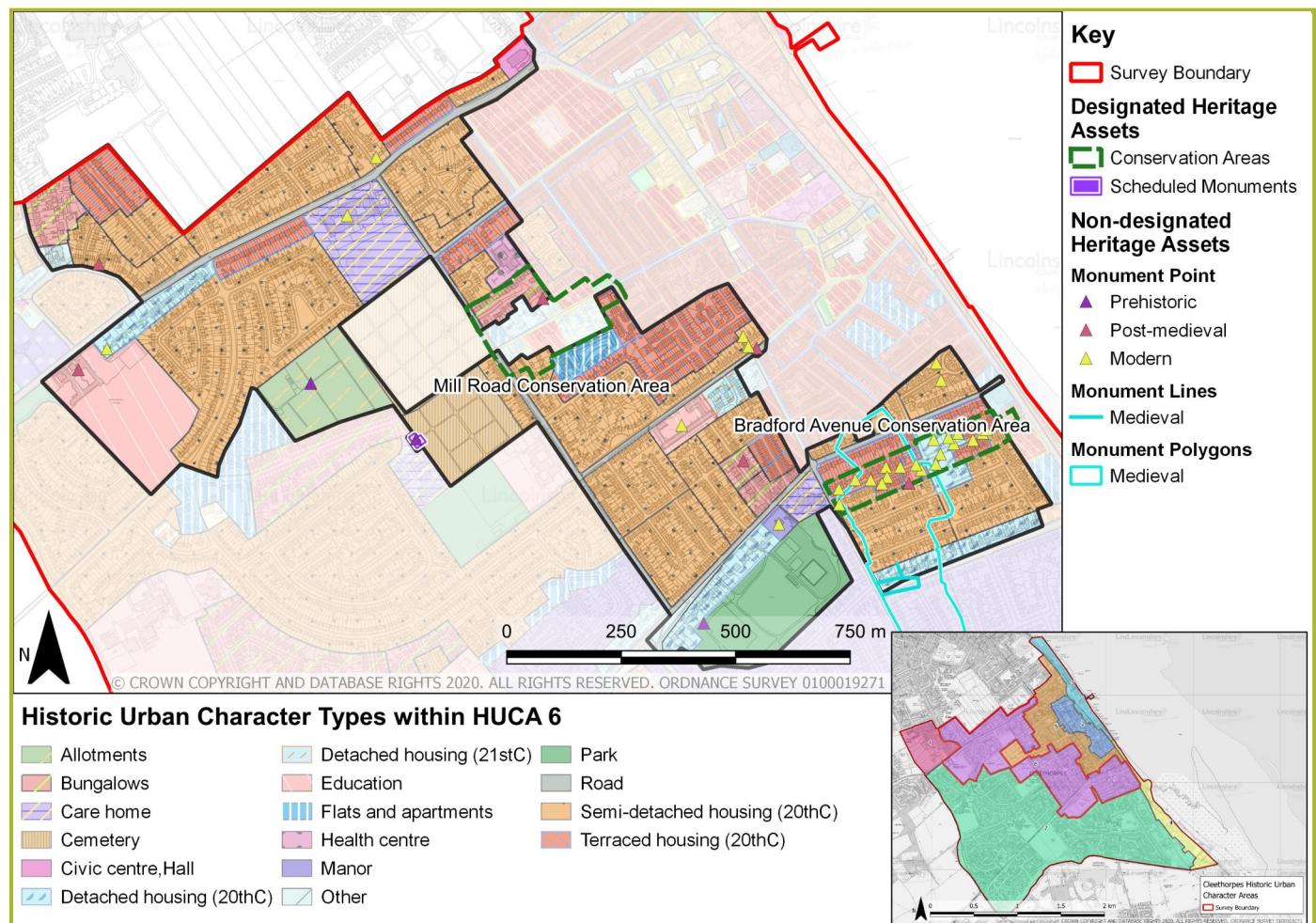


Evidential Value: The character area is limited in terms of evidence prior to the late 19th/ early 20th century. The medieval settlements of Hole and Itterby are important to the wider story of Cleethorpes and some of the medieval street pattern is still extant, although most of this is not within the HUCA. The built evidence illustrates the development of the town in the post-medieval and early modern period. The grid-based streets comprise terraced housing, built to house local workers rather than tourists. The cemetery demonstrates the growth of the town in the 19th and 20th century.

Historical Value: The historic value is limited within the HUCA, and the presence of the historic settlement cores contribute to the wider history of the town, however overall the contribution is small. The founding of the cemetery contributes to the wider narrative of Cleethorpes.

