



Report To:	Executive Board
Date:	18 September 2024
Subject:	East Lindsey Investment Fund
Purpose:	To approve the East Lindsey Investment Fund Plan
Key Decision:	Yes
Portfolio Holder:	Cllr Craig Leyland, Leader
Report Of:	Pranali Parikh, Director, Economic Development
Report Author:	Lydia Rusling, Assistant Director, Economic Growth
Ward(s) Affected:	All
Exempt Report:	No

Summary

This report presents the East Lindsey Investment Fund Plan for approval. As set out in this report, the Plan provides the principles for investment and the themes for the allocation of funding. The programme will focus on delivery, build capacity and commits to an inclusive and collaborative approach that will benefit the whole District and work in partnership with communities, town and parish councils and local businesses.

The East Lindsey Investment Fund Plan has been developed to support the delivery of the South and East Lincolnshire Councils Partnership Growth and Prosperity Plan, and in accordance with the Corporate Priorities Reserve areas of focus.

Recommendations

The Executive Board approves:

1. The principles in the East Lindsey Investment Fund Plan, as detailed in this report to guide the allocation of funding and resources.
2. The allocation of the East Lindsey Investment Fund for each theme – Pride in Place; Tourism and Events; Community Development; Business Growth and Development.

3. Delegated authority to the Assistant Director theme lead in consultation with the relevant Portfolio Holder to utilise the Investment Fund to support enabling activity, including the procurement and appointment of consultants/contractors, provide staffing resource and delivery of pilot projects to support the development of action plans relevant to each theme.
4. An allocation of up to 5% of the Investment Fund to support the enabling activity.
5. Delegated authority to the Director for Economic Development in consultation with the Portfolio Holder for Market Towns and the Rural Economy to support the establishment, administration and Terms of Reference for a Market and Inland Towns Group – the Connected Wolds – to support engagement with businesses, local communities and town/parish councils.
6. An allocation of up to 2% of the Investment Fund to resource and support the Groups (Connected Wolds and Connected Coast), which will include, but not be limited to, enabling engagement with businesses, local communities and town/parish councils, and supporting the establishment of a new Market and Inland Towns Group.

Reasons for Recommendations

1. **Guidance for Resource Allocation:** *Establishing clear principles in the East Lindsey Investment Fund Plan is essential to ensure that funding is allocated efficiently and in alignment with strategic priorities, such as enhancing pride in place, tourism, community, and business development.*
2. **Themed Funding Allocation:** *Allocating funds across key themes like "Pride in Place," "Tourism and Events," "Community Development," and "Business Growth" ensures that resources are strategically distributed to address the most important areas for local growth and improvement.*
3. **Delegated Authority for Action:** *Granting delegated authority to the Assistant Director, in consultation with portfolio holders, facilitates effective decision-making and flexibility in hiring consultants, procuring services, and implementing pilot projects to quickly develop action plans for each theme.*
4. **Support for Enabling Activities:** *Allocating up to 5% of the fund for enabling activities provides a dedicated budget for essential preparatory work such as staffing, consultation, and early-stage projects, ensuring proper planning and development.*
5. **Engagement with Local Communities:** *Creating a "Market and Inland Towns Group" (Connected Wolds) allows for effective engagement with businesses, local communities, and town/parish councils, fostering collaboration and alignment of local priorities with the Growth and Prosperity Plan and the Corporate Priorities Reserve areas of focus.*
6. **Resourcing the Groups:** *Allocating up to 2% of the fund to support the establishment and operation of the Connected Wolds group ensures that there are adequate resources for business and community engagement, helping the group to effectively promote and support local market towns and rural areas.*

Other Options Considered

- Option 1: Proceed as per the recommendations of this Report, which will focus on delivery, build capacity and commit to an inclusive and collaborative approach that will benefit the whole District.
- Option 2: Do nothing, which would result in the recommendations not being taken forward, with the opportunity to deliver a programme of investment not actioned and the wider benefits of the report detailed below will also not be realised.

