

Greater Grimsby Board

Thursday 25th July 2024
Virtual Meeting via Teams

9.00 a.m.

Agenda

1. Apologies and Introduction from the Chair

2. Declarations of Interest

3. Minutes

To receive the minutes of the meeting of the Greater Grimsby Board held on 21st March 2024 (copy attached).

4. Greater Grimsby Long Term Plan for Towns

To receive the ten-year Greater Grimsby Long Term Plan for Towns submission (copy attached).

5. Any Other Business

Greater Grimsby Board

Minutes of Virtual Meeting 21st March 2024 at 1.00 p.m.

Attendance:

- Chair - David Ross (The David Ross Foundation)
- Simon Bird (ABP)
- Dave Petley (University of Hull)
- Helen Perrins (Department for Business and Trade)
- Councillor Stan Shreeve (North East Lincolnshire Council)
- David Talbot (CATCH)
- Emma Toulson (Orsted)
- Martin Vickers (MP for Cleethorpes)
- Julie Walmsley (Community Sector)
- David Walsh (Historic England)
- Rob Walsh (North East Lincolnshire Council)

Also in Attendance: –

- Carolina Borgstrom (North East Lincolnshire Council)
- Spencer Hunt (North East Lincolnshire Council)
- Damien Jaines-White (North East Lincolnshire Council)
- Sharon Wroot (North East Lincolnshire Council)
- Paul Windley (North East Lincolnshire Council)

1. Apologies for Absence

Apologies for absence from this meeting were received from Councillor Jackson, Lousie Brennan, Lord Lamont, Lia Nici MP, Neale Coleman, Ruth Carver and Julian Free.

2. Declarations of Interest

There were no declarations of interest from any Board member in respect of items on the agenda for this meeting.

3. Minutes

The minutes of the meeting of the Greater Grimsby Board held on 15th November 2023 were agreed as a correct record.

4. Greater Grimsby Board (GGB) Governance: A Review

The Board received a report setting out proposals and recommendations for a refresh and review of the GGB governance arrangements, arising from developments in Government policy and, in particular, the Long Term Plan for Towns.

RESOLVED –

1. That the Terms of Reference for GGB be renewed to make it a governance body for The Long Term Plan for Towns Fund and also provide oversight and support for the emerging priorities from the High Street Accelerator Pilot, whilst also continuing to discharge its role in relation to Towns Fund.
2. That the membership of the GGB be reviewed, including:
 - a. Reassessing existing GGB Town Board membership to re-affirm capacity, skill set and experience to meet new guidance including the requirement for quarterly meetings.
 - b. To expand the Board to include an additional local councillor and a senior Police representative to meet the mandatory criteria of The Long Term Plan for Towns fund
 - c. To elect a deputy chair to improve capacity and succession planning, using the criteria set out in The Long Term Plan for Towns guidance for selection.
 - d. To consider increased representation from active community stakeholders within the local youth, community, SME and culture/sport sectors, either directly on the board, or as part of any new sub-groups.
3. That, under resolution 2 (b), Councillor Shreeve and the Police and Crime Commissioner be appointed to the Greater Grimsby Board, with Chief Supt Paul French appointed as a substitute member for the Police and Crime Commissioner.
4. That following membership review, a governance review be undertaken, with the result and any recommendations being brought back to the next meeting of this Board
5. That following membership review, the Board follow a quarterly meeting regime, with at least two meetings a year operated as face-to-face meetings.
6. That the Grimsby Masterplan boundary be utilised as the geographical footprint for the first three years investment for the Long Term Plan for Towns.

7. That the principle of working with a local established stakeholder organisation to assist with engagement and priority setting to inform a 10-year vision and three year investment plan be approved, namely:
 - a. That the Board, utilising allocated capacity funding, delegate authority to North East Lincolnshire Council, in consultation with the Chair, to run an exercise to appoint a local stakeholder organisation to achieve the below expectations:
 - i. Carry out wider community and local stakeholder engagement to complement any Highstreet priorities, to inform a 10-year vision for Grimsby and three-year investment plan as set out in the Long Term Plan for Towns.
 - ii. Identify a range of interventions in priority order, supported by engagements within the funding themes set out in the Long Term Plan for Towns.
 - iii. Engage with the High Street Accelerator Partnership/2025 Group in order to carry out engagement with businesses and other stakeholders with an active interest in Grimsby Town Centre. Engagement to take into account the 10 year vision for Grimsby, the long term vision for Victoria Street, the expression of interest submission for Green Spaces Fund, and a refreshed Grimsby Town Centre Master plan.
 - iv. Identify a range of interventions which would support a vibrant and thriving town centre and comply with the funding themes of the Long Term Plan and add value to the High Street Accelerator Pilot.
 - v. It is recommended that high priority should be given to interventions which have the potential to deliver long term change and unlock additional investment or funding opportunities.
8. That the board set up a sub-group to oversee the commissioned work and act as delivery vehicles for the Long Term Plan and High Street Accelerator Fund, on behalf of the board and nominate one board member as a chair of this group.
9. That David Ross be re-appointed as Chair of the Greater Grimsby Board.

5. Grimsby Town Centre Regeneration

The Board received a presentation providing an update on regeneration schemes within Grimsby Town Centre.

Mr Jaines-White provided an update on progress with a number of schemes within the Grimsby Town Centre Masterplan – the Activation Fund, Riverhead Square, Projekt Renewable, Alexandra Dock, the Horizon Youth Zone, the Skills Hub, the Public Realm and Connectivity project, and the Freshney Place Leisure Scheme. Key risks were noted around inflation and the rising costs of materials and labour. Next steps would be heavily focused on delivery and there would be a refresh of the Masterplan in due course

Ms Walmsley enquired how local social housing providers could be involved in the plans, particularly the housing proposals within the Alexandra Dock project and wider brownfield developments that may arise from devolution proposals.

Ms Borgstrom noted that they were aiming to provide a number of brownfield plots and there would be a requirement for affordable units. She offered further discussions on this with Ms Walmsley.

The Board welcomed the progress reported.

RESOLVED – That the update be noted.

6. Greater Lincolnshire Devolution

The Board received an update on plans to progress a devolution deal for Greater Lincolnshire.

RESOLVED – That the update be noted.

There being no further business, the Chair declare the meeting closed at 1.51 p.m.



Item 4

DRAFT

Greater Grimsby Long Term Plan for Towns 10 Year Vision

Grimsby Together – Building Our Future

Version 0.10

July 2024

Contents

Executive Summary.....	3
Introduction.....	7
Geography	8
Vision Statement	11
Strategic Case for Change in Grimsby	12
Outcomes for people	19
Areas of intervention	23
Alignment with Wider Investments.....	32
Community and Stakeholder Engagement & Participation	33
Other Investment Leveraged	37
Governance	38
Investment Allocation	39
Milestones.....	40
Acknowledgements	42
Appendices	43
Appendix 1: Process for focusing and prioritising to develop the Grimsby Plan.....	43
Appendix 2: Governance of the Development of the Grimsby Plan.....	44
Appendix 3: The Citizen Engagement Process.....	47

Executive Summary

Citizens across Grimsby are leading the way in building a positive future for our town. Many initiatives are already underway, embodying the spirit of this transformation. There are dozens of initiatives where people have been proactively building the town they want today.

This Long Term Plan for Grimsby represents the culmination of the *Grimsby Together: Building Our Future* campaign, where the voices of residents, businesses, and local organisations have come together to shape a shared vision for the next decade and discuss how to build it. This plan is intended to build on and amplify the collective action happening in the area will be rooted in a citizen-owned approach, shaped by, owned by and delivered by people across the town.

Strategic case for change in Grimsby

Following on from the Town Deal in 2018 and the current level of regeneration taking place in Grimsby Town Centre as part of the Town Investment Plan, there remains a need for Grimsby town centre and the wider town to retain pace with what is happening across the wider region by improving the quality of the local environment and creating a more positive location for the private sector to invest and for people to visit. A strong and successful town centre will help support even further growth across the region and ensure parts of Grimsby do not get left behind.

The moment we are in

Citizens and communities in Grimsby have been actively driving change across the area, forging collaborative partnerships that are transforming the town. Visioning exercises have been prevalent, shaping the collective spirit as people roll up their sleeves to effect change. These efforts are supported by broader town developments such as town centre regeneration, the Devolution Deal, and the burgeoning green economy.

Outcomes for people

The objective of this long term plan for Grimsby is that:



What the future looks like:

We asked the citizens of Grimsby to think about the best possible Grimsby they could imagine in 2034 and to tell us about the specific things that would have happened to make the town so great.

This has been an inspiring and energising conversation, full of hope, positivity and shared ambition for the future.

What came through strongly is that this vision is a shared vision. There were no distinct areas of division nor disagreement about what needs to happen to deliver the long term goals of people thriving, being proud of the town, feeling safe and for young people to stay or return.

Eight themes have emerged as citizen priorities for the future:

A supportive and welcoming community

Arts & culture create connection, energy and identity

Beautiful built environment

Green economy that works for the town

Connected to nature and the unique geography

People are connected and can get about

Secure homes and lives

Opportunity and education available for all

Our direction of travel

High streets, heritage and regeneration.	A thriving arts scene which is led by creative people across the area, connected to the history and future of the area, and creates an engaging cultural environment that brings people together and builds on the collective identity of Grimsby
	Attractive places to spend time that reflect the history of the area and create engaging and accessible places to spend time, connect, and engage in cultural, economic, and social activities. Housing that is secure and well looked after. Buildings that are colourful and beautiful to look at.
	A green economy which is owned locally, lowers bills, brings new opportunities to local businesses, new jobs, and supports a positive identity for the area where Grimsby is seen as an economic leader.
	Nature is accessible to people across the town, including the sea, river, and green spaces, and greenery is threaded through communities so that it is part of everyday life and how people see their area. People have opportunities to engage with nature and build healthy ecosystems themselves.
Transport and connectivity	People are able to get around – accessing the town centre by walking, cycling, and public transport – and have good access to green/blue spaces in their communities. Ensuring key assets (e.g. Horizon Youth Zone, St James House) are accessible.
Safety and Security	Everyone has a safe home which is the basis of secure lives where people are happy and have good connections in their area and with those close to them.

	Everyone feels safe to walk where they need to go whether that is home from school, around the town centre or going home from a night out. There is support and welcome for everyone including our most vulnerable.
--	---

Building on work already underway

This long term plan for Grimsby aligns with and complements wider investments that are being made into the town including the 2020 Grimsby Masterplan and Council led initiatives focused on the town centre including the High Street Accelerator, Safer Streets Fund and Green Spaces Fund.

A conversation with people who care about Grimsby

North East Lincolnshire Council partnered with *Our Future* an organisation that unlocks the potential and power of leaders in communities across our country to build a flourishing future.

The Grimsby Together work was built on a foundation of two years of collaborative work from the broad *Our Future* coalition, which includes over 400 people from every sector in Grimsby and North East Lincolnshire. This broad group has been actively working on various initiatives, forming partnerships, sharing expertise, and bringing new resources to the area. The collaboration has built trust and a sense of shared ambition which enabled us to kickstart the work and get the message out into the community about Grimsby Together over just a few days.

Our Future, engaged and mobilised citizens, consolidated and shared what was already known in a digestible factfile, partnered with *Demos* to use world leading digital democracy tools to host an online conversation that was supported by a series of in-person events

Over the course of three weeks, *Our Future* hosted a dynamic conversation with Grimbarians:

- **Online engagement:** 1,100 participants engaged via the Pol.is platform, casting 56,743 votes, and post 790 ideas.
- **Town Hall Meetings:** More than 99 attendees participated in the initial kick-off event at Grimsby Town Football Club with a further event held at the Town Hall to hear feedback.
- **Creating actions workshop.** Grimbarians also put on their futurist hats to consider what emerging global trends might mean for Grimsby over the next 10 years and the actions that could be taken to build the town's resilience.
- **Hackathon:** Involved over 40 participants, including national grant funders, social investors, and local citizens to co-design fund concepts.
- **History walks:** more than 22 attended a history walk to discuss the past and future of the area.

Making the money work harder

National philanthropic funders, impact investors and private sector donors have bene involved in the development of this long-term plan for Grimsby.

The £20m available from MHCLG has the potential to crowd in co-investment making the overall approach more strategic and collaborative.

Conversations are ongoing and we expect that as plans progress over the next 12 months and funding models firmed up, we will have more structured conversations about co-funding specific initiatives.

A citizen led governance model

Responsibility for overseeing the delivery of the Long-Term Plan and management of the Long-Term Plan for Towns funds is held by a Community Sub Group of the Greater Grimsby Board. This group comprising nine independent local leaders from across the public, private and community sectors has played an integral role in the development of the strategic ambitions and ethos of this plan.

