



<b>Report To:</b>	Executive Board
<b>Date:</b>	20 February 2025
<b>Subject:</b>	East Lindsey Investment Fund
<b>Purpose:</b>	To approve the allocation of funding for the East Lindsey Investment Fund Plan
<b>Key Decision:</b>	Yes
<b>Portfolio Holder:</b>	CLlr Steve Kirk, Portfolio Holder for the Coastal Economy and CLlr Adam Grist, Portfolio Holder for the Rural Economy
<b>Report Of:</b>	Pranali Parikh, Director, Economic Development
<b>Report Author:</b>	Pranali Parikh, Director, Economic Development
<b>Ward(s) Affected:</b>	All
<b>Exempt Report:</b>	No

### Summary

*The Executive Board approved the £10m East Lindsey Investment Fund (ELIF) in September 2024 to support the priorities of making our places welcoming, supporting events and attracting visitors, community development, and supporting business growth. A budget allocation of £1m was allocated in December 2024 for the grant funds to communities across the East Lindsey district by extending the current GRASSroots programme.*

*This report presents the next phase of allocation of funding for the East Lindsey Investment Fund. As set out in this report, it is proposed to allocate a further sum of £7.83m across all four priority themes. The proposal includes a wide range of activities and projects as well as increasing capacity within the team for accelerating delivery.*

### Recommendations

The Executive Board:

1. Approves the following allocations of budget from the East Lindsey Investment Fund (financed from the Corporate Priorities Reserve) as follows:
  - To approve £1m to launch the grant scheme for Pride in Place theme and delegate the authority to agree the grants policy to Director of Economic Development in consultation with the Portfolio Holder for market Towns and Rural Economy and to finalise the budget allocation between capital and revenue once this is known.
  - To approve £830,000 for the activities identified in Appendix 2 under the Communities Development theme.
  - To approve £2m to support the Tourism and Events theme and delivering the activities identified in Appendix 4 and note that a further report will be brought for consideration by the Executive Board relating to unauthorised occupancy in Holiday caravans.
  - To approve £500,000 for business engagement and inward investment activities identified in Appendix 3 under the theme of Business Support and note the intention to bring forward proposals for the remaining activities in Appendix 3.
2. Approves the allocation of budget from the East Lindsey Investment Fund of £1m to provide grant support to the Woodland Trust as detailed in Appendix 5, and give authority to enter that agreement to the Deputy Chief Executive (Programme Delivery), subject to further legal due diligence.
3. Delegates authority to the Assistant Director theme leads in consultation with the relevant Portfolio Holder to utilise the above funds, as set out, to undertake delivery of activities and projects as identified in appendices 1 to 5, including the procurement and appointment of consultants/contractors, provide staffing resource and award grants to achieve the objectives of each theme.
4. Delegation to the S151 in conjunction with the Director of Economic Development to agree the final split of resources required as an addition to the budget in respect of revenue and capital as required.

#### **Reasons for Recommendations**

1. *The proposals are in accordance with the Council's approval of the East Lindsey Investment Fund in September 2024.*
2. *The proposals set out in this report will help deliver the priorities of the Sub-Regional Strategy for the South and East Lincolnshire Councils Partnership as well as the Growth and Prosperity Plan approved by the Council.*
3. *The approval of this allocation will help deliver wide ranging benefits for the businesses and communities of East Lindsey as identified in the report.*

#### **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 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.
- 1.2 The £10 million Investment Fund 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.
- 1.3 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.
- 1.4 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 further £7.3 million across four priority themes:
  - Community Development
  - Pride in Place
  - Business Support
  - Tourism and Events
- 1.5 Following the approval by the Executive Board in November 2024, the Council announced to extend the successful GRASSroots Grants Scheme with £1m commitment from the East Lindsey Investment Fund. This scheme is now launched and open for charities, community groups, social enterprises, Parish and Town Councils to apply for grants up to a maximum value of £24,999 per project. The funding offered can be Capital, Revenue or a mixture of both. All wards of East Lindsey District are eligible.

## 2. Report

- 2.1 This report sets the activities and projects for allocating the funding for delivering each key priority of the East Lindsey Investment Fund as previously agreed by the Exec Board.

4.2 **Pride in Place** – The Council recognises the importance of the sense of ownership and pride the community feels for their place and environs. It is proposed to allocate £1m for a grant funding scheme to support community groups, parish and village halls, voluntary and third sector organisations in leading and delivering projects and initiatives in their local places. This grant scheme will support projects that help improve community safety, deliver environmental initiatives, local transport and connectivity initiatives, enhancement of local amenities and facilities and enable communities in facilitating and delivering events and activities that increase footfall, spend and pride in our local places. A detailed policy will be prepared outlining the criteria, eligibility and outcomes to support the dissemination of grants funding.

4.3 **Community Development** – A wide ranging set of activities for engaging and supporting volunteers and development that is focused on addressing East Lindsey challenges – affordable housing, supporting the vulnerable and healthy living are outlined under this theme. It is proposed to allocate £830,000 (in addition to the £1m already allocated for GRASSroots scheme) to support the following activities:

- Continuation of ELDC Crowdfunding Platform and Community Promotion
- Basic budget skills workshops
- Continued grant support for heating, resources, upskilling opportunities through community hubs
- Creation of town maps across EL that identify venues, groups, organisations that provide help and support for mental health
- Expansion of trusted volunteer and ageing better programmes
- Social policy analytics
- Supported housing review
- Continuing the digital inclusion project

Details of activities are outlined in Appendix 2. New posts proposed are in alignment with the restructure proposals for the Housing and Communities services.