1. Background

- 1.1 The Sub-Regional Strategy for the South and East Lincolnshire Councils Partnership has been adopted by East Lindsey District Council. The Strategy set strategic priorities of Growth and Prosperity, Healthy Lives, Safe and Resilient and Environment.
- 1.2 Following the adoption of the Sub-Regional Strategy, the South and East Lincolnshire Councils Partnership supported a new Growth and Prosperity Plan, which identified the following priorities:
- Vibrant Town Centres and Regeneration
 - Supporting Priority Sectors and Businesses
 - Supporting Skills, Learning and Employment Opportunities
 - Enabling Growth and Housing
 - Attracting Investment
- 1.3 The Growth and Prosperity Plan is a unifying document for the Partnership, but it does not propose a 'one size fits all approach'; instead, it has an evidence-led foundation and is place-based – directly responding to the issues and challenges in each locality.
- 1.4 This place-based approach has led to an East Lindsey focused programme of work that will support the Growth and Prosperity Plan, including an investment programme into towns, villages and parishes across the district – named the East Lindsey Investment Fund.
- 1.5 The meeting of Council on Wednesday 28 February approved the Executive Board to be delegated authority to authorise use of the Corporate Priorities Reserve in-line with the priorities approved as part of the Budget Setting process and to amend the Revenue and Capital Programmes in accordance with these approvals. The new Corporate Priorities Reserve has been established to facilitate the delivery of areas of focus – Market Towns and Rural Areas; Driving and supporting Economic Growth; Supporting the Delivery of Affordable Housing; Supporting the Vulnerable; Supporting Healthy Living; Decarbonisation and continued investment in green initiatives; and Invest to Save.
- 1.6 This report provides the principles and themes for investment and a plan to facilitate the delivery of the areas of focus for the Corporate Priorities Reserve, to support a bold and ambitious new programme for the allocation of £10m of funding.

2. Report

- 2.1 East Lindsey District Council has adopted the South and East Lincolnshire Councils Partnership Growth and Prosperity Plan. This Plan committed to a place-based approach to enable and deliver growth, focusing on positive society-wide benefits of economic growth to improve the quality of life for our communities.
- 2.2 Following the adoption of the Growth and Prosperity Plan, East Lindsey's Executive Board supported the development of a place-based investment programme into East Lindsey market towns, parishes and villages.
- 2.3 Consultation has taken place with the Portfolio Holders for Coastal Economy, Market Towns and Rural Economy, and the Leader, which has supported the allocation of £10 million for an East Lindsey Investment Fund. This report sets the principles for allocating the funding, the governance arrangements and details the engagement with officers to put forward a range of initiatives and projects that will enable an inclusive approach for the whole of the District.
- 2.4 The East Lindsey Investment Fund is underpinned by previous work across all directorates and the deep understanding of our places, which has been informed through research, activity and funding. Building on the knowledge, evidence, and work programmes is fundamental to the allocation of funding. The aim of the Investment Fund is to be both bold and ambitious, whilst ensuring the funding is addressing the area's issues and challenges and ensuring future sustainability – balancing strategic priorities with delivery.
- 2.5 The East Lindsey Investment Fund programme will focus on delivery, build capacity and reflect the principles and priorities of the Growth and Prosperity Plan.
- 2.6 The Council is committed to meaningful engagement and partnership working based on the experience of successful funding applications and will ensure communities, businesses, and partners are contributing to projects and the investment is promoted.
- 2.7 The £10 million funding from the new Corporate Priorities Reserve aligns with the agreed areas of focus, including Market Towns and Rural Areas; Driving and supporting Economic Growth; Supporting the Delivery of Affordable Housing; Supporting the Vulnerable; Supporting Healthy Living; Decarbonisation and continued investment in green initiatives; and Invest to Save. The East Lindsey Investment Fund Plan will be delivered through the following four themes:

MAKING OUR PLACES WELCOMING for residents, businesses and visitors will include improved shop fronts and public realm, upgrades to community assets like parks, gardens and town centre public spaces (incorporating a programme of maintenance and cleanliness), investment into accessible play equipment.

