



North Lincolnshire

Prosperity Plans

Summary 2018-2023





Foreword

We are pleased to introduce the North Lincolnshire Prosperity Plans summary which sets out our ambition to grow the economy and increase prosperity for North Lincolnshire. These plans focus on economic growth and the crucial role of skills, housing, the visitor economy and infrastructure.

Bringing the plans to life requires innovative thinking, collaboration, external influence and commitment from people dedicated to solving a problem.

We are ambitious for our area and motivated to grow North Lincolnshire as a significant contributor to the UK's overall prosperity.



Cllr Rob Waltham MBE
Leader of the council



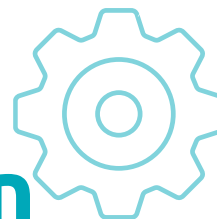
Denise Hyde
Chief Executive

Introduction

This is a five year plan and sets out:

- How we will grow the economy and improve skills
- The actions we will take to make North Lincolnshire the best place to live and visit
- The infrastructure investments required to support economic growth
- How we will monitor performance
- How we will keep you informed on progress to achieve the outcomes

Links to the Council Plan



The council plan for 2018/19 is shown below. The prosperity plans principally contribute to the priority of growing the economy.

<h2>Council Plan 2018/19</h2> <p>For 2018/19 our priorities are...</p> <ul style="list-style-type: none"> Growing the economy Keeping people safe and well Enabling communities to flourish <p>Our values...</p> <ul style="list-style-type: none"> Equality of opportunity Excellence Integrity Self-responsibility 	<h3>Ambition</h3> <ul style="list-style-type: none"> #BestPlace for our residents #BestCouncil we can be Goal: sustainable • commercial • enabling • progressive <h3>Outcomes for North Lincolnshire</h3> <table border="1"> <thead> <tr> <th>Safe</th> <th>Well</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> Safer roads Safer people Safer communities Safer environments Safer spaces </td> <td> <ul style="list-style-type: none"> Cleaner and greener spaces Good health and wellbeing Quality housing Vibrant leisure and culture Improved quality of life </td> </tr> <tr> <th>Prosperous</th> <th>Connected</th> </tr> <tr> <td> <ul style="list-style-type: none"> More jobs, better paid jobs Improved skills Excellent education Thriving businesses Accessible childcare </td> <td> <ul style="list-style-type: none"> Accessible transport Flourishing communities Superfast digital connectivity Better roads and rail Strong sense of pride and belonging </td> </tr> </tbody> </table>	Safe	Well	<ul style="list-style-type: none"> Safer roads Safer people Safer communities Safer environments Safer spaces 	<ul style="list-style-type: none"> Cleaner and greener spaces Good health and wellbeing Quality housing Vibrant leisure and culture Improved quality of life 	Prosperous	Connected	<ul style="list-style-type: none"> More jobs, better paid jobs Improved skills Excellent education Thriving businesses Accessible childcare 	<ul style="list-style-type: none"> Accessible transport Flourishing communities Superfast digital connectivity Better roads and rail Strong sense of pride and belonging
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Growing the Economy

Best place to do business

We will have a competitive, diverse and high value economy, demonstrating the ability to evolve, innovate, progress and support the creation of new and highly skilled jobs.

Over the next 5 years we will:

- Lead partnership working with businesses
- Support high value growth in our key existing and emerging sectors (Manufacturing, Construction, Transportations and Storage, Steel, Food, Energy and Chemicals)
- Support our small and medium enterprises
- Strive for higher education standards and skills
- Create jobs and opportunities for all



Outcomes:

- Increased productivity
- More jobs, better paid jobs
- Improved skills
- Thriving businesses



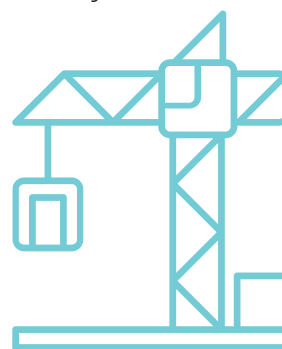
What will success look like?

