

JOINT ECONOMY, CULTURE & TOURISM and HEALTH AND ADULT SOCIAL CARE SCRUTINY MEETING

DATE	7 th November 2024
REPORT OF	Rob Walsh – Chief Executive
SUBJECT	Council Plan 2025-28 Consultation
STATUS	Open

CONTRIBUTION TO OUR AIMS

The draft Council Plan for 2025-28 sets out the Council's aspirations and actions that underpin the priorities of 'Stronger Economy, Stronger Communities'

EXECUTIVE SUMMARY

The current Council Plan was adopted in February 2022 for the period 2022-2025. A new plan for the three year period 2025-2028 has been drafted and all scrutiny panels are invited to comment on the content of the draft plan that relates to the relevant panel remit.

MATTERS FOR CONSIDERATION

The Council Plan is a North East Lincolnshire Council policy framework document. Therefore it may only be approved by Full Council following consultation with Scrutiny.

1. BACKGROUND AND ISSUES

The Council Plan is a high level strategic document that explains the Council's priorities and aspiration for North East Lincolnshire. It includes links to other key plans and strategies that are already in place.

The new Council Plan for 2025-2028 is currently in draft format. Consultation on the content of the plan is being undertaken with all Scrutiny panels prior to consideration and adoption of the plan by Full Council.

The plan is structured by 4 themes:

- Stronger Economy
- Stronger Communities
- Greener Future
- Effective and enabling council

A shorter summary of the plan will also be produced to ensure that it is accessible to a range of audiences. The proposed content of the summary plan is shown in **Appendix A**.

A range of proposed Key Performance Indicators is included as part of the consultation process (**Appendix B**) The indicators will form part of the quarterly monitoring and reporting against the plan which will continue to be aligned with budget reporting.

As the plan is structured by cross-cutting themes, Scrutiny panels will need to

determine which sections of the plan best fit within the Terms of Reference for each panel. The suggested areas of focus for each Scrutiny panel to consider is included at **Appendix C**.

2. RISKS AND OPPORTUNITIES

The Council Plan provides us with the opportunity to clearly state our intended aims and to be held to account to deliver against those aims.

There is a risk that external factors such as changes in national government policy, or responses to emergencies, may hinder our ability to deliver the plan. If this happens, we will explain the issues affecting delivery through our performance reporting arrangements.

3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

Adoption of the Council Plan ensures transparency about the Council's aspiration and priorities for our communities, businesses and partners.

4. FINANCIAL CONSIDERATIONS

The priorities identified within the plan will underpin the development of budget proposals and the service budget envelopes.

5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The Plan is focussed on aspiration, innovation and ambition that will create better opportunities and outcomes for our children and young people to thrive and achieve their potential within North East Lincolnshire.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

There is a section in the Plan that is focussed on a Greener Future. Environmental impact assessments will be undertaken for individual programmes and projects where required.

7. FINANCIAL IMPLICATIONS

Whilst there are no direct financial implications as a result of this report, the development of the Council Plan needs to take account the finite financial resources available to the Council to deliver its key objectives.

8. LEGAL IMPLICATIONS

Constitutionally the Council Plan forms an element of the Policy Framework which sets the overarching tone for decision making and Cabinet activity. The adoption of the Policy Framework is reserved to Full Council and the development of the Policy Framework is subject to constitutional process.

9. HUMAN RESOURCES IMPLICATIONS

There are no direct Human Resources implications as a result of this report.

10. WARD IMPLICATIONS

All wards.

11. BACKGROUND PAPERS

Not applicable.

12. CONTACT OFFICER(S)

Joanne Robinson, Assistant Director Policy Strategy & Resources,
joanne.robinson@nelincs.gov.uk, 01472 323761

ROB WALSH, CHIEF EXECUTIVE



Stronger economy and stronger communities

Our plan for North East Lincolnshire:
2025 to 2028

Contents

Forword6

Introduction7

About Us8

Stronger Economy9

Supporting Business and Industry.....10

Stronger Economy, Growing Skills.....11

Children and Families.....13

Section Heading Section.....15

Section Heading Section.....16

Section Heading Section.....18

Main Heading19

Section Heading Section.....20

Section Heading Section.....22

Main Heading24-25

Section Heading Section.....27

Section Heading Section.....28

Section Heading Section.....30-39



Stronger economy and stronger communities



Foreword

by Cllr Philip Jackson, Leader, North East Lincolnshire Council.



We will strive to ensure our challenges become opportunities and those opportunities generate the growth the area needs.

Across North East Lincolnshire we want to work with our businesses and our people to effect positive and lasting change.

This is not something that we as a council can do alone, but together we can achieve our ambitions for the area.

We will strive to ensure our challenges become opportunities and those opportunities generate the growth the area needs. Our ambition is to build an economy that supports its community and a community that is skilled and engaged to support a buoyant economy in return.

That is why we have shaped our new Council Plan for 2025 to 2028 to reflect the work we are leading and achieving with our partners and colleagues, to develop our place and improve lives.

The plan also reflects how our work within the Greater Lincolnshire Combined County Authority (GLCCA) will make a positive difference in our key priority areas. Devolution is bringing with it more resources, greater powers from Westminster and a united opportunity that we will grasp.

Together we can be stronger and deliver our ambitions.

Introduction

Our Council Plan for 2025 to 2028 sets out the aims of the authority as it supports the continued regeneration of the borough and the growth of its people. It puts an ambition for a

Stronger Economy and Stronger Communities at its heart and details the progress that all the council services are making to realise that ambition.



STRONGER ECONOMY

- Supporting Industry, Business & Housing
- Growing Skills
- Attractive & Vibrant Town Centres
- Improving our Journeys
- Happy Visitors & Great Leisure
- Preserving our Heritage



STRONGER COMMUNITIES

- Nurturing our Children and Building their Future
- Supporting our Adults
- Living a Healthy Life
- Good & Sustainable Homes
- Telling our story of Culture and Heritage
- Clean & Safe Streets & Open Spaces



GREENER FUTURE

- Our Waste and Recycling
- Looking After and Protecting our Parks and Public Spaces
- Our Coastline
- Our Green Ambition



ENGAGING AND EFFECTIVE COUNCIL

- A Great Place to Work and Develop
- Financially Stable
- Effective Management of Assets
- Accessible and Engaging
- Digitally Smart



About Us: North East Lincolnshire

158,335
people live here:
(2023)

We've welcomed a small but increasing proportion of people from ethnic minority groups, however **93.4%** of our residents were born in the UK. (2021 census)

We have more than **7,000** Forces' veterans living here. In the 2021 census **2.6%** of our residents identified as LGBT+ There are **4,745** businesses registered (2023)

87% of our schools are Ofsted Outstanding or Good.

Millions of pounds is being investing in the transformation of our urban centres in Grimsby & Cleethorpes.

There are **24,310** North East Lincolnshire young people at school.
(January 2023 school census)

There are **74,990** homes here
Valuation Office Agency (2023)

Orsted has invested **£14m** to create its largest UK operations Hub in Grimsby. **74%** of its 600-plus workforce live locally.
Valuation Office Agency (2023)

A major new homes development in central Grimsby will provide modern, waterside living. Thousands of our young people will enjoy new opportunity & futures with the opening of Grimsby Town Centre's Horizon Youth Zone by national charity OnSide.

The average house price here is just **£151,000**
In wider England it's **£286,000!**

Unemployment stands at **4.7%** (2023)

The average rent for a house here is **£565** England average is £925.

Grimsby's seafood processing cluster is the largest in Northern Europe. It employs nearly **6,000** people directly in over **50 seafood processing factories** and businesses. Around **4,000** more jobs are in the supply chain.

Deprivation varies significantly within our borough, however overall the local authority is ranked (out of 317), as the **29th most deprived** local authority in England.

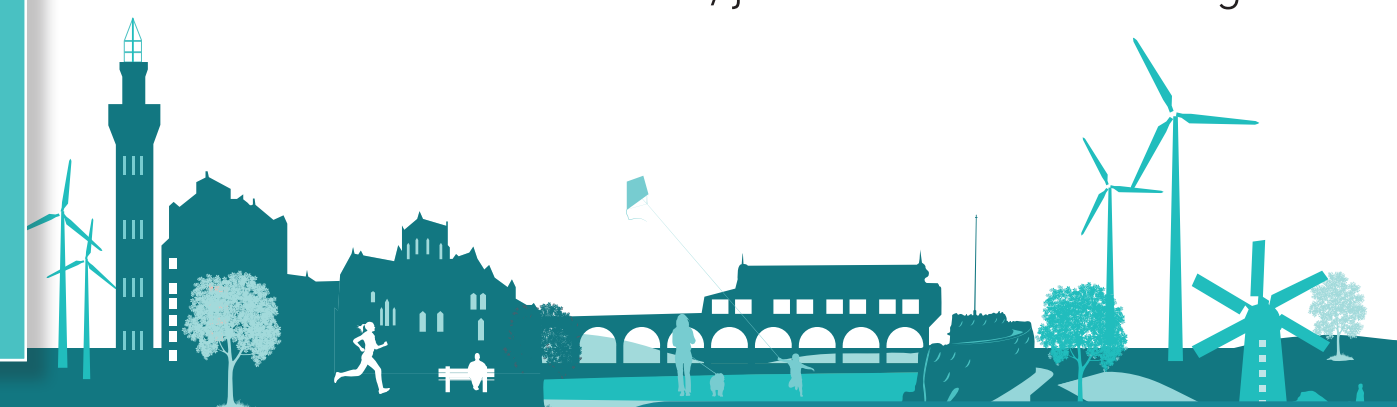
68% of **16-64** year-olds are employed fulltime (2023)

70,154 tonnes was the total waste collected in North East Lincolnshire 2022/23 (Defra)

Freshney Place is the largest undercover shopping centre in Lincolnshire & employs approx. **1,700** people.



For a full picture of the state of our borough go to our website: www.nelincsdata.net/jsna-state-of-the-borough



Stronger Economy: Stronger Communities.

“Your Voice”

Long Term Plan for Towns.

In 2024, more than 1,000 people told us what they wanted in the next 10 years:

“Grimsby Town Centre is a safe, thriving destination where small businesses are celebrated, and local talent supported. People would like more attractive seating and more shops to bring people in. (Attractive & Vibrant Town Centres)”

“A home for creative arts, where stories that look back and forward are told by the storytellers of our town. (Looking after and protecting our Parks and Public Spaces & Telling our Story of Culture & Heritage)”

“Reliable bus and cycle routes for getting to work on time, every time. For the kids to get to the youth club and back safely. (Improving our Journeys)”



The people who live and work in North East Lincolnshire know how they want their borough to grow.

In recent months we've asked you, our residents, to share those views. Here's a flavour of what's been said:

Safe, warm homes.

“Landlords who support and listen. (Supporting Housing & Good Homes)”

“Old buildings with new stories, restored and managed in Grimsby, for Grimsby. Responsibility in the hands of the local community. (Preserving our Heritage)”

“A town renowned for renewable energy. (Supporting Industry & Business)”

“Growing up in Grimsby, means growing up knowing you have opportunities. A relationship centred and built on trust. (Nurturing our children and building their future)”

“People of every age can learn new skills so that they can take advantage of the green economy and improve their lives. (Growing Skills)”

**Thanks to Grimsby writer, Lisa February, who compiled the above following the Our Future engagement and survey work.*

In our most recent Adolescent Lifestyle Survey, Young People said they wanted; better places to go, more access to skills, safe spaces, better things to do outside, better travel, free creative spaces & public art, to feel safe, cleaner open spaces. (Nurturing our children and building their future)

“Actively encourage and provide things to keep our young people here.”