There was consensus in the engagement activity that building the future of the town should be led by and backed by local people. This is strongly aligned with the spirit of the Long-Term Plan for Towns policy. This work will be developed by the Greater Grimsby Board Long Term Plan for Towns Sub Group who will work to develop a citizen led governance structure.

Directing the funding where the citizens need it most

We envisage that Long Term Plan for Towns funding will be apportioned to the three investment areas in proportion to the weighting that citizens placed on these issues in the *Pol.is* conversation. As plans develop, particularly in relation to capital expenditure, this allocation may be adjusted to ensure that opportunities are not lost to best deliver on the ambitions of the plan.

Delivering for citizens

In the first year we will focus on establishing the right governance, funding and operating structures to ensure that the delivery is rooted in the ethos of the policy and grounded in the rich engagement that people across the town have been part of through the Grimsby Together conversation. Alongside this we will focus on early investment priorities and opportunities for people to feel the change, the launch of a Citizens Ideas Fund will be central to this.

Years 2 and 3 will build on the opportunities identified in year 1 and mark the first commitment of capital. Years 4-8 will focus on embedding delivery in business as usual. The final two years will focus on legacy and future planning.

Introduction

As mentioned previously, citizens across Grimsby are leading the way in building a positive future for our town. Many initiatives are already underway, embodying the spirit of this transformation. We have seen dozens of initiatives where people have been proactively building the town they want today.

This Long Term Plan for Grimsby represents the culmination of the *Grimsby Together: Building Our Future* campaign, where the voices of residents, businesses, and local organisations have come together to shape a shared vision for the next decade and discuss how to build it. This plan is intended to build on and amplify the collective action happening in the area and will be rooted in a citizen-owned approach, shaped by, owned by and delivered by people across the town.

Throughout the development process, citizens have embraced *Grimsby Together* as an opportunity to contribute to the transformational change that communities are striving towards. Since its launch over 1,100 people have participated in a digital conversation, casting 56,743 votes on the future they want to see in Grimsby and putting forward 790 ideas. The energy and momentum in the area has shone through. From public workshops to online conversations, citizens have shared their hopes, dreams, and practical ideas for the future of their town.

This work was commissioned and funded as part of a central government initiative, the Long-Term Plan for Towns, launched in 2023 and committing £20m of endowment style funding for investment in Grimsby.

Our Future was commissioned by North East Lincolnshire Council with agreement of the Greater Grimsby Board to support in the development of the plan – building the citizen perspective and understanding how government funding could be leveraged to drive long term change. The *Our Future* network, built over the last two and a half years, were mobilised to support this work. Leaders in the town led history walks, have written the vision and participated in a Hackathon event hackathon with national funders and investors. *Our Future* also brought in expert partners including The Change Arc who have ensured reach to a wide group of citizens and ongoing communications and Demos Consulting who have provided expertise in participatory processes and have run the Pol.is conversation. The Council has provided crucial support and alignment with broader governmental initiatives.

In the following sections, we set out a Long Term Plan Vision for Grimsby which brings together insights from thousands of conversations that have been part of this process. We outline the strategic case for change, desired outcomes, and planned areas of intervention over the next ten years.

This citizen-driven roadmap for change embodies the collective ambition and determination of the community for their area and its future – a thriving green town with heart that believes in and backs its own people.

What is the Long-Term Plan for Towns?

The Long-Term Plan for Towns is a central government policy that commits up to £20m over 10 years to 75 towns around the country, to be spent across the three focus themes of the Long-Term Plan for Towns: Safety and Security, High Streets, Heritage and Regeneration, and Transport and Connectivity.

The policy aims to put power in the hands of local people to decide on how this is spent:

“We’re putting towns back into the hands of local people, so that they can decide on local priorities and what’s best for the long-term future of the places where they live” - Long-Term Plan for Town Guidance

This provides an opportunity to shape the direction of the Long Term Plan for Grimsby so that it contributes to the collective vision for the area that local people have already been building.

It is an opportunity, in the short-term, to direct a three year investment plan to focus on things in the town centre that matter to local people living in Grimsby in building a positive future for their area, responding to the underlying challenges that people see in their communities.

Drawing on the conversation across the area the Greater Grimsby Board, made up of a range of strategic stakeholders, has signed off the final plan which was submitted to central government on the 31st of July 2024.

For more detailed guidance, you can visit: [Long-Term Plan for Towns: guidance for local authorities and Town Boards - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/long-term-plan-for-towns-guidance-for-local-authorities-and-town-boards)

Geography

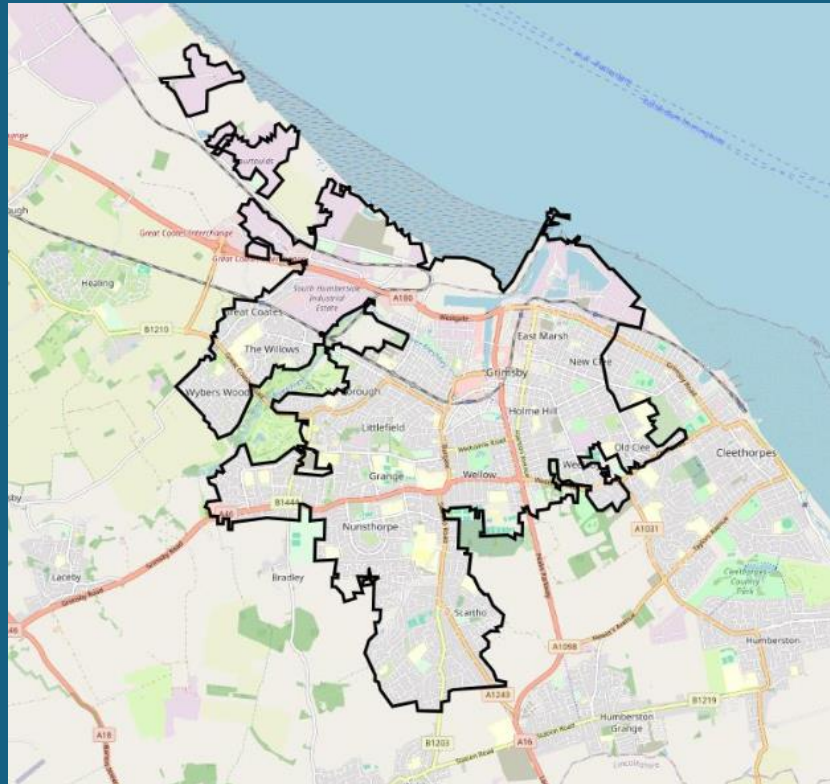
In September 2023, HM Government confirmed that Grimsby was one of the towns identified to benefit from £20m of endowment style funding (approximately 75% capital and 25% revenue) over a 10-year period as part of the Long-Term Plan for Towns. Overseen by the Ministry of Housing, Communities and Local Government Department for Levelling Up, Housing & Communities (MHCLG) the initiative is designed to drive ambitious plans to regenerate Towns around 3 key themes, namely:

- Safety & Security
- High Streets, Heritage & Regeneration
- Transport & Connectivity

The map below shows the geographical area outlined as set out by Government which is eligible to be included as part of the Long Term Plan for Grimsby. This contains the electoral wards of Freshney, Yarborough, West Marsh, East Marsh, South, Park, Heneage, Scartho and an area of industrial land in the Wolds.

The geography of the Long-Term Plan for Towns

The central government funding through the Long-Term Plan for Towns is focused on Grimsby. However, we are all keen to use this as an opportunity to “grow the pie” of funding for all of NE Lincs, bringing in new money that supports residents across the whole area building the future they want to see.



The geographic boundary for the government funding

Following on from the Town Deal in 2018 and the current level of regeneration taking place in Grimsby Town Centre as part of the Town Investment Plan, there remains a need for Grimsby town centre to retain pace with what is happening across the wider region by improving the quality of the local environment and creating a more positive location for the private sector to invest and for people to visit. A strong and successful town centre will help support even further growth across the region and ensure parts of Grimsby do not get left behind.

This Town Investment Plan will help deliver transformational change in the town centre with regeneration projects that will address the main weaknesses and challenges that the town centre faces and will help deliver the ambitions of residents, businesses, and other partners in Grimsby to ensure it has a bright future.

It is evident that the regeneration projects will do much to change the physical appearance of the town centre, but that the place will also need additional support and input to ensure that there is a broad and diverse offer that reflects what people want to see in the town centre around the High Street experience including a culture and regeneration aspiration that reflects local heritage, and ideas that resonate with its residents. It is also important that transport and

connectivity is considered to ensure people have easy affordable access to the town centre and when visiting feel safe and secure and have a positive experience.

That is why there will be a focus on the Town Centre as part of the initial 3 year investment plan to ensure the regeneration via the Town Investment Plan and wider initiatives are supported to enable a real opportunity for change that local people can shape as part of the Long Term Plan for Towns investment themes.

As part of this ambitious 10 year vision, wider work will continue to inform how further years investment will be utilised to benefit the wider geographical footprint of Grimsby, ensuring that all people can experience the benefits and have opportunity to participate in local initiatives and share in the rewards this vision has to offer.

Vision Statement

Grimsby: A town with heart. A town, reimagining its own future – by Lisa February

A town that works together. Side-by-side businesses, communities and cultures. Mutual respect and appreciation, space made for conversation and connection.

Grimsby Town Centre is a safe, thriving destination. Where small businesses are celebrated and local talent supported. Places to eat, to try new things. Places to buy presents.

Places for people to come together, locals and tourists, friends and families, for Nans and Grandads too.

Well-loved parks, for Saturday morning play dates. A home for creative arts, where stories that look back and forward are told by the storytellers of our town. A community orchard that grows fruit trees, streets that look and feel green. Residents connected to the land, the sea, and everything between.

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. Better connection to cities, both by road and rail. Freedom, exploration, the excitement of new adventures and accessible horizons.

We imagine safe, warm homes. Landlords who support and listen. Old buildings with new stories, restored and managed in Grimsby, for Grimsby. Responsibility in the hands of the local community.

Wind turbines and solar panels, a town renowned for renewable energy. Residents who live and breathe that power - who use that power in their own homes, to cook meals and watch TV.

Choices. Growing up in Grimsby, means growing up knowing you have opportunities.

Apprenticeships. Graduate jobs. Entrance spaces. Learning that doesn't end at 18. Education for everybody.

Relationships centred around a town built on trust.

Strategic Case for Change in Grimsby

North East Lincolnshire Joint Strategic Needs Assessment - State of the Borough Summary (March 2024)

Grimsby, which forms part of North East Lincolnshire is situated on the east coast of England, south of the Humber estuary where it meets the North Sea and borders North Lincolnshire to the west and Lincolnshire to the south. In addition to the port town of Grimsby North East Lincolnshire includes the port town of Immingham and the coastal resort of Cleethorpes and occupies a land area of approximately 192 square kilometres. According to the 2021 Census, the area has a resident population of just under 157,000 people and just under 70,000 households. The resident population decreased by 1.7% between the 2011 and 2021 Censuses, and the ONS forecast little population growth over the coming years.

The port of Immingham attracts industrial investment and is the UK's largest port by tonnage. Grimsby has rich heritage and is known as Europe's food town with the area being home to many food related businesses. Tourists are attracted to the seaside resort of Cleethorpes, with visitors coming to enjoy the beach, the coastal nature reserve, or the more traditional resort offers.

North East Lincolnshire has significant economic opportunities since it is uniquely positioned to be at the centre of the growth in offshore wind and green energy industries due to factors such as its existing port infrastructure and its strategic location on the Humber estuary. Many businesses are already based in the area from a wide range of sectors.

The majority of North East Lincolnshire's population live in Grimsby and Cleethorpes, with the remainder residing in the smaller town of Immingham and the rural villages that lie close to the northern edge of the Lincolnshire Wolds. North East Lincolnshire is comprised of 15 electoral wards.

The 2021 Census highlighted an aging population with 20.9% of the local population being aged 65+ years, which was an increase from 17.7% of the population in 2011, and is a higher proportion than the 18.6% of the national population that is aged 65+ years. Whilst the overall population of North East Lincolnshire is not projected to increase significantly over the next decade, due to changes in the internal structure of the local population, the number of older people is projected to rise considerably over the next decade, and this is likely to lead to increased demands on health and social care services associated with old age.

North East Lincolnshire has a relatively small 'other than white' population, with 2021 Census figures showing that the proportion of residents who are white (96.2%) is much higher than that of the population in England overall (81.0%).