- Increased productivity
- Higher paid jobs
- Increased employment
- Higher level skills



Key actions:

- 1** Free trade zone and port development
- 2** Grow the manufacturing and engineering supply chain hub
- 3** Supporting growth and diversification of the Humber chemical and energy cluster
- 4** Improved connectivity east to west
- 5** Transformation connectivity north to south
- 6** Overcoming barriers to growth
- 7** Lifelong integration of skills and development
- 8** University campus North Lincolnshire – providing higher level skills
- 9** Town centre and market town regeneration
- 10** Recognition for North Lincolnshire's area of outstanding natural beauty.



Growing the Economy

Best Place to learn

We will have a more highly skilled workforce, in higher paid jobs, and 80% employment for those of a working age.

Over the next 5 years we will:

- Strive for higher education standards and skills
- Enable business capacity and growth
- Enable progress
- Create jobs and opportunities for all

Outcomes:

- More jobs, better paid jobs
- Improved skills
- Excellent education



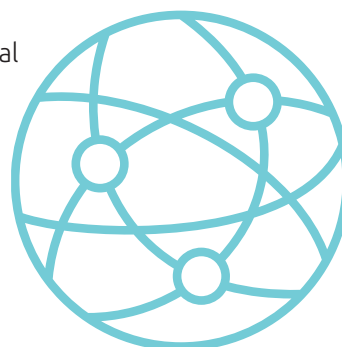
What will success look like?

- A more highly skilled work-force
- Higher paid jobs
- Full employment



Key actions:

- Lifelong integration of skills and development
- University campus North Lincolnshire – providing higher level skills
- Stimulating area-wide leadership and management
- Enabling a research and development culture
- Encouraging enterprise and supporting start up workspace
- Growing strong links between businesses and school/colleges
- Realigning training programmes to support our existing and emerging labour markets
- Enabling more women into work and business
- Ensuring excellent careers education, information, advice and guidance
- Encouraging innovation and enterprise amongst young people
- Driving the confidence and capability of businesses to recruit and retain people within additional needs
- Developing clear pathways for groups who have vulnerabilities
- Stimulating the market in the voluntary and community sector
- Enabling the skills base of the area – supporting basic skills, enabling employability skills, and promoting higher level skills
- Enabling an area strong in technical education, trade skills and apprenticeships



Growing the Economy

Best Place to Live

We will have new homes across North Lincolnshire, supporting Scunthorpe's role as a regional centre, whilst ensuring the sustainability of our market towns.

Over the next 5 years we will:

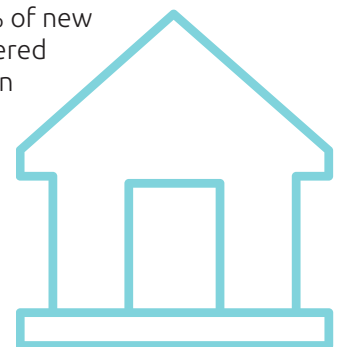
- Create a positive context for housing growth
- Enable the right property types, sizes and tenures for our communities
- Deliver infrastructure to support housing growth
- Market North Lincolnshire as a place to live, work, visit and invest
- Invest in town centres including securing funding from government
- Provide space for businesses and population to grow through new commercial and housing development

Outcomes:

- Flourishing communities
- Quality housing
- Improved quality of life
- Strong sense of pride and belonging
- More jobs, better paid jobs
- Cleaner and greener space

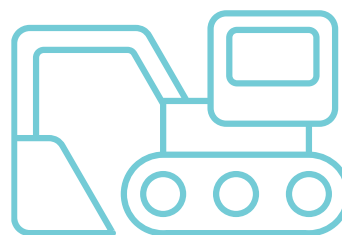
What will success look like?