Aesthetic Value: The character of the HUCA is quite consistent; the terraced housing varies between streets, the smaller 'workers' housing is located towards the north of the HUCA, and larger properties are located towards the south on roads such as Mill Road. Some later modifications and removal of original features has affected the character area slightly, however the age and style of the buildings is generally quite uniform throughout the area.

Communal Value: The HUCA is private residential without many areas of community focus. However, Mill Road (Conservation Area) is mentioned as a pleasant street-scape with traditional architecture, providing a sense of place within the town.



HUCA 6—Early-mid 20th century development

Key characteristics

- Fairly consistent character of residential development during expansion in the first half of the 20th century.
- Developments are more standardised than later developments, with the repetition of the same type of housing on streets rather than the large mixed housing developments of the mid-late 20th century.
- Building material is predominantly red brick, some streets are white rendered, traditional timber windows have mostly been replaced by PVC inserts.
- Housing type, mostly terraced housing or semi-detached, some detached housing is extant on the main roads built as ribbon development connecting Old Clee and the main town of Cleethorpes.
- Mill Road Conservation Area is located partially within the HUCA and Bradford Avenue Conservation Area is within HUCA 6.
- Bradford Avenue Conservation Area comprises well preserved terraces of Arts and Craft style early 20th century housing, characterised by red brick ground floor and timber framed upper floor, decorative roof ornaments and ornamental door and window decoration.
- Queen's parade is also highly decorative with a repeated pattern of housing throughout.
- Properties are moderately dense, there are few open green spaces, including Haverstoe Park, Beacon Hill Allotments, and the cemetery.
- Houses have front and rear gardens, some have been converted into driveways. Properties are separated from fairly narrow roads by narrow pathways without grass verges.
- A small percentage of former parliamentary enclosure boundaries have been maintained within later developments although these are not very visible in the landscape.
- Beacon Hill long-barrow contained within the 20th century area of the cemetery.

Landscape History

The landscape within the HUCA was part of the former open field system and was enclosed as part of the parliamentary enclosure, which changed the landscape from large open fields to smaller rectangular fields. The character area was developed in the period between 1900 and 1950 as the resort expanded so did the need for new housing. The cemetery was extended in the 20th century, and constructed in the same grid pattern.