Deprivation varies significantly within North East Lincolnshire, however overall the local authority is ranked (out of 317), as the 29th most deprived local authority in England, with 11 of the 106 LSOAs in North East Lincolnshire being in the most deprived 1% of LSOAs in England, and 32 LSOAs being in the most deprived 10% of LSOAs. - IMD 2019

The median age in Grimsby (town) is 39 years (2021). The median age for England is 39. The median age for North East Lincolnshire (local authority) is 43 years. Grimsby (town) has a population of 85,915 (2021). Between 2011 and 2021, Grimsby's population changed by 2.0%. For context, the population changed by 1.7% in North East Lincolnshire, 3.7% in Yorkshire and The Humber, and 6.6% in England. 20.2% of people in Grimsby (town) are under 16 years old, and 17.8% are aged 65 and over. For context, the England average was 18.6% and 18.4%, respectively. Across Grimsby, 95.7% of people identified with a White ethnic group, 1.7% as Asian, Asian

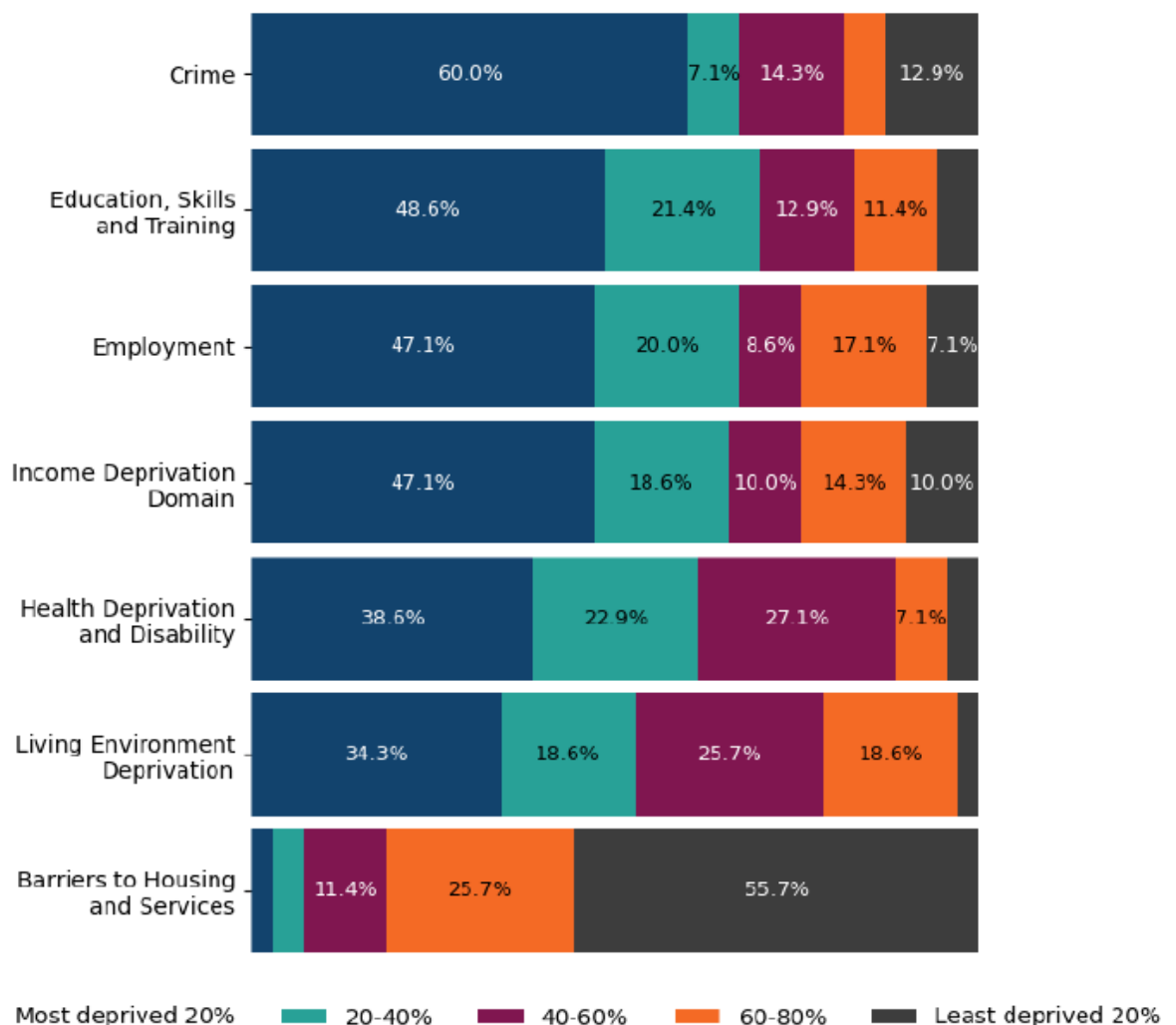
British or Asian Welsh, 0.7% as Black, Black British, Black Welsh, Caribbean or African, 1.1% with Mixed or Multiple ethnic groups, and 0.7% with other ethnic groups.

Safety & Security

Whilst there is a vast array of partnership working taking place to improve safety and security in Grimsby, Grimsby Town Centre and the wider area of North East Lincolnshire, as the table indicates below, the recorded crime rate per 1000 population in Grimsby in 2023 was higher than both North East Lincolnshire and England. The highest crime areas remain the wards of East and West Marsh which also score high on the indices of multiple deprivation, both of which border the Town centre.

The table below highlights deprivation levels across Grimsby compared to the England average.

Deprivation levels (%) across LSOAs within Grimsby, compared to the England average, 2019

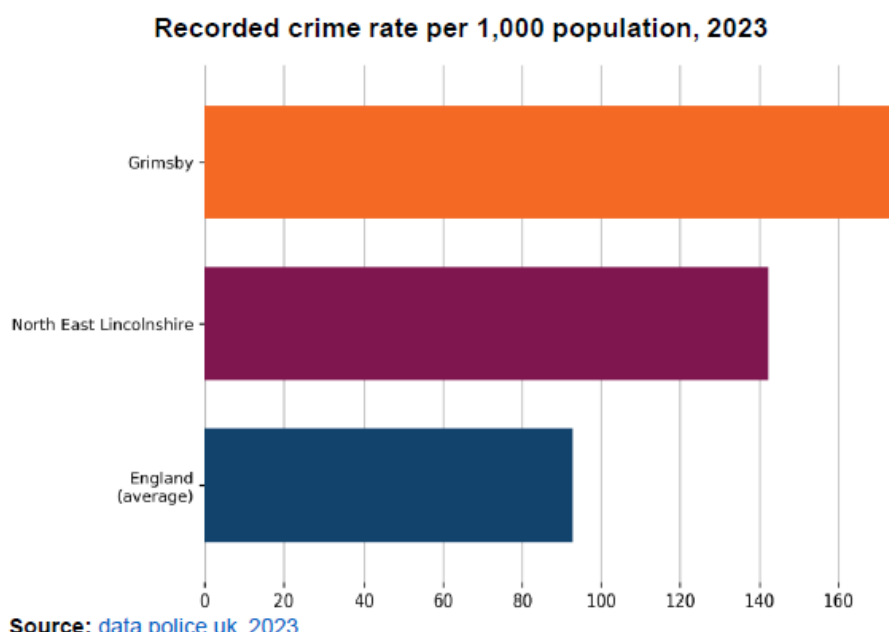


Source: [MHCLG IMD, 2019](#)

Note: Missing labels on the bars represent a percentage of less than 7%.

According to Onward (2023), Grimsby has a social trust score of 14.4% which is lower than the England average of 3.1%, showing that there is a lower level of social trust within Grimsby than national levels.

Indicator	Grimsby	North East Lincolnshire	England
Recorded crime rate per 1,000 population (2023)	175.9	142.2	92.8
Social trust (%) (2023)	-14.4	-9.9	-3.1



This is an important issue for local residents, who want to see Grimsby as *a town safe place to visit and is free of crime*¹. They want their children to feel safe walking home from school and the same for people walking home alone at night regardless of age or gender.

A strong theme that came through our engagement was a sense of collective responsibility for safety, with over 60% of participants in the online Pol.is agreeing with the statement that *we look out for each other on our streets and in our neighbourhoods*.

There is also recognition that improving safety also means addressing underlying social issues and building social trust. Citizens want to see a reduction in crime, unemployment and deprivation, for homelessness to be dealt with positively and for everyone to live in housing that is safe, dry and warm.

¹ Research Insights from pol.is conducted as part of Grimsby Together: Building our future July 2024 p18

High Streets, Heritage & Regeneration

Grimsby was the first town in the UK to secure a “Town Deal” bringing together central Government, local government and business and other stakeholders, focused on delivering positive change in Grimsby through investment and support. Major investment has already taken place or is underway, for example, the transformation of the public realm in the town centre that has been delivered over recent years; ongoing construction of the Onside Youth Zone overlooking the River Freshney and exciting plans for the future of Freshney Place Centre.

However, Grimsby, like many towns and cities in the UK, is experiencing major changes in the retail sector and requires investment in new areas that will help support a thriving town centre of the future. As the tables below indicate Grimsby has better than England averages for outlets and footfall, however its commercial vacancy rates as a percentage remain high. Grimsby also falls behind in relation to gross value added per job filled, 16-64 qualification results, employment rates and job density.

Indicator	Grimsby	England
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (Sept 2023)	2.1	2.0*
Commercial vacancy rates (%) (Nov 2023)	26.7	10.8*
Footfall index** based on O2 Motion mobile phone data (March 2022 to March 2023)	157.5	100

* England average is derived from Built Up Areas with a population between 20,000 and 100,000 only.

** Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the town/Built Up Area over the period March 2022-March 2023. The mean average footfall of all English towns with a population between 20,000 and 100,000 people, has been standardised to an index of 100, with the figure for this town scaled relative to this average.

Indicator	Grimsby	North East Lincolnshire	Yorkshire and The Humber	England
Gross Value Added per job filled (£) (2020)	43,521	45,654	48,763	58,869
16-64 year olds with level 3+ qualifications (%) (2021)	40.1	43.7	51.5	55.6
16-64 year olds with no qualification (%) (2021)	19.1	16.5	14.7	12.6

Indicator	Grimsby	North East Lincolnshire	Yorkshire and The Humber	England
Employment rate (age 16 to 64) (%) (2021)	67.5	69.8	69.2	71.0
Job density (2019)	0.77	0.74	0.76	0.82

Grimsby has a rich heritage and an important role in the history of the UK as one of its major ports and centres of fishing. The role of the port has evolved over time, and Grimsby is now the UK centre for the operation and maintenance of offshore wind energy, utilising the port facilities and

its skilled workforce, making a major contribution to the UK's leading role in renewable energy generation. There is an opportunity to build on this expertise and for Grimsby to become the UK's leading hub for low carbon energy generation, research and innovation, attracting new investment into the region.

Much of this investment is taking place outside of the town centre and there is a need to ensure that the benefits of this investment and the new industries that are attracted to Grimsby, are also investing in its town centre. In turn, there is a need to ensure that the town centre remains a location that people want to visit and is attractive for investment. At present, the town centre has a number of strengths but also some challenges. Its traditional reliance on retail means it is under pressure as the market for town centre retail fundamentally shifts and contracts. Whilst major investment has taken place in the town centre through enhanced public realm, parts of the town centre remain in need of further investment.

Reconnecting Grimsby with its waterfront is a significant opportunity to strengthen the identity of the town and bring forward new opportunities for development and leisure, supporting the growth of sustainable and healthy lifestyles.

People's vision for the built environment and the role as a catalyst for regeneration was one of the strongest themes that emerged from our conversation with citizens. People don't currently feel connected to regeneration and feel that it is happening 'to' the community. There is a sense of neglect, exacerbated by a perception that non local owners lack connection to the history of the place and don't feel invested in a shared future. 72% of participants wanted to see empty buildings utilised and improved; 74% wanted to see derelict parts of the Freshney River and docks being used for leisure and retail purposes and 73% wanted to see local organisations managing and loving both commercial and residential properties. 76% also wanted to see the green economy work for the town – both in providing jobs and supporting local small businesses and also in businesses and households benefiting from renewable energy.

