



## Operational Officer Decision Record

Where the decision has a financial value of between £100k - £350k and does not have a **significant** impact on two or more wards

**1. Subject and details of the matter** (to include reasons for the decision and detail of any previous cabinet decision)

North East Lincolnshire has been identified by the Department for Levelling Up, Housing and Communities (DLUHC) as a potential place to pilot the Government's new High Street Accelerator Pilot Programme.

The High Street Accelerator Pilot Programme aims to support the regeneration of up to 10 high streets in England, using a new policy model that has been developed in close consultation with high street experts.

The High Street Accelerator is a partnership, bringing together residents, local businesses, and community organisations to work with their local authority to develop and deliver a long-term vision to regenerate a high street in the area.

The pilot will publicly launch in October 2023 and run until March 2025.

Accelerators will be awarded a total of £237,000, split as follows.

2023/24 - £50,000 paid in advance.

2024/25 - £187,000 paid in arrears on evidence of spend.

Unspent funds from 23/24 cannot be rolled over.

The funding in 23/24 should be used to establish and develop the vision, including paying for specialist advice or expertise if required. It is suggested the 24/25 funding

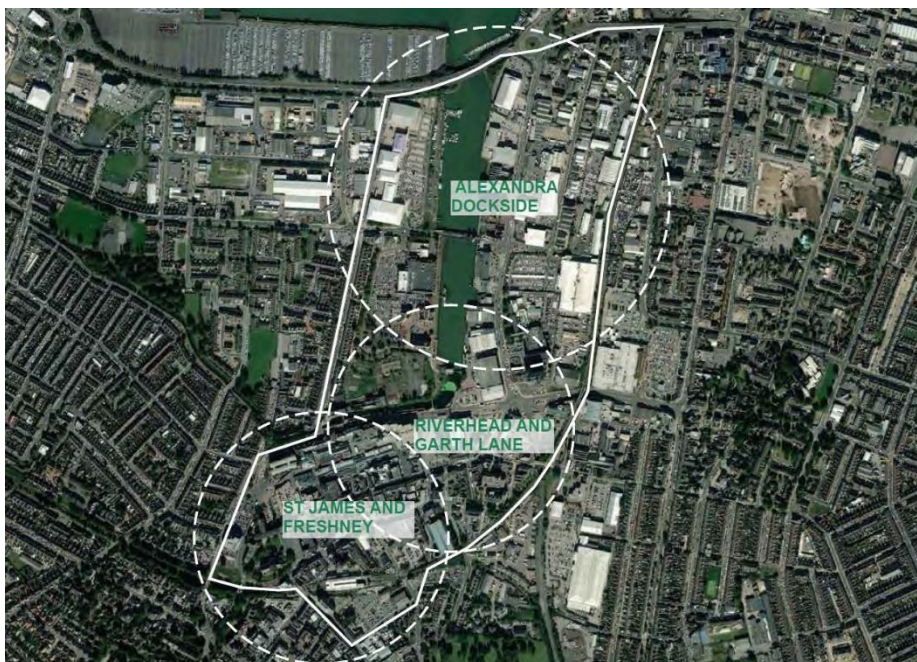
can be used on projects to make the area safer, improve signage, cleaning, lighting, shop frontages. However, it is for us to put forward our plan of how we intend to spend the funds.

Once approved for the scheme, there may be an opportunity to bid into an additional capital Green Spaces Fund.

## 2. Decision being taken

That the Executive Director Place and Resources, in consultation with the Leader of the Council do submit a High Street Selection form by the deadline of 16<sup>th</sup> October 2023 and accept the funding if selected for the pilot.

To approve Grimsby Town Centre as the preferred location for the High Street Accelerator programme, using the Grimsby Masterplan focus area as the proposed boundary (shown below)



## 3. Anticipated outcome(s)/benefits

The High Street Accelerator programme is a pilot which builds on the work previously done through the High Streets Task Force (HSTF) 'Unlocking Your Potential' scheme which resulted in a Grimsby Town Centre Action Plan, and the recently launched 2025 Group which aims to bring businesses, community groups, and residents together to be proactive in positive messaging about the regeneration of Grimsby town centre.

This fund will provide revenue funding for several interventions which will support and build on current activities, resulting in a long-term vision for the town. This in turn will inform the refresh of the Grimsby Masterplan and provide advance activity to support delivery of the Long-Term Plan for Towns programme recently announced by Government. Grimsby is identified as one of the 55 towns to be supported through the Long-Term Plan for Towns programme, and more information is expected in the coming weeks.

**4. Details of any alternative options considered and rejected by the officer when making the decision**

We could choose not to accept the invitation to be part of this pilot scheme. However, this funding will be valuable in achieving the aims of the HSTF recommendations and actions, and support other schemes which are already in delivery to address town centre anti-social behaviour, improve the street scene and build civic pride.

**5. Background documents considered** (web link to be included or copies of documents for publishing)

None

**6. Does the taking of the decision include consideration of Exempt information? If yes, specify the relevant paragraph of Schedule 12A and the reasons.**

No

**7. Details of any conflict of interest declared by any Cabinet Member who was consulted by the officer which relates to the decision (in respect of any declared conflict of interest, please provide a note of dispensation granted by the Council's Chief Executive)**

N/A

**8. Monitoring Officer Comments (Monitoring Officer or nominee)**

The above is clearly in line with the Council's stated strategic objectives. As a matter of principle all applications for external funding are subject to internal governance procedures. Such fora support the submission of the application. If successful, such funding is likely to be subject to conditionality and a funding agreement. Legal Services can be made available to support colleagues, where necessary.

**9. Section 151 Officer Comments (Deputy S151 Officer or nominee)**

A fast-track brief in relation to this funding bid has been reviewed by the Council's Business Development Group where it was recommended for approval by ADs. This external funding would enable the Council to build on the work undertaken within the HSTF scheme, and support other schemes that are already in delivery to address town centre anti-social behaviour, improve the street scene and build civic pride.

If approved onto the scheme, there may be an opportunity to apply for further funding from a Green Spaces capital fund.

**10. Human Resource Comments (Head of People and Culture or nominee)**

There are no direct HR implications arising from the contents of this report.

**11. Risk Assessment (in accordance with the Report Writing Guide)**

There is a risk that if the required documentation is not submitted by the specified deadline, NELC will not be accepted onto the scheme.

**12. If the decision links to a previous one taken by Cabinet, has the Cabinet Tracker been updated?**

N/A

**13. Decision Maker(s):**

Name: Sharon Wroot

Title: Executive Director Place and Resources

Signed: REDACTED

Dated: 16.10.23

**14. Consultation carried out with Portfolio Holder(s):**

Name: Councillor Phillip Jackson

Title: Leader of the Council and  
Portfolio Holder for Economy, Net  
Zero, Skills and Housing

Signed: REDACTED

Dated: 16/10/23