

Greater Grimsby Board

Thursday 21st March 2024

Virtual Meeting via Teams

1.00 p.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 15th November 2023 (copy attached).

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

To receive 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.

5. Regeneration Programme Overview and Update

To receive a presentation in respect of the above

6. Greater Lincolnshire Devolution

To receive a presentation / update in respect of the above

7. Any Other Business

Greater Grimsby Board

Minutes of Virtual Meeting 15th November, 2023 at 9.30 a.m.

Attendance:

- Chair - David Ross (The David Ross Foundation)
- Julian Free (University of Lincoln)
- Councillor Philip Jackson (North East Lincolnshire Council)
- Lia Nici (MP for Greater Grimsby)
- Jason Papprell (Engie)
- David Talbot (CATCH)
- Martin Vickers (MP for Cleethorpes)
- David Walsh (Historic England)
- Rob Walsh (North East Lincolnshire Council)
- Daf Williams (ABP)

Also in Attendance: –

- 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 Lord Lamont, Simon Bird, Professor Petley, Emma Toulson, Ruth Carver, Julie Walmsley and Neale Coleman.

2. Lord Kerslake

The Board took the opportunity to pay tribute to Lord Kerslake, who passed away in July. Lord Kerslake was a valued member of this Board and a huge advocate for this area. The Board asked for their condolences to be forwarded to Lord Kerslake's wife and family.

3. Declarations of Interest

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

4. 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 Masterplan – St James House, the Activation Fund, Riverhead Square, Projekt Renewable, Alexandra Dock, the Horizon Youth Zone, Central Library, 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. He further reported on a number of cultural events that had been held over the past year. In addition, there had been the emergence of the 2025 Group, formed by businesses to act as an advocate for the town centre. Next steps would be heavily focused on delivery but also further developing the relationship with Homes England and piloting a long term plan for the Towns Fund.

The Board welcomed the progress reported.

Lia Nici MP enquired about plans for Victoria Street. Mr Jaines-White responded that a number of works had been completed to renovate the exterior of buildings and there was currently scaffolding on the House of Fraser building for similar works. It was hoped that this would give credence to approach the owners of buildings on the other side of Victoria Street to improve the condition of their buildings.

Councillor Jackson requested clarification of the expected completion date on the Horizon Youth Zone. Mr Jaines-White agreed to provide a definitive date.

Lia Nici MP felt that there was a real problem with a shortage of supported and adapted housing in the town centre and asked if discussions were taking place with Homes England on this issue. Mr Jaines-White confirmed that there had been discussions.

The Humber Freeport continued to move forward and Mr Walsh touched on the issue of Investment Zones, noting that the issue was now under consideration by the Secretary of State.

It was noted that the Future High Streets flip funding had now been approved, avoiding the need for the council to borrow money to fund the purchase of Freshney Place shopping centre.

Mr Free reported that inter-university plans were still being progressed with a view to establishing educational sites within deprived areas. Work was also continuing with the sea food sector to increase the university presence to support research and a fish training facility.

RESOLVED – That the update be noted.

5. Greater Lincolnshire Devolution

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

Mr Walsh noted that the Government's Autumn Statement was expected to include a devolution deal for Greater Lincolnshire. He set out the expected key features of the deal which would see the introduction of a mayoral combined authority over the next 18-24 months. He set out the funding that this was expected to bring and the governance arrangements that would need to be in place. The Humber was a red line for the government in negotiations and this would be reflected in the deal documentation. It was anticipated that the Humber Freeport would be at the heart of that. Should the deal progress then there would be a period of consultation and it was expected that mayoral elections would take place in 2025. Mr Walsh concluded by noting that an appropriate letter of support from this Board would be welcomed in taking this forward.

The Board welcomed the update and it was felt that there was a need for clarity over the level of business engagement in the Humber-wide collaboration as well as how business representatives would be involved in the combined authority.

RESOLVED – That the update be noted.

6. Future Governance Arrangements

The Board received a report on the future governance arrangements for this Board.

RESOLVED - That the Terms of Reference, membership and rotation/term of membership of the Greater Grimsby Board be reviewed to ensure it is able to align to the emerging requirements of the Long Term Plan for Towns fund whilst also continuing to discharge its role in relation to Towns Fund.

7. Future Meetings and Frequency

The Board considered the frequency of its future meetings.

The Chair commented that he was happy to resolve this matter with Mr Walsh. The Board supported a more regular cycle of meetings, which as a minimum should be quarterly.

There being no further business, the Chair declare the meeting closed at 10.30 a.m.

GREATER GRIMSBY BOARD PROPOSED REFRESHED GOVERNANCE ARRANGEMENTS

1. BACKGROUND

- 1.1 The GGB was established in 2015 with the principal aim of championing the regeneration of Grimsby - supported by North East Lincolnshire Council ('the Council'), working with the Government, agencies of Government and a range of key partners. The ambition and influence of the GGB led to the Government announcing the country's first Town Deal in the Industrial Strategy White Paper.
- 1.2 From 2015 until recently, the substantive GGB membership was made up as follows:
- David Ross (independent chair)
 - Leader of the Council
 - Chief Executive of the Council
 - MPs for the Great Grimsby and Cleethorpes constituencies
 - The late Lord Bob Kerslake
 - Lord Lamont
 - Department for Levelling Up, Housing and Communities/Local Growth Unit
 - Historic England
 - University of Lincoln
 - University of Hull
 - Voluntary Sector representation
 - Greater Lincolnshire Local Enterprise Partnership
 - Business representation:
 - Orsted
 - Associated British Ports
 - CATCH
- 1.3 When the GGB was established, a term of office for substantive members was not specified. From the point of this review, it is recommended that Board members who attend in an individual capacity hold office for a initial term of 4 years, subject to agreed 4 year extensions thereafter. In the case of the independent chair, David Ross has led the Board since its inception in 2015. The Council is of the view that David's term of office as independent chair should be extended for a further 4 year term.
- 1.4 It is further recommended that a skills audit is carried out with the current membership, to inform the recommendations of the broader review. There is no doubt that the focus on the regeneration and growth of Grimsby (and North East Lincolnshire) will have a high profile beyond the medium term, as projects currently in progress come to fruition and as confidence in the area (from Government, investors etc) continues to grow. Board members who have the skills, experience and the desire to commit their time, involvement and support to the wider regeneration endeavour is therefore of paramount importance.

2. LONG TERM PLAN FOR TOWNS

2.1 Governance requirements

In October 2023, North East Lincolnshire was named as one of 55 areas to be part of the Long Term Plan for Towns Initiative which provides £20m on an endowment basis of ten years on a 75/25% capital/revenue basis to deliver a 10-year action plan as set out by the board. Guidance setting out criteria and governance of the fund was released in December 2023 and centres around 3 key themes, namely:-

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

The Long-Term Plan is centred on local stakeholders acting in the interests of local people. There is a requirement for a Town Board to be set up to access the fund. If an existing forum is to be repurposed, it is incumbent on the chair, supported by the local authority, to ensure the right people are around the table to fully reflect the priorities of the town, which may require further appointments, if deemed appropriate.

New Town Boards are expected to be community led institutions that build civic capacity in the town. The Boards are expected to meet quarterly and to publish:

- a documented decision-making process outlining the voting rights of the board,
- profiles of board members,
- all board papers in advance of the meeting within 5 working days,
- draft minutes of meetings following the meeting within 10 working days,
- final minutes, once approved by the board within 10 working days,
- any conflicts of interest reported, within the published minutes,

Considering the high expectations on boards to build civic capacity, consideration should be given to all or some of the meetings to be held face to face.

Guidance sets out mandatory and guidance criteria for new Town Board membership. Gap analysis has identified that the existing GGB board would require additional membership to meet the new mandatory requirements, as can be seen in the table below:

Board Membership Category	Mandatory or Guidance	Compliance by Greater Grimsby Board
Independent Chair	Mandatory	Yes
Deputy Chair	Guidance	No
MPs	Mandatory	Yes

2 Councillors	Mandatory	Only Council Leader on Board
PCC (or senior police rep)	Mandatory	No
Community Partners (VCS, faith, youth, community groups)	Guidance	Low representation with 1 rep from VCS and no further reps from other partner groups.
Local businesses and social enterprises,	Guidance	Good representation from large businesses and LEP. No SME/retail reps.
Cultural, arts, heritage and sporting	Guidance	Rep from Historic England. No local culture/sport rep.
Public agencies and anchor institutions	Guidance	Reps from 2 x universities and CATCH. No ICB or Local School/college reps.