Transport & Connectivity

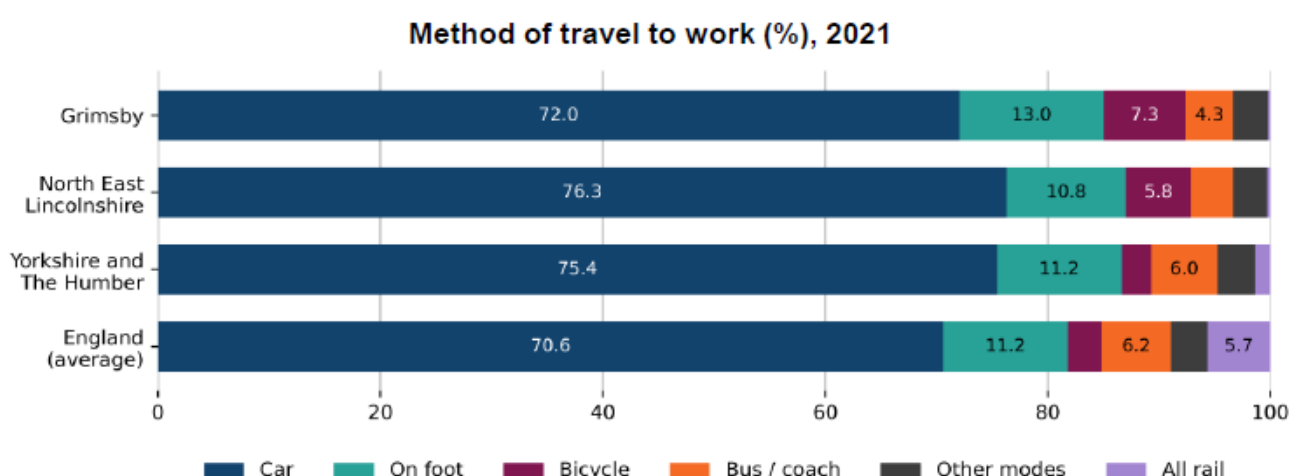
Grimsby has a long-established road network and patterns of movement that have developed as a result. The town centre has good accessibility by car, with a broad range of car parking options. Bus access to the town centre is good with recent investment in new town centre bus facilities. The train station is centrally located with good links to the town centre, that have been subject to recent investment in the public realm. The road network forms a tight collar around the town centre, providing good access for motorists but creating some barriers in places for pedestrians and cyclists. Cycling levels in the town centre are relatively low with limited facilities for cyclists in terms of dedicated routes and safe parking. The dominance of the road network and the lack of local connections for pedestrians and cyclists does make it difficult to move between some parts of the town centre, particularly between the traditional town centre and the Alexandra Dock area. This results in a town centre that is relatively constrained by Frederick Ward Way to the north and by the railway line to the south.

Longer Term activity driven through the Grimsby Master Plan aims to tackle access and movement and protect the high levels of accessibility the town centre already has for some users (particularly car and public transport users) whilst introducing more choice and better connections/facilities for people on foot and bicycle. This will help achieve a more balanced pattern of trips to the town centre with greater use of more sustainable modes. The approach also recognises the transition that is taking place with transport through the introduction of cleaner electric vehicles and new forms of mobility. Positioning Grimsby at the forefront of this transition is a priority, working with other partners in the region, helping Grimsby to become a focal point

for the green transport revolution including a transition towards an electric vehicle fleet (including buses) and new mobility solutions.

The tables below also indicate that Grimsby has a higher percentage of premises with gigabit capable broadband and a lower percentage of people who work from home. It also indicates that the predominate method of travel to work is by car but has more people walking to work than the regional and national average.

Indicator	Grimsby	North East Lincolnshire	Yorkshire and The Humber	England
Premises with gigabit capable broadband (%) (2023)	92.0	89.0	74.8	72.9
People who work from home (%) (2021)	11.8	14.0	25.9	31.5



In the recent Pol.is conversation undertaken as part of this planning process, transport emerged as a theme, both better connections within the town and with the rest of the country. Improving the local and national transport infrastructure is a priority for Grimsby residents. Participants in the Pol.is conversation agreeing they wanted to see improvements. This means more affordable public transport options, making it easier to get where they want to when they want to. This includes access to the docks sea front which is currently restricted. People feel this is important for the town and in encouraging visitors to the area.

Cycling infrastructure has also been highlighted with over 60% people wanting to see that *cycle paths are safe and connected across the town and that there are free safe cycle storage spaces in the centre*. There is also a recognition that challenges extend beyond physical infrastructure, a more sustainable and accessible transport network requires commitment and openness towards new and different modes of transport and transport users.

Opportunities

"In many places, there are strategies and plans for the town that align with the Long-Term Plan for Towns' objectives, and we hope the Long-Term Plans will build on those." – LTPT Guidance

Citizens and communities in Grimsby have been actively driving change across the area, forging collaborative partnerships that are transforming the town. Visioning exercises have been

prevalent, shaping the collective spirit as people roll up their sleeves to effect change. These efforts are supported by broader town developments such as town centre regeneration, the Devolution Deal, and the burgeoning green economy.

Where We Are Starting From²

1. A supportive ecosystem for local leaders

Our Future has been working in Grimsby since 2022 to create an ecosystem of support for people in the town to build the future they want. This has seeded a coalition across the town, identifying and backing great leaders from every sector who are building a positive future for the town.

During this time *Our Future* has collaborated with citizens in every sector to understand their vision of the future, support work underway and develop long term funding concepts that could accelerate the change. *Our Future* have also held a series of events with more than 1,000 attendances. These events have led to community organisations finding and securing new sources of funding, new and unlikely collaborations between local groups and national partners, and projects gathering momentum in housing, community development, greening and growing, and social enterprise.

It is these local leaders and their energy, expertise and engagement that will underpin the achievement of this long term plan for the town.

2. Opportunities for the Future – how this work will align with wider investments

Grimsby Town Centre Regeneration

A number of changes are underway in Grimsby Town Centre, including the Safer Streets initiative and the High Street Accelerator. The 2025 Group recently summarised several new initiatives to create a thriving place:

- St James House: Transforming a derelict building into a business hub with office spaces, event space, and a rooftop garden.
- Events: Festival of the Sea, Our Future Starts Here and Grim Falfest have driven footfall into the town centre on event days
- Horizon Youth Zone: A youth centre for young people from across Grimsby to come together.
- Projekt Renewable: Grimsby's first boxpark with a community podcast studio, hosting arts and cultural events, and offering wind farm boat trips.
- Freshney Place Market Hall: A redevelopment project aiming to create a welcoming space for local vendors and community gatherings.
- Parkway Cinema: A new cinema in Grimsby
- Riverhead Square: Redevelopment with green spaces, spaces to gather, and an event space.
- NHS Community Diagnostic Hub: Essential healthcare services like ultrasounds, X-rays, and various tests in the town centre.
- Victoria Street Regeneration: Upgrading neglected buildings on Victoria Street West to improve the aesthetics and attract new businesses.

² This section summarises some of the detail included in the Grimsby Together Fact File <https://online.flippingbook.com/view/519022419/>

The Lincolnshire Devolution Deal

The Lincolnshire devolution deal is an agreement between the UK government and the local councils of Lincolnshire County, North Lincolnshire, and North East Lincolnshire. The deal involves:

- The creation of a new mayoral combined county authority (MCCA) for Greater Lincolnshire, with a directly elected mayor. The transfer of new powers and funding to the MCCA.
- A £720 million long-term investment fund to boost economic growth in the region.
- An additional £8.6 million for brownfield funding.
- The devolution of the Adult Education Budget.
- £20 million of capital funding for economic regeneration projects in Greater Lincolnshire.

The first election for a Greater Lincolnshire Mayor is expected in May 2025.

The Growing Green Economy

The UK Net Zero sector is already worth £206bn, nearly four times larger than the manufacturing sector.

With Grimsby sitting by heavy industries on the Humber Bank, with access to the sea and ports, there is an opportunity for the area to be at the forefront of the industry and build wealth and wellbeing for the area.

There are at least four large opportunities to grow industries and jobs in the area:

1. Low carbon energy production
2. Electrification of transport
3. Sustainable chemicals
4. Innovation in food processing and cold storage

There is also a huge opportunity to decarbonise the heavy industry of the area, which is being led through the Humber Industrial Cluster Plan, working to decarbonise the Humber by 2040.

Alongside this the Humber Freeport is working to attract £650m of investment into the area, providing a way to grow green industries by taking advantage of the large ports active in our region.

The work of developing this plan has been integrated into all of the work already underway with the CEO of the Humber Freeport, lead of 2025 group alongside other leaders attending the Hackathon on how money can be used.

Outcomes for people

What the future looks like

We asked the citizens of Grimsby to think about the best possible Grimsby they could imagine in 2034 and to tell us about the specific things that would have happened to make the town so great.

Over 1,100 responded to the Grimsby Together: Building Our Future campaign, putting forward nearly 500 ideas for the future and voting over 56,000 times on each other's ideas.

This has been an inspiring and energising conversation, full of hope and positivity for the future.

What came through strongly is that this vision is a shared vision. There were no distinct areas of division nor disagreement about what needs to happen to deliver the long term goals of people thriving, being proud of the town, feeling safe and for young people to stay or return.

The objective of this long term plan for Grimsby is that:



PEOPLE ARE THRIVING

<p>PEOPLE ARE THRIVING</p> <p>One of the main themes coming through the Grimsby Together engagement was that in ten years from now people are thriving, with good work and educational opportunities, strong relationships, and access to the beautiful natural surroundings along the coast and inland – as well as within the towns' communities</p>	<p>WHAT PEOPLE HAVE SAID THIS MEANS TO THEM</p> <p>Contributors to the conversation shared that people feeling valued and respected is an underlying factor to creating the place people want to live in. Part of this is a feeling that today communities are cut off from each other (in terms of transport or walking links) and that in some areas there are high levels of distrust within communities which damages wellbeing, health. They want to feel that people are able to live a good life. There was also strong support for skills and better employment opportunities, e.g. "major up-skilling and resilience programmes for adults so they can improve their life chances and be paid a salary that helps them thrive" (78% agreement).</p> <p>WHAT POL. IS TOLD US ABOUT THIS PRIORITY AND THE SUPPORT IT HAS</p> <p>The Polis conversation focused on people feeling that they had control over their lives, a stake in their communities where they were accepted, and good relationships and standard of living.</p> <ul style="list-style-type: none"> • "All residents feel valued and respected" - 83% agree • "There is a positive inclusive culture that welcomes incomers and makes young people want to stay and contribute" - 81% agree
---	--

PEOPLE ARE PROUD OF THE TOWN

<p>PEOPLE ARE PROUD OF THE TOWN</p> <p>People in Grimsby want the town to be a place where its residents feel a strong sense of pride and connection to their community. This vision focuses on celebrating Grimsby's cultural heritage, bringing a positive narrative, and creating vibrant, attractive public spaces. This section outlines feedback from the Grimsby Together conversation, the importance of this priority, current challenges, and proposed interventions to achieve this outcome.</p>	<p>WHAT PEOPLE HAVE SAID THIS MEANS TO THEM</p> <p>Residents of Grimsby are keen on enhancing the town's image, celebration of its heritage, and narrative about the area. The Grimsby Together conversation brought out the importance of local history and cultural assets, as reflected in statements like "Welholme galleries is restored and filled with all the amazing pieces of history NELC have in storage". Similar initiatives in towns like Hull, which worked on its waterfront and promoted its maritime heritage, were highlighted as examples that Grimsby could follow.</p> <p>WHAT POL. IS TOLD US ABOUT THIS PRIORITY AND THE SUPPORT IT HAS</p> <p>The Polis engagement process highlighted a strong sense of community pride and a desire to celebrate Grimsby's unique cultural heritage.</p> <ul style="list-style-type: none"> • "Grimsby is known as a cultural centre & people travel from outside the area to view its public art, visit galleries, & participate in events" - 57% agree • "There are lots of positive stories about the area so people see the good stuff" – 60% agree
--	---

PEOPLE FEEL SAFE

<p>PEOPLE FEEL SAFE</p> <p>This outcome focuses on support for vulnerable populations and bringing community trust. It highlights a desire for people to feel safe and supported which underpins the ability to engage with each other, build relationships, attend events, and use different parts of the town.</p>	<p>WHAT PEOPLE HAVE SAID THIS MEANS TO THEM</p> <p>Residents' feedback highlights that feeling safe is fundamental to overall wellbeing and quality of life. There is a strong desire for visible and effective approaches to making people feel safe, as well as support for vulnerable populations to enhance community safety. Statements like "effective children's services and mental health support" support the desire to focus on upstream issues.</p>
	<p>WHAT POL.IS TOLD US ABOUT THIS PRIORITY AND THE SUPPORT IT HAS</p> <p>Polis engagement showed a strong emphasis on ensuring that people feel safe in their communities and in the town centre, including marginalised groups.</p> <ul style="list-style-type: none"> • "The town is a safe place to visit and is free of crime" – 66% agree • "Women and girls feel equal, safe, and respected" – 29% agree 5% disagree

YOUNG PEOPLE STAY OR RETURN

<p>YOUNG PEOPLE STAY OR RETURN</p> <p>The Grimsby Together conversation both online and through the in-person engagements brought out a repeated idea that people wanted to live in a place that young people want to stay in or return to. Residents highlighted a need for 1) high-quality jobs, 2) educational opportunities, and 3) social and cultural attractions for young people.</p>	<p>WHAT PEOPLE HAVE SAID THIS MEANS TO THEM</p> <p>People highlighted the need for high-quality jobs, educational opportunities, and a vibrant social environment to retain and attract young people. This included continuous development opportunities ("adults who want to retrain or upskill have a greater choice of educational options outside of normal working hours"). Towns like Sheffield, which have invested heavily in their educational infrastructure, were highlighted as examples that Grimsby could follow.</p>
	<p>WHAT POL.IS TOLD US ABOUT THIS PRIORITY AND THE SUPPORT IT HAS</p> <p>Polis engagement revealed strong community support for creating opportunities that encourage young people to stay in or return to Grimsby.</p> <ul style="list-style-type: none"> • "High paying jobs available stop local graduates having to leave the area" – 67% agree • "Encourage employers to employ apprentices so there is a wider range of options for apprenticeships among different industries" – 75% agree

What the future looks like

Eight themes emerged from the conversation. These reflect the areas where there was greatest consensus and the issues that were top of people's mind when thinking about the future.

