

**GREATER GRIMSBY BOARD****Thursday 20<sup>th</sup> November 2025****Microsoft Teams****10.00am – 12.00pm****AGENDA**

	Agenda Item	Supporting Papers	Allocated Time
1.	<b>Welcome, Introductions</b>	verbal	10.00am
2.	<b>Declarations of interest</b>	verbal	10.05am
3.	<b>Last Meetings Minutes</b>	copy attached	10.10am
4.	<b>Governance Review - Board Membership Applications</b> <ul style="list-style-type: none"> <li>• Mark Webb – Retail/High Street</li> <li>• Chris Carr – Housing</li> <li>• Rebecca Darnell</li> <li>• Appointment of Vice chair</li> </ul>		10.20am
5.	<b>Pride in Place</b> <ul style="list-style-type: none"> <li>• 10 Year Vision Regeneration Plan</li> <li>• Supplementary submission information including 4-year investment plan</li> </ul>	copy attached copy attached	10.40am
6.	<b>Pride in Place Sub Group Update – Julie Walmsley/Emily Bolton</b> <ul style="list-style-type: none"> <li>• Next Steps</li> </ul>	copy attached	11.30am
7.	<b>Date &amp; Time of Next Meeting</b> February date TBC		





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## **Greater Grimsby Board**

### **Minutes of Meeting**

**11<sup>th</sup> September 2025 at 10.30 a.m.**

#### **Attendance:**

- Chair - David Ross (The David Ross Foundation)
- Councillor Phillip Jackson (North East Lincolnshire Council)
- David Talbot (Associated British Ports)
- Sharon Wroot (North East Lincolnshire Council)
- Julie Walmsley (Sector Support)
- Emma Toulson (Orsted)

#### **Also in Attendance: -**

- Emily Bolton (Our Future)
- Carolina Borgstrom (North East Lincolnshire Council)
- Zoe Campbell (North East Lincolnshire Council)
- Spencer Hunt (North East Lincolnshire Council)
- Damien Jaines White (North East Lincolnshire Council)

#### **1. Apologies for Absence**

Apologies for absence from this meeting were received from:-

- Jamie Cowling (MHCLG)
- Councillor Stan Shreeve (North East Lincolnshire Council)
- Jonathon Evison (Police & Crime Commissioner)
- Julian Free (Lincoln University)
- Martin Vickers (Member of Parliament)
- Melanie Onn (Member of Parliament)
- David Petley (Hull University)
- Max Burnett (ABP)
- Deborah Williams (Historic England)

The board was not quorate for this meeting however agreed for any resolutions to be emailed to the board to be ratified.

## **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 of last Meeting**

The minutes were notes and agreed.

## **4. Governance Review & Board Membership/Configuration**

The board received an update from Mr. Hunt in relation to the recent governance review which included a member skills audit to identify gaps in board member's skills to identify wider representatives.

The Chair and board members were supportive of a vice chair being appointed and felt that there needed to be a local representative. He suggested that the board included representatives from high street retail, housing and transport/connectivity to set the tone and ambition for the town in terms of the board's priority.

Ms. Wroot raised the regularity of meetings which the board discussed and agreed four meetings a year was sufficient to be scheduled in advance at the start of each year, one meeting be held in public, one meeting to visit a project and the other meetings to remain flexible. The board agreed that the meetings should be held on a Friday wherever possible.

Mr. Hunt and Ms. Wroot explained the changes to the revised assurance framework which the board considered and welcomed.

The board discussed and agreed for a representative to attend the MHCLG Plan for Neighbourhood update meetings.

The board also discussed engagement with the Mayor of Greater Lincolnshire, and it was agreed that the Mayor should be updated regularly on the work of the Greater Grimsby Board including the Plan for Neighbourhoods programme as per the requirement of MHCLG.

RESOLVED – That the update be noted.

- 1) That the new membership included three representatives on the board, one each from housing, high street retail and transport/connectivity of which one would be the vice chair.
- 2) That the revised assurance framework be approved.
- 3) That one meeting be held in public with a closed session if required and the other meeting be arranged to visit one of the projects.
- 4) That the Mayor of Greater Lincolnshire be updated regularly on the work of the Greater

## **5. Plan for Neighbourhoods Sub Group**

The Board received an update from the Plan for Neighbourhoods sub-group chair Julie Walmsley and Emily Bolton from Our Future on progress around the engagement work taking place via the 8 themed mission groups and the Funding and Governance task Group.