The guidance further recommends that the existing board reassess existing membership, both in relation to commitment, skills and experience to ensure it provides a good blend of expertise and the board remains at an operationally manageable size, and should consider smaller working groups to facilitate wider engagement across the three priority themes.

Given the nature of the Long-Term Plan including a 10-year vision, the guidance strongly recommends that towns wish to consider succession planning, for example by appointing one or more deputy chairs.

Nominated deputy chairs would, in the same way as a permanent chair, be expected to be a local community leader or local businessperson. The chair and deputy chair should act as champions for the town and provide leadership for the Town Board, ensuring it is community-led and embedded within the local area. They can be anyone who holds a prominent role such as:

- a local charitable organisation
- a philanthropist
- the head of a Further Education College
- a director for the NHS Board or Trust
- a director of a football club

2.2 Process and time scales to access funding

Initial capacity funding of £50,000 has been released to Local Authorities, with the expectation that this will enable the establishment Town Boards by 1st April 2024.

Guidance states that the capacity funding can be utilised to:-

- Convene a Town Board
- Run Community Engagement
- Support the Town Board in Developing Long Term Plans
- Provide technical expertise to the Town Board for project development including feasibility studies and business cases.

Approximately £200,000 will be released once a compliant Town Board structure is in place to support the development of the Long Term Plan.

A local data profile has been provided by DLUHC (included as part of board papers) which includes a raft of local data around the three themes for investment, in addition to a geographical boundary of where investment can take place.

Deadline for submission of plans are 1st August 2024, but Town Boards are encouraged to submit early wherever possible.

3. HIGH STREET ACCELERATOR:

Grimsby Town Centre has been accepted as one of the High Street Accelerator locations and as such has been awarded £237k of revenue funding split over 2 financial years (23/24 & 24/25). For Grimsby, the High Street chosen is Victoria Street, and specifically the link between Riverhead Square and St James Square. Moreover, this included the opportunity to submit an expression of interest for up to £500,000 of capital to introduce soft landscaping. The High Streets Accelerator Fund required a Local Partnership Group to be established and long-term vision for the high street created no later than 31 January 2024, and submission to the Green Spaces Fund by 1st March 2024. The Partnership is established with Terms of Reference agreed on 8th January 2024. Using the 2025 Group event in February to gather stakeholder ideas and priorities, the Green Spaces EOI has subsequently been submitted, and a priority list of interventions for activating and improving Victoria Street created. Meetings are held monthly and membership includes:-

HSA Partnership Membership	Name	Organisation
Independent Chair	Liz Parry	Abbys Group
Deputy Chair	Mark Webb	E-Factor Group
Business representative	Ayolt Kloosterboer	MacDonalds
Retail	Amanda Austin	Freshney Place
Community representation	Paula Grant	VANEL & Capacity Buildings
Safe & Secure	Inspector Claire Jacobs	Humberside Police
NELC	Maggie Johnson Paul Caswell	Regeneration



4. LOCAL STAKEHOLDER CAPACITY

The Long-Term Plan is centred on enabling local stakeholders to act in the interests of local people and the guidance recognises the benefit of using the energy and local knowledge held by existing community and business organisations to gain quick momentum to engage on priorities, inform the draft strategy and deliver outcomes.

4.1 The 2025 Group-

The 2025 Group was established in July 2023 as an 18-month initiative led by the Grimsby Retailers in Partnership CIC to address the challenge from the Future High Streets Task Force to rally local business and community groups to support, share positive messaging, and appreciate the significance town centre regeneration and investment projects will have on the town centre by 2025. To achieve this, the group are signing up representatives from local businesses to become a 'champion' who pledges to share positive messaging across their organisation, and play an active part in the regeneration of the town centre.

Through UK Shared Prosperity Funding the 2025 group have employed a Town Centre Ambassador to be a liaison between businesses and the community sharing vital updates on progress. The group hold quarterly information sharing events in the town centre, with the last one in February 2024, attracting over 90 people focusing on the themes of safety & Security, Cleanliness & Aesthetics and Events and Activities. The 2025 core group membership which aligns itself to the HSA partnership consists of the following:-

2025 Partnership Membership	Name	Organisation
Town Centre Ambassador	Jose Stewart	2025 Group
Group Champion	Ayolt Kloosterboer	MacDonalds
Group Champion	Liz Parry	Abbys Group
Group Champion	Mark Webb	E-Factor Group
NELC/Group Champion	Maggie Johnson	Regeneration

4.2 Our Future-

Our Future is working to catalyse and fund citizen-led action in NEL and create a model that can scale to other left-behind areas. The initiative is anchored in the football club which enables it to connect with a wide group of people and have a platform to reach many more. The group holds regular events with a wide range of stakeholders from business, community and charity sectors. The group can demonstrate track record of engagement and priority setting and has indicated a

high desire to assist with co-ordination of place priorities arising from the Long-Term Plan for Towns.

4.3 Other active community stakeholders

NEL benefits from a range of voluntary and business organisations with ambitions linked to regeneration or community improvements on a wider scale. To improve alignment of the Board to the theme areas of the Long Term Plan for Towns guidance, the Board may wish to consider recruiting representation from some of these organisations either directly onto the board or any sub-group which may arise to oversee new priorities. The table below includes groups based on the following criteria:

- Formally constituted as a charity, Community Interest Company or business.
- Provides active presence or investment in the place.
- Operates within the scope of fund priorities which will be managed by a reformed GGB namely regeneration, high streets, greening, heritage/culture/sport, public safety or connectivity.
- Can demonstrate wide participation and/or engagement with multiple communities.

Community Partners	Onside Youth Zone Sector Support
Local Businesses/Social Enterprises (smaller scale)	e-factor GRIP/2025 Projekt Renewable Grimbarians Visitor Economy Services & Retail Board
Culture, Arts, Heritage and Sport	Art Council England Our Big Picture Culture House Grimsby Town Football Club Create Streets Docks Academy
Public Agencies	Grimsby Institute Franklin College Integrated Care Board Enrolled Freeman of Grimsby Crown Estates

5. RECOMMENDATIONS:

- 1) That terms of Reference for GGB are 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 membership of the GGB is 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 Cllr and a senior Police representative to meet the mandatory criteria of The Long Term Plan for Towns fund
 - i. To fulfil the elected member requirement of membership it is recommended that Deputy Leader Cllr. Stan Shreeve be incorporated onto the Greater Grimsby Board.
 - ii. To fulfil the Police requirement of membership it is recommended that The Police & Crime Commissioner Jonathon Evison and Chief Superintendent Paul French are incorporated onto the Greater Grimsby Board.
 - 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. 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 following membership review, the Board undertake a governance review, with the result and any recommendations being brought back to the next Board meeting
- 4) That following membership review, the Board follow a quarterly meeting regime, with at least two meetings a year operated as face-to-face meetings.
- 5) That the Grimsby Masterplan boundary be utilised as the geographical footprint for the first three years investment for the Long Term Plan for Towns.
- 6) That the Board approve the principal 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, 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.
- 7) 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.