“I like the trees, plants and greenery.”

“We need more places that people can go and do social stuff.”

“The people are friendly.”

“I like the green spaces, I think we are lucky to have places like the country park, beach.”

“It's home.”

“I like the peaceful views.”





Section 1

North East Lincolnshire: Stronger Economy

As you read of our ambition to create a place where we attract and sustain businesses of all kinds, you will see how this vision runs alongside a determination to work within our communities and with all our partners. We aim to ensure that the residents of North East Lincolnshire have the skills and inspiration to support, work and enjoy all that we have here.

Stronger Economy: Supporting business and industry

North East Lincolnshire is a place where businesses are encouraged to locate and grow. Industrial development and the support of business growth is a key priority.



- The Humber estuary is a renewable energy powerhouse. Global offshore wind companies are here, and there's opportunity for industrial decarbonisation, and developments for hydrogen products, combined carbon capture and storage. Our relationships with these businesses will continue, along with our work with national organisations.
- The Humber Freeport is an opportunity to see better industrial business infrastructure supported by £15m of seed capital funding. The expansion of the major training facility CATCH is also supported.

- The seafood processing sector provides thousands of local jobs and our work with that sector will remain strong.
- Our South Humber Industrial Investment Programme (SHIIP) is achieving. The new link road is opening-up development land and providing better journeys, our two mitigation sites are complete, and development at Pioneer Park continues - myenergi, HETA, and DFDS' office facility are open, and ABP is extending its port-related activity there.
- The Development and Growth Board will continue - supporting business growth and driving economic strategy.
- We will continue to assist businesses to grow. An example is the new E-Factor Business Hub in St James' House. Our support enabled access to Government funding.
- Grimsby Town Centre is changing with new business likely.

This will all be underpinned by the work of the Greater Lincolnshire Combined County Authority, (GLCCA) with business growth and investment a priority, and the creation of a Humber Leaders' Forum ensuring strong Humber relationships grow.

Go to www.investnel.co.uk for information on how to develop a business in North East Lincolnshire or email enquiries@investnel.co.uk





Stronger Economy: Housing

Everyone should have the right to a safe place to call home, and in our Stronger Communities section we make clear the vital link between good homes and good health.

Good homes also have a big part to play in a strong economy. More of them, built in the right environment, creates jobs and encourages relocation - if people are working here, we want them to live here too!

The next two years – 2025 and 2026 - will see us updating our Local Plan. This requires us to identify areas suitable for development and look at key services and infrastructure needed to support our growth.

We'll also continue our work with partners in the social housing and private sector to see more development in Grimsby Town Centre.

This will ensure a mix of homes to suit our people and support its transformation.

The Greater Lincolnshire Combined County Authority, (GLCCA), will provide support. Housing is one of its priorities and initial brownfield site GLCCA monies, along with Homes England assistance, is already invested in the new Alexandra Dock development in Grimsby.

Providing homes that suit the needs of our communities whilst attracting people into North East Lincolnshire is a corner stone of economic success and we will strive towards achieving this.

Our housing strategy can be found at:
www.nelincs.gov.uk/assets/uploads/2024/08/Housing-Strategy.pdf

Information on the Local Plan can be found at
Local Plan Review | NELC (nelincs.gov.uk)





Stronger Economy: Growing Skills

Our ambition is for our people to be equipped with the skills they need to grasp opportunities both now and in the future.

We know there's already a demand for workers in our key economic sectors – and there's more jobs set to come as decarbonisation and green energy grows. We want local people to get those jobs.

Our Skills Strategy and Action Plan outlines how partners will work together to close our skills gap and meet industry needs. This includes a new Skills Board. Led by industry,



it sees schools, colleges, The Careers Hub, the community, corporate parenting and the DWP come together.

Government funding has helped us and our partners to launch lots of activity for young people and adults, and we will look for more funding to continue this work. We want to hold more skills and careers events and grow our work within communities, supporting training provision within our Family Hubs, outreach and community centres as well as supporting businesses to access training opportunities to upskill their workforce.

The Greater Lincolnshire Combined County Authority, (GLCCA) also brings a great opportunity with a key priority being adult skills across the whole Greater Lincolnshire footprint.

We know that people are happy and healthier if they have the confidence to achieve and earn their own money. That is why we want to see local people gain the skills they need to get jobs and progress – giving them a better quality of life.

Our skills strategy is at [Skills-Strategy-and-Action-Plan-2023.docx \(live.com\)](#)

For more on training go to: [Adult education and learning | NELC \(nelincs.gov.uk\)](#)





Stronger Economy: Attractive & Vibrant Town Centres Grimsby

Our ambition is to create an attractive and safe town centre where people want to spend time.

To effect this change, our current shops and facilities must be supported with other reasons to visit – leisure, good food outlets and cafes, different businesses, and community facilities.

Along with partners, we have attracted significant Government grants to support this ambition and now is the time for delivery. We want to:

- See the Freshney Place Market Hall & Leisure Scheme completed. This is set to transform the western end of the centre into a leisure space with a cinema, and a modern market.
- Continue to develop Freshney Place. Our purchase of the centre was a bold move, but the right one in ensuring a successful future for Lincolnshire's largest covered shopping centre. With the expertise of partners, we have taken big strides in ensuring it grows with schemes such as the new Community Diagnostic Centre, (CDC) driving footfall.
- Share in the success of partner-led schemes such as The Horizon OnSide Youth Zone, the new St James' House E-Factor Business Hub, the Community Diagnostic Centre (CDC), and Projekt

Renewable. The council is an active supporter of all of these.

- See the new homes built and occupied at Alexandra Dock. As highlighted in the Grimsby Masterplan we want to see this whole dock area redeveloped.
- Ensure people have access to good public transport. We are developing a new transport hub, offering modern facilities.
- Look at alternative, clean energy sources to heat town centre buildings.

"Parkway is delighted that the plans to reinvigorate Freshney Place continue to move ahead. It's all about bringing unused retail space back to life and bringing people into the town centre. People want to gather together, meet friends, and spend time with their family."

Richard Parks
Parkway Entertainment Ltd





Stronger Economy: Attractive & Vibrant Town Centres Cleethorpes

Cleethorpes is growing as a lovely seaside town... and there's much more to come in the next three years.

With our 2021 resort Masterplan behind a successful £18.4m Government funding bid, investment in our central resort area is happening, which will provide a springboard for more visitors and new businesses.

Market Place and Pier Gardens will be places for people to relax, be entertained, and enjoy family time and quiet space. The redevelopment of the demolished Waves building on Sea Road is also underway.

Cleethorpes has a rich Victorian heritage, and we want to ensure more of that history is preserved. The restoration of properties along Sea View Street and our wonderful

Alexandra Road balconies are examples of what can be achieved – with support from the Townscape Heritage Cleethorpes Project.

The change we see taking place has been shaped by local people – more than 2,700 of you took part in the consultation that was organised by Hemingway Design as part of our Masterplan work. Hundreds more contributed to further consultation on our Pier Gardens and Market Place plans.

“You have an amazing coastline here. There's so much natural beauty, alongside the traditional seaside offering and opportunities to capitalise even more on the staycation boom and the desire to live by the sea.”

Wayne Hemingway MBE.





Stronger Economy: Immingham - the beating heart of our industrial future

Immingham is a growing, successful town and has a vital role to play in the future of North East Lincolnshire.

More people are choosing to make their homes in Immingham and the surrounding villages, mirroring its industrial development and growth - the 2021 census showed the population of Immingham as 11,683, up from 9,765 in 2011. With new house building that figure will increase in the next decade.



Those who chose to live in this area of North East Lincolnshire will find a wealth of career opportunities on their doorsteps as it sits at the very centre of this borough's successful economic future.

The town sits alongside the Humber Freeport, which is injecting £650m into the Humber - providing a catalyst for future investment, jobs growth, regeneration, decarbonisation, and innovation. North East Lincolnshire Council is an integral part of the Freeport.

Meanwhile SHIIP (the South Humber Industrial Investment Programme) is our council-led project. As outlined in our business section, the SHIIP projects sit just next to Immingham and provide more reasons to be hugely optimistic for the future of the area.

"The Port of Immingham is the UK's largest port by tonnage, handling around 46 million tonnes of cargo every year. Together with ABP's other ports on the Humber at Grimsby, Hull and Goole, Immingham is part of the UK's leading port complex, an unparalleled gateway for the trade connecting businesses across the UK, Europe, and beyond. The port is a critical part of the supply chain for sustainable electricity generation and other energy production, helping power the nation and helping to cement the Humber as 'the UK's Energy Estuary'."

ABP (Associated British Ports)





Stronger Economy: Improving our Journeys

We all need to move around our borough with safe and easy routes across North East Lincolnshire.

As local people we travel to and from our homes, our work, and go to learn, to shop or to enjoy ourselves. Our visitors want easy access into Cleethorpes, and our industry wants well-connected routes through our borough.

That is why we are focusing on:

- Improved bus services and facilities, such as our new Town Centre Transport Hub. There is also support to use the buses for people who most need it.

- Greener journeys. Zero emission buses, more walking and cycling, and EV charging points will all help to reduce carbon dioxide emissions and protect our environment.
- The use of technology to make getting around easier for everyone.
- Working with our colleagues across Lincolnshire with public transport, and green and rural transport, being key priorities of the Greater Lincolnshire Combined County Authority, (GLCCA).
- Planning future roads and improvements around the building of new homes.
- Keeping our roads safe.
- Being better connected. Again, our work with the GLCCA will look at how we can work across Greater Lincolnshire to improve our road networks and trade corridors.

Together with partners we are working today to keep North East Lincolnshire moving tomorrow.

- Better rail links in and out of North East Lincolnshire.
- Encouraging people to use cycles or walk with more dedicated routes and shared use of things like bikes and e-scooters.

The Local Transport Plan can be viewed [here Local Transport Plan \(nelincs.gov.uk\)](https://nelincs.gov.uk)

Electric vehicles and North East Lincolnshire: Electric vehicles (EV) | NELC (nelincs.gov.uk)





Stronger Economy: Happy Visitors & Great Leisure

For our visitors

Cleethorpes has it all – a great beach, wonderful views, good shops and cafes and, importantly, lots of visitors. These visits boost our economy and bring with them thousands of job opportunities for local people. We will continue to support development that offers great leisure and entertainment.

For our local people

Having fun and living healthy, happy and fulfilled lives. This is what we want for our residents and our aim is to grow North East Lincolnshire as a healthier place where activity becomes 'the norm'.



There's lots to do but with hard work and the support of partners, we have enjoyed some big successes in recent years. This work will continue.