- Population Growth
- Increase in housing starts on site
- Increase in housing completions
- Increase in the percentage of the population that own their own home
- Increase in retirement living options
- Growth in council tax income
- Increase in % of new homes delivered using modern methods of construction



Key actions:

- Deliver a refreshed Local Plan with housing and employment land allocations, a new development hierarchy, an enhanced sustainability appraisal and infrastructure delivery plan.
- Publish an annual statement of housing need
- Prepare a revised delivery schedule for Lincolnshire Lakes to give clarity to the local housing market regarding development trajectory
- Positively respond to the challenge of the government's new 'Housing Delivery Test'.
- Maintain and improve the Strategic Housing Market Partnership
- Lead on modern methods of construction
- Monitor and publish a five year land supply statement
- Maintain and publish a brownfield land register. Update annually.
- Deliver the approved Ongo accelerated construction partnership
- Establish private sector led strategic site delivery model.
- Maintain up to date information regarding home ownership options and market options on ongoing basis
- Deliver Scunthorpe Town Centre transformation
- Deliver 10% of all new homes as bungalows or retirement living during the period 2018 – 2021
- Develop a Supported Housing Plan



Growing the Economy

Best place to visit

We will be a destination of choice. By 2023 we will have reached 3,250,000 visitors and 500,000 overnight stays per year. This will be an important step towards our longer-term aim of reaching 4 million visitors and 800,000 overnights stays per year by 2038.

Over the next 5 years we will:

- Market North Lincolnshire as a place to live, work, visit and invest
- Invest in town centres including securing funding from government
- Host key events to celebrate the best of what North Lincolnshire has to offer
- Increase overnight stays and attract new visitor markets
- Build North Lincolnshire as a key location for business tourism and events

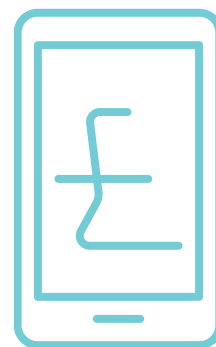
Outcomes:

- Vibrant leisure and culture
- Improved quality of life



What will success look like?

- Increase in the value of the visitor economy
- Increase in overnight stays in the area
- Increase spend per visitor
- Increase in the number of people working within the visitor economy sector
- Increase in the number of visitors from outside the area.



Key actions:

- Develop a destination marketing plan
 - Establish a North Lincolnshire Tourism Partnership comprising members of the public, private and voluntary sector
 - Establish North Lincolnshire as a regional and national conference destination by 2023.
 - Develop an annual events programme
 - Deliver a bi-annual major event
 - Achieve recognition for North Lincolnshire's areas of outstanding natural beauty.
- Enhance the North Lincolnshire's visitor offer by focusing on five themes:
 - Best place for outdoor activities
 - Best place for culture, heritage and arts
 - Best place for food and accommodation
 - Best place for rural countryside, nature and green space
 - Best place for market experience



Growing the Economy Connected

We will put the right infrastructure in place to create the best conditions for existing and future sustainable economic growth – connecting business, people and places.

Over the next 5 years we will:

- Improve connectivity east to west
- Transform connectivity north to south
- Overcome barriers to growth

Outcomes:

- Safer roads
- Accessible transport
- Superfast digital connectivity
- Better roads and rail

What will success look like?

- Increased productivity
- Increased investment in infrastructure
- Increased house building
- Reduction in carbon emissions
- Increased road safety
- Improved road conditions
- More people using public transport
- Increased digital connectivity

Key actions:

Road:

- Road infrastructure to support transformation of Scunthorpe town centre
- Road infrastructure to support the development of housing and employment land
- Transport infrastructure to support the Lincolnshire Lakes development
- Construction of Brigg Link Road to unlock land for housing
- Feasibility work on a new/upgraded road network through Barton upon Humber to unlock land for housing
- Improvements to the southern section of the A15
- Explore electric vehicle charging points
- M180 and A18 – explore long term capacity and resilience issues

- Work closely with Transport for the North and Midlands Connect

Rail

- Completion of the South Humber Gauge Enhancement Scheme
- Explore the infrastructure requirements to further support growth of the rail freight market
- Feasibility study / outline business case for a direct service from Grimsby to London
- Two trains per hour from Scunthorpe to Sheffield City Region and the North West with reduced journey times.
- Work with the new franchisee for East Midlands Trains to provide an improved service on the Barton Line.

Key actions continued:

Freight

- Improve the local road network on the South Humber Gateway
- Delivery of the South Humber Gauge Enhancement Scheme
- Explore the infrastructure required to support growth of the rail freight market
- Work with Transport for the North and other freight operators

Aviation

- Work with Humberside Airport to develop a masterplan.