Grimsby - local data profile

January 2024

Contents:

- (1) Indicators for policy investment themes
- (2) Town demographics and deprivation



About this document

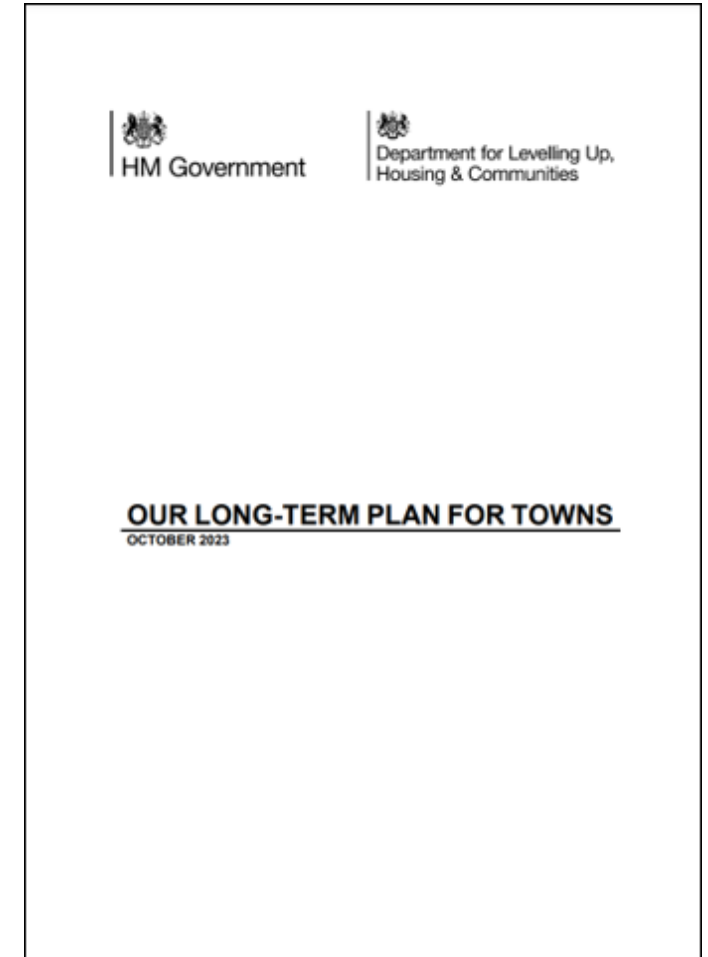
This document, produced by DLUHC in collaboration with ONS, presents high-level data to support the Long-Term Plan for Towns programme. This collaboration is supported through the Levelling Up Subnational Data project. It does not make policy recommendations.

Background

- On 1 October 2023, the UK government announced its long-term plan for towns. This will provide long-term investment in 55 towns to be spent on local people's priorities such as regenerating local high streets and town centres or securing public safety.
- This data pack primarily uses metrics and indicators across the three policy investment themes [as detailed further in the guidance for local authorities and Town Boards](#). Data presented in this pack are at town level, where possible, but other geographies are used where sufficiently granular data is not yet available.
- This is a local data profile. It does not take account of the implementation of current national or local policy interventions.

Data caveats

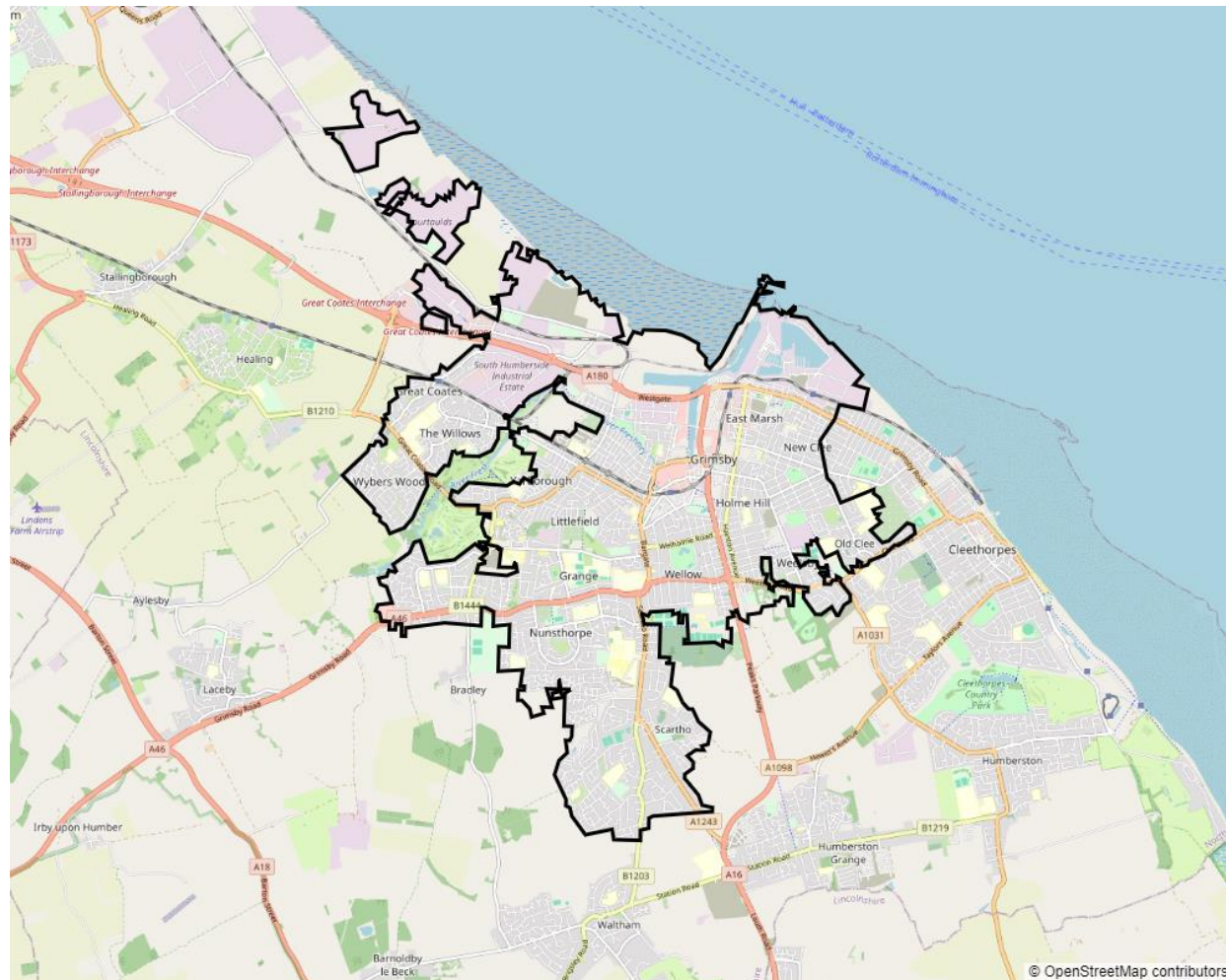
- Lockdown restrictions and the furlough scheme were in place at the time Census 2021 was conducted, which significantly impacted 'travel to work methods' data. As such, the data are not reflective of current commuting patterns. We have therefore used Census 2011 data in the commuter flows table shown in this pack. [Census 2021 employment data](#) may also be impacted by furlough and the timing of Census day (March 2021).
- The data sources in this pack are the latest available as of 30th November 2023. In collaboration with the Office for National Statistics (ONS), we have derived metrics at town level based on Built Up Areas for 2022 where this data was not previously available. Estimates are at town level unless stated otherwise. These are experimental estimates for small levels of geography that may be more volatile or have higher levels of uncertainty, which should be taken into consideration when interpreting the data.
- Due to data availability, estimates at local authority level are based on geographic boundaries as of 2022.





Map of Grimsby

This data pack defines a town's boundary based on the definition of Built Up Area (BUA, 2022), unless stated otherwise. This reflects the approach set out in the Long-Term Plan for Towns guidance for defining the geographical area covered by the Town Board.