We want to

- Make sure that our Grimsby Town Centre and Cleethorpes regeneration schemes attract more visitors and local people to our towns.
- Look at how our 'place' can change to encourage all local people to enjoy activity. We know that some of our communities need support, and we are working with partners in health, and with community organisations and schools, to offer that - and to explore how we use our buildings and open spaces.
- Do more work with national organisations such as the Football Foundation, Sport England and its Place Partnership, and the Lawn Tennis Association. Clee Fields and the new tennis courts at Sussex and Barretts Recreation Grounds, and Haverstoe Park, are great examples of what we've done so far.
- Meridian Showground is a great venue, and we want to see more events there. That's the same for the Grimsby Fishing Heritage Centre and we will look at how we can further develop these attractions.
- Our DiscoverNEL brand will continue to grow as a one-stop shop for locals and visitors. We also want to grow our Tourist Information Centre in Cleethorpes.

For more go to:

www.discovernortheastlincolnshire.co.uk

Also go to: Leisure and things to do | NELC (nelincs.gov.uk)





Stronger Economy: Preserving our Heritage

“North East Lincolnshire has a rich and varied history, and one we should be proud of and celebrate.”

Research shows that preserving and enhancing heritage improves a local area's economy, strengthens pride of place and improves wellbeing.

Preserving, protecting and promoting the borough's heritage through supporting heritage-based projects is therefore a key part of creating a stronger economy and stronger communities.

In 2023, we started a challenging renovation project on Corporation Road Bridge. This work will be complete early in the Council Plan period, with traffic once again using the major thoroughfare through the town.



recent history and once it reopens, a project we'll be proud of.

Work to properties at the Port of Grimsby has been supported through money from Historic England and us. This has enabled 19 renovation projects on the docks, with new and existing businesses putting down firm roots there. We hope to continue this project in the 2025-28 period and work with our partners, Associated British Ports.

Meanwhile, the work to Cleethorpes' historic buildings will continue. The first round of National Lottery Heritage Fund money secured by the Council for the Townscape Heritage Cleethorpes Project has seen many properties restored to their former Victorian splendour. We aim to secure further funding to continue this work.

We will also continue to support our existing attractions of the Grimsby Fishing Heritage Centre and the Time Trap in Grimsby Town Hall, seeking funding to support growth.

This wasn't an easy project, with inflationary cost rises as well as the issues that come with preserving a heritage structure. However, it's a project that we needed to get right. The bridge is a key part of Grimsby's





Section 2

North East Lincolnshire: Stronger Communities

This section of our Council Plan reflects our desire to take people on a journey of support, learning and aspiration. If we are to create a better place, we must ensure we work with our partners to take those who live and work here with us. Supporting those around us to live their best lives is our aim.

Stronger Communities: Nurturing our children and building their future

In the spirit of 'Our Children Our Future', children, young people and families are at the centre of all we do.

We want our children to grow up happy and healthy – safe from harm and enjoying caring homes in communities where people love them. This will mean they have the best start in life – healthy, happy and having fun.

A focus on learning and aspiration is key. Starting school ready to learn and achieving will give our children the skills and opportunities for a bright future. We want



them to be part of an inclusive, compassionate, and thriving community – to

be listened to, involved in decisions on their future and respected.

To achieve our vision, families and young people need to be supported by a workforce that is passionate, compassionate, motivated, and proud. Our staff, in turn, will be equally supported by caring and knowledgeable leaders and colleagues – enabling them to learn and reflect on practice whilst feeling valued, and respected.

We will ensure the workforce has the tools and resources they need to make a difference with everyone taking responsibility for their own learning, development and practice.

In North East Lincolnshire, relationships unite us and we are committed to growing those relationships with each other and with our children, young people and families – by building on peoples' strengths, their own solutions will be found.

The right support, at the right time by the right people will also ensure everyone's needs are met at the earliest point- giving them positive experiences.

Working together, our strategic objectives are to:

- Embed our empowering leadership and management approach.
- Help, support and protect our children, young people and families.
- Deliver a high quality offer for children in our care.
- Deliver a high quality offer for care leavers.
- Develop the quality of our learning and education landscape for all children.
- Deliver a high quality offer for our children with special educational needs and disabilities.

Ambition and aspiration for those we support and for our teams is central to creating positive lasting change and we are making strong progress in our transformation journey. We know there is more to do, and by working together, we are creating something special.





Stronger Communities: Supporting our adults

We have read about our journey to care for, and nurture, our children and young people. Remember, those young people will grow, and we need to prepare them for their young adult life – ensuring that adults of all ages live independent, healthy and fulfilling lives in North East Lincolnshire.

This year, (2025), there are 36,100 people living in our borough who are 65 or older – and this is set to grow to almost 40,000 by 2030 – and further to 42,900 by 2035. How we support a growing number of older people is a key consideration for us. We recognise that people value their own space and it's an ambition – shared with our health and wellbeing partners – to ensure older people can live independently for as long as possible.



Younger adults may also need support to live independently. Those with mobility or sight problems, or issues with mental health or

learning disabilities, can live happy lives in their own homes with help.

These people are at the heart of what we do within our health and adult and social care teams – and those of our partners and colleagues. We need to understand more about what individuals can do for themselves and what support they need – for example, in some cases, informal support may be the answer.



As we do this, we must continue to build on the unique and extensive integration arrangements with partners within our place to ensure that when people require support they have access to the right expertise as soon as people require it.

Technology will have a big part to play and if used in the right way can make a huge difference to making people feel safe and supported. The possibilities are endless, and we must work together to explore those





Stronger Communities: Living a Healthy Life

“In North East Lincolnshire we are all working together to understand how we can have a positive impact on health and wellbeing in our community, and to make a difference to the lives and living standards of all of our residents, particularly those suffering from inequality and deprivation.”

North East Lincolnshire is a place where people can live a good life. Just look at what we have! There's our coastline, our green open spaces and parks, the Lincolnshire Wolds (an Area of Outstanding Natural Beauty), good schools & colleges, and good employment opportunities.

there are many health issues including alcohol and substance misuse, smoking rates, obesity, and mental wellbeing with health priorities being cardiovascular disease, respiratory disease, and cancer.



Against this backdrop, we are determined to put our people at the centre as we start to turn these issues around and work with partners to give everyone better life chances.

There are various ways we wish to do this, and as we continue our work it is vital that we take our residents and partners with us on our journey - creating public health leaders at every level and in every part of the community.

When we think about what makes us all healthy, we often think about health care. However, it is the other factors in all our lives that shape how we grow, and how healthy and fulfilled we are. It is evident that improvements in our place promote healthy living and when you consider this, you understand just how vital our ambition

However not all our communities reflect that, with five of our inner-town wards suffering social deprivation and health inequality. This leads to significantly lower life expectancy and healthy life expectancy for residents who live in these areas, compared to the rest of our borough. Amongst adults in these wards,

to create a stronger economy is and how such growth will encourage and inspire healthier communities.

The opportunity to take up good work, our surroundings, the money and resources we have, our housing, education and skills, the food we eat, access to good transport and enjoying time with friends, family and others in our communities – all of these things make us feel good, happy and therefore healthier. Our ambition is therefore to make the health and wellbeing of our people everyone's business as we aim to ensure we:



- Give every child the best start in life.
- Enable all children, young people and adults to maximise their capabilities and have control over their lives.
- Create fair employment and good work for all.
- Ensure a healthy standard of living for all.
- Create and develop healthy and sustainable places and communities.
- Strengthening the role and impact of ill-health prevention through connectivity with the Place Partnership.

For support go to www.livewell.nelincs.gov.uk

For our Director of Public Health's annual report go to: <https://www.nelincs.gov.uk/assets/uploads/2024/07/DPH-Annual-Report-2023.pdf>





Stronger Communities: Good & Sustainable Homes

Living a healthy life is what we want for our residents and ensuring access to good quality and affordable homes in the borough will contribute hugely towards that ambition.

Our efforts to keep families together, to offer young adults good quality accommodation, and to see older people living in their own homes for longer are clear. We want to make sure that everyone who wants a home, has one – and importantly has access to the support they need to remain in their homes.

Some people need more support than others - mental health problems, addiction, relationship breakdowns, disability and a

We also pledge to grow our relationship with housing providers, the private sector, and Government departments such as Homes England. By doing this we will be able to address our challenges and create opportunities.

To achieve our aims, it is vital that we look at the private rented sector, especially within our inner-town areas. We aim to continue building relationships with landlords – working with them to improve homes for all.

In the years ahead our aim is to see:

- The delivery of new and affordable homes built in places that support sustainable growth of our communities and the ongoing regeneration of our town centres.
- Less homelessness and rough sleeping.
- Improvements to the quality of existing homes within the Private Rented Sector and reduce the number of empty homes.
- Improved accessibility to appropriate housing for all residents including those aged 16-25 years.
- Support to create greener homes through retrofit and new build.

Our housing strategy can be found at:
www.nelincs.gov.uk/assets/uploads/2024/08/Housing-Strategy.pdf

lack of access to the right financial guidance are often reasons for crisis situations, and we want people who are going through this to contact us. By working together with local mental wellbeing, financial and health services, they can have more stable futures and remain in their homes.





Stronger Communities: Telling our story of culture and heritage

Every borough has a past – a story that tells the people of today how those of yesterday laid our area's foundations.

For North East Lincolnshire, our heritage is one of pride – from the birth of Grimsby, and the area's growth as the most successful fishing port in the world, to Cleethorpes' popularity as a Victorian seaside town, and Immingham's links to the Pilgrim Fathers and the sail of the Mayflower from the town's shores in 1608.

and heritage practitioners to develop fun, interactive and unique ways to tell our borough's story. That work will continue as we aim to get more local people involved, and enjoying, arts and culture.

We want to:

- Inspire our children. We want to listen to children and make sure they tell us what they want and how we can use culture to enrich their lives in schools, in the community and throughout their lives.
- Make North East Lincolnshire famous! ABP, (Associated British Ports) now has its Kasbah film quarter – offering this area of the Port of Grimsby as a film and TV location. We support this and want to showcase our creativity and heritage locally with videos and film on the Heritage Channel and Create North East Lincolnshire.
- Encourage and support creative events to happen such as Our Future Starts Here, Edible Grimsby and Docks Fest to engage audiences with high quality creative experiences
- Enhance our streets through the delivery of programmes such as Cleethorpes



Townscape Heritage programme, Kasbah regeneration & supporting galleries and promoting visual arts

- Grow our story-telling on Create North East Lincolnshire and the local Heritage Channel to highlight creative work enriches the lives of others. We also want to look at other ways we can share what we do digitally.
- Showcase career opportunities, create opportunity, and develop strong leaders to drive creativity in our communities.

.....and importantly, we people to have fun, to enjoy, and to remember where they came from and where we are going!

For more on our Creative Strategy go to: Creativity Strategy - Create North East Lincolnshire





Stronger Communities: Safe and Clean Streets & Open Spaces

Let's be proud of where we live and work and let's see 'our place' looking clean and feeling safe. We are doing lots of work and supporting others to take pride in their local areas. We value those people, community groups, partners and businesses who help us achieve this – and we must keep going.

Growing safer towns and communities is all about working together – supporting those affected and creating opportunities to change peoples' lives. We want to have safe town and resort centres where businesses thrive, where culture and heritage is embraced and where people can enjoy themselves. Here's what we're doing.



Working together

Along with Humberside Police and the Office of the Police and Crime Commissioner for Humberside, we have used 'Safer Streets' money to support lots of activity in Grimsby

Town Centre and key areas of our community. CCTV has improved, and town centre 'days of action' have begun to tackle anti-social behaviour. There's also regular passive drugs dog patrols and evening patrols with the police – focused on keeping women and girls safer. And there's new activities for young people. The funding ends in spring 2025 however our work will continue as we look to make a positive difference.