Citizen priorities:

Arts & culture create connection, energy and identity	High streets, heritage and regeneration
Beautiful built environment	
Green economy that works for the town	
Connected to nature and the unique geography	
People are connected and can get about	Transport and connectivity
Secure homes and lives	Safety and security
A supportive and welcoming community	
Opportunity and education available for all	Out of scope

It is also clear that the future people imagine is one that is citizen led. They are not calling for services to be delivered *to* them or *for* them, but for this to be a future of *collective responsibility*, *community ownership* and where the *council and community work together to solve problems*.

The Long Term Plan for Towns provides an opportunity to catalyse real progress towards these goals and to embed a collaborative way of working which brings together all those with a stake in Grimsby's future – from local government to central government, small business owners to large private sector employers and developers, community groups and people born and raised in Grimsby to those living and working there today.

Areas of intervention

Our direction of travel

In the section that follows we set out the long term direction of travel for each of these themes, aligned to the three priority areas of the Long Term Plan for Towns.

Each theme was explored in detail at a 'hackathon' style event hosted and facilitated by *Our Future*. This enabled us to draw out further the current challenges relating to each one and identify ways in which people in Grimsby and elsewhere in the UK are already testing new approaches and, in many cases, making steps towards the future that people realise here.

Priority area 1: High streets, heritage and regeneration.

Objective 1: Arts & culture create connection, energy and identity	
What is the planned direction of travel?	A thriving arts scene which is led by creative people across the area, connected to the history and future of the area, and creates an engaging cultural environment that brings people together and builds on the collective identity of Grimsby
What are the challenges?	<p>Lack of a central venue or main cultural hub, historic limited investment in arts and culture, low recognition or investment in home-grown talent or attracting and ambitious artist content. The lack of visibility for artists feeds the belief that people need to move away to have a successful career in the arts.</p> <p>Quote from the Polis: "Creative hubs with cheap rents to be able to have a studio and shops to showcase work maybe an art walk showing the talent of the town."</p> <p>Need to work on the accessibility of the town centre from different areas and build on existing work to demonstrate that a different cultural landscape is possible.</p>
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> Continuation or expansion of existing initiatives such Create North East Lincolnshire to support creative individuals and organisations with the ambition to grow e.g. lowercase theatre, Our Big Picture and Docks Academy and many more Building the capacity, skills and ambition to deliver creative events including curation, engagement and production. Delivery of the ambitions outlined in the Creativity Strategy with a town centre focus Utilising the town as a canvas to enable creative activities to be highly visible to all. Establishing a creative arts centre as a home for local creative groups, a place to form collaborations, for performances, learning, exploration, and to bring new people into creative activities Establish regular high quality activities/ events in the town centre Meanwhile use of empty properties of which a % are used for creative arts Establishing more annual music, performance and/or art festivals which contribute to the cultural life, identity and economy of the town such as the fringe events in Brighton and Edinburgh or the Hay Festival. Working closely with the Council's Create North East Lincolnshire team Team to develop the cultural offer and support local organisations with event planning.

	<ul style="list-style-type: none"> Further ideas for things to try in Grimsby include storytelling, young people taking ownership of art projects and spaces and hosting events during the idle time of spaces such as the football club or the old cinema.
Considerations for sustained impact and revenue streams	<p>For the local creative scene to produce sustainable revenue streams there are a number of avenues to explore, e.g. 1) sale of physical goods (art works, merch, books, magazines), 2) sale of digital products (photos, music, e-books), 3) commissioned works (visual art, performances), 4) ticketed events, 5) sponsorship, 6) teaching/educating, 7) consulting.</p> <p>Meanwhile-use enables creatives to test out their offer with lower operating costs, lowering the level of revenue needed to break even.</p> <p>Regular events in the town centre could be funded by a Business Improvement District if it was established. The retailers in the town centre would benefit from increased footfall and dwell time if these events are successful.</p>
How this will work in the town centre?	There are many currently empty spaces in the town centre which could be transformed into thriving creative arts hubs, bringing people into the town centre and creating an atmosphere of creativity, energy, and opportunities to explore.

Objective 2: Beautiful built environment	
What is the planned direction of travel?	Attractive places to spend time that reflect the history of the area (e.g. the old fishing industry) and create engaging and accessible places to spend time, connect, and engage in cultural, economic, and social activities. Housing that is secure and well looked after. Buildings that are colourful and beautiful to look at.
What are the challenges?	<p>Properties owned by non locals, buildings left to decline with no incentive to invest or pride in what they represent.</p> <p>Quote from the Polis: "Help local organisations to manage unloved properties - commercial and residential"</p> <p>Assets are owned outside the area and Grimsby not seen as profitable enough to drive focus and investment to revive spaces</p> <p>People don't feel ownership over regeneration schemes happening across the area</p>
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> Expansion of successful initiatives such as Historic England funded Partnership Schemes in Conservation Areas (PSiCA) which has enhanced the Kasbah area of Grimsby Dock Building on the Cleethorpes Townscape Heritage Programme deliver schemes in Grimsby with the support of National Lottery Heritage Fund Continuation or expansion of existing initiatives such as East Marsh United's work on community housing in the East Marsh.

	<ul style="list-style-type: none"> • Community continuing to have their say, working alongside the Council to determine the aesthetic for the town centre so that there is a curation of the look and feel of the place. • Placing heritage at the heart of development considerations to ensure civic pride and recognising our internationally relevant local heritage. • Incentives for using spaces for community benefit – e.g. business rates exemption. • Using social value in procurement processes to shape built environment in longer term. • Support for community asset purchasing and alignment with the right co-funders. • Capacity building support to enable community groups to sustainably take on heritage assets. • Further ideas for things to try in Grimsby include an architectural competition working for Grimbrarians as the client, repurposing land / spaces for parkways or rewilding, celebrating community assets and setting up heritage development trusts.
Considerations for sustained impact and revenue streams	Many of the buildings are in considerable disrepair. Businesses and community groups will need the right support to fully cost the process of bringing them back into use and there may not be a commercial answer. It could be that renovation and ongoing operations will always require some grant subsidy.
How this will work in the town centre?	Community ownership or meanwhile uses of spaces that are owned by the local authority, open up to groups working for community benefit, and who will bring new people and activities into the town centre

Objective 3: Green economy that works for the town	
What is the planned direction of travel?	A green economy which is owned locally, lowers bills, brings new opportunities to local businesses, new jobs, and supports a positive identity for the area where Grimsby is seen as an economic leader.
What are the challenges?	<p>Skills and job opportunities in the green economy are disconnected from the local system, with some green businesses detached from the town.</p> <p>People and businesses aren't benefiting from the cost savings/ income potential of community renewable energy.</p>

	Lack of collective strategy around the green economy in the area and leadership to support its growth.
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> Continuation or expansion of existing initiatives such as Green Town (my Energi and Grimsby Town Football Club), Projekt Renewable and ORE Catapult's work with education providers to raise awareness of employment opportunities. Community owned energy, with Grimsby Community Energy already demonstrating some success in this area. Collaboration between NE Lincs and citizens to put renewable energy on council owned buildings to lower tariffs and generate income for social projects. Other places such as the Lawrence Weston estate in Bristol have build successful projects connecting energy projects that will be profitable in the long term. Further ideas for things to try in Grimsby include creation of community farms on disused land, deeper links between schools and education providers and the businesses driving the green economy.
Considerations for sustained impact and revenue streams	Questions about technological development in wind/solar and other forms of sustainable energy, and which are likely to be most profitable over the lifetime of a project given quickly shifting tech landscape.
How this will work in the town centre?	Effective community energy projects need 1) secure spaces with access to sun/wind, 2) connection to users of energy. The town centre has a number of potential spaces that could be used for this but scoping work and conversations with landlords are needed to test ideas.

Objective 4: Connected to nature and the unique geography	
What is the planned direction of travel?	Nature is accessible to people across the town, including the sea, river, and green spaces, and greenery is threaded through communities so that it is part of everyday life and how people see their area. People have opportunities to engage with nature and build healthy ecosystems themselves
What are the challenges?	<p>Grimbarians feel blocked from accessing the Docks and benefiting from the connection to the sea.</p> <p>Parts of the town are grey and disconnected from nature.</p> <p>Sense that there are natural assets but they are not made accessible or face barriers to engagement</p>

The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> • Continuation or expansion of existing initiatives such as Nunny's Farm, Centre 4 and Grimsby in Bloom CIC. • Regeneration of the dockside area into a thriving space that provide access to the sea for residents and visitors, such as in Liverpool and Hull. • Introduction of "flower banks" to help create beauty within neighbourhoods, such as in Rotherham and Sheffield. • Integrating nature into all aspects of the work, it is not an add on but is a consideration in everything that is invested in or developed. • Using nature and the arts to create connections between places and regenerate brownfield sites, such as the High Line in New York. • Further ideas for things to try in Grimsby include increasing the canopy cover and green spaces, creating community gardens at the bottom of backyards in the Marshes, reconnecting the town centre to the waterfront and turning Grimsby into a National Park City.
Considerations for sustained impact and revenue streams	<p>Building environmental value into procurement frameworks could be one way to ensure sustainable impact</p> <p>Other coastal areas are working on how the natural assets available can both support healthy lives, be part of a strong economy, be part of the tourism offer and maintain or restore natural ecosystems</p>
How this will work in the town centre?	<p>Opening up access to the Docks and ensuring that nature is integrated into the built environment of the town centre.</p>

Objective 5: People are connected	
What is the planned direction of travel?	People are able to get around – accessing the town centre by walking, cycling, and public transport – and have good access to green/blue spaces in their communities. Ensuring key assets (e.g. Horizon Youth Zone, St James House) are accessible
What are the challenges?	<p>Lack of cycling infrastructure, and accessible ways to walk.</p> <p>A number of new destinations emerging in the town centre (Community diagnostic centre, Youth Zone, e Factor business hub) and the need for transport planning to enable people to come into those venues and move into and through the town.</p> <p>Perception of poor local transport links, and public transport is expensive.</p>
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> • Continuation or expansion of existing initiatives such as Cycle Hub Lincs CIC. • Creation of redways for people “people walking, wheeling, cycling and scooting” such as Milton Keynes. • The Linking Lincoln Masterplanning work looked at different ways people moved about the town and resulted in an overall movement strategy for the town centre and how it links to communities. • Work with citizens to understand their user journeys to new destinations in the town centre and how relatively small interventions could enable better connection. • Create a citizen’s assembly on cycling for Grimsby to imagine how it could be delivered across the town and work for everyone – including cycle lanes, bike safety, e bikes alongside the impact on drivers. • Further ideas for things to try in Grimsby include the introduction of car free zones, community owned charging infrastructure, community transport, cargo bike rental for families and piloting of next wave transport such as automatic vehicles.
Considerations for sustained impact and revenue streams	The Greater Lincolnshire Devolution Deal devolves responsibility for transport to the combined authority – there is an opportunity to explore with the new mayor, post-election, opportunities for long term improvements in how people get about in the area
How this will work in the town centre?	There may be opportunities to explore cycling infrastructure – a key theme from the <i>Pol.is</i> conversation – alongside the nature walkways

Priority Area 3: Safety and Security

Objective 6: Secure homes and lives	
What is the planned direction of travel?	Everyone has a safe home which is the basis of secure lives where people are happy and have good connections in their area and with those close to them
What are the challenges?	<p>Empty or neglected homes.</p> <p>Capacity building needed for community led housing. Limited options for young people.</p>
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> • Continuation or expansion of existing initiatives such as Leap Housing Association. • Community Land Trusts, such as Giroscope in Hull, Latch in Leeds, or RUSS in London • Cooperative housing, for example the Coin Street model in London • Piloting other community-led housing approaches, building on what is already happening in Grimsby • Further ideas for things to try in Grimsby include modular housing, colourful eco-future homes, town centre accommodation and work/live accommodation.
Considerations for sustained impact and revenue streams	There is likely to be a need for a subsidy for core operating costs to support any local groups to manage properties until they reach a sustainable scale, given challenges around making the financial model work for good quality housing in areas with low house values
How this will work in the town centre?	There is an opportunity to explore the repurposing of properties in the town centre for residential use.