The board discussed a proposal to set up be a “new organisation” that would act as the delivery vehicle for the Plan for Neighbourhoods programme with the long-term ambition for the new organisation to be a legacy organisation which would be owned and run by local stakeholders for the people of Grimsby. The Greater Grimsby Board would utilise its skills and expertise to provide the necessary oversight and governance.

The board considered various options around funding intermediaries such as a bank, social invertors and other types of funders, but ultimately it would need to go out to tender.

The Chair highlighted that a funding intermediary needed to be considered carefully due to the fees they may charge. He queried who was accountable and responsible for the new organisation and the board needed to be clear on how the money was being spent and what the return was.

Mr Wroot confirmed that it was early stages and the accountable body (which was the Council) would support around any business case development. She explained the role was about providing support to develop the skills and strengths of the new organisation and ensure that appropriate qualified people are in place to make the decisions and oversee delivery and understood their responsibilities around being accountable etc.

The Chair offered challenge to get reassurance around the role of an intermediary and that the money was well spent and left a legacy. Councillor Jackson confirmed that with the Council being the accountable body of the fund, it needed to be spent well and benefit Grimsby in the long term. Ms Wroot agreed and suggested there be a robust principle from day one. Ms Wroot requested that officers come back with a strong and clear proposal from the Funding & Governance Task Group on what the evolution of the new organisation looks like and what the assurance looked like whilst appreciating that it would be high level. In the accountable role section Ms Wroot felt there needed to be strong recommendations for the next phase of evolution.

The chair also suggested that ambitious branding for the new organisation be developed that should be exciting to the community and sends a statement what is happening in Grimsby.

The board agreed to look at a more detailed outline of the proposals at the next Greater Grimsby Board meeting in November in addition to the submission of the Plan for Neighbourhoods Regeneration Plan and 4-year investment plan.

A request was also made for a £7k stipend to be donated to the Mission Group Chairs organisations in recognition of the time they have contributed to the Plan for Neighbourhoods Engagement work. Following discussion by the Board this was not approved because the board felt it would set a precedent for the future.

In addition, a request was made to establish a “quick wins” pot utilising £50,000 of the MHCLG Capacity fund monies to pilot a “Community Pot” partnering with Key Fund to seed fund ideas and initiatives ahead of submitting the Plan for Neighbourhoods Regeneration Plan and 4-year investment plan submission. The board considered the proposal but declined at this stage and requested that officers bring back a more detailed proposal to the next meeting in November 2025.

#### RESOLVED

1. That the update be noted.
2. That the proposal around the new organisation and Neighbourhood Plan be presented to the next board meeting in November 2025 for approval.
3. That a revised proposal around the “quick wins” pot partnering with Key Fund utilising £50k of MHCLG capacity funding be brought back to the next meeting in November 2025.
4. That the request for an up to £7k to reimburse the working group chairs’ organisations in recognition for the time they were contributing to the project was not approved.

#### **6. Update on Major Projects**

The board received an update on the key town centre projects by Damien Jaines White. The board were encouraged by progress and recognised the achievements and difference being made in the Town Centre. The board requested that for the next update a presentation should focus on what has not gone so well, what the current concerns are and what plans are being put in place moving forward

#### RESOLVED

1. That the update be noted.
2. That a future presentation focuses on what has not gone so well, current concerns and plans being put in place moving forward.

There being no further business, the Chair declared the meeting closed at 12.11 p.m.



# **Greater Grimsby Board Pride in Place 10-Year Vision**

**Grimsby Together – Building Our Future**



**November 2025**

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## Introduction

Citizens across Grimsby are already leading the way in building a positive future for the town. Countless initiatives are in progress, embodying the spirit of this transformation, with citizens of Grimsby ambitiously, optimistically and proactively building the town they want today.

This 10-Year Vision for Grimsby is a bold step forward—building on the momentum of recent years and representing the powerful culmination of the Grimsby Together: Building Our Future campaign. It reflects the hopes, ideas, and aspirations of our residents, businesses, and community organisations, united in shaping a shared future. This vision is more than a plan—it's a call to action. It celebrates the energy already transforming our town and champions a citizen-led movement where change is imagined, rooted, owned, and driven by the people of Grimsby. Together, we are creating a place where everyone can thrive.