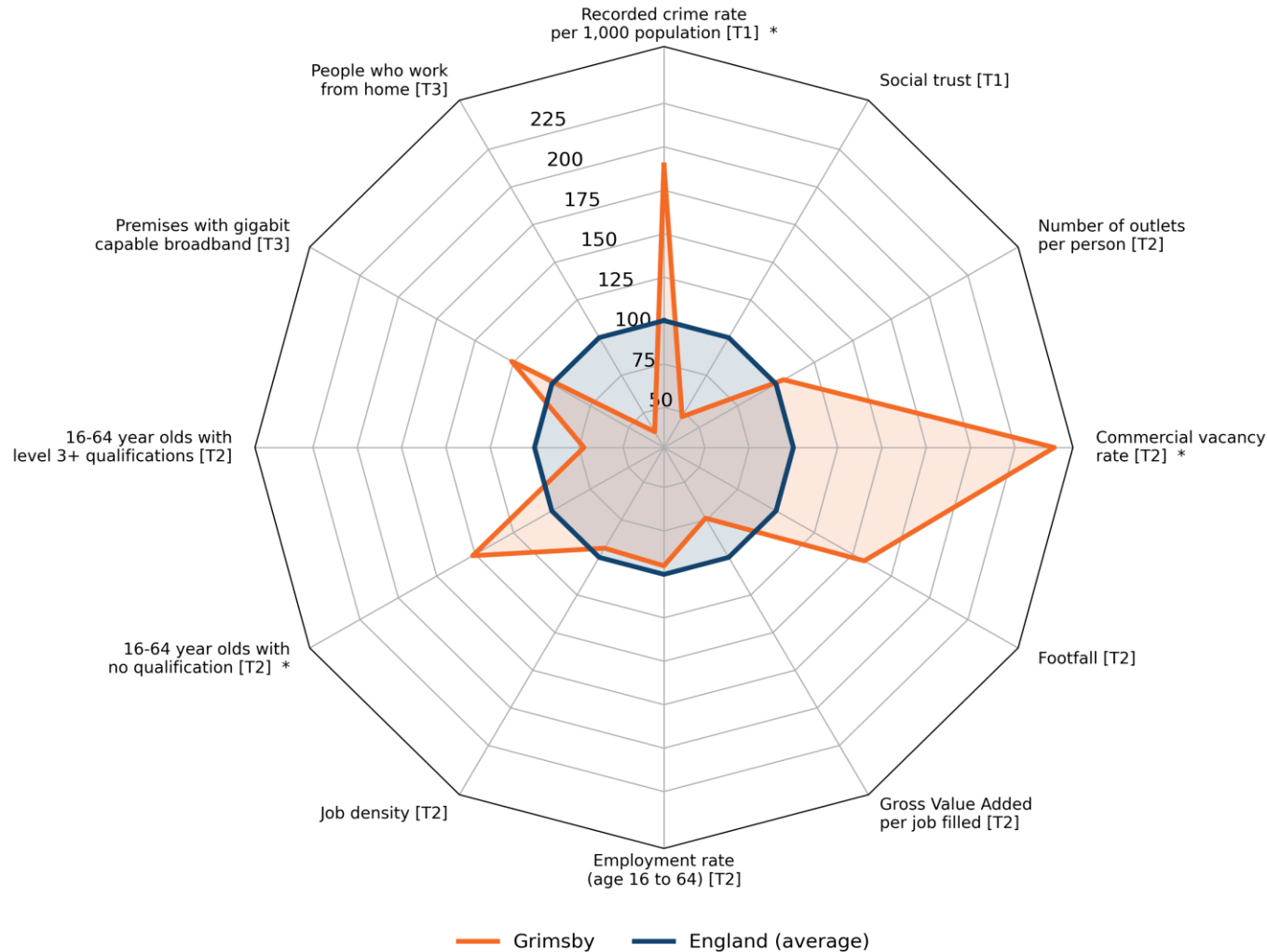


Source: [ONS, 2022](#)



Overview of town indicators

This page provides an overview of how the town's indicators (listed in Annex B) for policy investment themes fare against national averages.



The chart on the left shows how Grimsby town's indicators (orange) fare against national averages (dark blue). Town values have been scaled relative to the national averages which were set to 100.

The policy investment themes are listed below:

- [T1] Safety and Security
- [T2] High Streets, Heritage and Regeneration
- [T3] Transport and Connectivity

How to read the chart:

1. Compare the overall shape of the town data points to the national average shape.
2. The closer a town marker is to value 100 on the chart, the closer it is to the national average.
3. A town marker higher than 100 indicates better performance than the national average, except for the three indicators marked with an asterisk (*), where the opposite is true.



Indicators for policy investment themes

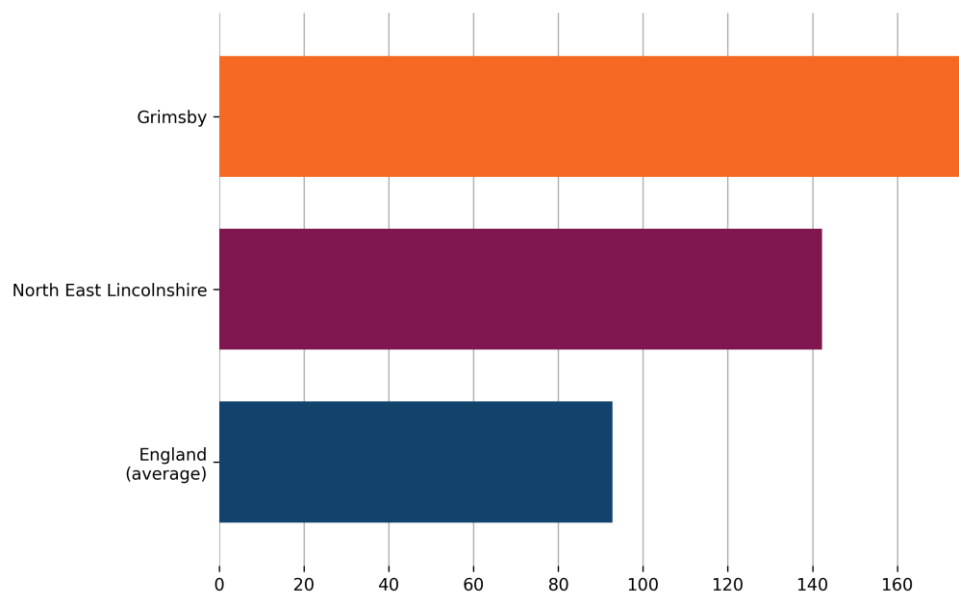


Safety and Security

“Towns will now be able to use this funding to reduce crime and improve safety in their local area.” (Our Long-Term Plan for Towns, 2023)

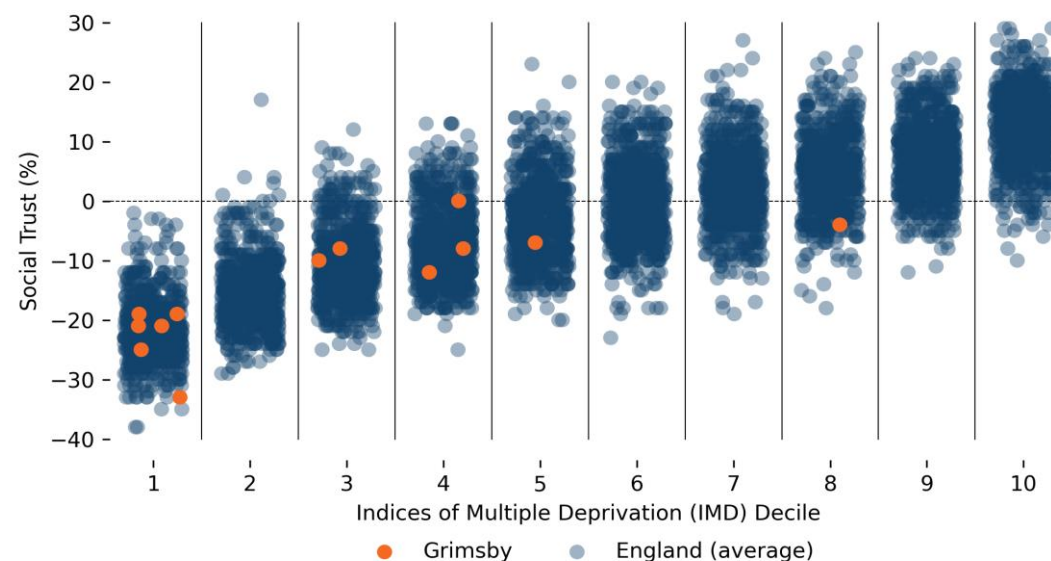
Indicator	Grimsby	North East Lincolnshire	England
Recorded crime rate per 1,000 population (2023)	175.9	142.2	92.8
Social trust (%) (2023)	-14.4	-9.9	-3.1

Recorded crime rate per 1,000 population, 2023



Source: data.police.uk, 2023

Social Trust (%) and Index of Multiple Deprivation (IMD) deciles
(IMD Decile 1 = Most Deprived)



Source: [MHCLG IMD, 2019](#); [Onward, 2023](#)

Note: Data is at MSOA level, resulting in multiple MSOAs per town. There was an average of 7 respondents per MSOA.

