

Growth and Prosperity Plan



served by One Team

South & East Lincolnshire Councils Partnership

Sub-regional strategy for the South and East Lincolnshire Councils Partnership

Followed by the **Growth and Prosperity Plan**, which identified the following strategic priorities:

- **Vibrant Town Centres and Regeneration**
- **Supporting Priority Sectors and Businesses**
- **Supporting Skills, Learning and Employment Opportunities**
- **Enabling Growth and Housing**
- **Attracting Investment**

The 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.

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.**

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Executive Board Report 8th May 2024 included the recommendation to **support** the development of a Locality Plan and an investment programme into Market Towns, Parishes and Villages.

Further consultation has taken place with the Portfolio Holders for Coastal Economy, Market Towns and Rural Economy, and the Leader. This has supported the development of the **EAST LINDSEY INVESTMENT FUND**, principles for allocating the funding, governance arrangements and further consultation with staff to enable an **inclusive** approach for the whole of the District.

The investment will build on previous work across all directorates, including the Vital and Viable Programme.

Adoption of the 'My Town' approach with a framework for **engagement** based on the experience of successful funding applications, the Vital and Viable programme and the Connected Coast model – ensuring communities, businesses, partners are contributing to projects and the investment is promoted.

The development of the EAST LINDSEY INVESTMENT FUND programme will focus on **delivery**, build **capacity** and reflect the principles and priorities of the Growth and Prosperity Plan.

Growth and Prosperity Principles

Reflected throughout the East Lindsey Investment Fund Programme

Collaboration:

Collaborative approach across the SELCP; with a proactive, supportive, and 'can do' approach.

Enabling others:

An enabling approach, which is recognised, valued, and supported by other aspects of the organisation, to enable growth and prosperity.

Delivery focused:

Delivering what we are currently doing, and doing it well. Where new projects will make a difference, we will ensure they are appropriately resourced.

Partnership focus:

Collaboration inspired by the Vital & Viable programme and Town Deal Boards, bringing people together. Willingness to work with partners to enable delivery.

Place focused:

Place-based approach, recognition and expertise of local knowledge.

Sustainable:

Strengthening capacity by investing in a sustainable approach; recognising the need for resilience and succession planning over a longer-period.

Coordinated:

Coordinated approach and resourcing of a centralised information resource to support decision making and development of new projects and timely delivery.

Evidence-led:

Evidence and data led – including monitoring vacancy rates, footfall, visitor data, business rates, car parking.

East Lindsey Investment Fund Programme

CONSULTATION

- Feedback from Councillors; staff workshop and SLT engagement (internal communications)
- Overview Committee (3 September) and offer of member briefings
- Executive Board (18 September) and Council (9 October)