Objective 7: A supportive and welcoming community	
What is the planned direction of travel?	Everyone feels safe to walk where they need to go whether that is home from school, around the town centre or going home from a night out. There is support and welcome for everyone including our most vulnerable.
What are the challenges?	Negative narratives support divides between communities.
The types of intervention that may be used to achieve this vision	<ul style="list-style-type: none"> Continuation or replication of existing initiatives such as Six Feet of Your Street, the Health Gospel CIC and community ambassadors. Further ideas for things to try in Grimsby include improving the entry points into the town for a vibrant 'Welcome to Grimsby', community leaders visible in all places, community centres at the heart of each community and embedding a relational approach. Wider expansion of the multi-agency Safer Streets initiative in the Town Centre
Considerations for sustained impact and revenue streams	These initiatives are unlikely to be self-sustaining in their own right. However, there may be financial benefits that accrue to other stakeholders, like for example the police or business owners through reduced crime and increased footfall. A Community / Business Improvement District could become the ongoing commissioner.
How this will work in the town centre?	Ensuring continuity of both preventative anti-crime measures alongside initiatives that promote the positive use of the town centre.

Alignment with Wider Investments

Building on work already underway

This long term plan for Grimsby aligns with and complements wider investments that are being made into the town including the 2020 Grimsby Masterplan and Council led initiatives focused on the town centre including the High Street Accelerator, Safer Streets Fund and Green Spaces Fund.

Grimsby was a pilot for the Town Deal, with a Town Board (Greater Grimsby Board) and the first Town Deal Prospectus launched in 2018, setting the vision to 2028.

In 2020, and ahead of the Towns Fund launch, a Masterplan framework was designed for Grimsby Town Centre which looked at opportunities in the short (0-3 years), medium (4-7 years), and longer term (7-10+ years).

The development of the Masterplan considered the 2018 Town Deal Prospectus and funding secured as a result, the emerging economic strategy, adopted Local Plan and the Humber Industrial Strategy. Due to the timing of the Masterplan, emerging challenges because of the Covid-19 pandemic were key, with consideration of how residential, retail, commercial, cultural and leisure trends might change and the likely direction of travel to 2030.

From the beginning of the process, it was acknowledged that public engagement was critical to shape the next stage of the town's redevelopment, and to understand the opportunity for partnership working, particularly with the voluntary sector on town centre ideas, and in 2020 the Council carried out extensive consultation to create a [Grimsby Town Centre Masterplan](#), and from this, developed a [Town Investment Plan](#) (TIP).

The Grimsby Masterplan was published in 2020, with the following vision.

Grimsby town centre will be an attractive, vibrant place, home to a growing business and residential community, with enlivened public areas and water-spaces, where culture and heritage is embraced, and a broad offer of activities and pastimes can be enjoyed by all.

The TIP sets out a clear vision and strategy for the town identifying which projects were needed to deliver economic growth over the next decade. This document was submitted to Government in October 2020.

Through engagement with the public, our local businesses and other organisations, the Greater Grimsby Board considered:

- which projects to deliver
- what funding was required
- how these projects fit into our longer-term Masterplan for the town

In March 2021 Government announced a funding offer to Grimsby of £20.9 million of Towns Fund to deliver 6 projects set out in the TIP, with the expectation that this funding will deliver transformational economic, social, and cultural benefits for the town. In addition to this, the vision in the Grimsby Town Centre Masterplan has leveraged funds through the Future High Streets Fund (17.1m) and Levelling Up Fund (£20m) to support significant capital investment in the town centre.

In 2023, Grimsby was selected as one of 10 pilot towns to take part in the High Street Accelerator (HSA) programme, and through further local consultation and business engagement developed a vision specifically for the chosen high street.

Victoria Street will provide an attractive, vibrant, and safe town centre, alive with the hustle and bustle of a variety of thriving businesses and a growing residential community, to link public and green spaces from the Riverhead to St James Square, where culture and heritage is embraced, and a diverse offer of recreational activities and pastimes can be enjoyed by all.

Using this vision, and continued community and business engagement, the HSA is delivering a range of town centre interventions to make our high street more attractive and vibrant, utilising the HSA and Green Spaces Fund (£737k) to promote and encourage community and business ownership.

Community and Stakeholder Engagement & Participation

A conversation with people who care about Grimsby

North East Lincolnshire Council partnered with *Our Future* an organisation that unlocks the potential and power of leaders in communities across our country to build a flourishing future.

The success of the Grimsby Together: Building our Future campaign was built on a foundation of two years of collaborative work from the broad *Our Future* coalition, which includes over 400 people from every sector in Grimsby and North East Lincolnshire. This broad group has been actively working on various initiatives, forming partnerships, sharing expertise, and bringing new resources to the area. The collaboration has built trust and a sense of shared ambition which enabled us to kickstart the work and get the message out into the community about Grimsby Together over just a few days.

Our Future, engaged and mobilised citizens, consolidated and shared what was already known in a digestible factfile, used world leading digital democracy tools and a local writer to develop a vision, clarified the priorities of citizens and brought in potential co-funders to develop fund concepts.

Our Future hosted a dynamic conversation with Grimbarians:

- **Online engagement:** 1,100 participants engaged via the Polis platform, casting 56,743 votes, and post 790 ideas.
- **Town Hall Meetings:** More than 99 attendees participated in the initial kick-off event at Grimsby Town Football Club with a further event held at Grimsby Town Hall to hear the outcome of the conversation.
- **Creating actions workshop.** Grimbarians put on their futurist hats to consider what emerging global trends might mean for Grimsby over the next 10 years and the actions that could be taken to build the town's resilience.
- **Hackathons:** Involved over 40 participants, including national grant funders, social investors, and local citizens to co-design fund concepts.
- **History walks:** more than 22 attended a history walk to discuss the past and future of the area.

In total over 1,100 individuals participated in the Grimsby Together conversation, a huge engagement which ranks amongst the largest single conversations using the Pol.is digital tool anywhere in the world. The mass engagement was driven by the energy and creativity of a 100-person core group. Flyers went out in McDonalds deliveries, on buses, churches, by text to parents at schools, in police stations, notice boards in parks, shops and community centres, in pubs, within families, at schools (Nunsthorpe, Littlecoates), youth centres, in the windows of cars, at the golf club, on doorsteps while door knocking, in community events, to service users, to stall holders at Freeman Street Market, Morrisons, Asda, Tesco, the Mosque, Citizens Advice, Franklin College, shops on Freeman Street, and many other places.



The development of the Long Term Plan was grounded in multiple innovating and creative ways of bringing people together and building on the work already underway. We combined the use of a digital platform with traditionally leafletting, in-person events and a Hackathon event bringing together national funders, social investors and policy experts with local citizens and leaders to co-design solutions.

How the Pol.is was disseminated

To maximise the chance of people in Grimsby being aware of this opportunity and getting involved, we worked to get fliers with QR codes into as many physical and virtual spaces as possible using both formal and informal networks.

The Pol.is was hosted on a dedicated webpage (<https://www.our-future.io/grimsby-together>) which was visited by [x,000] people between 22nd May and 9th June.

What is Pol.is and how did we use it?

Pol.is is a digital platform designed to facilitate large-scale, open-ended dialogue among community members. Unlike traditional surveys, Pol.is allows participants to submit their own statements, vote on the ideas of others, and see areas of agreement and disagreement within the community. This interactive approach helps to build a nuanced understanding of public opinion, and a more inclusive and collaborative decision-making process.

Why we chose to use Polis:

1. **Broad participation:**

- *Pol.is enables broad participation from diverse groups within the community. The platform is accessible online, making it easier for people to participate at their convenience, which is particularly important for engaging those who may not be able to attend in-person meetings.*

2. **Finding consensus:**

- *The platform's design encourages constructive dialogue and reduces polarisation. Participants can see areas of consensus and divergence, which helps identify common ground and shared priorities.*
- *By highlighting areas of agreement, Pol.is helps to build a collective vision that reflects the community's shared values and goals.*

3. **Automated analysis:**

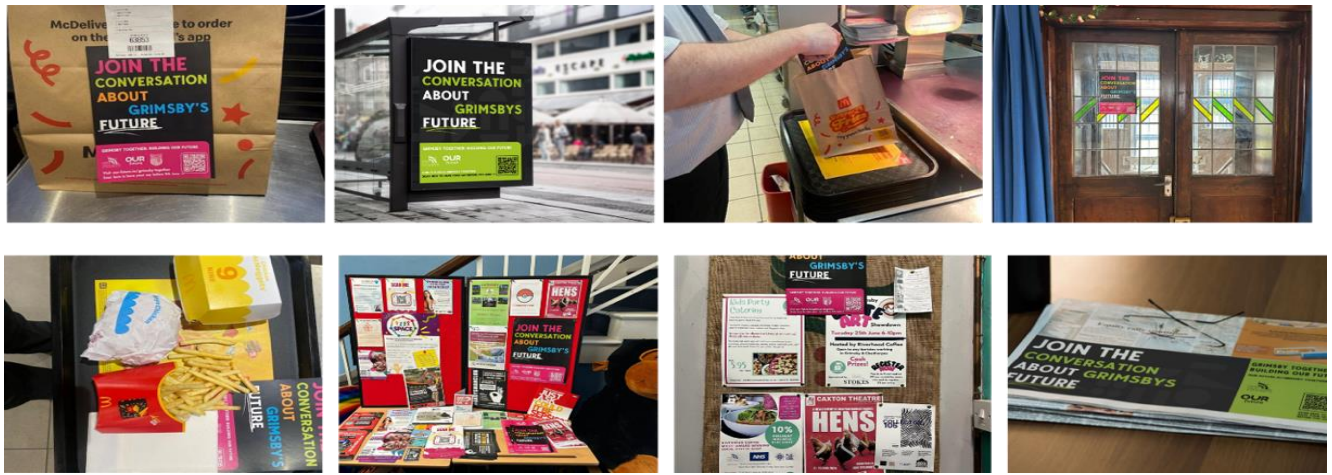
- *Pol.is provides detailed analytics on participation, voting patterns, and the overall level of agreement among participants. This data is invaluable for understanding public sentiment and identifying key issues.*
- *The insights gained from Polis can be used to inform and refine policy decisions, ensuring that they are grounded in the community's needs and preferences.*

4. **Transparency:**

- *The platform's transparency features, including the ability to view all statements and votes, help build trust in the process. Participants can see how their input is being used.*

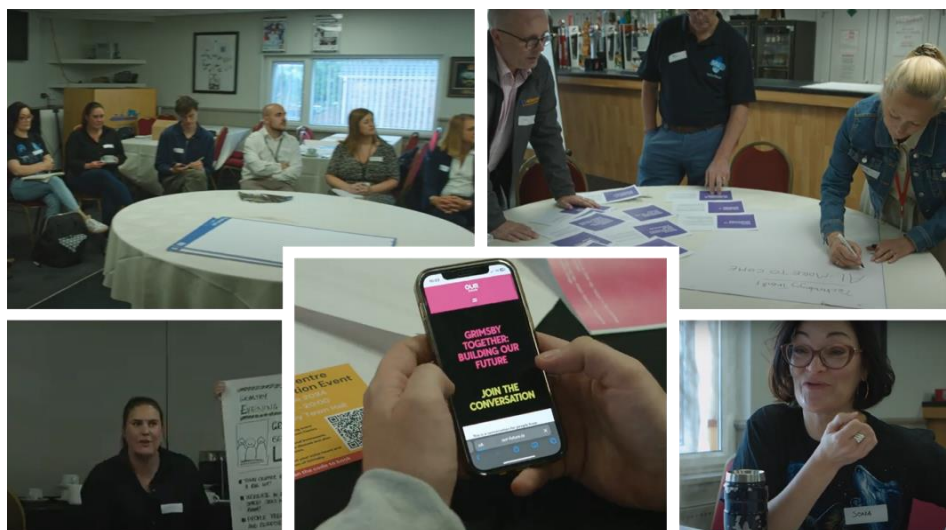
You can read more about Polis and see examples of previous uses here: [Polis](#)

Information about the Grimsby Together campaign was disseminated via *Our Future's* network of 280 organisations, via social media, through the 99+ people who signed up for the launch event held at Grimsby Town Football club on May 22nd. Many of these people had been active partners of *Our Future* during the preceding years and committed to distributing information via their own professional and personal networks both virtually and in person.