Through a rich process of engagement and co-production, the people of Grimsby have come together to imagine the very best version of their town ten years from now. With creativity, passion, and a deep sense of pride, they've thoughtfully explored the steps—both big and small—that will help bring that vision to life, shaping a future that reflects their hopes and ambitions.

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

North East Lincolnshire Council and the Greater Grimsby Board partnered with Our.Future? an organisation that unlocks the potential and power of leaders in communities across our country to build a flourishing future to support the development of this vision.

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, as well as involvement of national philanthropic funders, impact investors and private sector donors, to explore how the £20 million Pride in Place investment could unlock even greater potential and deliver lasting impact for Grimsby.

This diverse and committed group has been driving forward a range of impactful initiatives—building strong partnerships, sharing knowledge, and attracting new resources to Grimsby. Through this collaboration, a deep sense of trust and shared ambition has taken root, laying powerful foundations for the next decade and beyond.

What follows is just the beginning of Grimsby's 10-Year Vision—a springboard for even greater progress, powered by the passion and determination of our community.

## Section 1: Local context

This section should be a short introduction to the local community? including its history? identity? people? economy and story so far;

Grimsby, part of North East Lincolnshire, is proudly located on England's east coast, just south of the Humber Estuary where it meets the North Sea. Bordered by North Lincolnshire to the west and Lincolnshire to the south, the area spans approximately 192 square kilometres and includes the thriving port towns of Grimsby and Immingham, as well as the popular coastal resort of Cleethorpes which continues to draw visitors with its sandy beaches, coastal nature reserve, and traditional seaside charm.

Grimsby's story begins in legend, with the tale of Grim, a Danish fisherman who, according to the medieval romance *The Lay of Havelok the Dane*, fled Denmark with the young Prince Havelok and settled on the banks of the Humber Estuary. There, Grim founded a small settlement—Grims 'by' or village—giving rise to the name Grimsby. Over the centuries, this humble beginning evolved into a thriving port town, thanks to its strategic location and rich fishing grounds in the North Sea. By the 19th century, Grimsby had transformed into a bustling hub of maritime trade, and by the 1950s, it proudly held the title of the world's largest fishing port that cemented Grimsby's reputation as Europe's food town, home to a wide range of food-related businesses. This remarkable journey from Viking roots to global fishing powerhouse is a testament to the town's resilience, enterprise, and enduring connection to the sea.

Grimsby's fishing industry began to decline in the latter half of the 20th century due to a combination of international tensions and regulatory changes. The Cod Wars with Iceland, which restricted access to key fishing grounds, and evolving European fishing quotas significantly reduced the town's deep-sea fleet. Despite this downturn, Grimsby adapted with resilience—shifting its focus to fish processing and becoming a leading centre for seafood production in the UK and Europe. Today, the town continues to honour its maritime heritage while embracing new opportunities in food innovation.

More recently the area has benefitted from the renewable energy revolution, particularly in offshore wind, thanks to its strategic location on the Humber Estuary and its well-established port infrastructure. A diverse mix of businesses across multiple sectors already call the area home, contributing to a dynamic and evolving local economy.

Beyond its maritime and energy heritage, Grimsby is home to a diverse and evolving economy. The town's retail sector plays a vital role, with Freshney Place Shopping Centre and a growing number of independent shops, cafés, and markets contributing to the local high street revival. Business parks and enterprise zones across North East Lincolnshire support a wide range of industries, including logistics, manufacturing, digital services, and professional support sectors.

Grimsby's strategic location and improving infrastructure continue to attract investment, while regeneration efforts are breathing new life into the town centre—creating spaces for innovation, entrepreneurship, and community activity. Together, these sectors are helping to shape a more balanced and resilient local economy.

The strength of Grimsby's economy lies not only in its industries, but in the people who power them. From retail workers and small business owners to logistics professionals and digital entrepreneurs, local residents are at the heart of the town's economic life. As the high street evolves and new sectors emerge, communities across Grimsby are adapting with creativity and

determination—seizing opportunities, supporting local enterprise, and contributing to a more inclusive and resilient economy.