EXPERIENCE AND ENGAGEMENT

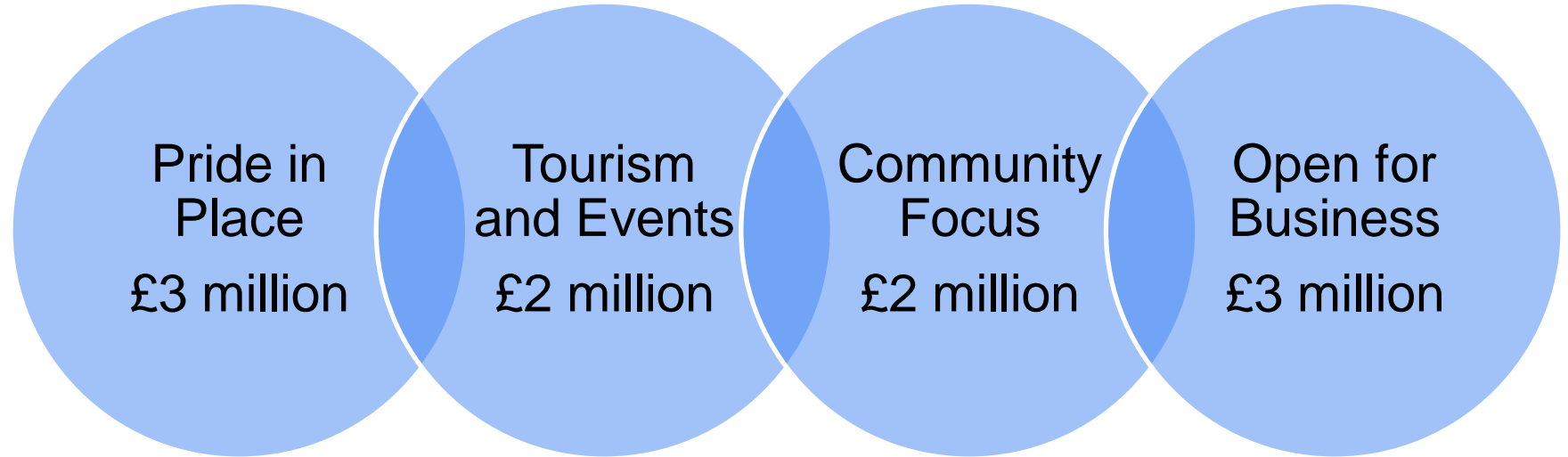
- Building on the knowledge, evidence, and work programmes (e.g. Towns Fund, V&V)
- Resourcing, support requirements and partnership working
- Decision-making reflecting investment themes (role of portfolio holders working with theme leads/AD), Connected Coast and Market/inland towns group, promotion and engagement
- Bold and ambitious, addressing issues and future sustainability – balancing strategic priorities with delivery

East Lindsey Investment Fund Programme: THEMES

Priority areas that have come to the fore include:

- **MAKING OUR PLACES WELCOMING** (cleanliness, shop fronts, public realm and improvements to community assets like parks, gardens and town centre public spaces). Investment into accessible play equipment and making our places welcoming;
- **PUTTING ON EVENTS 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** and Grants (ensuring current scheme can continue and extend to support ‘Green’ initiatives, engaging and supporting volunteers and addressing East Lindsey challenges – housing, digital skills, health);
- **SUPPORTING BUSINESS GROWTH AND DEVELOPMENT** (project development and addressing stalled development sites, supporting business creation, diversification and growth, business park expansion, continuation of G4G scheme and supporting skills and learning opportunities).

East Lindsey £10m Investment Fund Programme: PRINCIPLES



GOVERNANCE



RESOURCING



PROMOTION

East Lindsey Investment Fund: Framework

Theme One: PRIDE IN PLACE

Lead: Assistant Director, Vic Burgess

- Public realm improvements
- Cleanliness and additional equipment and resource for the Pride team
- Parks and gardens
- Accessible play areas
- Assets survey and future maintenance consideration
- *Shop Front improvements*
- *Town Council Investment Plan – capacity*

East Lindsey Investment Fund Framework

Theme Two: TOURISM AND EVENTS

Lead: Assistant Director, Lydia Rusling

- Tourism campaigns (reflecting culture and heritage)
- Events and activities (enabling and supporting)
- Vibrant markets that attract local residents and visitors
- Place Officers and Academy Apprenticeship Scheme
- Business engagement focused on tourism, leisure, hospitality and events and culture
- Car Park upgrades, signage and wayfinding



East Lindsey Investment Fund Framework

Theme Two: COMMUNITY DEVELOPMENT

Lead: Assistant Director, Emily Spicer

- GRASSroots scheme
- Green initiatives
- Community building grants
- Addressing homelessness
- Flood risk management
- Supporting volunteering

East Lindsey Investment Fund Framework

Theme Four: SUPPORTING BUSINESS GROWTH

Lead: Assistant Director, Matthew Hogan

- Grants 4 Growth – Grants and Business Support (including Green initiatives and supporting diversification)
- Business Park Expansion (example of Horncastle)
- Project and Sector Development (reflecting strategic priorities)
- Delivering employment sites
- Support to progress the Local Plan
- Inward Investment
- Skills and Learning