Physical posters were displayed across the town in local community centres, shops, restaurants, health centres, council offices, schools and sports centres. Four bus digital bus shelters within the town provided 250 hours of advertising. Flyers went out in McDonald's deliveries and the local Citizens Advice Bureau set up a computer where people could access the polis.

The campaign was also publicised via mailings to all local, parish and town councillors, every school headteacher and a half page advertisement was published in the Grimsby Telegraph on 4th June.



Complementing this work *Our Future* held a series of in person events including a local history walk on Saturday 1st June and Creating Actions Workshop on Thursday 6th June, and regularly shared updates and information.

Hackathons

Our Future brought together external funders, comprising CEOs, board members and other C-suite roles of leading UK foundations and impact investors from the *Our Future* network for a day of concurrent hackathons. Many had previously joined *Our Future* events in Grimsby or worked with the team in previous roles. They were drawn by the credibility of the collective work in the town and the group of people behind it.

The breadth and depth of knowledge and experience in the room of Grimsby, of what's happening elsewhere and of different approaches to place-based investment meant we could generate a further 75 concrete ideas that would contribute to achieving the objectives. Collectively we surfaced the challenges that exist today and test three different approaches for sustained change.

Other Investment Leveraged

Making the money work harder

National philanthropic funders, impact investors and private sector donors have played an important role in the development of this long term plan for Grimsby.

The £20m available from DLUHC is seen as an opportunity to crowd in co-investment making the overall approach more strategic and collaborative.

Our Future ran a Hackathon to imagine how money could work for the town. They brought together local leaders with funders from Key Fund, Better Society Capital, Big Issue Invest, Social Investment Business, Esmée Fairbairn Foundation, Heritage England, Segelman Trust, Access, The Foundation for Social Investment, National Lottery Community Fund,; and Henry Smith Charity. The funders highlighted how they were struck by the collective vision, collaborative approach and energy of the people leading Grimsby Together. All of which were recognised as providing strong foundations for success.

There was a desire to be involved in the collective change underway in the town and to support. Conversations are ongoing and we expect that as plans progress over the next 12 months and funding models firmed up, we will have more structured conversations about co-funding specific initiatives. In the workplan going forward we will develop the appropriate governance and legal structure that can best crowd in additional investment.

High Street Accelerator Fund £237k – this fund has been provided to create partnerships that empower residents and community organisations to work together on long-term regeneration plans. The funding is helping the Council partner with both the businesses community and local residents via the *2025 Group* to address some of the biggest challenges facing our high street, building on wider action to tackle empty shops and a lack of visitors and promote community and business leadership. It is delivering a range of town centre interventions to make our high street more attractive and vibrant.

Safer Streets Fund £330k – Provided by the Humberside Police & Crime Commissioner the Safer Streets initiative focuses on making the Town Centre safer and has provided a number of interventions, such as increased CCTV capability, A *Safe Haven* venue for Young People, Safer Streets Ambassadors, Multi-agency days of Action, a Graffiti reduction initiative and improved business security, all of which have assisted in making the town safer and feel safer.

Green Spaces Fund £500k - The Green Spaces Fund is being utilised to support community-led projects that increase the amount and quality of accessible, nature-rich green space in Victoria Street. This will see the main shopping street in Grimsby transformed into a vibrant and welcoming green space overseen and managed by community led organisation and local business.

Governance

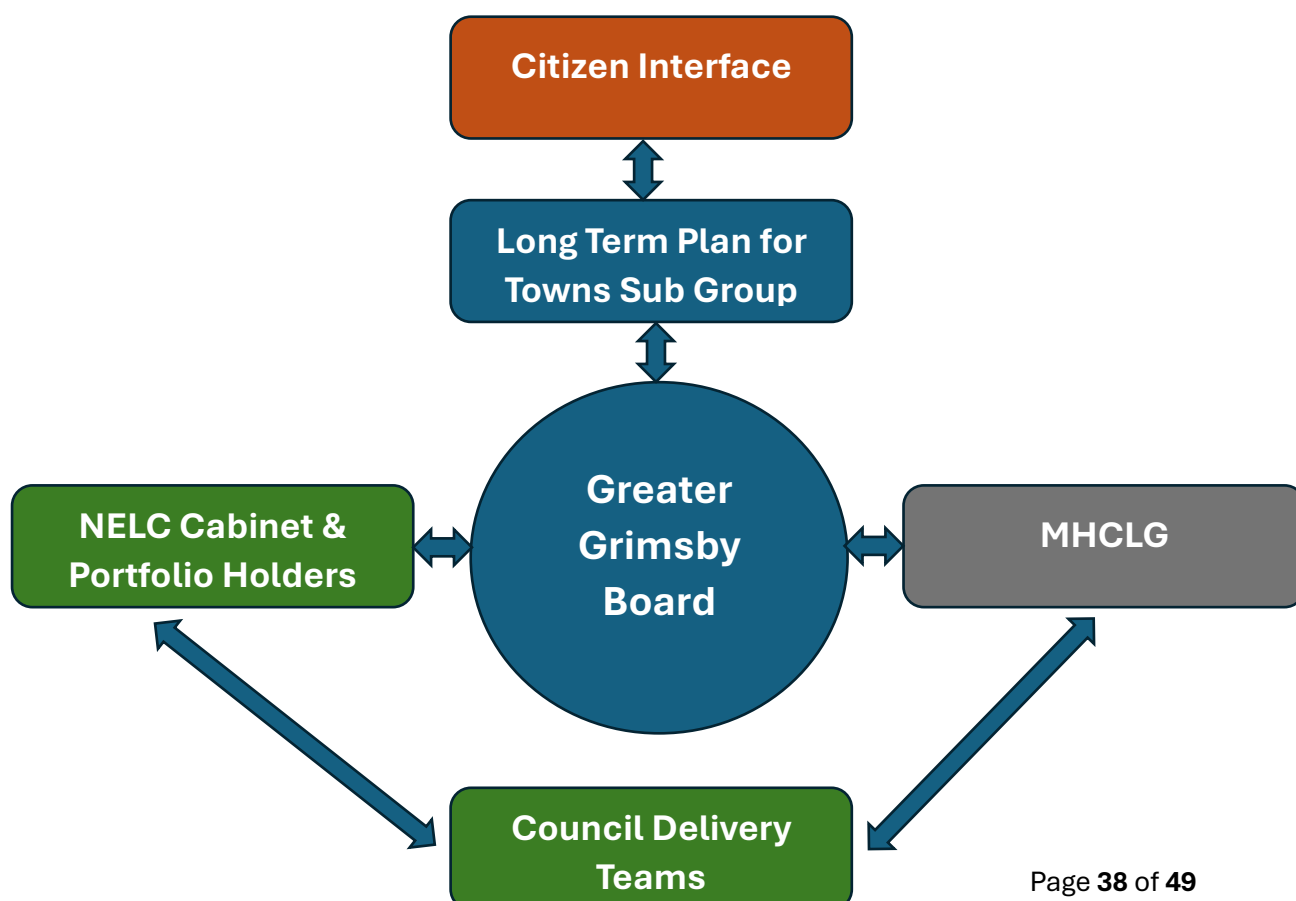
A citizen led governance model

Responsibility for overseeing the delivery of the long term plan and management of the Long Term Plan for Towns funds is held by a Community Sub Group of the Greater Grimsby Board. This group comprising nine independent local leaders from across the public, private and community sectors has played an integral role in the development of the strategic ambitions and ethos of this plan.

There was consensus in the engagement activity that building the future of the town should be led by and backing local people. This is strongly aligned with the spirit of the Long-Term Plan for Towns policy. Consequently, we will work to develop a citizen-led governance structure.

We have built co-funder interest in the work and will also develop a governance structure that both fits with the accountability and legal structures of the Council and also the requirements of interested co-funders, taking the right legal advice.

Formal responsibility for decision making, governance and oversight of Long Term Plan for Towns funding rests with the Greater Grimsby Towns Board. More information about their terms of reference is set out in the appendix. While the citizen governance is established the Greater Grimsby Board will delegate the operational governance and coordination of delivery in the first year to the Long Term Plan for Towns sub-group who will report quarterly back to the Board on progress. The Sub Group will also be supported by Officers within the Council who will provide the necessary skill set and capacity to ensure delivery of milestones is achieved.



The Greater Grimsby Board will task the subgroup with:

- 1) recommending a citizen-led governance structure that will facilitate co-investment/ co-funding from other funders, fitting with their requirements . Using existing precedents to inform the work (such as Bristol City Funds, Barking and Dagenham's Grow Fund or Kindred in Liverpool)
- 2) working with NE Lincs Council to ensure the right structure and accountability framework is in place
- 3) recommending the governance principles, training and induction of an incoming citizen board building on the outline below

This initiative is about furthering the collective good of Grimsby. The governance will be designed to deliver on that and, in doing so, it would adhere with the Nolan principles:

- Working in the collective good of the place not in organisational or individual interest – (selflessness and leadership)
- Clear code of conduct and mutual accountability (integrity and openness)
- Clear transparency on decision making and allocation of funding (objectivity)
- Capture data and build in feedback loops to understand the needs of the area, the opportunities and the efficacy of funding decisions (accountability)
- Bring citizens together to participate in the work underway and share successes and failures (honesty and respect)

This collective governance will be tasked with maximising the impact made for the town from the money. It will fund initiatives that deliver on the vision and can have sustainable impact. In doing so, they will ensure public money is having long term impact against the policy objectives.

Investment Allocation

Directing the funding where the citizens need it most

LTPT funding is expected to be apportioned to the three investment areas broadly in proportion to the weighting that citizens placed on these issues in the pol.is conversation.

- 73% of statements on issues within the scope of the LTTP concerned High streets, Heritage and Regeneration, whilst an even higher proportion (92%) of the issues that had greatest support (>70% consensus) fell into this area.
- 15% of statements on issues within the scope of the LTTP concerned Transport and Connectivity, whilst a lower proportion (8%) of the issues that had greatest support (>70% consensus) fell into this area.
- 12% of statements on issues within the scope of the LTTP concerned Safety and Security, whilst none of the issues that had greatest support (>70% consensus) fell into this area.

The exact allocations may change year on year, reflecting the differing needs for capital vs revenue funding, the level of co-funding available and/or any changes in community priorities.

While statements about Safety and Security didn't attract more than 70% support, 69% did want to see a reduction in crime and 66% wanted the Town to be a safe place to visit and is free of crime.

Capacity and capability costs related to ongoing engagement of citizens in the delivery of the LTP. Initial costings are based on 10% of the revenue funding available. As more detailed work is done on the appropriate governance model, this allocation may be adjusted.

Management costs have been capped at 10% of the revenue funding available. It is envisaged that the first year management activities will include administration of the first year budget including commissioning of feasibility studies, creation of the ideas fund, working with the Sub Group to explore the appropriate long term governance and investment structure]

Milestones

Delivering for citizens

Year 1: establishing firm foundations and visible signs of change

In the first year we will focus on establishing the right governance, funding and operating structures to ensure that the delivery is rooted in the ethos of the policy and grounded in the rich engagement that people across the town have been part of through the Grimsby Together conversation. Alongside this focus on early investment priorities and opportunities for people to feel the change.

Key milestones in the first year:

- **Establishing governance structure:** Formation of the citizen-led governance board to oversee the Long Term Plan for Towns initiatives.
- **Ideas Fund.** Launch of an ideas fund which will offer small grants to citizens to develop and run ideas that centre thrive and be green so that we can show immediate benefits.
- **Citizens assembly.** Hold a citizens assembly or other democratic participation model on cycling to lead to a series of costed recommendations.
- **Heritage assets.** Mapping existing heritage assets which could move into community ownership and identify the costs of restoration and sustained protection.
- **Creative arts centre:** Conduct a feasibility study for a creative arts centre in the town centre to serve as a hub for local artists, cultural events, and community connections.
- **Meanwhile spaces:** Establishing the feasibility of opening up empty buildings in the town centre for creative uses by community groups, charities, or socially motivated businesses.
- **Community-led green technology projects:** Establishing the feasibility for community energy across the town centre to provide sustainable power to the town centre, such as solar/wind.
- **Community Improvement District (CID):** Begin the development of a Community Improvement District, focusing on enhancing the town centre through coordinated efforts in creating a thriving, creative town centre rooted in the identity of the town.