Utilities

- Understand and seek to address the issues emerging from the Greater Lincolnshire Utilities study

Digital

- Continue to seek funding to deliver further programmes of digital infrastructure
- Lobby for North Lincolnshire to be a pilot area for rural/urban 5G coverage.

Energy

- Delivering the Council's Carbon management Plan
- Work with the LEPs on the development and implementation of Energy Strategy's
- Explore the development of a new Advanced Chemical and Energy Park.

Public transport

- Continuation of CallConnect
- Review subsidised bus services
- Development of a bus strategy as part of the development of the Local Plan, aligned with a wider passenger transport strategy
- Explore better connections across different modes of transport
- Participate in the development of plans for smart and integrated ticketing and real time information.

- Encourage public transport operators to utilise low emission buses
- Investigate transport barriers to employment, training, study and visitor attractions and includes solutions as part of the development of the Transport Strategy

Walking and Cycling

- Implement the cycle strategy
- Continue to support and offer led walks and cycles routes in North Lincolnshire
- Delivering new footpaths and cyclepaths along the River Ancholme, the Stainforth and Keadby Canal and the Isle of Axholme Greenway.
- Explore footpaths and cycle routes as forming part of a wider ecological network

Green Infrastructure

- Producing a Green Infrastructure Strategy for North Lincolnshire
- Enhancing access to greenspace around the Humber Estuary
- Producing a Biodiversity Opportunities map and using it to guide development Management agro-environment schemes.
- Managing the Council's Local Nature Reserves and green spaces and supporting communities to benefit wildlife and informal recreation.

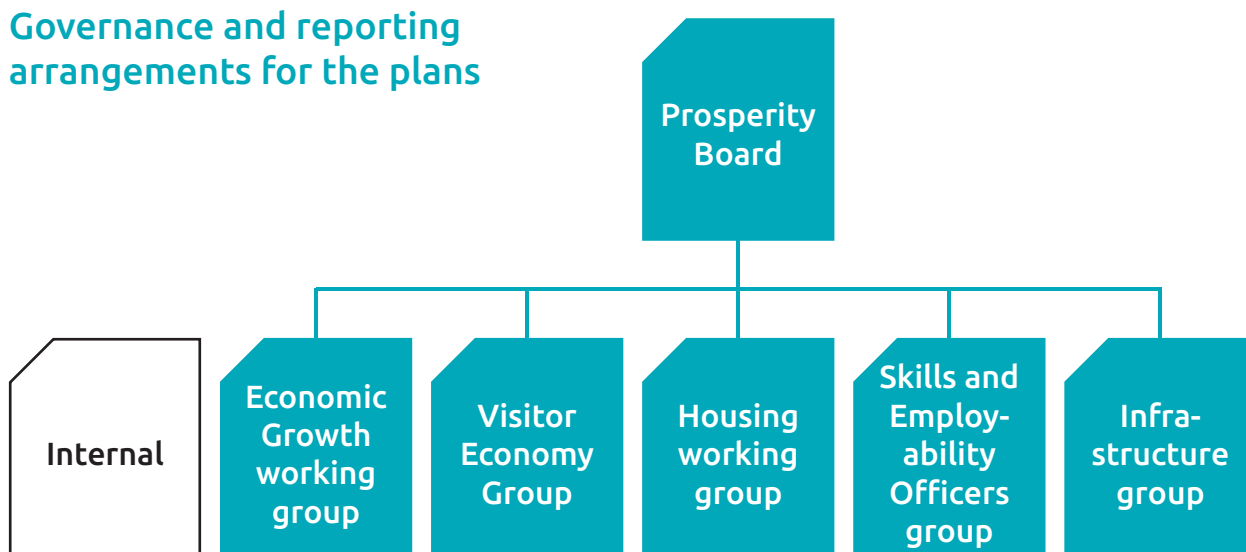
Water Management

- Utilise all funding opportunities to deliver key and future projects
- Work with partners in the Humber and Greater Lincolnshire to develop water management strategies and seek funding
- Work with partners to develop projects which promote flood resilience
- Promote actions for ensuring resilience to flood risk and climate change is considered at the outset of infrastructure projects.