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. More deprived [Middle Layer Super Output Areas \(MSOAs\)](#) are likely to have lower levels of social trust than less deprived MSOAs in Grimsby.



High Streets, Heritage and Regeneration (1/2)

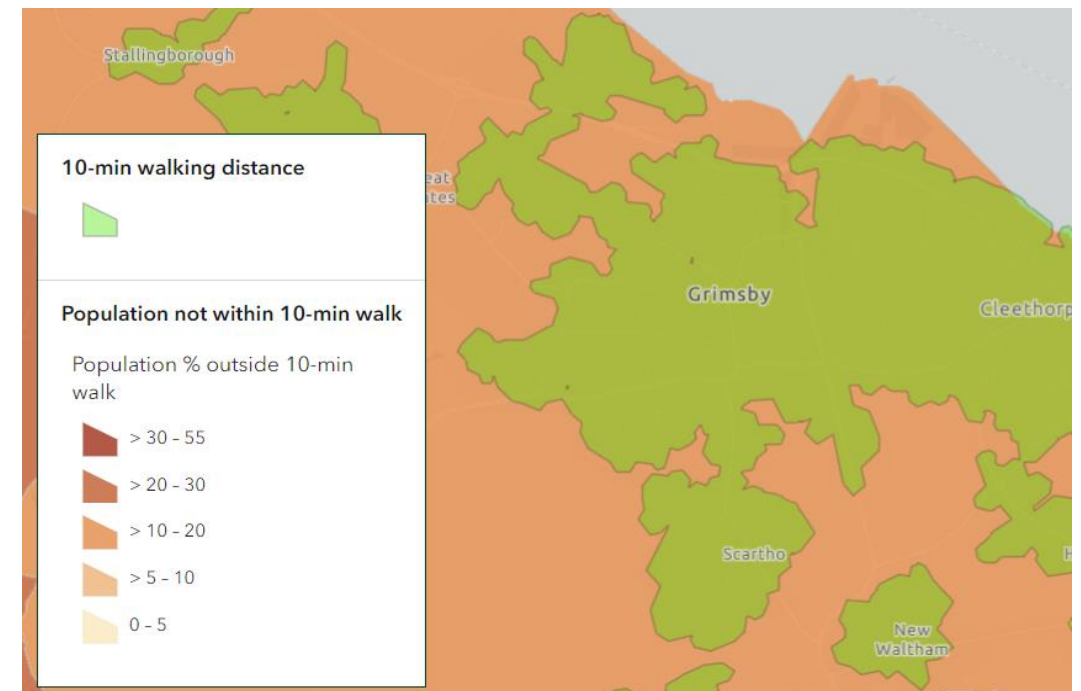
“Towns would be able to use this funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.” (Our Long-Term Plan for Towns, 2023)

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.

10-minute walking distance to green spaces in Grimsby, 2023



Source: [Fields in Trust - Green Space Index, 2023](#)

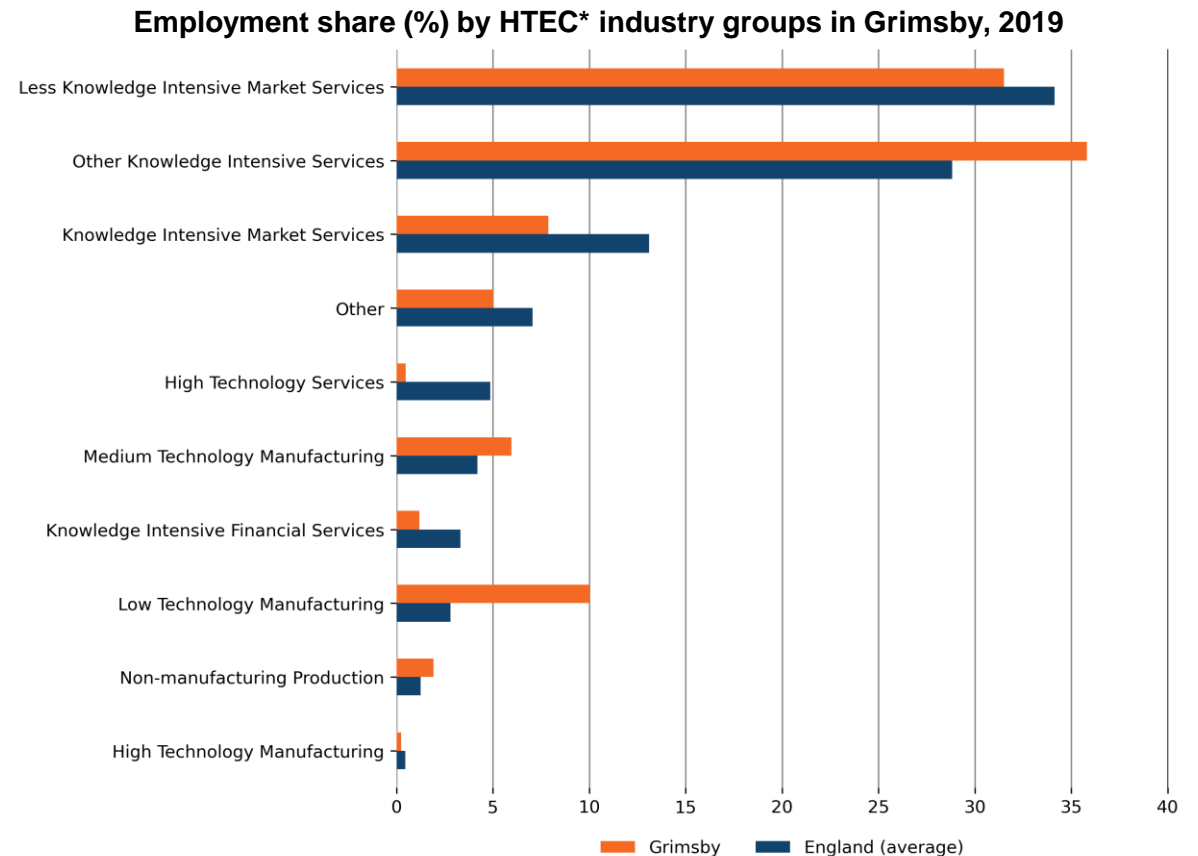


High Streets, Heritage and Regeneration (2/2)

“Towns would be able to use this funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.” (Our Long-Term Plan for Towns, 2023)

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



Source: [ONS, 2019](#)

*HTEC: High-tech industry and knowledge-intensive services industry groups. Calculations are based on rounded data.

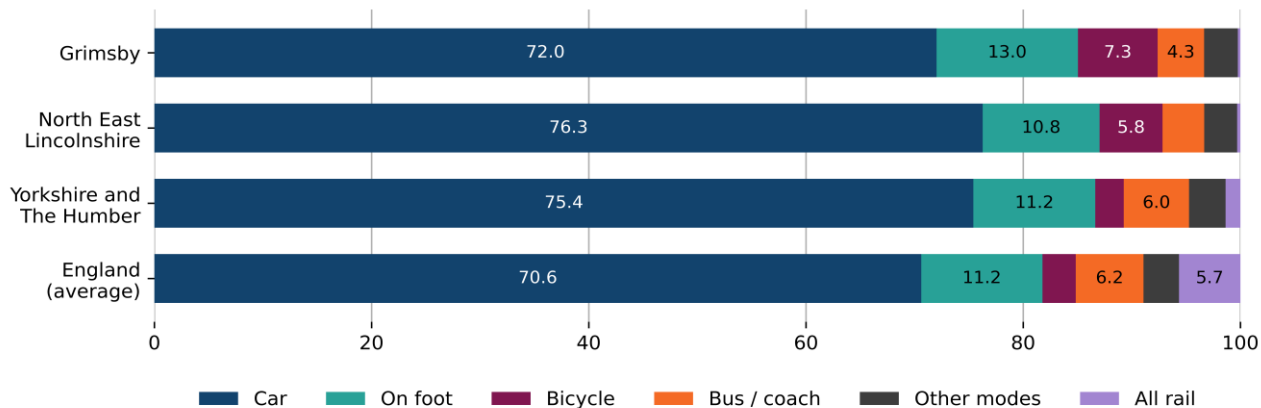


Transport and Connectivity (1/2)

“This funding could make towns more connected - increasing footfall and viability – to high streets and local shopping centres, and accessibility to local employment opportunities.” (Our Long-Term Plan for Towns, 2023)

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

Method of travel to work (%), 2021



Source: [ONS, 2023](#)

We have excluded the “Work mainly at or from home” category from this chart to make it easier to clearly see the methods used to travel to work. Percentages do not include those working from home.