SUPPORTING EVENTS AND MARKETS THAT PEOPLE ENJOY and activity that brings people into town centres – engaging with businesses and involving the local community;
ATTRACTING VISITORS (all-year round and staying overnight) and ensuring our ***TOURISM*** offer is sustainable, promoted and responsive.

COMMUNITY DEVELOPMENT to encompass flexible Grants, ensuring our current scheme can continue and extend to support 'Green' initiatives, engaging and supporting volunteers and development that is focused on addressing East Lindsey challenges – affordable housing, supporting the vulnerable and healthy living.

SUPPORTING BUSINESS GROWTH AND DEVELOPMENT to support project development and addressing stalled development sites, enabling business creation, diversification and growth, business park expansion, and the continuation and development of the Grants 4 Growth scheme to incorporate skills and learning opportunities.

- 2.8 Each theme will have both a Portfolio Holder and Assistant Director lead, which will work collaboratively with the existing Connected Coast Board and a new Market/Inland towns group, to support engagement and promotion with businesses, communities and local town and parish councils. This approach will also ensure connectivity with existing investment and funding programmes to support the ongoing maintenance, development and sustainability of projects.
- 2.9 The establishment of a new market and inland towns group will complement the existing Connected Coast Board and will specifically focus on greater connectivity to local communities, volunteer groups, businesses and town and parish councils. The Terms of Reference will be established in consultation with the Portfolio Holder for Market Towns and the Rural Economy. The Investment Fund will support the set up and establishment of the market and inland towns group. The group is proposed to be named the 'Connected Wolds' – reflecting the already established and successful Connected Coast Board.
- 2.10 It is important to note that although there will be two groups supporting consultation for the East Lindsey Investment Fund, there will need to be a joined-up approach to promotion of the programme and connectivity where applicable, particularly where value and collaboration can be achieved by working across East Lindsey.
- 2.11 An allocation of funding of up to 2% of the Investment Fund, will be delegated to the Director of Economic Development in consultation with the Portfolio Holder, to support these two groups with their connectivity and engagement with local communities, volunteer groups, businesses and town and parish councils.
- 2.12 The East Lindsey Investment Fund has been developed to reflect the Local Government Association principles for Revitalising Town Centres: a mixture of the right baseline surveys to understand the issues; engagement with business, community groups and other local stakeholders; agreement on and resourcing of a collective action plan to tackle issues; development of a suitable partnership to energise, communicate and coordinate delivery; and the routine monitoring of impacts to measure success.
- 2.13 To ensure delivery and resourcing of each theme action plan an initial allocation of the East Lindsey Investment Fund with delegated authority to the Assistant Director theme lead in consultation with the relevant portfolio holder will support enabling activity, including the procurement and appointment of consultants/contractors, provide staffing resource and deliver pilot projects – enabling the development of action plans/business cases for each theme.

3. Conclusion

- 3.1. In summary, the East Lindsey Investment Fund is aligned to the principles and priorities of the Growth and Prosperity Plan and the agreed areas of focus for the new Corporate Priorities Reserve.
- 3.2. The commitment to promotion and engagement, along with the establishment of a new market/inland towns group, will ensure an inclusive approach across East Lindsey with a focus on delivery.
- 3.3. The East Lindsey Investment Plan sets the principles for funding allocations and themes for investment. It is bold and ambitious, yet mindful of addressing issues and ensuring future sustainability.
- 3.4. An allocation of the Investment Fund will be utilised for capacity building, resourcing and support (dependent on each theme and its relevant lead, taking into consideration the role of town councils and working with or commissioning external partners).
- 3.5. Governance and monitoring will reflect the existing arrangements for reporting of Major Projects in East Lindsey.

Implications

South and East Lincolnshire Councils Partnership

The East Lindsey Investment Fund supports the delivery of the South and East Lincolnshire Councils Partnership Growth and Prosperity Plan.

Corporate Priorities

The East Lindsey Investment Fund has been developed to reflect the strategic priorities of the Sub-Regional Strategy – Growth and Prosperity, Healthy Lives, Safe and Resilient and Environment.