Firm but fair

Our officers deal with almost everything that affects public health and wellbeing. Noise pollution, food safety and housing affecting the safety of our residents. Then there's town centre cycling: drinking in our parks: disrespecting our coastline: illegal fly-tipping & littering: actions that risk others' health: tackling illegal sales in shops: ensuring licensing and gambling rules are followed: protecting people from financial harm:

supporting legitimate businesses and events to ensure safety: and facilitating the import/export of safe goods through our ports.

This is just a snapshot of how we work with those around us to help keep our people safe. We continue to look at how we can use new technology and improved CCTV to help us in the future.

Cleaning up

Daily town centre & key area litter patrols: beach raking: river clearance: emptying litter bins: verge & grass cutting, weed control, and getting rid of all sorts of rubbish and animal mess. It's never an easy task but with the help of our communities, differences are being made and we thank all those who get involved. We want to look at more ways to bring residents on board – supporting us all to enjoy clean open spaces.





Section 3

North East Lincolnshire: Greener Future

Never has there been a more important time then to look at our plans for a greener future for all. As we have read in our Stronger Economy section, North East Lincolnshire is benefitting from the renewable energy sector and that is great. But we must also consider how we develop greener hearts and minds across our borough.

North East Lincolnshire: Waste and Recycling

Everyone has a part to play in making sure that we limit the waste we produce and reuse and recycle where we can.

We want our waste and recycling services to be resilient and customer friendly whether that be the waste and recycling wheeled bins, our garden waste and bulky items collections, or the Community Recycling Centres.

We are proud of the way communities adapted to the change from recycling boxes to wheeled bins and how this enabled residents to recycle more.

Looking ahead to the next three years, our aim is to continue to design services and influence sustainable behaviour to minimise waste that is sent for disposal and increase recycling. To do this, we will be working with our residents to understand the barriers that may prevent them recycling and rolling out food waste collection from 2026 and beyond.

The council's priority is for residents to have access to an effective service that is easy to use and delivered right first time.

Residents can help us achieve this, by making sure they use the waste and recycling

services we provide, making sure all waste is put in a bin, any recyclable waste is washed if it contains food or other materials before being put in the bin; squashing recycled waste to fit as much as possible in your bin and buying products with less packaging to help the environment.





North East Lincolnshire: Looking after our Parks and Public Spaces

Across North East Lincolnshire, there are 2,938,000 square metres of green spaces. This includes everything from the borough's parks to the grass verges on the side of the road.

This equates to around 374 Blundell Parks or 73,450 average sized gardens. Over the next three years, we will be working to ensure these areas are vibrant, welcoming and a hub of activity.

There is already evidence of that with the new 'PlayZone' in Grant Thorold Park. One

- Making sure they are inclusive for all ages and disabilities. Whether that be installing wheelchair friendly swings or other accessible features, everyone deserves the right to enjoy our parks however they wish.



- Ensuring we're providing a clean, green and safe environment for residents and visitors to enjoy. These parks are the jewels in North East Lincolnshire's crown and to make sure this continues teams are committed to making them comfortable and welcoming areas for the public to spend time in and enjoy.
- Creating an environment to encourage fitness health and wellbeing. Health is important, no matter your age, gender or ability. With the right equipment and opportunities we can ensure all residents have the chance to improve their health whilst visiting our green spaces.



of the eight major parks in the borough, this multi-use facility includes basketball hoops, benches, goals, fencing and LED floodlighting.

Going forward, it's integral to keep the community benefits at the heart of our plans for green spaces with our vision including:

- Connecting places and people. We want the parks to be used to regularly meet friends and participate in events at various locations. We want people in Immingham to visit Cleethorpes open spaces and vice versa to allow the whole borough to be appreciated by the residents.
- Encouraging social Interaction is a key element of the council's plans going forward. With numerous cafes, there's no reason not to come and meet for some coffee and cake, improving both the communal element of our parks and helping the local economy.





North East Lincolnshire: Our Natural Assets and Coastline

North East Lincolnshire is a place of rich nature and heritage and we recognise the importance of protecting and enhancing the environment, alongside our responsibilities to ensure economic and social benefits. Decisions involve a careful balance.

The Natural Assets Plan sets out how we, and our partners, can improve the area's unique natural environment. This is now more urgent than ever as climate change impacts on our lives. Many of the ways we can help tackle climate change rely on nature - for reducing carbon emissions.

to the SSSI. As we focus on increasing industrial development and creating a stronger economy, we must also balance that with our responsibility to protect wildlife and the natural habitat.

See <https://www.nelincs.gov.uk/keeping-our-area-clean-and-safe/natural-assets-plan/>

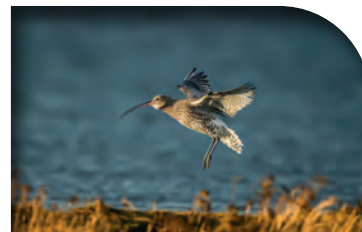
A number of projects are already helping us to tackle these issues, and these will continue in the years ahead:

- Our unique mitigation sites, Cress Marsh and Novartis Ings, both protect the natural environment and mitigate climate change while offering a major incentive for new businesses to move here.
- In January 2024, we launched the council's Tree Strategy, setting out our approach for managing and protecting the existing tree population, increasing the number of trees and promoting their benefits.

Cleethorpes and the Humber Estuary is an internationally important place for wetland birds, and is designated a Special Protected Area, Special Area for Conservation, European Marine Site, and is recognised by the Ramsar Convention on Wetlands.

To meet legislation, we must protect and manage potential damage and disturbance

- We have introduced flood mitigating rain gardens as an innovative way to see water from heavy downpours drain back into the sewers.
- We have worked with Natural England and our partners to create the first of the King's series of national nature reserves in Lincolnshire, unlocking more opportunity for local people to access and experience the coastline. First King's Series National Nature Reserve on Lincolnshire coast - GOV.UK (www.gov.uk)
- We created an interactive and immersive story map 'Life on the Saltmarsh' outlining the vital role the saltmarsh plays.





North East Lincolnshire: Greener Future: Our Green Ambition

We want everyone in North East Lincolnshire to benefit from a green economy and high-quality environment, and we're committed to cutting our organisation's carbon emissions to net zero by 2030. We will also support North East Lincolnshire to hit the target of carbon net zero by 2050.

It's impossible to reduce our carbon emissions completely. Net zero means we will reduce our emissions as much as possible. Any remaining carbon emissions will be offset by investing in programmes that increase carbon storage, such as planting trees.

<https://www.nelincs.gov.uk/keeping-our-area-clean-and-safe/net-zero-carbon-roadmap/>

In recent years we have worked hard towards realising our ambition and there are strong foundations on which we can now build.

- We have secured Government funding to help deliver carbon emission reductions to nine council buildings, and technical design and building audits for a further eight.
- We have embarked on an ambitious property rationalisation programme to deliver efficiency savings, reduce the carbon footprint, drive footfall, and generate capital receipts.
- The refurbishment of the Doughty Road Depot is bringing 300 council and partner staff together at one location.
- Since April 2020, 100% of our electricity has been purchased from a renewable source and this will continue.

Our Net Zero Carbon Roadmap explains how we will achieve our targets and mitigate the impact of climate change. We adopted the roadmap and set our net zero targets in December 2021.

- Our Smart Energy Greater Lincolnshire (SEGL) Programme has seen over 260 businesses and public building owners supported to implement energy saving – this also continues.
- We are supporting Grimsby Community Energy with the installation of decarbonisation schemes across the borough.
- Through the South Humber Industrial Investment Programme (SHIIP), we are delivering major infrastructure investments.
- We have upgraded our street lighting to Light Emitting Diode (LED) bulbs and this will continue.
- We've successfully secured grant funding to support our 'Greening up our Place' Project, working with partner organisations, community groups and local schools and colleges to increase our tree canopy cover across the borough. Look out for more tree planting schemes in the years ahead.





Section 4

North East Lincolnshire: Effective and Engaging Council

As we work with our partners, our people and our colleagues, we must ensure that we provide services that are effective, value for money and deliver what our residents want, and what is best for our borough. We can only do this if we get the very best from our employees and use all that is available to us to take North East Lincolnshire forward.

Engaging and Effective Council: A Great Place to Work and Develop

With almost 2,000 people working at North East Lincolnshire Council, we are one of the largest employers in our borough.

As such the opportunities to have rewarding careers with the Council are vast and varied with so much potential for people who live here to join us, and to grow with us. We want to give local people those life-chances and you will find us at skills and careers fairs across the area, promoting the opportunities that we offer.

Providing opportunities for work experience, apprenticeships, interns, graduates and, importantly, young care leavers, are integral to us as a local authority.

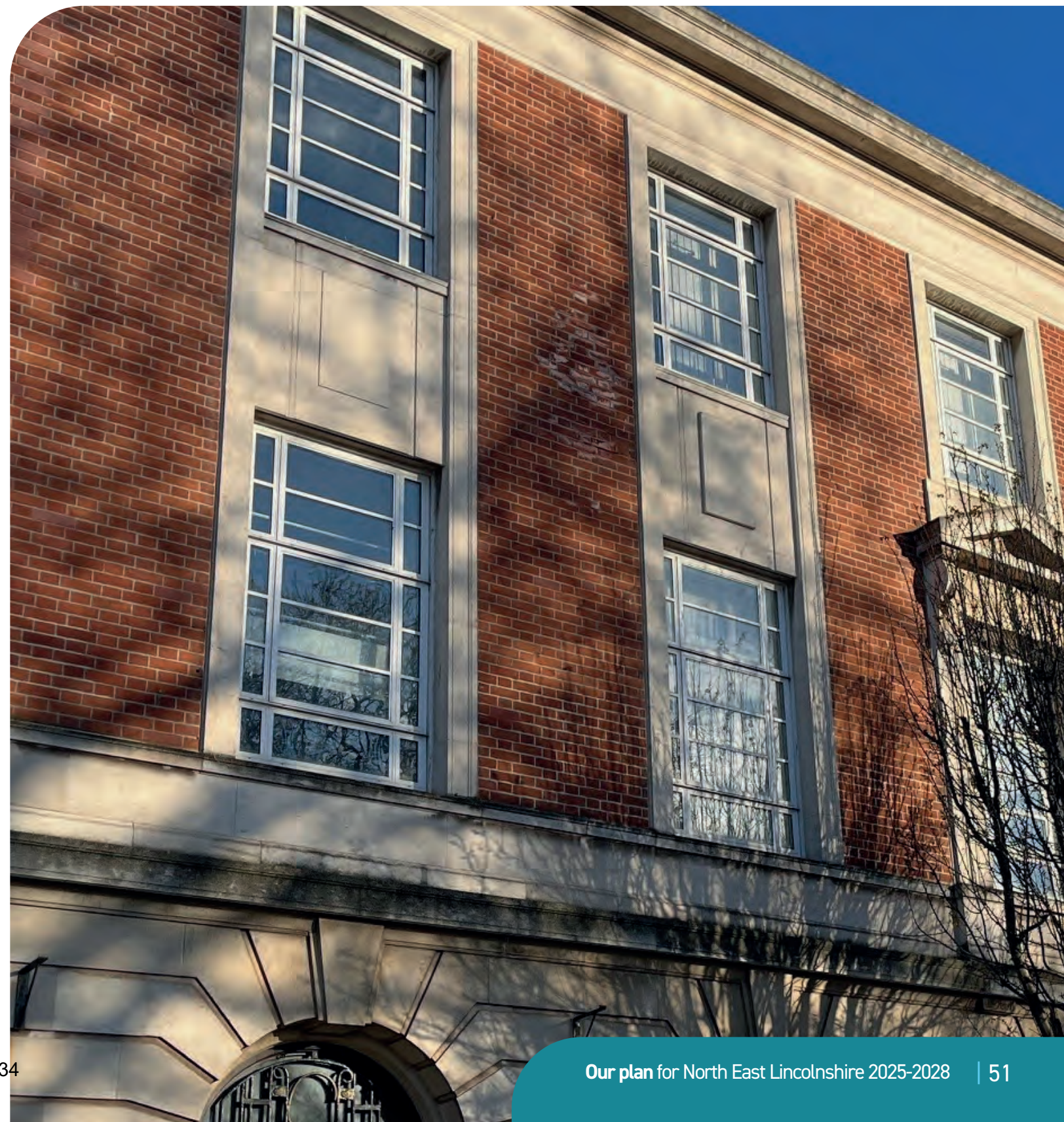
There is also a need to bring in expertise from outside. We want people with the skills

we need to join us by living and working in North East Lincolnshire. There's so many benefits to doing so, and we will continue to push campaigns and promotions to highlight the positives of relocation and what our area has to offer.