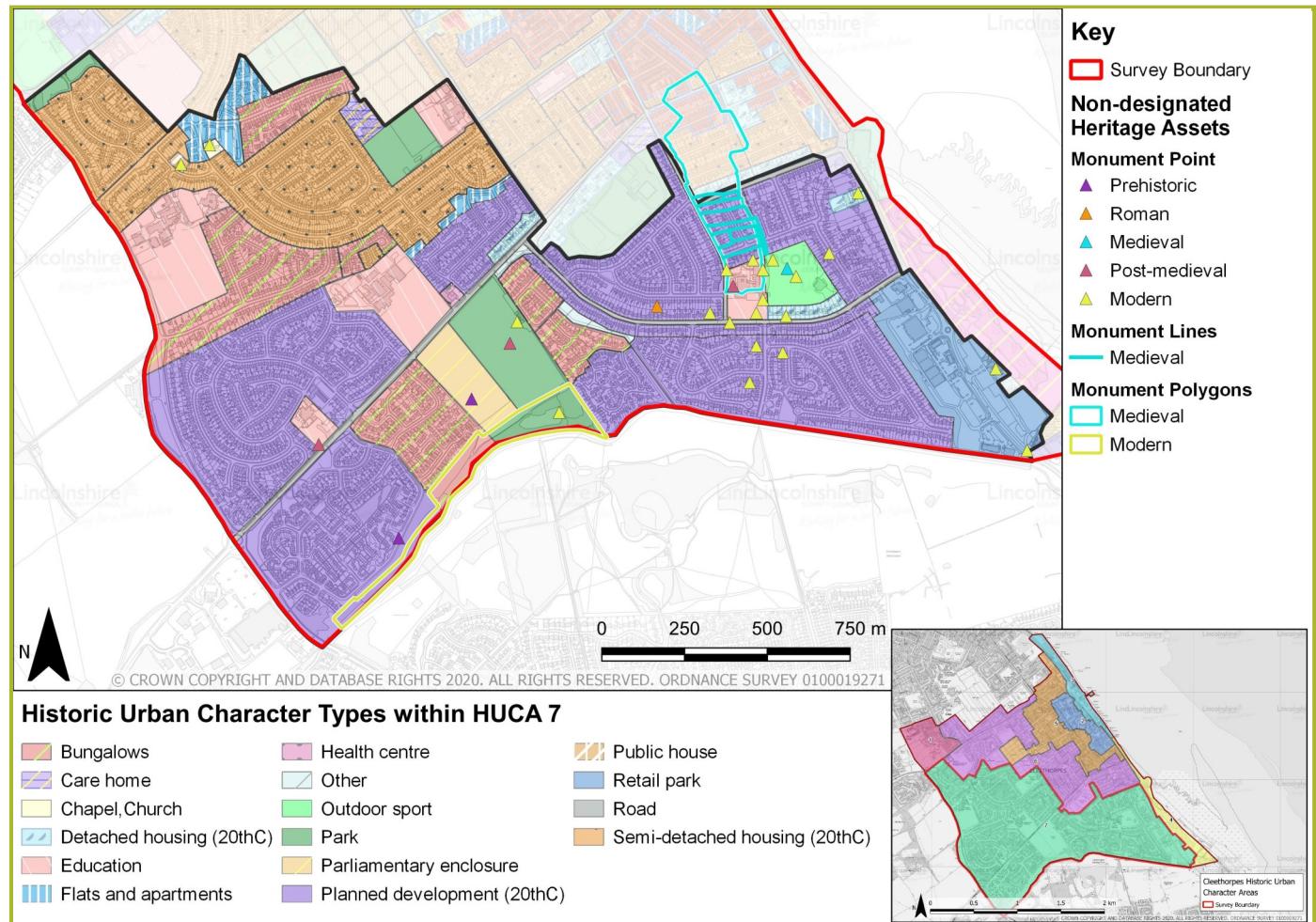


Evidential Value: There are scattered find spots from the prehistoric period and presence of the long barrow which contribute to the historic narrative of Cleethorpes. The barrow is of national importance and provides a rare insight into the prehistoric period within North East Lincolnshire. The medieval settlement of Thrunscoe is also partially within the HUCA, however, it has been redeveloped and the indications of its former existence are no longer apparent. The evidence is seen in the consistent 20th century building styles within the HUCA.

Historical Value: The HUCA underwent recognisable change and is important to the story of the development of Cleethorpes, despite this the historic value is not high within the character area. The settlement of Thrunscoe was important in the medieval period in the town, however, the location of the former settlement has been obscured by later development.

Aesthetic Value: The HUCA has a strong character, with predominant housing types and themes repeated throughout the character area. This consistency is easily recognisable and creates a pleasant continuity throughout.

Communal Value: The architecture of Bradford Avenue (Conservation Area) was highlighted as an asset in the town in the survey, as providing a pleasant streetscape. The barrow in the cemetery was also mentioned in the survey, demonstrating a local appreciation for the long history of the town. However, most of the HUCA is private residential without as much of a communal focus.



HUCA 7—Mid-late 20th century development

Key characteristics

- Late 20th century, suburban.
- Residential character is dominant within the HUCA. Mixture of housing styles (detached, bungalows, semi-detached), constructed in large-scale developments between 1975 and 2000.
- Materials comprise varied bricks (red, grey and brown brick), concrete/ clay effect roofs, PVC windows. Some houses are rendered or cladded.
- Housing is of medium-high density.
- Housing is set within maintained gardens, often with front driveways, separated from the road by a pathway and sometimes a grass verge.
- The road pattern is predominantly cul-de-sacs and closes connecting to larger through-roads.
- Schools are purpose built within the housing developments.
- Small amount of street furniture, including street lights and metal road signs.

Landscape History

By the Domesday Survey the manor of Thrunscoe (HER: MNL1204) had been established. In the medieval period the character area would have comprised open field systems, the majority of these boundaries are no longer extant. This is mostly the result of the changes brought about by parliamentary enclosure which took place in the 19th century and removed many of the former boundaries and divided the landscape into neat rectangular fields. These field boundaries were quite well preserved until the residential developments of the late 20th century which has removed the evidence of these former enclosures. During the Second World War, a military base comprising several radar stations, pill boxes, gun emplacements, and air raid shelters (HER: MNL2403) were constructed in the vicinity of Signhills Academy, there is no longer evidence of these buildings visible. In the late 20th century, residential developments took place in huge proportions with hundreds of houses going up within the space of around 25 years.