The people of Grimsby are defined by their resilience, warmth, and deep-rooted sense of community. Shaped by a proud maritime heritage and generations of hard work, they bring a quiet determination and a strong spirit of togetherness to everything they do. Whether its neighbours supporting one another, volunteers driving local initiatives, or businesses investing in the town's future, there's a shared belief in Grimsby's potential. The community is diverse, down-to-earth, and full of heart—always ready to roll up its sleeves, face challenges head-on, and celebrate every success, no matter how big or small.

These everyday efforts are helping to shape a town that works for everyone, where prosperity is shared and rooted in local pride.

DRAFT

## Section 2: Spatial targeting

This section should include:

- a map of the agreed geographic boundary for your place
- a short description of the areas within this boundary where your Neighbourhood Board intends to focus funding and interventions - for example the town centre or neighbourhoods with the greatest need

The map below shows the geographical area outlined as set out by Government which is eligible to be included as part of the Pride in Place programme 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.

### **Grimsby Town Centre**

Within the defined geographic boundary, there are clearly identifiable areas where targeted funding and interventions will directly support community priorities. Investing in arts and culture as part of a vibrant town centre will help attract visitors to Grimsby, provide meaningful opportunities for young people, and nurture local talent. This approach not only strengthens the town's identity and appeal but also lays the foundation for wider regional growth, ensuring that no part of Grimsby is left behind in the process.

Grimsby Town Centre represents a critical focal point for the Pride in Place programme due to its strategic importance, high levels of deprivation, and ongoing regeneration momentum. The area includes or borders on some of the most deprived wards in North East Lincolnshire—such as East Marsh and West Marsh—where residents face significant challenges related to crime, housing quality, and economic opportunity. Targeting investment here would amplify the impact of existing regeneration efforts, including the Freshney Place redevelopment and the creation of vibrant public spaces. By concentrating funding in the town centre, the programme can help restore civic pride, attract footfall, support local businesses, and create a safer, more inclusive environment for residents and visitors alike.

### **Ward Based Activity**

In the main however, the priorities discussed by the working groups in the development of the 10-year vision and regeneration plan have been pan-Grimsby priorities – intended to complement more locally-focused initiatives such as the Community Plans that have been developed in individual wards.

The Pride in Place Programme funding will play a vital role in supporting ward-based Community Plans across Grimsby by enabling locally driven priorities to be realised through tangible investment. Local wards have distinct aspirations shaped by its residents—ranging from improving public spaces and facilities, enhancing safety to fostering arts, culture, and youth engagement. By aligning funding with these grassroots plans, the programme will empower local communities to shape their own environment, strengthen civic pride, and ensure that regeneration is inclusive and responsive to local needs. This ward-level focus will also help build capacity within neighbourhoods, encouraging collaboration and long-term direction and ownership of place-based improvements.

The Pride in Place Programme also offers a unique opportunity to address long-standing inequalities in Grimsby's most deprived wards, such as East Marsh, West Marsh, Sidney Sussex and South wards. These areas face significant challenges including high levels of poverty, low

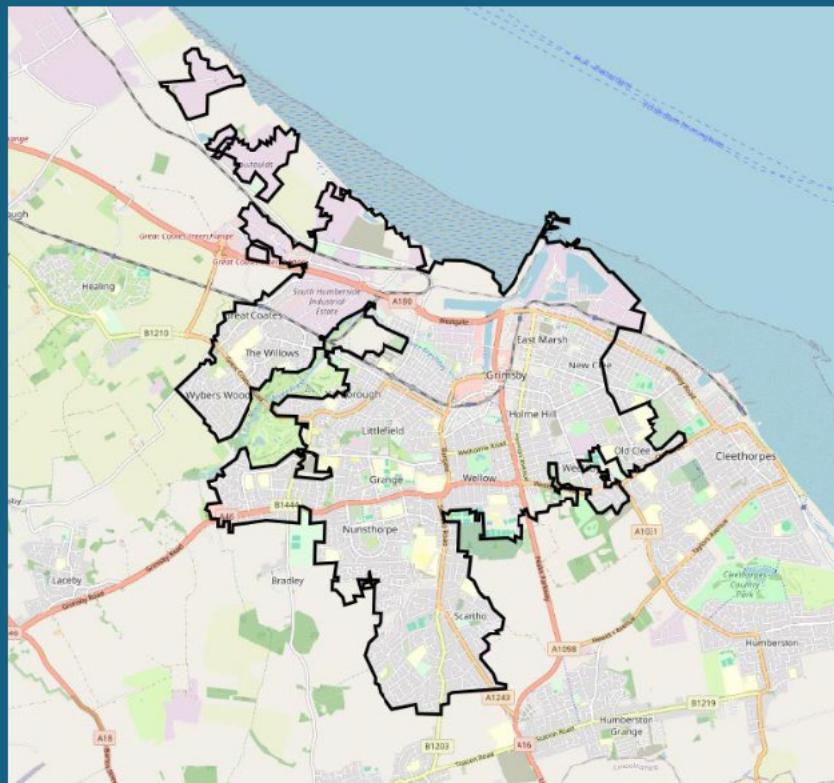
employment, poor housing conditions, and elevated crime rates. By directing funding into these communities, the programme can support targeted improvements aligned with local aspirations.