The work of our People & Culture service does not stop once we have the right people in the right roles – that is just the start. Development and retention are vital if we are to be an effective council. AcademyNEL is continuing to grow – working with our people to give them the experience and skills to advance their careers.

Creating a work environment where people feel appreciated/ valued, able to reach their potential and know they belong, is important to us – and we can create this by listening and encouraging people to tell us what we do well and how we can improve.

In the years ahead we will continue to work on these key priorities as we aim to create a positive, motivated and determined and progressive workforce.





Engaging and Effective Council Financially Stable

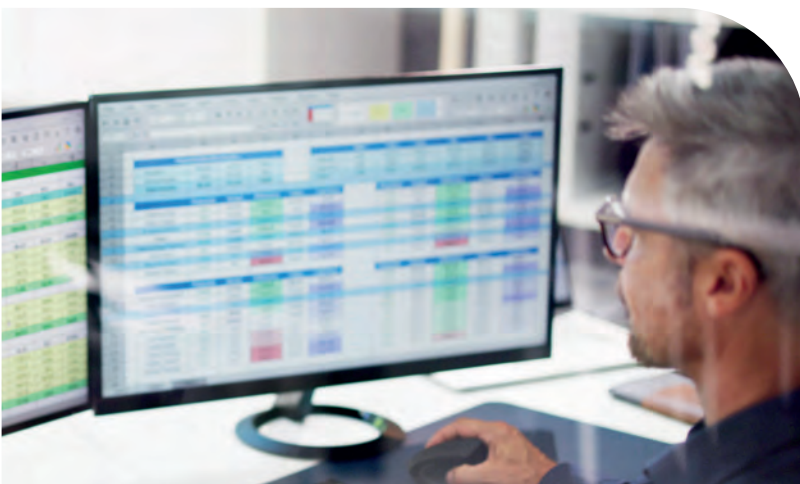
The financial and economic challenges faced by all Local Authorities, in the wake of the growing cost of social care and wider economic challenges, are well documented.

This council is committed to working towards long-term financial sustainability. By embracing the area's economic potential and growing the local tax base, we want to:

- Work with Government on a long-term plan to fund local services and support wider devolution. The Greater Lincolnshire Combined County Authority gives local leaders the chance of sustainable funding and greater freedom to take decisions on how to provide vital services in our communities.

Economic Strategy and Housing Delivery plan. This approach helps to ensure that scarce financial resources are closely aligned to our stated priorities.

- Look at different ways of responding to demand and driving improved value for money.
- Through the Capital Investment Programme, we will continue to take a more commercial approach. This means investing wisely if we believe that investment will contribute to the growth of a strong and sustainable local economy. Importantly though, we will continue to operate within our approved Treasury Management Strategy over the short to medium term and ensure that any external borrowing remains affordable, sustainable and prudent.
- Respond quickly to risk and uncertainty - and do so by holding a range of reserves specifically for that purpose.



- Ensure the council's Financial Strategy is closely aligned to other key strategies such as the Council Plan, Local Plan,





Engaging and Effective Council Effective management of assets

The buildings, vehicles and equipment that we own and lease at North East Lincolnshire Council are our 'assets'. They all have a value, and as a council we have a responsibility to manage those assets well – for the benefit of everyone in the borough.

For our staff

We employ 2,000 people. They work in our buildings, and use our vehicles, and equipment. We have a duty to make sure they have good, safe and clean facilities, and that the equipment we provide enables them to carry out their roles safely and efficiently.

For our occupants and the users of our buildings

The buildings that we rent out or that are open to our residents and visitors need to be well maintained and safe. We must ensure that we get best value for money and work with our tenants and service users to resolve issues at the earliest opportunity.

For our future

Reviewing how many buildings we own, vehicles we drive and equipment we use is important. Making the right choices means we can reduce costs and be kinder to the environment. How we use IT and new tech helps to keep the information we hold safe and free from attack, and helps our residents to interact with us more easily.

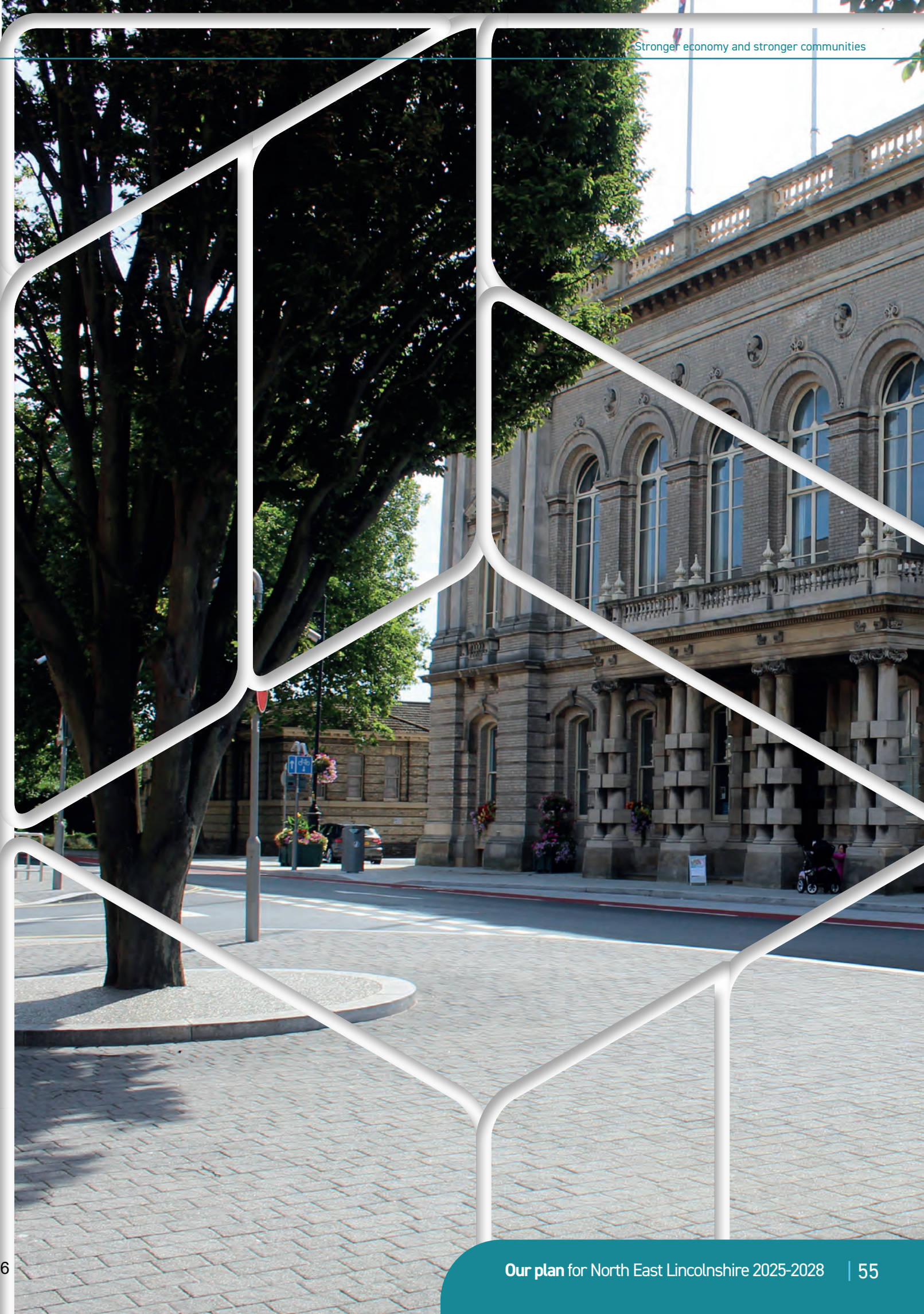
For our communities

We work best when we work with our communities – and in some cases this means others taking over our buildings and outdoor spaces. There are some real success stories here – community groups, and town and parish councils, have transformed



some of our 'assets' into great spaces and facilities that are busy and productive. Where appropriate, we want to continue this partnership working.

The things we do to shape our estate now and in the future will help to improve our 'place' for everyone.





Engaging and Effective Council Accessible and Engaging

To make changes that will take our borough forward, we need to hear your thoughts.

- If you live in North East Lincolnshire – how do you feel about your borough?
- If you work here – what do you think about the opportunities here?
- If you or your family and friends use our services – do you feel that your thoughts about those services are listened to?

The way we connect with communities and businesses has changed and will continue to do so. We want to listen, and we want everyone connected with North East Lincolnshire to have a voice.

To do this, we are always looking at how we can make things easier...

- When you contact the council, do you get the information you want in the right way?
- When we want to talk to communities and business about changing things, do you take part in our consultations to have your say? If so, great but if not, what stops you?

We, along with our other partners in health and the voluntary and community sector, have agreed a way of working that is our Talking, Listening and Working Together commitment and strategy.

This explains how we want to reach as many people as we can when looking at changing things that impact on you.

We have this because we know that working with our communities, local businesses, public sector partners and voluntary and community organisations can build a 'Stronger Economy and Stronger Communities'.

These relationships are growing, and we need that to continue. We also want you – our people, businesses and other partners – to know that your views matter to us, whether you contact us via our website, our social media channels or through a community group or business.

Working with community organisations and residents to support community led change is also important to us as it helps us to listen, understand and collaborate with our communities. We are already doing this – from tree planting events and activities to improve peoples' mental health and intend to do more.

In recent years thousands of you have attended public events and completed surveys online with suggestions of how we change our borough and the services we deliver. And we want more of that as we look to improve the future for our people and our place.





Engaging and Effective Council A Digitally Smart Borough

Technology is advancing all the time and as it does, it's essential that we keep up with these changing times – finding new ways to connect quickly and easily with our residents, our colleagues and our partners.