4.4 **Business support** – Supporting priority economic sectors and businesses through development of skills, learning and employment opportunities, enabling growth and attracting Investment are key priorities of the Growth & Prosperity Plan. It is proposed to allocate £2m to support the following activities the achieve these priorities:

- Business engagement by creating contact databases, networks and events
- Inward investment proposition identifying a range of measures and support mechanism
- Skills strategy, initiatives for increasing access to skills and jobs, development of training courses with education providers
- Sector specific development through grants for green technology, access to technical support and advice
- Delivery of employment sites, enabling delivery of infrastructure such for energy, digital, access etc.

An outline of activities is identified in Appendix 3. Further details will be developed in consultation with businesses and stakeholders for consideration by the Executive Board later in the year.

4.5 **Tourism and Events** – This theme includes activities and projects that increases footfall, spend in the economy and promotes our towns, wolds and coast as places to visit, live, work and invest in. It is acknowledged that to attract visitors and residents to live and visit our area, it is important to maintain and enhance our natural and built environment, heritage buildings, visitor destinations, tourism infrastructure along with a year round programme of events. It is proposed to allocate £4m for supporting the following activities: (further details are outlined in Appendix 4)

- Culture and arts engagement - Research, development, delivery and enabling partners to deliver a range of cultural events and vibrant markets across the borough.
- Events delivery - To deliver a year round programme of events across various locations in East Lindsey.
- Creating welcoming gateways for visitors – Car park enhancement and wayfinding strategy to include design and implementation of signage and street furniture, lighting, public art and digital connections. This includes £1m allocation for resurfacing of the Sutton on Sea car park.
- Tourism and promotion – Approval and implementation of destination management plans, communication and promotional contents for multi-media channels, engagement with tourism businesses and operators.
- Heritage and conservation – Conservation area appraisals, shop-front improvements design and implementation, enabling owners and community groups for revival and re-use of heritage assets.
- Events delivery – Supporting delivery of events either through internal resources or through supporting local business and community organisations to attract footfall and increase awareness of the area’s rich cultural heritage to residents as well as new audiences.
- Holiday caravans sites – Cataloguing, monitoring, enforcing and licencing of holiday caravan sites in the District to lead a multi-agency approach to address the wider issues related to health, safety, education and emergency planning.
- Implementation of Wolds destination plan – Feasibility, design, options appraisal, land assembly and business cases for construction of visitor facilities and infrastructure for promotion of Wolds as visitor destination. This also includes £1m allocation for grant support to Woodland Trust for the purchase, preservation and management of 483 acre ancient woodland site near Muckton within the Lincolnshire Wolds Area of Outstanding Natural Beauty (AONB).

4.6 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. Each grant scheme and project will be supported by a relevant engagement plan with appropriate stakeholders.

4.7 Update reports will be provided to the Executive Board on regular basis. The progress of projects funded through this investment fund and associated risks will be monitored by the Council’s major projects board with full corporate and senior leadership oversight.

### 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 delivery of proposed allocations will commence from April 2025. Regular updates will be provided to the Exec Board.
- 3.3. 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).
- 3.4. 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**

An allocation of further £5.33m from the East Lindsey Investment Fund is proposed, with delegation to the S151 in conjunction with the Director of Economic Development to agree the final split of resources required as an addition to the budget in respect of revenue and capital. The budget report separate on this agenda allocates as part of the capital programme a further £1m to works in Sutton on Sea. This leaves £2.67m unallocated in the programme. It is to note that some business cases and strategies prepared with this funding will require further funding for implementation of works.

## **Risk Management**

The East Lindsey Investment Fund Plan will be monitored by the Programme Monitoring Group for ELIF with highlight reports provided to the Major Projects Board for risk management and strategic steer.

## **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.

## **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. Any work requiring procurement contracts or grant agreements will be supported in compliance with the Council's contract management and financial procedure rules.

## **Crime and Disorder**

None arising from this report.

## **Equality and Diversity / Human Rights / Safeguarding**

None arising from this report. An Equalities Impact Assessment will be carried out for proposed new policies and grant schemes.

## 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 Action Plan – Pride in Place

Appendix 2 - East Lindsey Investment Fund Action Plan – Community Development

Appendix 3- East Lindsey Investment Fund Action Plan – Business Support

Appendix 4 - East Lindsey Investment Fund Action Plan – Tourism and Events

Appendix 5 – Grant support to Woodland Trust for Harrison wood

## Background Papers

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

### Document title:

East Lindsey Investment Fund - Executive Board report – September 2024

East Lindsey Investment Fund - Executive Board report – December 2024

### Where the document can be viewed:

[East Lindsey Investment Fund EB 240918.pdf](#)

[06 - East Lindsey Investment Fund 1m allocation to the GRASSroots grant scheme EB 241216.pdf](#)

## Chronological History of this Report

### Name of Body

Overview Committee

### Date

3 September 2024

### Report Approval

Report author:

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Pranali Parikh, Director Economic Development

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