NB: Data presented on the chart above (from Census 2021) should not be compared with the tables on the right, which represent Census 2011 data. The tables on the right are based on BUA 2011 geographies, which may be different to the BUA 2022 geographies that the majority of data in this pack are reported at. Census travel data for 2021 were impacted by lockdown restrictions and the furlough scheme that were in place in March 2021.

Flows of commuters entering or leaving Grimsby, 2011

Town name	2011 Population	Incoming	Outgoing	Working local
Grimsby	88,243	19,776	15,310	22,893

Source: DLUHC analysis based on Census 2011 data

Top 10 residence – work connections between Built Up Areas, 2011

Place of Residence	Place of Work	People
Grimsby	Grimsby	22,893
Cleethorpes	Grimsby	7,492
Grimsby	No fixed place of work	2,778
Grimsby	Cleethorpes	2,673
Grimsby	Immingham	2,016
Grimsby	Place of work out of built up areas	1,761
New Waltham	Grimsby	1,171
Waltham	Grimsby	1,154
Grimsby	Healing	1,083
Immingham	Grimsby	1,005

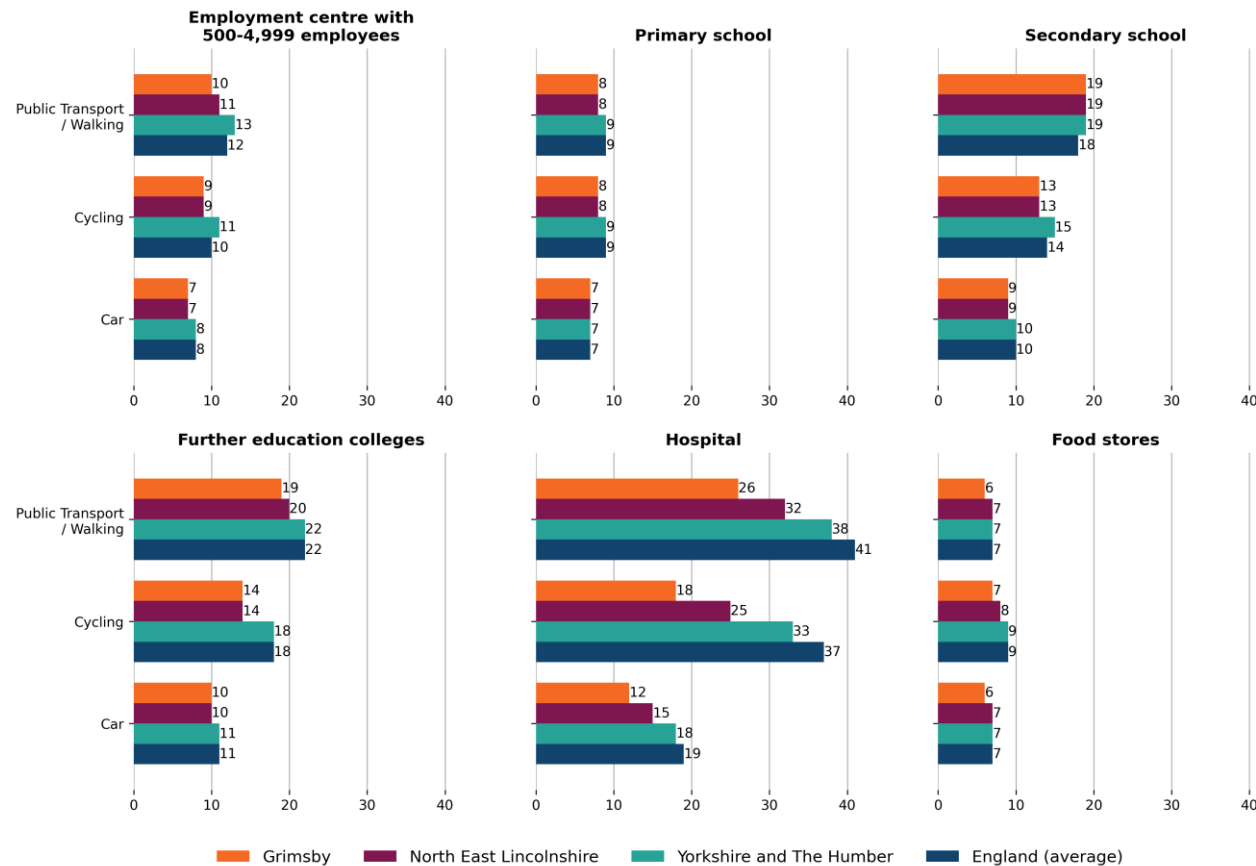
Source: DLUHC analysis based on Census 2011 data



Transport and Connectivity (2/2)

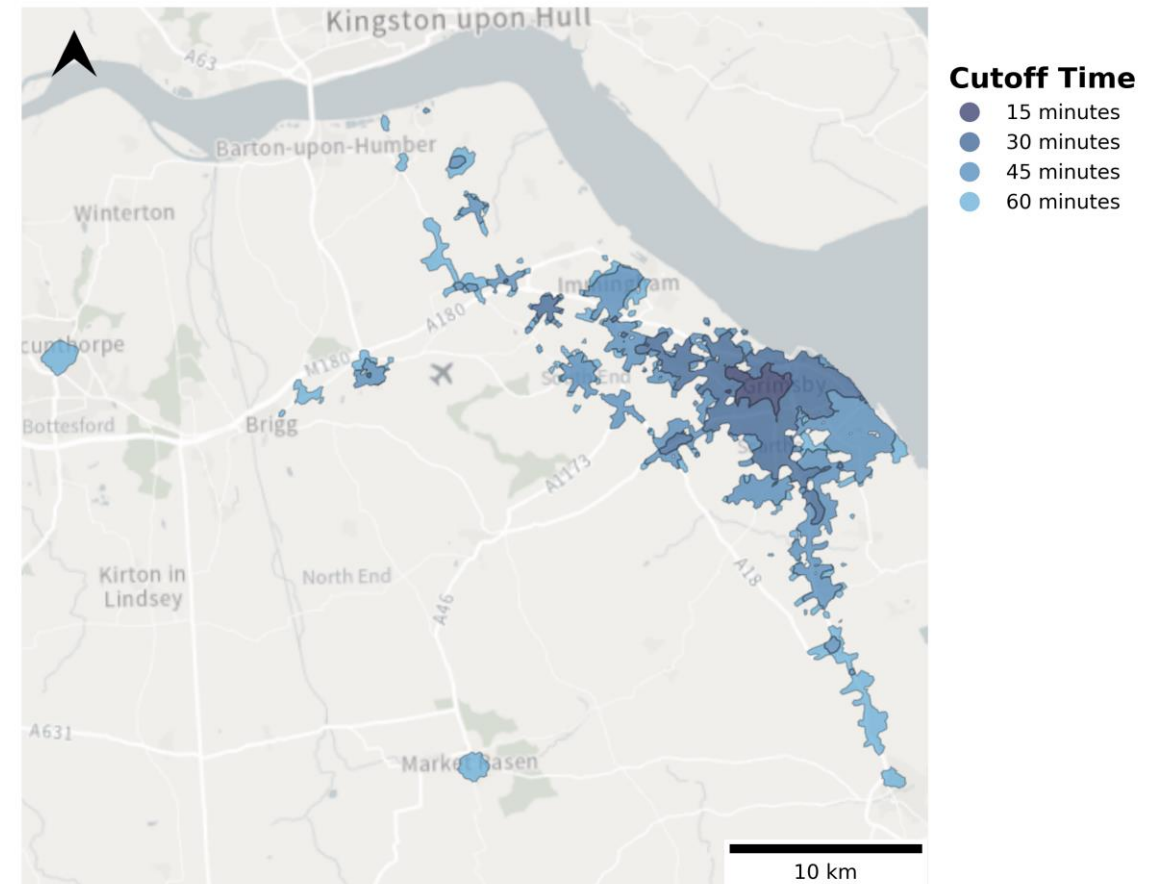
“This funding could make towns more connected - increasing footfall and viability – to high streets and local shopping centres, and accessibility to local employment opportunities.” (Our Long-Term Plan for Towns, 2023)