There's big opportunities to do this, and here's our snapshot:

- Exploring and adopting new technologies in a safe and ethical way to improve services. By keeping up with the technology available to us, we will be able to support better delivery of services that benefit our communities, local businesses and partners.
- Improving our digital connectivity to benefit residents and businesses. Working with the Government, we want to make sure that the borough has improved digital telecoms infrastructure, so everyone has good digital access. This will help residents and attract businesses to invest here.

We've all heard about super-fast broadband and 5G mobile – how can we be connected? Our work with the Greater Lincolnshire Combined County Authority will support all of this.

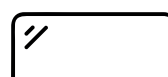
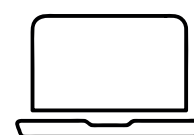
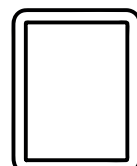
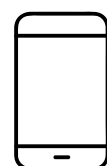
- How can digital technology help us provide up-to-date information to our residents when they want it? For example, we are looking at whether we could use digital assistants to tell people about bin collections or changes to service.

We don't want to tell people the same thing multiple times either – information, shared once, and in the best way is what we are aiming for.

- Safely sharing information, with everyone's consent of course, will improve working with our partner organisations – again improving things for everyone.



We recognise the importance of everyone having access to digital services and technology and are committed to ensuring that no one is left behind in the digital age. This means working with our partners and the voluntary and community sector to provide support and resources to help people get online, offering training to improve digital skills, and making our services accessible to all. By doing this, we aim to create an inclusive digital environment where everyone can benefit from the opportunities that technology offers



Stronger economy and stronger communities

Our plan for North East Lincolnshire:
2025 to 2028

This document is available in plain text format

Appendix A – summary plan proposed content

North East Lincolnshire: Stronger Economy and Stronger Communities.

Our Council Plan: 2025 to 2028

P2

Our ambition for the borough is to work with partners from business, the public sector and the community to grow North East Lincolnshire. The Council Plan details how we will work under four key priority areas to effect positive change – supporting our economy and our people.

Those priority areas are:

Stronger Economy: Stronger Communities, Greener Future, Engaging and Effective Council

P3:

Stronger Economy

We want North East Lincolnshire to continue to grow as a place where businesses thrive, visitors enjoy our coast, culture and heritage, and local people can gain the skills they need to work and progress.

To achieve this, we will continue to support new and existing businesses – providing the right environment for them and listening to their needs.

We must also work with our partners to ensure our borough is a place where workers and their families want to live. A good roads network and public transport, quality homes, vibrant town centres, and an attractive resort will all support the building of a stronger economy.

P4

Stronger Communities

We want everyone in our communities to have the opportunity to live happy, independent lives. To achieve this, we must continue our work with partners to take people on a journey of support, learning and aspiration.

From our children and young people to our adults and those reaching older age - supporting those around us to live their best lives is our aim. Independent living, feeling and being safe, good health & wellbeing, and being able to enjoy ourselves in our local area is central to everyone's ambition.

P5

Greener Future

Never has there been a more important time to look at our plans for a greener future for all.

North East Lincolnshire is benefitting from new investment and jobs in the renewable energy sector and that is great. But we must also consider how we develop greener hearts and minds across our borough.

Whether it’s recycling, powering homes and businesses, protecting our open spaces and coastline – what we do now will heavily influence what our future looks like.

As we move forward, we are also focusing on our own buildings and workplaces – attracting grant funding to green them up!

P6

Effective and Engaging Council

As we work with our partners, our people and our colleagues, we must ensure that we provide services that are effective, value for money and deliver what our residents want, and what is best for our borough.

We can only do this if we get the very best from our employees and use all that is available to us to take North East Lincolnshire forward.

.....

We would like to thank all our staff, partners and those within our communities who are helping to make North East Lincolnshire a better place.

Please visit north www.nelincs.gov.uk to read more on the Council Plan.

Draft Council Plan Measures 2025-2028

as at 31/10/2024

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - A Digitally Smart Borough	M365 Project - Percentage of total number of tasks completed	The optimisation and use of modern technology enables the Council to operate efficiently and effectively.
Effective and Engaging Council - A Digitally Smart Borough	The percentage of new technologies adopted that have demonstrably improved service delivery and comply with our AI policies and impact assessments	By keeping up with available technology, we can support better delivery of services that benefit our communities, local businesses, and partners. This measure ensures that our efforts in adopting new technologies are both effective and aligned with our commitment to safety and ethics.
Effective and Engaging Council - A Digitally Smart Borough	The percentage of households and businesses connected to gigabit-capable broadband	Delivering the gigabit programme will significantly enhance internet speeds and connectivity in North East Lincolnshire, benefiting residents, local businesses, and partners. This measure ensures that the programme's delivery is on track and meets the community's needs.
Effective and Engaging Council - A Digitally Smart Borough	The percentage of residents who have improved their digital skills, as measured by the ONS Basic Digital Skills framework	Improving digital skills is crucial for connecting with others, accessing information and services, and meeting the changing demands of the workplace and economy. By referencing the ONS measures, we ensure our efforts are aligned with national standards and best practices

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - A Great Place to Work and Develop	Proportion of permanent case holding social work qualified staff	We want a safe, strong, skilled, sustainable children's services workforce in place which is leading to positive outcomes for children, young people and families
Effective and Engaging Council - A Great Place to Work and Develop	Apprentice Levy YTD spend	This indicator is important to ensure we are fully utilising apprenticeship levy across both new start and developmental apprenticeships.
Effective and Engaging Council - A Great Place to Work and Develop	Placement retention and progression to a substantive post (Graduate and apprentices)	Supports our People Strategy which focuses on the health, safety and wellbeing of our people, attracting developing and maintaining a skilled workforce, enabling and supporting change, and being an employer of choice. Demonstrates one way we are attracting and retaining new talent to build the skills required for the future through development pathways based on hard to recruit to roles and succession for areas where we know we have risks relating to an older workforce

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - A Great Place to Work and Develop	The percentage of staff attendance	Supports our People Strategy which focuses on the health, safety and wellbeing of our people, attracting developing and maintaining a skilled workforce, enabling and supporting change, and being an employer of choice. Attendance figures contribute to our robust governance arrangements that mitigate the risk of financial, reputational, safeguarding and service delivery failure. It also enables us to understand stand trends and provide wellbeing support where required.
Effective and Engaging Council - A Great Place to Work and Develop	Total RIDDOR incident rate	Supports our People Strategy which focuses on the health, safety and wellbeing of our people, attracting developing and maintaining a skilled workforce, enabling and supporting change, and being an employer of choice. RIDDOR is a requirement to inform relevant H&S authorities of work related accidents/incidents. Monitoring our RIDDOR rate helps us to understand if we are keeping our employees safe whilst at work.

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - A Great Place to Work and Develop	NPS Score (Employee Voice and Pulse Survey)	Supports our People Strategy which focuses on the health, safety and wellbeing of our people, attracting developing and maintaining a skilled workforce, enabling and supporting change, and being an employer of choice. NPS is a metric to measure employee experience and is measured with a single question survey.
Effective and Engaging Council - A Great Place to Work and Develop	Turnover Rate	Supports our People Strategy which focuses on the health, safety and wellbeing of our people, attracting developing and maintaining a skilled workforce, enabling and supporting change, and being an employer of choice. Turnover rate enables the Council to understand where and why people are leaving the organisation.
Effective and Engaging Council - Accessible and Engaging	Freedom of Information cases referred to the Information Commissioner which are upheld	It is important for the Council to be able to demonstrate that it is operating in a transparent manner and allowing the public to exercise their rights under Data Protection legislation. The raising of complaints to the ICO signifies dissatisfaction with the Council's handling of Freedom of Information requests.

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - Accessible and Engaging	Complaints referred to the Local Government and Social Care Ombudsman which are upheld	The Council has a robust complaints process in place, with an emphasis on resolving any issues as soon as possible. Any unresolved complaints will progress ultimately to the Local Government and Social Care Ombudsman, at which point it is expected that we would have been able to resolve the customers concerns. A finding of fault by the LGSCO would indicate that we have not been able to achieve a satisfactory resolution.
Effective and Engaging Council - Effective Management of Assets	Housing Benefits average days to process	The optimisation and use of modern technology enables the Council to operate efficiently and effectively.
Effective and Engaging Council - Effective Management of Assets	Percentage occupation of the total commercial estate	Demonstrates effective management of the council's commercial estate
Effective and Engaging Council - Effective Management of Assets	% of capital backlog maintenance projects delivered on time	Demonstrates effective management of the corporate estate backlog maintenance programme
Effective and Engaging Council - Effective Management of Assets	% of capital backlog maintenance projects delivered within budget	Demonstrates effective management of the corporate estate backlog maintenance programme
Effective and Engaging Council - Financially Stable	Council tax collection achieved (%)	Council Tax pays for the services in our area. Without this, we would not be able to provide essential services or help those in need.

Council Plan Outcome	Name	Why is it important
Effective and Engaging Council - Financially Stable	Nation non-domestic rates collection achieved (%)	Timely processing of housing benefit new claims secures accommodation for some of our most vulnerable residents. Universal Credit provides housing support for working age residents whilst the authority deals with applications for support for pensioner households and those who live in a supported accommodation environment.
Effective and Engaging Council - Financially Stable	Percentage of capital programmes delivered (against revised budget)	Demonstrates adherence to the capital plan
Effective and Engaging Council - Financially Stable	Percentage variance against revenue service budget (revised).	Demonstrates sound financial management and financial sustainability
Greener Future - Looking after our Parks and Public Spaces	Number of Fixed Penalty Notices Issued for Public Space Protection Orders	This is a proxy measure for pride in our community
Greener Future - Our Green Ambition	Number of NELC Electric vehicle charging points that the council has funded via government grants.	A measure of how the council and the area is making progress towards a reduction of fossil fuel vehicles (This replaces the measure on Take up of Electronic Vehicles/ other forms of transport (since data not likely to be available) (Logic behind the indicator is that it will show the move away from petrol/diesel vehicles)
Greener Future - Our Green Ambition	Total CO2 emissions across Council Assets (tonnes)	Indicator shows progress in reducing the emissions across council assets in support of our aim to achieve net zero by 2030

Council Plan Outcome	Name	Why is it important
Greener Future - Waste and Recycling	Percentage of fly tipping jobs removed within 30 working days	The council is responsible for removing waste on land within its control and keeping the environment free from litter and refuse. When we keep our streets clean we discourage further deposits of waste.
Greener Future - Waste and Recycling	Percentage of Household Waste sent for Reuse, Recycling and Composting (National target 50%)	Waste strategy is focussed on minimising waste, promoting resource efficiency and moving towards a circular economy. We contribute to this by delivering sustainable waste services to residents which encourage recycling and reuse.
Greener Future - Waste and Recycling	Percentage of municipal waste landfilled (Target 10%)	The 'Waste Hierarchy' ranks waste management options according to what is best for the environment. It gives top priority to preventing waste in the first place, followed by re-use, recycling and recovery. Landfill is the least environmentally sustainable waste management option.
Greener Future - Waste and Recycling	% waste collections completed on time	Waste collection services are an important part of keeping our environment clean, with regular and reliable waste and recycling services valued by our residents.