Governance arrangements

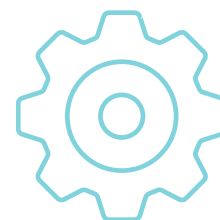
Below is the reporting structure for the Prosperity Plans. Each of the plans has an individual action plan setting out the actions that will take place to achieve the outcomes.

Governance and reporting arrangements for the plans



Performance Monitoring

The key performance indicators to monitor progress on delivery of the plans are set out below. All the indicators are monitored via the internal working groups and reported to the Prosperity Board. In addition, the majority of the indicators are built into the council's performance management framework and reported and monitored as part of the council's quarterly performance reviews.



Key Performance Indicators

Outcome	Indicator	Baseline position	Direction of Travel
Grow the Economy	Gross Value Added (GVA) per head of population	2016	Increase
	GVA added by the manufacturing sector	2016	Increase
	GVA added by the construction sector	2016	Increase
	GVA added by Distribution, transport, accommodation and food	2016	Increase
	Rate of active enterprises per 1,000 population	2016	Increase
	Rate of Enterprise Births per 1,000 population	2016	Increase
	Rate of Enterprise deaths per 1,000 population	2016	Increase
	Survival rates (%) of enterprise births (two years)	2014	Increase
	Survival rates (%) of enterprise births (five years)	2011	Increase
	Employment in the 'manufacturing' sector	2016	Increase
	Employment in the 'construction' sector	2016	Increase
	Employment in the 'transportation and storage sector	2016	Increase
	Employment by manufacturing – food products	2016	Increase
	Employment by manufacturing – chemical sector	2016	Increase
	Employment by manufacturing – steel sectors	2016	Increase
	Employment by manufacturing – energy	2016	Increase
	Total benefit claimants – Employment and Support Allowance	01/02/2019	Decrease
Improved skills	Number of people employed in highly skilled occupations	April 16 – March 17	Increase
	% of the working age population with NVQ3+	Jan 16 – Dec 16	Increase
	% of the working age population with NVQ4+	Jan 16 – Dec 16	Increase
	% in employment with NVQ4+	Jan 16 – Dec 16	Increase
	Employment rate – 16-64 (%)	Apr 16 – Mar 17	Increase
	Employment rate – 16-24 (%)	Apr 16 – Mar 17	Increase
	Employment rate – 25-49 (%)	Apr 16 – Mar 17	Increase
	Employment rate – 50-64 (%)	Apr 16 – Mar 17	Increase
	Unemployment rate – aged 16-64 (%)	Apr 16 – Mar 17	Decrease
	People who are economically inactive – aged 16-64	Apr 16 – Mar 17	Decrease
	Economically active females – aged 16-64 (%)	Apr 16 – Mar 17	Increase
	Claimant count (%)	March 2017	Decrease

Key Performance Indicators

Outcome	Indicator	Baseline position	Direction of Travel
Improved skills	Claimants aged 25-49 (%)	March 2017	Decrease
	Claimants aged 50+ (%)	March 2017	Decrease
	Median full-time weekly earnings	2016	Increase
Quality Housing	Population – all persons	2016	Increase
	Net additional dwellings by quarter	2016/17	Increase
	Net additional dwellings (Total)	2016/17	Increase
	Number of completions – council tax band D and above	2016/17	Increase
	Value of net completions – at average band D	2018/19 (Qrt 1)	Increase
	New bungalows / retirement living properties (% of total net dwellings)	2016/17	Increase
Best Place to Visit	Economic impact of tourism (£000)	2016	Increase
	Number of day visitors to North Lincolnshire	2016	Increase
	Number of staying visitors to North Lincolnshire	2016	Increase
	Total visitor numbers	2016	Increase
Connected	External investment in infrastructure by infrastructure type	2016	Increase
	Road traffic accidents	2016	Decrease
	Rail journey times	2016	Decrease
	Carbon emission levels	2016	Decrease
	% of areas with access to superfast broadband	2016	Increase
	Number of homes with reduced risk of flooding	2016	Increase



Version control

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Approval date:

Review date: December 2019

Date of Annual Report: December 2019

Lead Officer: Helen Manderson – Director: Business Development