Staffing

An allocation is recommended from the East Lindsey Investment Fund to support staffing, if required for enabling activity, as detailed in the recommendations and report. The recommendations include granting delegated authority to each theme lead – the Assistant Director and theme lead, in consultation with the portfolio holder.

Workforce Capacity Implications

Additional resources will be required to ensure the Investment Programme is supported, promoted and managed effectively, and each of the four Investment Themes are delivered.

This report seeks delegated authority to the Assistant Director theme lead in consultation with the relevant Portfolio Holder and an allocation of up to 5% of the fund for enabling activities for essential preparatory work such as staffing, consultation, and early-stage projects, ensuring proper planning and development.

Constitutional and Legal Implications

None arising from this report.

Data Protection

None arising from this report.

Financial

The meeting of Council on Wednesday 28 February approved the Executive Board to be delegated authority to authorise use of the Corporate Priorities Reserve in-line with the priorities approved as part of the Budget Setting process and to amend the Revenue and Capital Programmes in accordance with these approvals. The new Corporate Priorities Reserve has been established to facilitate the delivery of areas of focus – Market Towns and Rural Areas; Driving and supporting Economic Growth; Supporting the Delivery of Affordable Housing; Supporting the Vulnerable; Supporting Healthy Living; Decarbonisation and continued investment in green initiatives; and Invest to Save.

This report includes recommendations for an allocation of the Corporate Priorities Reserve, which reflect the areas of focus and support the themes and principles of the East Lindsey Investment Fund (as detailed in this report). This includes an allocation of up to 5% of the Investment Fund to support the enabling activity and a further allocation up to 2% to resource and support the engagement with businesses, local communities and town/parish councils.

Risk Management

The East Lindsey Investment Fund Plan will be monitored by the Major Projects Board, with regular reporting and risk management.

Stakeholder / Consultation / Timescales

The East Lindsey Investment Fund Plan has been developed to support the delivery of the South and East Lincolnshire Councils Partnership Growth and Prosperity Plan, which had wide engagement with members.

Further consultation has taken place with the Portfolio Holders for Coastal Economy, Market Towns and Rural Economy, and the Leader. In addition, a workshop was held on 25 July with relevant teams across all directorates to support project ideas and themes for investment.

The presentation at Appendix A was presented to Overview Committee on 3 September. Feedback was positive with the following recommendations for inclusion – resourcing for maintenance and reviewing the assets condition survey to progress schedule of work; resource and development of East Lindsey markets; improving street furniture; flexibility for grant awards to support organisations and businesses in accessing funding; supporting volunteers in local communities; ensuring coordination between towns through the establishment of a market/inland towns group needs a joined up approach to working with the Connected Coast Board and coastal towns; partnership working with Lincolnshire County Council to support town centre improvements.

Reputation

The East Lindsey Investment Plan is a bold and ambitious programme that will deliver £10m of funding to towns, parishes and villages across the district. The programme will be promoted and form part of the risk, financial and reporting structure for major projects in East Lindsey.

Contracts

None arising from this report.

Crime and Disorder

None arising from this report.

Equality and Diversity / Human Rights / Safeguarding

None arising from this report.

Health and Wellbeing

The East Lindsey Investment Plan has been developed to reflect the strategic priorities of the Sub-Regional Strategy and in consultation with the Assistant Director for Wellbeing and Community Leadership.

Climate Change and Environmental Implications

The East Lindsey Investment Plan has been developed to reflect the strategic priorities of the Sub-Regional Strategy and in consultation with the Climate Change and Environment Group Manager.

Acronyms

None.

Appendices

Appendices are listed below and attached to the back of the report:

Appendix 1 East Lindsey Investment Fund Presentation

Background Papers

Background papers used in the production of this report are listed below: -

Document title:

Executive Board, Growth and Prosperity Plan

Where the document can be viewed:

[Growth and Prosperity Plan Report for ELDC May 2024 FINAL.pdf \(e-lindsey.gov.uk\)](#)

Chronological History of this Report

Name of Body

Overview Committee

Date

3 September 2024

Report Approval

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Signed off by:

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Approved for publication:

Cllr Craig Leyland