Evidential Value: The medieval settlement of Thrunscoe is important to the early narrative of Cleethorpes, and the remains of the settlement are now likely truncated by 19th and 20th century residential development. However, further investigation in the area could provide additional information on the settlement. There are also remains from the early modern period within the HUCA which demonstrate activity in the town during the Second World War, contributing to the modern history of the town.

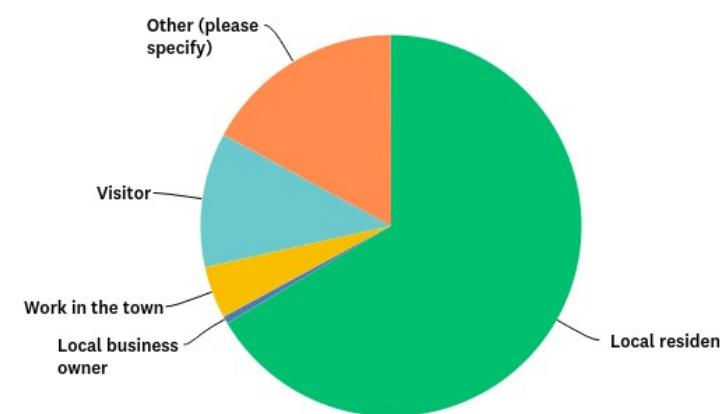
Historical Value: The remains within the HUCA are not obvious, however they do contribute to our understanding of the history of Cleethorpes and demonstrate that there has been activity in the area since the prehistoric period and these finds are important to the story of the town.

Aesthetic Value: Later 20th century residential developments have obscured earlier remains and field boundaries removing evidence of the former character of the HUCA. The residential developments are not sympathetic to the historic character and style of Cleethorpes.

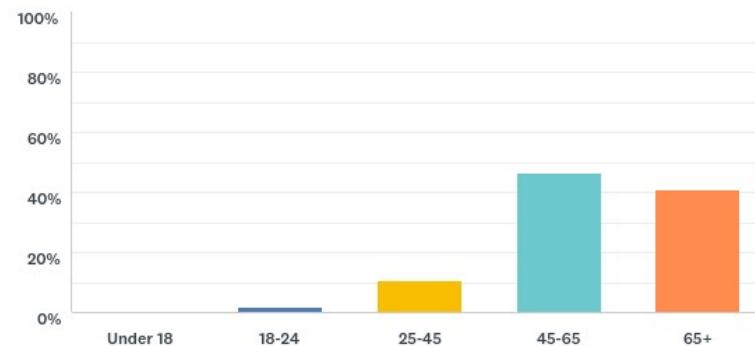
Communal Value: The HUCA is predominantly private residential without as much of a public/ community focus as the other character areas. However, parks such as St George's playing fields feature in the responses from the survey, and open green spaces make a strong contribution to the communal value of the HUCA.

SURVEY RESULTS

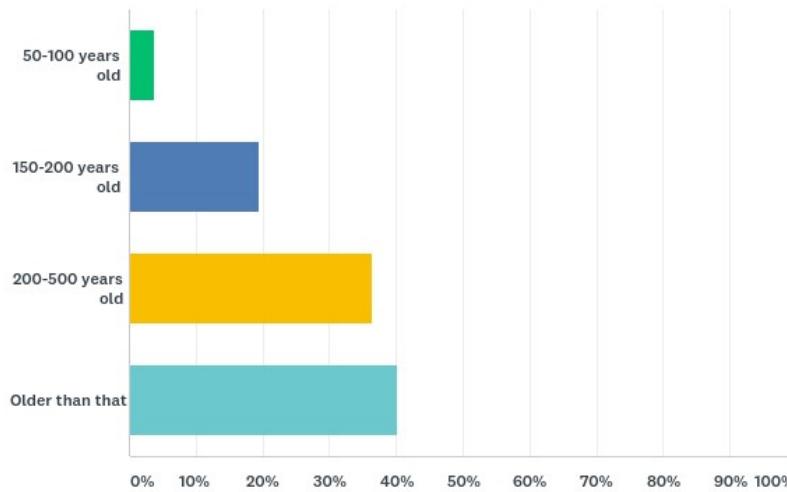
Q1 I am a



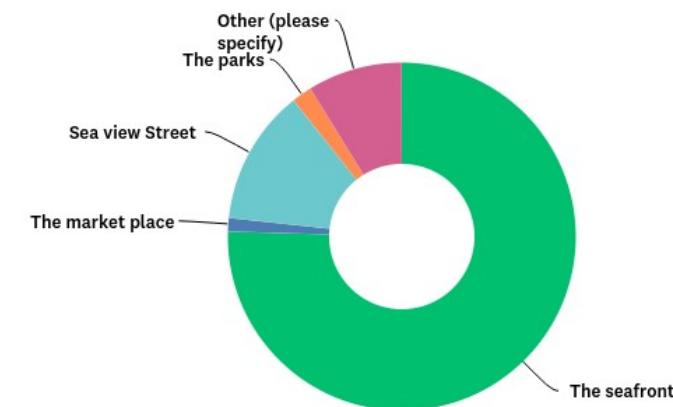
Q2 How old are you?