Average minimum travel time to the nearest key service (minutes), 2019



Source: [Department for Transport, 2021](#)

Public transport accessibility by journey time from Grimsby Town train station, between 7:15am and 9:15am



Source: [ONS, 2022](#)

Note: Data is from 15th November 2022



Annex A - Town demographics and deprivation

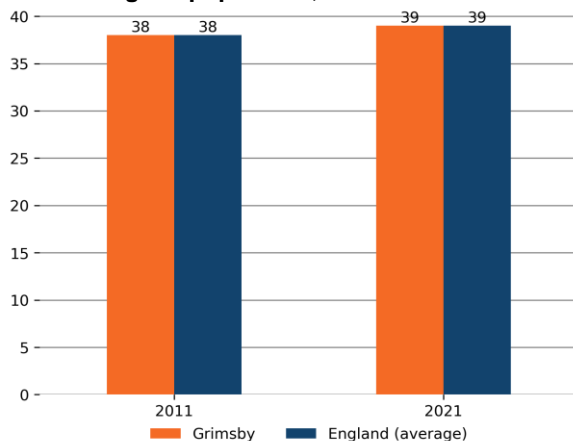


Demographics: Age and population

Headlines:

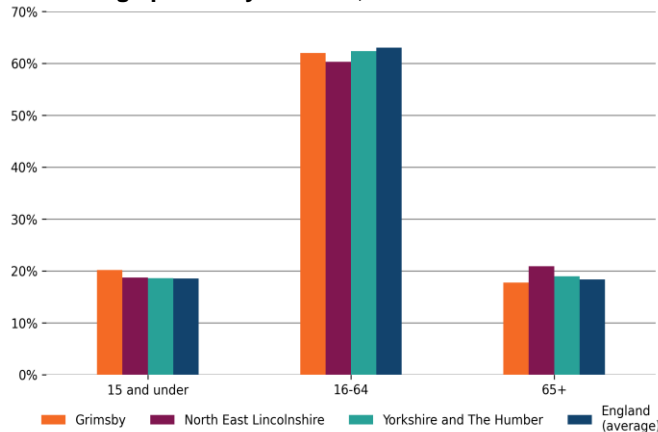
- The [median age in Grimsby \(town\)](#) is **39 years** (2021). The [median age](#) for England is 39. The median age for North East Lincolnshire (local authority) is 43 years. The map on the right shows the average median age within Grimsby at MSOA level.
- The median age in Grimsby (town) **increased** by 1 year between 2011 and 2021. For context, the median age in England increased by 1 year over the same period (see *bottom left chart below*).
- 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 (see *bottom right chart below*).
- 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.

Median age of population, 2011 and 2021 Census



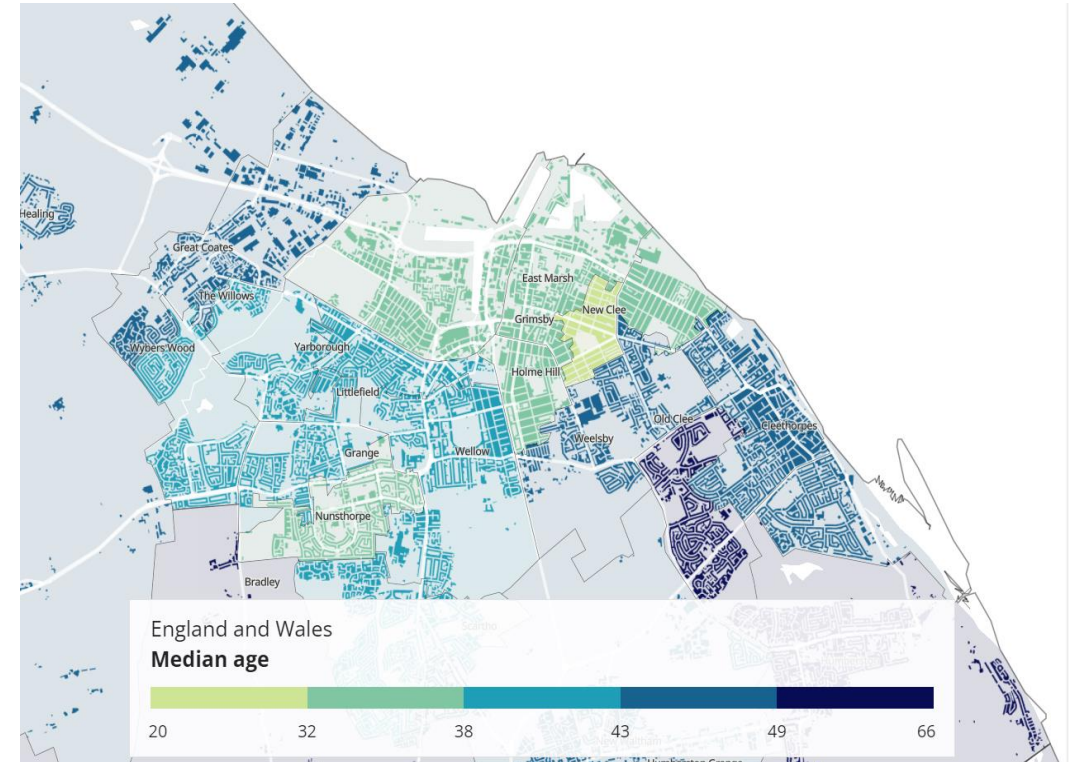
Source: [ONS Census, 2021](#); [ONS Census, 2011](#)

Age profile by location, mid-2021 estimates



Source: [ONS Census, 2021](#)

Median age in Grimsby, 2021



Source: [ONS Census, 2021](#)

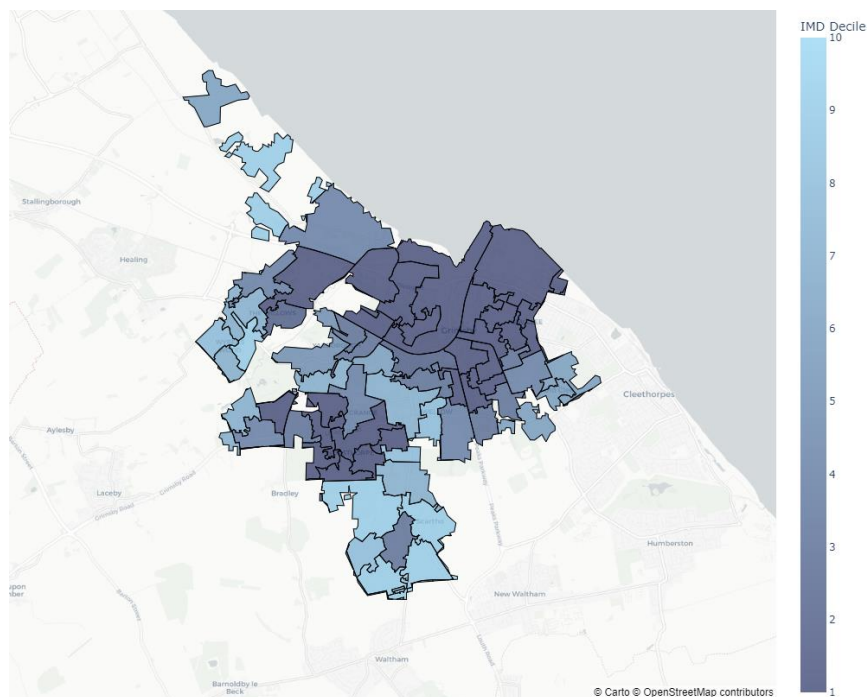


Deprivation

Headlines:

