



Operational Officer Decision Record

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

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

Grimsby town centre, using the boundary of the Masterplan but with a focus on the Victoria Street area between Riverhead Square and St James Square, was selected as one of 10 pilot streets for the High Street Accelerator Fund in September 2023, with an allocation of £237,000 to deliver community led interventions to improve an identified High Street by 31 March 2025. An ODR in October 2023 sought approval to take part in the scheme and to put forward Victoria Street as the selected High Street.

The High Street Accelerator partnership was formed utilising the existing and very successful independently led 2025 Group, with additional members included (police, VCSE, and Freshney place representative). A vision for Victoria Street, based on consultation already taking place through the 2025 Group with town centre businesses and communities was created.

In April 2024, the Partnership was allocated £500,000 (£450,000 capital and £50,000 revenue) through the Green Spaces fund which was only available only to High Street Accelerators. Projects must be predominantly for plant life and greenery e.g., the creation of pocket parks or parklets, green walls or spaces, hanging baskets, etc. Interventions such as lighting can be incorporated to enhance the overall street scene. This must also be spent and completed by 31 March 2025.

A full business case was approved at Business Development Group in May 2024 outlining the three priority interventions the Partnership have identified following a public workshop and consultation with town centre businesses.

1. Safety and security
2. Regular small-scale activities
3. Creating a more inviting street scene through lighting and creative planting.

Priority 3 is being progressed through Green Spaces Fund and subject to a separate ODR.

Expenditure for priorities 1 & 2 are being delivered through the High Street Accelerator revenue funding through the following interventions.

1. Safety and security, including funding additional hours for Street Ambassadors, Street Marshalls, and project interventions with young people.
2. Small grant funding pot to pilot new activity in Victoria Street.
3. Additional revenue support to ensure sustainability of the planting schemes.
4. Consultancy/design, property promotions, video diary production.
5. Upgraded flags on lamp posts in Victoria Street.

To maximise impact, match funding has been secured through UK Shared Prosperity Fund, Safer Streets Fund, and Holiday Activation Fund.

2. Decision being taken

That the Executive Director Place and Resources, in consultation with the Leader of the Council approve defrayal of £237,000 revenue grant funding awarded to deliver the High Street Accelerator pilot activities above.

3. Anticipated outcome(s)/benefits

The High Street Accelerator programme is a pilot which builds on the work previously done through the High Streets Task Force (HSTF) 'Unlocking Your Potential' scheme which resulted in a Grimsby Town Centre Action Plan, and the hugely successful 2025

Group which aims to bring businesses, community groups, and residents together to be proactive in positive messaging about the regeneration of Grimsby town centre.

These funds provide revenue and capital funding for several interventions which will support and build on current activities, resulting in a long-term vision for the town. This in turn will inform the refresh of the Grimsby Masterplan and provide advance activity to support delivery of the Long-Term Plan for Towns programme.

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

The High Street Accelerator and Green Spaces Fund are ring fenced to activities in one chosen high street and must be utilised for specific interventions to revive and regenerate the high street. The priorities deliver the outputs chosen by the community as those which will have the biggest positive impact on Victoria Street. The priorities and activity align with the objectives of the High Street Accelerator and by securing match through other funding streams we are able to deliver options in all three priority areas.

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

None

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

No

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

N/A

8. Monitoring Officer Comments (Monitoring Officer or nominee)

The decision is an operational decision and within the constitutional remit of the named Director, following on from the previous ODR seeking approval to take part in the

scheme. Grant funding conditions need to be closely monitored and legal colleagues can be on hand to support, as needed.

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

The costs associated with the proposed activities are to be met from within the High Street Accelerator revenue grant funding allocation.

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

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

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

There is a risk that if the projects are not delivered by the end date of 31 March 2025, the grants will be clawed back.

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

N/A

13. Decision Maker(s):

Name: Sharon Wroot

Title: Executive Director Place and Resources

Signed: REDACTED

Dated: 14/10/2024

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

Name: Councillor Phillip Jackson

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

Signed: REDACTED

Dated: 14th October 2024