Council Plan Outcome	Name	Why is it important
Greener Future - Waste and Recycling	Total Household Waste per 1000 Households	Waste strategy is focussed on minimising waste, promoting resource efficiency and moving towards a circular economy. We contribute to this by delivering sustainable waste services to residents which encourage recycling and reuse.
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of Public Space CCTV fixed cameras operational (%)	This enables the Council to understand how many of its cameras are fully operational
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of reported anti-social behaviour incidents	This supports the Council plan, ensuring the Council is playing its part to reduce crime and anti social behaviour and improve community safety
Stronger Communities - Clean and Safe Streets & Open Spaces	Percentage of Penalty Charge Notices (PCN) appeals upheld (original decision upheld). Includes both informal challenge and formal representation.	This provides an indication of the fairness of the initial notice. Although some notices are rescinded due to particular circumstances not because the initial notice was incorrectly issued .
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of Fixed Penalty Notices which progress to formal prosecution.	Indicates the success that the council is communicating the reasons for issuing of notices and the ability to resolve problems informally
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of Penalty Charge Notices Issued (Camera Enforcement at Schools)	The parking around schools can be a safety issue for children getting to schools. The levels of notices issues is a measure of the success of safety campaigns and provides a proxy measure for road safety around schools
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of Penalty Charge Notices Issued (Total)	Indication of the total activity of the enforcement team

Council Plan Outcome	Name	Why is it important
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of Fixed Penalty Notices Issued for littering	Indication of whether littering is getting better or worse. It is a proxy measure for pride in our community
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of incidents caught in progress and reported to Humberside Police	This supports the Council plan, ensuring the Council is playing its part to reduce crime and anti social behaviour and improve community safety
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of incidents captured on CCTV and supplied to Humberside Police	This supports the Council plan, ensuring the Council is playing its part to reduce crime and anti social behaviour and improve community safety
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of times CCTV has supported a major incident (major incident defined as - an event attended by Emergency Services)	This supports the Council plan, ensuring the Council is playing its part to reduce crime and anti social behaviour and improve community safety
Stronger Communities - Clean and Safe Streets & Open Spaces	Number of environmental crime FPNs issued or prosecutions supported by CCTV RDC evidence	Evidence captured by CCTV enables the Council to bring to justice those responsible for fly tipping and environmental crime
Stronger Communities - Good and sustainable homes	Number of rough sleepers identified in the borough	Rough Sleepers are amongst the most vulnerable in our society and it is important to both know the individuals so that they can be better supported
Stronger Communities - Good and sustainable homes	Interventions in homes where hazards have been removed (Cat 1 and 2)	Good quality housing is a basic need for all of our citizens. This is a proxy measure for ensuring housing meet the needs of our population

Council Plan Outcome	Name	Why is it important
Stronger Communities - Good and sustainable homes	Approving the Local Plan for submission by 2026 to secretary of state in accordance with Government timescale	The delivery of the local plan is a key strategic issue for the council. The new local plan will determine many of the developments within the local area and how we meet government targets on building homes.
Stronger Communities - Living a Healthy Life	Infant mortality - deaths of infants aged under one year	Infant mortality is an overall measure of the health of a population. It is also a marker for health inequalities in a population and reducing the gap in infant mortality between richest and poorest groups and in some communities of interest is a key part of public health strategy.
Stronger Communities - Living a Healthy Life	% of babies/children receiving each mandated contact and review under the Healthy Child Programme (0-5) delivered by the Health Visiting Service	<p>Children and Young People in NEL should be able to enjoy good health and wellbeing.</p> <p>The Healthy Child Programme (HCP) is a mandated programme; it's overall aim being to improve health and contribute towards key public health priorities and address health inequalities. The HCP is offered to all families resident in NEL and based on Proportionate Universalism; Intervention based on assessment of need.</p>

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Number of children showing a good level of development at age five	This is an overall child population and key development milestone measure in a child's Lifecycle. It is a high level outcome measure for NEL's comprehensive Starting Well Strategic Programme. If development is not optimised at this stage, children can be set back in their ability to flourish throughout childhood and their future life chances into adulthood. Starting Well remains the most important objective in tackling health inequalities
Stronger Communities - Living a Healthy Life	Under 75 all-cause mortality and variation between wards	The large majority of Under 75 mortality is preventable and the high rate that exists in our more deprived communities is a major driver of health inequalities in North East Lincolnshire
Stronger Communities - Living a Healthy Life	Proportion of children aged 4-5 years classified as overweight or obese	" Children and Young People in NEL should be able to enjoy good health and wellbeing. Promoting Health improvement and health literacy supports the reduction of health inequalities across the borough. Healthy weight is integral to this as a predictor of risk of poor health outcomes across the life course.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Proportion of children aged 10-11 years classified as overweight or obese	" Children and Young People in NEL should be able to enjoy good health and wellbeing. Promoting Health improvement and health literacy supports the reduction of health inequalities across the borough. Healthy weight is integral to this as a predictor of risk of poor health outcomes across the life course.
Stronger Communities - Living a Healthy Life	The National Childhood Measurement Programme (NCMP) provides robust public health surveillance data on child weight status and obesity prevalence. Additionally, through sharing of results with parents, the programme offers the opportunity for local authorities to engage with families around their child's health and wellbeing. "	Infant mortality is an overall measure of the health of a population. It is also a marker for health inequalities in a population and reducing the gap in infant mortality between richest and poorest groups and in some communities of interest is a key part of public health strategy.
Stronger Communities - Living a Healthy Life	Perinatal mortality - stillbirths and early (<7 days) deaths	This is a sub-measure of the overall infant mortality rate above.
Stronger Communities - Living a Healthy Life	Smoking prevalence rate	We want people to be informed, capable of living independent lives, self-supporting and resilient in maintaining and improving their own health. By feeling valued through their lives, residents will be in control of their own wellbeing, have opportunities to be fulfilled and are able to actively engage in life in an environment that promotes health and protects people from avoidable harm.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Smoking in pregnancy rate	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result and enjoy good health and wellbeing
Stronger Communities - Living a Healthy Life	Total persons successfully quit	"We want people to be informed, capable of living independent lives, self-supporting and resilient in maintaining and improving their own health. By feeling valued through their lives, residents will be in control of their own wellbeing, have opportunities to be fulfilled and are able to actively engage in life in an environment that promotes health and protects people from avoidable harm.
Stronger Communities - Living a Healthy Life	Admissions to hospital with a diagnosis or an alcohol specific-condition	"The Chief Medical Officer (CMO) published alcohol guidelines that state drinking any level of alcohol regularly carries a health risk for everyone. An analysis of 67 risk factors and risk factor clusters for death and disability found that alcohol is the third leading risk factor for death and disability after smoking and obesity. GOV UK

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Male and Female Healthy Life Expectancy, trends and gap with England	We know that there are massive variations in healthy life expectancy with the average in some of our more deprived communities being in the low 50s. This means that large numbers of people become unfit for work at an early age and also spend many years of their lives requiring health and social care support which is detrimental to their quality of lives and also to our economy
Stronger Communities - Living a Healthy Life	% of babies/children receiving each mandated contact and review under the Healthy Child Programme (0-5) delivered by the Health Visiting Service	<p>"Children and Young People in NEL should be able to enjoy good health and wellbeing.</p> <p>The Healthy Child Programme (HCP) is a mandated programme; it's overall aim being to improve health and contribute towards key public health priorities and address health inequalities. The HCP is offered to all families resident in NEL and based on Proportionate Universalism; Intervention based on assessment of need.</p>
Stronger Communities - Living a Healthy Life	% of 5 year olds having experience of dental decay	Oral health is an integral part of overall health. Poor Oral health affects children's ability to learn, thrive and develop.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Increase numbers in treatment	The effects of substance use on individuals, their families and communities can be wide-ranging and require a response at a national and local level. It is vital that treatment/recovery services are easily accessible for individuals who have a substance use issue in order for them to achieve recovery and become part of their local community.
Stronger Communities - Living a Healthy Life	Increase the number engaging with community treatment provider on release from prison (Continuity of Care)	The effects of substance use on individuals, their families and communities can be wide-ranging and require a response at a national and local level. This is particularly true for those leaving prison who have/have had issues with substance use, especially in relation to suspected drug related deaths.
Stronger Communities - Living a Healthy Life	Increase the number of individuals accessing residential rehabilitation	The effects of substance use on individuals, their families and communities can be wide-ranging and require a response at a national and local level. Part of this response is, where appropriate, access to residential rehab facilities in order for individuals to "tackle" the challenges they face, often due to trauma they have experienced.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Self-reported wellbeing-people with a low self-worth score	This indicator refers to how people experience different aspects of their lives. It is often used to measure mental health, wellbeing and happiness and it can be used to predict an individual's health and longevity. It is also a useful indication of mental wellness in a population
Stronger Communities - Living a Healthy Life	Suicide rate	The local suicide rate is published from validated coroner inquest data and its important to understand this data in order to support suicide prevention measures.
Stronger Communities - Living a Healthy Life	Number of domestic abuse incidents reported to Humberside Police	All people in NEL should be able to enjoy good health and wellbeing and live without the fear of harm. The effects of domestic abuse on individuals, their families and communities can be wide-ranging and tackling the issue requires a multi-agency, partnership approach. Encouraging individuals affected by domestic abuse to report incident of domestic abuse to Police and seek support is an important part of the overall response to tackling its prevalence across the Borough.
Stronger Communities - Living a Healthy Life	Number of mothers identified as requiring additional Perinatal mental health support	"Mental health of new mothers is a key determinate of a good start in life

Council Plan Outcome	Name	Why is it important
Stronger Communities - Living a Healthy Life	Number/percentage of clients to achieve their 4 week smoking quit date (target is 300 clients)	Smoking is one of the key causes of early death and long term illnesses therefore the ensuring those who have quitted remain a none smoker is
Stronger Communities - Nurturing our children and building their future	% young people not in Education, Employment or training	This is important as it clearly aligns to a 'stronger economy' and an aspirational borough, and supports the notion for our people, especially our children, to reach their full potential. As we develop those inward investment opportunities and work towards realising our devolution deal it's critical that all of our young people have the skills, qualifications and ability to take advantage of the jobs on offer, particularly those who find themselves out of work and needing the additional support to get back on the ladder and access such opportunities.
Stronger Communities - Nurturing our children and building their future	Early Years Foundation Stage Profile (EYFSP) - % achieving a Good Level of Development (GLD)	This information shows how children are progressing in their early years and primary education across the local authority and provides a comparison against the regional and national pictures. This information informs the Council's education and inclusion strategy also, highlighting areas for development and focus to ensure all children make good progress and thrive.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Nurturing our children and building their future	Timeliness of Education Health and Care Plans issued within 20 weeks) (including exceptions)	This is monitored monthly by the Department for Education and can trigger inspection if too low, or increased monitoring.
Stronger Communities - Nurturing our children and building their future	Numbers of overall permanent exclusions	Exclusions and suspensions data impacts attendance, attainment, admissions processes, sufficiency strategy in Alternative Provision, and provides impact data for the most vulnerable of children in the borough.
Stronger Communities - Nurturing our children and building their future	Numbers of children who are electively home educated	Potentially negative impact on academic outcomes and life chances, future local work force capacity, and oversight of the cohort.
Stronger Communities - Nurturing our children and building their future	Number of children in our care	The number of children in care is a measure for how well we are doing to prevent need escalating and to keep children within their family networks.
Stronger Communities - Nurturing our children and building their future	Number of referrals at the front door	The number of referrals received is a key indicator of risk and need for children entering the social care system and the effectiveness of Early help.
Stronger Communities - Nurturing our children and building their future	Numbers of Care Leavers aged 17-18 accessing Education, Training and Employment	As corporate parents for care leavers we want to see all of our care leavers where able to be able to access employment or education.
Stronger Communities - Nurturing our children and building their future	Numbers of Care Leavers aged 19-21 accessing Education, Training and Employment	As corporate parents for care leavers we want to see all of our care leavers where able to be able to access employment or education.