LGA: Taking a joined-up approach

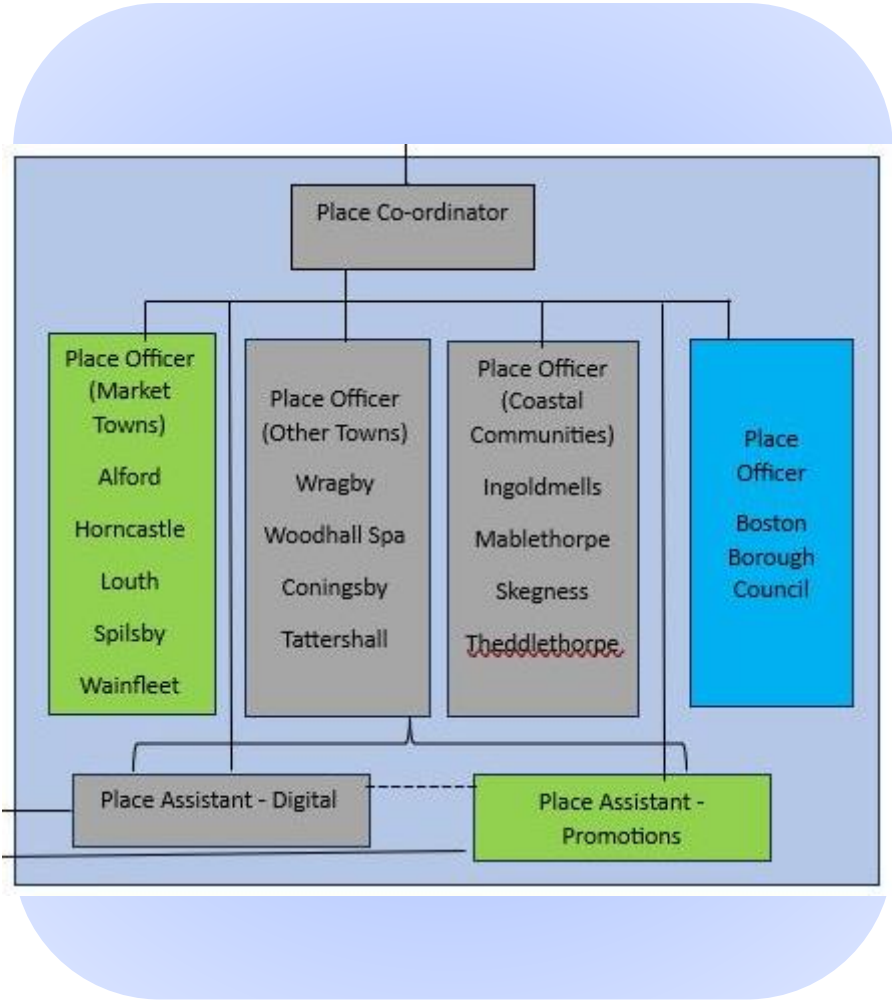
Local authorities can take a leading role or be important partners in sustaining communities through town centre revitalisation.

Councils' roles combine statutory functions with strategic coordination and innovative intervention and economic development with partners.

This will involve 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.



integration within the existing Place team to enable a geographic coordination of the Investment Programme and connectivity to existing work and partnerships.



East Lindsey Investment Fund Framework

In Summary:

- Reflecting the Growth and Prosperity Plan
- Ensuring an **inclusive** approach across East Lindsey with a focus on **delivery**
- The East Lindsey Investment Plan will set the principles for funding allocations and themes for investment – bold and ambitious, addressing issues and ensuring future sustainability
- Allocation for capacity building, resourcing and support (dependent on directorate and place, e.g Town Council role)
- Governance and monitoring (**recommendations to EB and Council**); working with the Connected Coast and Market/Inland Towns Groups (establishment of ‘Connected Wolds’)
- Consultation with monitoring officer and finance (decision making process)
- **Promotion** and engagement (dedicated comms officer)

East Lindsey Investment Plan Framework

Next steps:

- Process for allocation of funding
- Reporting over 3-year programme
- Finance
- Governance
- Engagement commencement
- CMT Away Day for internal engagement
- Separate discussion with PSPS