Q3 How old do you think the town of Cleethorpes is?



Q4 What do you like most about Cleethorpes?



Q5 Do you have a favourite building or place?

Ross Castle
Promenade
Sea View Street
St Peters church area seafront old
boating
lake
Fitties
Knoll House Pier cafe beach
old library Cleethorpes leisure centre buildings Town Hall
Winter Gardens

Q6 Do you have anything else to say about Cleethorpes?

attraction fish chips visit lovely place people great place heritage improve Road home
Grimsby new kept changed visitors move Lovely still town many
best Wonderland Cleethorpes walk need lot area
seafront love think buildings old make toilets place much parking
Sea view St resort along go sea live Bring back beach Pleasure Island site back used great

**Q5 and Q6 were individual text responses, these word clouds reflect the most common words.

DISCUSSION

HISTORIC BACKGROUND

There was human activity in Cleethorpes in the prehistoric period; corroborated by Beacon Hill long barrow and various flint scatters found within the survey boundary. Permanent settlement in the area has not been confirmed however, and the full nature of the activity in the town is not completely understood. Our knowledge of Roman period activity is limited to scattered finds comprising coins and pottery. Some place-name evidence also suggests occupation at this time, including a possible local military base.

Small settlements were likely founded in the early medieval period, with significant place-name evidence supporting this theory. The tower of the Church of the Holy Trinity and Holy Mary the Virgin was built in 1050 with later additions. By the Domesday Survey, Itterby, Thruncroft, and Clee had been established and the manors/ holdings contained a large amount of agricultural land and meadow, as well as local families who worked the land. Clee and Itterby were also the centres of their manorial holdings. The prehistoric long barrow was reused in the early medieval period when pottery was buried within the mound, it is unclear if this was a cremation urn. The barrow was used again for the site of a Beacon in 1377 in response to Anglo-French tension.

The settlements of Itterby, Thruncroft, and Clee continued into the medieval period and Hole was established. Documentary evidence notes the hamlets holding illegal markets in the 14th century. These settlements remained very small until the 19th century, with a focus of a few streets likely comprising farms and small holdings. The manor of Itterby was purchased by Sidney Sussex College in 1616 and remained part of the college's estate until the 20th century. The landscape of Cleethorpes comprised open fields throughout the medieval period, and much of the post-medieval period. Extensive landscape changes occurred with the Parliamentary Enclosure act of 1842, at which point the landscape was divided into small rectangular fields and distributed between a small number of landowners. The village centres were largely unaffected by this as they were considered 'old enclosures'. Further changes took place in Cleethorpes in the latter half of the 19th century. The growth of the town as a resort resulted in the shoreline being widely developed, with attractions for tourists, new hotels and general beautification of the town. Further to this, Cleethorpes' proximity to Grimsby resulted in builders looking to the town for new development land, particularly for workers housing, which was constructed in the north of the town.

The extension of the railway to Cleethorpes in 1863 was a pivotal moment in the history of the town's development. The Manchester, Sheffield & Lincolnshire Railway (MS&LR) was one of the main developers in the town, investing £100,000 in installing the North Promenade and Dolphin Gardens. In 1872-1873, the MS&LR also financed the pier to be built, and in 1888, Ross Castle was constructed, these were all established to increase numbers on the railway. The main core of the town was developed by smaller landowners, Sidney Sussex College, who still owned a large amount of land in the town sold 99-year leases for building.

Cleethorpes continued to expand in the 20th century. As a resort, the developments continued south along the shore-front. The sea wall was extended, and at the same time, an open air bathing pool, ornamental garden and extended promenade were constructed. Another reason for their construction was to protect the town from coastal erosion. The entire town grew in the 20th century. This took place in bands of development, which radiated from the centre of the town, initially these developments were largely terraced streets, followed by large numbers of semi-detached housing, and in the latter half of the century large-scale mixed developments. The resort has also been altered and remodelled throughout this time.