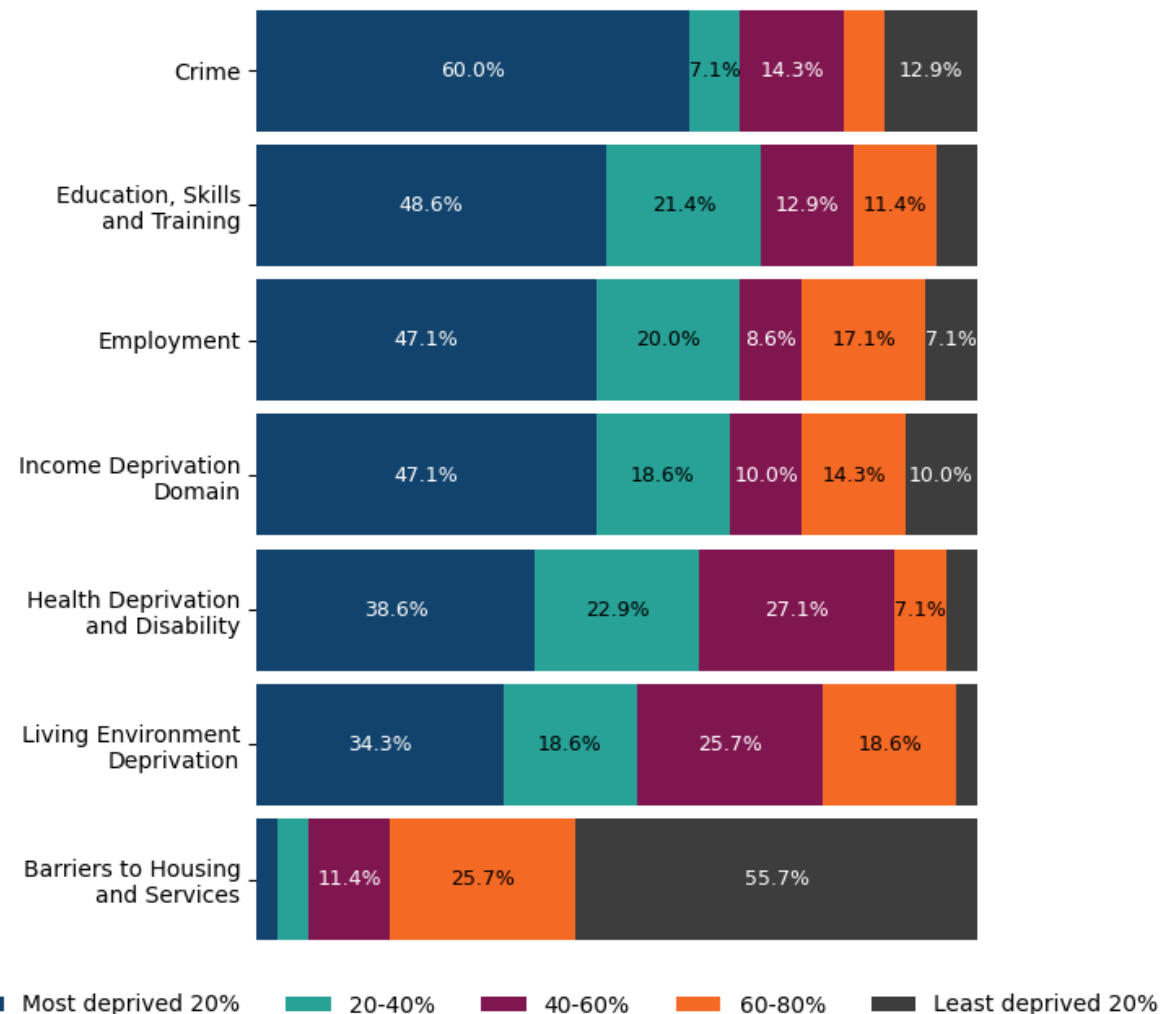
- Over 60% of [Lower Layer Super Output Areas \(LSOAs\)](#) in Grimsby are in the top 20% most deprived in England in terms of Crime.
- Crime (48.6%) and Education, Skills and Training (40.0%) were the domains that had the largest proportion of Grimsby's LSOAs in the top 10% most deprived in England.

Deprivation levels across LSOAs within Grimsby by decile (Decile 1 = Top 10% most deprived in England), 2019



Source: [MHCLG IMD, 2019](#)

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%.



Annex B - Data and sources



Data and sources

Indicator	Policy investment theme	Source
Recorded crime rate per 1,000 population (2023)	Safety and Security	https://data.police.uk/data/
Social trust (2023)	Safety and Security	https://www.ukonward.com/reports/good-neighbours/
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (Sept 2023)	High Streets, Heritage and Regeneration	Local Data Company
Commercial vacancy rates (%) (Nov 2023)	High Streets, Heritage and Regeneration	Local Data Company
Footfall index based on O2 Motion mobile phone data (March 2022 to March 2023)	High Streets, Heritage and Regeneration	O2 Motion
10-minute walking distance to green spaces (2023)	High Streets, Heritage and Regeneration	https://experience.arcgis.com/experience/bad00cdfa6b140599b06c64d10dc73c9?data_id=dataSource_21-Local_Authority_GSI_Score_2023_6252%3A183%2CdataSource_22-Local_Authority_GSI_Score_2023_6252%3A183
Gross Value Added (£) per job filled (2020)	High Streets, Heritage and Regeneration	https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/uksmallareagvaeimates
16-64 year olds with level 3+ qualifications (%) (2021)	High Streets, Heritage and Regeneration	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsan dcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications
16-64 year olds with no qualification (%) (2021)	High Streets, Heritage and Regeneration	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsan dcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications



Data and sources

Indicator	Policy investment theme	Source
Employment rate (age 16 to 64) (%) , 2021	High Streets, Heritage and Regeneration	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#employment
Job density (2019)	High Streets, Heritage and Regeneration	https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/understandingtownsinenglandandwalesspatialanalysis
Premises with gigabit capable broadband (%) (2023)	Transport and Connectivity	https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/spring-2023
People who work from home (%) (2021)	Transport and Connectivity	https://www.ons.gov.uk/datasets/TS061/editions/2021/versions/4
Method of travel to work (2021)	Transport and Connectivity	https://www.ons.gov.uk/datasets/TS061/editions/2021/versions/4
Flows of commuters entering or leaving your town (2011)	Transport and Connectivity	DLUHC analysis based on Census 2011 data
Top 10 residence – work connections between Built Up Areas (2011)	Transport and Connectivity	DLUHC analysis based on Census 2011 data
Average minimum travel time to the nearest key service (minutes), 2019	Transport and Connectivity	https://www.gov.uk/government/statistical-data-sets/journey-time-statistics-data-tables-jts



Data and sources

Indicator	Policy investment theme	Source
Public transport accessibility by journey time from the town train station/landmark (2022)	Transport and Connectivity	https://geoportal.statistics.gov.uk/
Median age (2021)	Used in the demographics section	https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationandhouseholdestimatesenglandandwales/census2021unroundeddata
Median age (2011)	Used in the demographics section	https://www.nomisweb.co.uk/census/2011/ks102ew
Population estimates (2021)	Used in the demographics section	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasesenglandandwales/census2021#qualifications
Population by country of birth (2021)	Used in the demographics section	https://www.ons.gov.uk/datasets/TS004/editions/2021/versions/3
English Indices of Deprivation (2019)	Used in the deprivation section	https://opendatacommunities.org/data/societal-wellbeing/imd2019/indices