- **Ensuring the continuity of initiatives to improve safety and security in the town centre** – Ensuring the work underway as part of the Safer Streets initiative continues as that funding comes to an end.

Year 2-3: Build on and embed the opportunities identified in year 1

Work to practically kick-off and embed the successes of the first year, and explore public transport projects alongside wider transport infrastructure plans. Look to build longer term funding models that will last beyond the life of the Long-Term Plan for Towns.

Key milestones include:

- **Build on the town centre progress:** Continue work on bringing key heritage sites and vacant buildings into new community and business uses, building on learning from year 1
- **Public transport:** Implement improved transport links, including exploring enhanced cycling infrastructure and more efficient public transport options connecting the town centre with surrounding areas.
- **Work with meanwhile space users for longer term models:** explore if there are funding models for longer term uses of meanwhile spaces
- **Shift the CID to more sustainable financial model:** work to develop pitch for longer term funding for the CID from local businesses, potentially with grant subsidy in the shorter term
- **Review the creative arts hub business model and leadership.**
- **Engage with the new mayoralty around the work and long term plans.**
- **Embed Safety & Security measures into the Town Centre creating a safe environment for visitors.**

Year 4-8: embed delivery in business as usual

Most of the proposed interventions are predicated on having potential long term sustainable funding models. Work to identify those that are on track to be sustainable, and those that might need longer term grant funding to continue after the end of the funding period.

Key milestones include:

- **Sustainable Funding Models:** Establish sustainable funding models to ensure long-term financial viability of key projects, including public-private partnerships and community investment funds.

Year 9-10: legacy and future planning

Prepare for the end of the LTPT funding by exploring what the long term model should be for continued supporting of the successful initiatives, and whether additional funding sources are needed.

Key milestones include:

- **Legacy and Future Planning:** Develop a legacy plan to ensure the continuity of successful initiatives beyond the 10-year mark, setting the stage for future growth and development.

Acknowledgements

Grimsby Together has been a huge collective effort of people across the town. This was fuelled by the work of people in the town who believe in the future of Grimsby. Thank you to the 1,100 people who engaged on the platform to share their views and vote on others' statements.

We also wanted to thank:

1. **Kick-off event at Grimsby Town Football Club:** Over 99 people who participated
2. **Mobilising the conversation across town -** 100s of people who used their networks to spark a conversation about the future of the town.
3. **Creating Actions Workshop:** 19 people who participated.
4. **Hackathon event on 20th June:** 40+ people who participated.
5. **History Walks:** 22 people who participated.

And everyone who was involved in supporting Grimsby Together events at Blundell Park, the Town Hall, and across Grimsby.

Appendices

Appendix 1: Process for focusing and prioritising to develop the Grimsby Plan

[Our Future to insert]

Appendix 2: Governance of the Development of the Grimsby Plan

Greater Grimsby Board (GGB)

GGB Role

The Greater Grimsby Board is a senior strategic body working in partnership with NELC. It provides strategic direction to the development and implementation of the Towns Fund, Town Investment Plan and the Long Term Plan for Towns programmes for Grimsby.

It is the vehicle through which the vision and strategy for the town is defined. It has produced a Town Investment Plan (TIP) to drive long-term transformative change and inform the Town Deal, including the amount of investment secured through the Towns Fund. The Board signs off each stage of a Town Investment Plan and Town Deal ensuring diversity in its engagement with local communities and businesses. Overarching responsibility for steering and overseeing Grimsby's pre-existing Town Deal and the 2020 Towns Fund programme lies with the GGB.

The Board also leads on the Long Term Plan for Towns programme and is the vehicle for developing and overseeing the delivery of the 10 year vision and 3 year Investment Plan for Grimsby. The Board acts as the Governance and delivery mechanism to drive forward transformational change around the three themes of:-

- Safety & Security
- High Streets, Heritage & Regeneration
- Transport & Connectivity

GGB Membership

The membership comprises of a private sector chair and representatives from local government for North East Lincolnshire, local MP's, the Local Enterprise Partnership, local businesses and investors, community and voluntary community sector representatives and relevant local organisations like the FE colleges.

Current membership of the GGB is as follows:

NAME	ORGANISATION
Simon Bird	Associated British Ports
Louise Brennan	Historic England
Ruth Carver	Greater Lincolnshire LEP
Julian Free	University of Lincoln
Cllr. Philip Jackson	North East Lincolnshire Council
Lord Lamont of Lerwick	House of Lords
Dave Petley	University of Hull
Melanie Onn MP	Member of Parliament
David Ross CHAIR	David Ross Foundation
David Talbot	Catch
Emma Toulson	Orsted
Martin Vickers MP	Member of Parliament
Julie Walmsley	Voluntary, Community & Social Enterprise Alliance

Rob Walsh	North East Lincolnshire Council
Jonathon Evison	Police & Crime Commissioner
Cllr. Stan Shreeve	North East Lincolnshire Council
VICE CHAIR	To be appointed

For further information around the Greater Grimsby Board assurance Framework, which includes the responsibilities of the board, scrutiny, financial regulations, procurement and risk management and wider policies appendices including Terms of Reference, Code of Conduct, Conflicts of Interest and Nolan principals, visit [Greater Grimsby Board Assurance Framework \(nelincs.gov.uk\)](https://nelincs.gov.uk)

Greater Grimsby Board Long Term Plan for Towns Sub Group

On behalf of the Greater Grimsby Board, the purpose of the Long Term Plan for Towns Sub Group is to oversee the development and delivery of the Long Term Plan for Towns for Grimsby and make recommendations to the Greater Grimsby Board around any key decisions required around the three year Investment Plan, 10 year vision and wider procurement of activity and delivery to meet the requirements of the Ministry of Housing, Communities & Local Government.

Sub Group Responsibilities

The Sub Group will:

- Oversee the development of the 10-year vision and 3-year investment plan.
- Provide support and check & challenge to “*Our Future*” who have been commissioned to undertake the engagement work to inform the 10-year vision and 3-year investment plan.
- Ensure that project milestones are delivered on time which are outlined within the contract between “*Our Future*” and North East Lincolnshire Council on behalf of the Greater Grimsby Board ahead of the 31st July 2024 submission date to MHCLG.
- Offer wider perspectives to support the work of “*Our Future*” (including young people, voluntary sector, renewables, regeneration and local business etc.) which is responsive and relevant to the context of the Long Term Plan for Towns and local area.
- Oversee ongoing delivery of activity contained within the 3-Year investment plan once submitted and signed off by the Greater Grimsby Board and MHCLG.
- Take strategic direction from the Greater Grimsby Board
- Report to the Greater Grimsby Board with progress updates and recommendations that require sign off on a quarterly basis.

Member Responsibilities

- Members will give priority to attending meetings and send a deputy when not available.
- Members will commit to reading any papers ahead of the meeting and follow up on any actions given.

Logistics

- Meetings will be held monthly with dates arranged in advance.
- The meeting will be chaired by Julie Walmsley

- Meeting arrangements will be reviewed every 3 months.
- The group will have the flexibility to add or co-opt members as appropriate.

Governance

A meeting will be deemed quorate when at least fifty percent of members plus one are present (or fifty percent rounded to the next integer where full membership is an odd number)."

The group will report into the Greater Grimsby Board on a quarterly basis or more regularly should the need arise.

The group may also take guidance from the DLUHC Long Term Plan for Towns Task Force as and when required.

Membership

Organisation	Representative(s)
Greater Grimsby Board (Chair) Doorstep	Julie Walmsley (<i>Chief Executive</i>)
Horizon Youth Zone	Lucy Ottewell-Key (<i>Chief Executive</i>)
2025 Group	Liz Parry – <i>Vice Chair</i> Jose Stewart (<i>2025 Group Town Centre Ambassador</i>)
NEL Voluntary Sector Support	Jennifer Johnson (<i>Delivery Manager & Place Lead for NE Lincs</i>)
ORE Catapult	Katherine York (<i>OMCE Manager</i>)
North East Lincolnshire Council	Spencer Hunt (<i>Assistant Director Safer & Stronger Place</i>)
North East Lincolnshire Council	Claire Thompson (<i>Strategic Lead - Insights Team</i>)
One Public Estate	Sandra Dowson (<i>One Public Estate Manager</i>)

Appendix 3: The Citizen Engagement Process

Overview of the Process

The development of the Long Term Plan was grounded in multiple innovating and creative ways of bringing people together and building on the work already underway. The process consisted of six stages:

1. **Engage and mobilise**
2. **Consolidate and share**
3. **Create a vision**
4. **Prioritise**
5. **Develop fund concepts**
6. **Produce output**

Stage 1: Engage and mobilise citizens

The first stage of the process laid the foundation of the broad and rich participation. This stage involved significant outreach to collaborations and communities across Grimsby's geographies, sectors, and population.

Key activities:

1. **Launch event:** The journey began with a major kick-off event held at the Grimsby Town Football Club. This event served as a platform to introduce the Grimsby Together project, explain its significance, and engage people in the area. Over 99 people participated, including people from community groups, business, the public sector, and charities. Jason Stockwood (GTFC/*Our Future*), Emily Bolton (*Our Future*), Spencer Hunt (NELC), and Miriam Levin (Demos) provided insights into the vision and the role of the community in shaping the future.
2. **Engage broadly across the area:** A broad network of ~100 people were involved in spreading the word across the area about the Grimsby Together conversation and sharing opportunities to engage with the Polis platform. This included:
 - **Young people:** Engaged 12-16 year olds in schools, colleges, and youth centres like GIFE, Ghetto Park, and Horizon Youth Zone.
 - **Community centres:** Reached out to people at churches, Freeman St Market, family hubs, leisure centres, and playgroups.
 - **Social media:** Presence on online spaces and social media to connect with individuals.
 - **Health and support services:** Connected with groups at health centres, the Salvation Army café, and family hubs.
 - **Public gatherings:** *Our Future* presented at the 2025 Group to engage the business community.

Stage 2: Consolidate and share what we knew already

Next we ensured that the conversation was building on previous consultations and work already done. This stage involved synthesising previous consultations, showcasing ongoing projects, and highlighting the key opportunities for Grimsby.

Key Activities:

1. **Creating a Fact File:** drawing on previous work we pulled together a Fact File to consolidate and share key information about Grimsby today, the aspirations of residents, and ongoing initiatives. This included an overview of key facts about Grimsby, a compilation of aspirations previously shared by the community during various engagements, an overview of over local projects that are actively contributing to the town's development, and opportunities including around the green economy and Greater Lincolnshire Devolution Deal.
2. **Synthesising previous consultations:** We worked with NELC's Impact and Insights team to synthesise data from prior consultations. Direct quotes from these consultations were used to set "seed statements" for the Polis platform – the first statements entered onto the platform which act as conversation starters.

Stage 3: Create a Shared Vision

3. Next we focused on shaping a shared and cohesive vision for Grimsby's future, grounded in the participation. This stage involved bringing together inputs from various engagement activities, ensuring that the content, tone, and language reflected the community's aspirations accurately.

Key Activities:

1. **History walks:** *Our Future* organised walking tours to engage with the spirit, history, and culture of the town. These tours included significant landmarks and historical sites, providing a physical and contextual backdrop for discussions about the future.
2. **Digital conversation:** *Our Future* worked with Demos Consulting
3. **Data synthesis:** The vast amount of data collected from the Polis platform, workshops, and other meetings was brought together to identify common themes, aspirations, and specific suggestions.

Stage 4: Prioritise

This stage focused on clarifying the priorities and intervention ideas. This phase involved a meticulous process to ensure that the identified projects aligned with the overall vision of the community, were feasible, and would have a significant impact on Grimsby's future.

Key Activities:

1. **Sensemaking.** We analysed the ideas, vision statements and feedback received through the digital conversation and wider work including the in-person events and previous focus groups undertaken by the Council.
2. **Developing a prioritisation framework:** A formal framework was established to guide the prioritisation process. This framework provided a structured approach to evaluate and rank projects consistently. It included:
 - **Impact on the community:** Projects were evaluated based on their potential to positively affect the lives of Grimsby residents.
 - **Feasibility:** Consideration of the practical aspects of implementing the projects, including cost, resources, and timeframes.
 - **Alignment with strategic goals:** Ensuring projects supported long-term strategic goals such as sustainability, economic growth, and social cohesion.
 - **Leveraging other funding sources:** Projects that could attract additional funding or investment were given higher priority.

- **Support from stakeholders:** Projects with strong support from local stakeholders, including businesses, community groups, and local government, were favoured.

Stage 5: Develop Fund Concepts

[to be added by Our Future]