CHARACTER SUMMARY

Cleethorpes has been divided into seven character areas for this survey. These include HUCA 1 (Old Clee) which despite being enveloped by Grimsby and Cleethorpes, retains its small village character. Much of the former street pattern has been preserved and the area immediately surrounding the 11th century church has a strong rural feel. HUCA 2 is focussed on the historic settlement cores of Hole and Itterby. In the present day, it has developed into the town centre catering for local people, public amenities, banks, supermarkets, cafes, and churches located within this character area. The character of the area reflects its use and is quite different from the character of the rest of Cleethorpes. HUCA 3 and 4 are aimed at tourists and do not contain the same type of buildings as HUCA 2. The buildings in these areas are clearly recreationally focussed. The buildings and street furniture are more decorative and the types of shops, cafes, and attractions are for entertainment rather than everyday activities. HUCA 3 and 4 have been divided although they both hold a strong coastal character. The former was developed during the 19th and early 20th century and therefore reflects Victorian and Edwardian coastal design, including ornamental colonnades, the pier and developments such as Ross Castle. HUCA 4 was largely developed in the first half of the 20th century and reflects this time through decorative elements such as the themed street lights, the matching sandpit and paddling pool and the boating lake. Elements of HUCA 3 are continued in HUCA 4 such as the Kingsway ornamental gardens. The leisure centre was a late 20th century insert and is not completely sympathetic to its surroundings.

HUCAs 5, 6, and 7 are all residential, however, they demonstrate different phases of development and as previously mentioned, radiate from the town centre in 'bands'. HUCA 5 was developed in the early 20th century, in response to growing need for new housing for employees of the Cleethorpes resort and Grimsby's expanding industry. The housing in this character area was constructed to accommodate a large number of people, demonstrated by the high-density terraces, the streets are also in a grid pattern to maximise the use of space. The houses are still decorated, with ornamental lintels, bay windows and gabled end terraces, Cleethorpes in the late 19th and early 20th century was considered a fashionable suburb of Grimsby, which is reflected in the high housing standards. HUCA 6 was constructed throughout the 1930s – 1950s. The style of houses is repeated throughout

the HUCA and the housing type is largely semi-detached. Some of these houses reflect the garden city movement and Arts and Craft style. HUCA 7 is of mid–late 20th century character comprising mixed housing which were constructed in a small number of developments. The streets are wider, with more grass verges and houses have driveways included, reflecting the changes in housing needs. Cleethorpes is a seaside town. This is reflected in many small elements of design seen throughout the town. There is a large emphasis on recreation and relaxation. There isn't any large industry within the town, likely due to its proximity to Grimsby, which is highly industrial. The predominant character is recreation and residential. Recreationally, the town is focussed towards the sea with the entire coastal tourism offer being located here. The residential character is of high-quality, particularly in the houses seen in HUCA 5 and 6, many of which have been converted into 'B&Bs'.

CLEETHORPES SURVEY RESULTS

There were 157 responses to the survey. These were current and former residents, visitors, and workers in the town. The highest number of respondents were aged between 45 and 65 with over 65s being the second most represented group. There were fewer respondents from the 18-45 age groups, and there were none from under the under 18 category. The third question in the survey aimed to find out how much was known about the age of the town, and thus how much was understood about its history. 'Older than that' (500 years), was the most popular response indicating that most respondents are aware of its medieval, even earlier origins. The fourth question was intended to gauge which parts of the town were most important to local people and visitors, 'the seafront' received the most votes with 75%, followed by Seaview Street with 12%, 8% of respondents answered 'other' and gave additional responses; these answers included 'liking the whole town', the 'friendly atmosphere', 'the bronze age forest' among others. Some had negative responses to changes within the town. The market place and the parks received 1.26% and 1.89% respectively. Question 5 asked if respondents had a favourite building, this question aimed to gauge if heritage (and heritage buildings) played an important role in what the public appreciates about Cleethorpes. The Pier, the boating lake, Ross Castle, the town hall, and Knoll House were frequently mentioned, demonstrating that Victorian architecture and the early 20th century coastal recreational buildings were particularly favoured. The Winter Gardens, which is no longer extant, also featured heavily in the answers. The final question 'Do you have anything else to say about Cleethorpes?' highlights that there is a lot of appreciation for the town, its heritage and architecture. Enthusiasm was expressed in enhancing its architecture and increasing its offer as a coastal resort.

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Extensive Urban Survey



Cleethorpes and Old Clee

2020

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