Council Plan Outcome	Name	Why is it important
Stronger Communities - Nurturing our children and building their future	Numbers of Care Leavers aged 17-18 in suitable accommodation	To ensure that all of our young people have some where safe and appropriate to live.
Stronger Communities - Nurturing our children and building their future	Numbers of Care Leavers aged 19-21 in suitable accommodation	To ensure that all of our young people have some where safe and appropriate to live.
Stronger Communities - Nurturing our children and building their future	Number of first time entrants to youth justice	This demonstrates how, as a partnership we work to divert children away from the criminal justice system
Stronger Communities - Nurturing our children and building their future	Number of mainstream foster carers	The local authority is the corporate parent for children in care and has a responsibility to ensure they are cared for and supported in an appropriate placement for the right length of time.
Stronger Communities - Nurturing our children and building their future	% of children looked after with three or more placement as at 31st March in the relevant year	The local authority is the corporate parent for children in care and has a responsibility to ensure children have stability and that they are cared for and supported in an appropriate placement which meets their needs.
Stronger Communities - Nurturing our children and building their future	Sufficiency of school places across the Borough	Local Authorities have a statutory responsibility for the provision of suitable and sufficient school places (4 to 16)
Stronger Communities - Nurturing our children and building their future	Pupils meeting expected standard in reading, writing and maths (at Key Stage 2)	This is a measure of progress made by pupils in the KS2 SATs in comparison to national benchmarks
Stronger Communities - Nurturing our children and building their future	Key Stage 4 - Progress 8 Score	This is a measure of the progress made by pupils over Key Stages 3 and 4 in comparison to national benchmarks
Stronger Communities - Nurturing our children and building their future	Number of Family Help cases across the partnership	This is important as it demonstrates how need is being met early

Council Plan Outcome	Name	Why is it important
Stronger Communities - Nurturing our children and building their future	% of children in our care placed in own provision	Demonstrates children in our care being looked after in our borough
Stronger Communities - Supporting our adults	Percentage of Disabled Facilities Grant referrals complete/in progress	Disability Facility grants are a key support in ensuring that adults can continue to have independence with their own homes.
Stronger Communities - Supporting our adults	Proportion of people in receipt of long term support who have Support at Home	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result. The more people that are supported at the Single point of access with support which is often preventative the less likely they are to require long term care and support or for this to be delayed
Stronger Communities - Supporting our adults	The number of carer prevention interventions per quarter.	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result. People should only be assessed when all other options to prevent the need for that support – Strengths based and preventative have been fully explored. It shows the effectiveness of practice
Stronger Communities - Supporting our adults	% of people offered a direct payment that are eligible for care and support.	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result. People are being supported within their own home and not being supported in other forms of support e.g. care homes

Council Plan Outcome	Name	Why is it important
Stronger Communities - Supporting our adults	% of people whose outcomes were met following a safeguarding notification	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result. Supporting carers ensures that people can remain being cared for at home by their loved ones and not supported by formal care and support services. This indicator measures the number of hours in prevention supporting carers to carry out their caring role
Stronger Communities - Supporting our adults	The proportion of people accessing the Single point of Access signposted to low level advice and information	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result.
Stronger Communities - Supporting our adults	% of people who have no further support following intermediate care at home	Where citizens are supported to live independently after receiving reablement and rehabilitation support
Stronger Communities - Supporting our adults	Number of outstanding annual reviews (number and %)	Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result.
Stronger Economy - Attractive & Vibrant Town Centre	Rolling 12 month year on year change for footfall at Victoria Street, Grimsby	Our vision is to promote the towns within North East Lincolnshire as great places to live, work, visit and stay, by revitalising our town centres, create safe and vibrant places, supporting the growth of existing businesses, and attracting investment.

Council Plan Outcome	Name	Why is it important
Stronger Economy - Attractive & Vibrant Town Centre	Rolling 12 month year on year change for footfall at the Promenade, Cleethorpes	Our vision is to promote the towns within North East Lincolnshire as great places to live, work, visit and stay, by revitalising our town centres, create safe and vibrant places, supporting the growth of existing businesses, and attracting investment.
Stronger Economy - Attractive & Vibrant Town Centre	Rolling 12 month year on year change for footfall at St Peter's Avenue, Cleethorpes	Our vision is to promote the towns within North East Lincolnshire as great places to live, work, visit and stay, by revitalising our town centres, create safe and vibrant places, supporting the growth of existing businesses, and attracting investment.
Stronger Economy - Attractive & Vibrant Town Centre	Visitor numbers (estimated number of individual visits to the area)	Our vision is to promote the towns within North East Lincolnshire as great places to live, work, visit and stay, by revitalising our town centres, create safe and vibrant places, supporting the growth of existing businesses, and attracting investment.

Council Plan Outcome	Name	Why is it important
Stronger Economy - Attractive & Vibrant Town Centre	Town centre units vacant for 6 months or longer	The Council is committed to the Grimsby Masterplan and town centre regeneration to make the place more attractive to new occupiers. The Town Centre Property Project is actively working with landlords on and around Victoria Street to bring poor quality buildings back up to a good standard of repair to encourage new tenants, and a marketing campaign to promote the Activation Fund grant scheme is scheduled over the next few months to encourage alternative activities within the town centre.
Stronger Economy - Growing Skills	% of adults qualified to level 2 and above	The Council Plan sets out that 'our people should... reach their full potential through skills and learning'. It is important to increase the percentage of adults with level 2 qualifications as this level is the gateway to higher level learning whether that is A-levels, T-levels, an apprenticeship, or a job.
Stronger Economy - Growing Skills	% of adults qualified to level 4 and above;	The Council Plan sets out that 'our people should... reach their full potential through skills and learning'. It is important to increase the number of adults with level 4 qualifications as this measures the amount of adults with 'high-level' qualifications, needed by many employers and in demand to enable the economic growth of the area.

Council Plan Outcome	Name	Why is it important
Stronger Economy - Happy Visitors & Great Leisure	% of adults that are identified as physically active (active at least 150 minutes per week).	Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone). Unfortunately, our population is around 20% less active than in the 1960s. If the current trends continue, it will be 35% less active by 2030. Many people do not realise that physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage a range of chronic long term conditions and diseases, while delivering wider social and community benefits. Our vision is that the people of North East Lincolnshire are more active, more often and health inequalities are reduced across our communities.

Council Plan Outcome	Name	Why is it important
Stronger Economy - Happy Visitors & Great Leisure	% of children and young people that are identified as physically active (active at an average of 60+ minutes a day).	Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone). Unfortunately, our population is around 20% less active than in the 1960s. If the current trends continue, it will be 35% less active by 2030. Many people do not realise that physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage a range of chronic long term conditions and diseases, while delivering wider social and community benefits. Positive experience of physical activity and play in our early years as children is so important in forming future habits around exercise as an adult. Therefore, supporting physical activity within children and young people is an important theme of supporting our vision that the people of North East Lincolnshire are more active, more often and health inequalities are reduced across our communities.
Stronger Economy - Housing	Net new homes in the year	Increasing the number of homes increases choice for residents and meet locally assessed housing requirement (Local Plan) . This contributes to: • Benefit from a strong local economy.

Council Plan Outcome	Name	Why is it important
Stronger Economy - Housing	Proportion of households fuel poor	This ensures residents can heat their homes and not worry about energy bills. This contributes to: <ul style="list-style-type: none"> • Enjoy good health and wellbeing. • Live in a safe environment.
Stronger Economy - Housing	Temp accommodation placements as at March	Having a home is a fundamental need. The levels of temporary accommodation indicates the gap between the housing stock and the housing needs
Stronger Economy - Housing	Number of properties empty for Between 6 months and 1 years as at the date	Availability of affordable housing is an issue in North East Lincolnshire as well as nationally. Empty properties mean that this housing stock is not available for local residents to rent or purchase at potentially affordable rates.
Stronger Economy - Housing	Number of properties empty for over a year	Availability of affordable housing is an issue in North East Lincolnshire as well as nationally. Empty properties mean that this housing stock is not available for local residents to rent or purchase at potentially affordable rates.
Stronger Economy - Improving our Journeys	Capital Spend on Road Safety for Annual	Improving road safety makes a safer environment for vehicle users, cyclists, pedestrians, and other road users. This contributes to: <ul style="list-style-type: none"> • Live in a safe environment

Council Plan Outcome	Name	Why is it important
Stronger Economy - Improving our Journeys	Percentage spend of LTP allocation for Annual	Maintenance and improvement of the highway asset. Good management of budgets supports NELC to effectively manage expenditure. This contributes to: • Live in a safe environment
Stronger Economy - Improving our Journeys	Number of LTP schemes delivered	The delivery of the local transport plan will enable journeys to be more efficient and contribute to numerous outcomes including a greener council, happier citizens etc
Stronger Economy - Improving our Journeys	Road Condition Survey to be undertaken to establish a baseline	The state of the road infrastructure is a key priority for citizens with an expectation that roads are in a good condition
Stronger Economy - Supporting Business & Industry	Number of businesses in rated premises	To demonstrate how many registered businesses in NEL are operating from rated premises.
Stronger Economy - Supporting Business & Industry	Total rateable value of NEL business premises	To track activity which results in an increase or decrease in the collective rateable value of commercial property across the borough.
Stronger Economy - Supporting Business & Industry	Gross weekly pay for full-time workers in NEL, as a % of England average	In order to compare ourselves against regional national data.
Stronger Economy - Supporting Business & Industry	Net change of registered enterprises in North East Lincolnshire	To highlight any economic boosts or shocks which have an impact on businesses in NEL

Council Plan Outcome	Name	Why is it important
Stronger Economy - Supporting Business & Industry	Number of workless households	Given the role of local government working with partners to engage economically inactive and unemployed people through employability programmes. It is important we understand the opportunities and challenges workless households face.

Appendix C

Scrutiny Panel	Suggested Areas of focus
Children & Lifelong learning	Stronger economy: Growing skills Stronger communities: Nurturing our children and building their future
Communities	Stronger communities: Good & sustainable homes Safe and clean streets and open spaces Greener Future: Waste & recycling Looking after our parks and open spaces Our green ambition Effective and engaging council A great place to work and develop Financially stable Accessible and engaging A digitally smart borough
Economy Culture & Tourism	Stronger economy: Supporting business & industry Attractive & vibrant town centres Happy visitors & great leisure Preserving our heritage Stronger communities: Telling our story of culture & heritage Greener Future: Our natural assets & coastline
Health & Adult Social Care	Stronger communities: Supporting our adults Living a healthy life Nurturing our children and building their futures
Transport, Infrastructure & Strategic Housing	Stronger economy: Housing Improving our journeys Effective & engaging council Effective management of assets