This place-based approach ensures that investment reaches those who need it most, helping to restore pride, build resilience, and create a more inclusive and equitable future for all residents.

While the least deprived wards in Grimsby may not face the same acute challenges as other areas, Pride in Place Programme funding can still play a valuable role in enhancing community wellbeing and sustaining local pride. These wards often have strong civic engagement and established community infrastructure, making them ideal for piloting innovative projects that promote environmental sustainability, intergenerational activities, and cultural enrichment. Supporting these areas ensures that all parts of Grimsby benefit from inclusive growth, while also reinforcing the town's overall resilience and cohesion by encouraging collaboration across wards.

### The Geography of the Plan for Neighbourhoods

The central government funding through the Plan for Neighbourhoods 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.



## Section 3: Vision for the future

This section should include:

- the detailed vision for your place over the next decade
- a short narrative identifying specific areas? what change will be delivered in these areas and what success looks like at the end of the programme
- a short 'vision statement' that articulates this vision. (maximum 86 words)

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;.

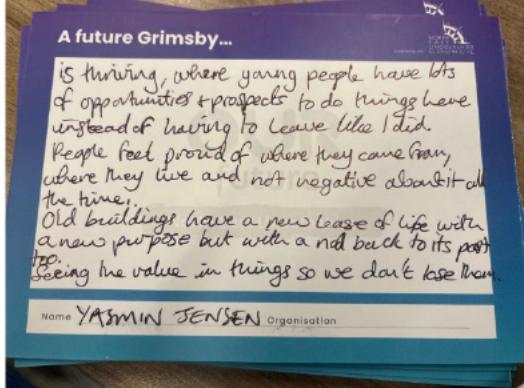
Apprenticeships; Graduate.jobs; Entrance.spaces; Learning.that.doesn't.end.at.74. Education.for.everybody;.

Relationships centred.around.a.town.built.on.trust;.

The above poem was written as part of the Grimsby Together work by local poet and writer Lisa February; a vision statement from a local person which captures the hope and ambition of the town, together with the narrative detail to bring it to life – and show what it could feel like to achieve.

Lisa's poem contains the specific areas for change: improved community cohesion; greater respect; kindness and solidarity; a thriving town centre; spaces to be – often connected to nature; reliable and affordable transport; buildings and homes that are loved and looked after; opportunities and aspiration; and crucially relationships.

These themes have consistently been those of the individuals and communities in Grimsby, whether captured in engagement as part of the Plan for Neighbourhoods/Pride in Place planning, in engagement for other community-led projects such as the Community Plans, or across social media.



**2025 Group**  
1,387 followers  
9h ·

💡 A New Chapter for Careers Support in Grimsby Town Centre

Last Monday, I attended the opening of the brand-new Careers Café in Freshney Place — a brilliant addition to our town centre and another example of how regeneration is about more than buildings.

This project has been a real labour of love for **Wendy Trask (Associate CIPD, MSC HRM, CCIAG)**.

When I first met Wendy about a year ago, she told me she had one clear wish — to have a visible, welcoming space in the town centre where people could drop in for free careers advice and feel supported to take their next step. That wish has now come true.

The Careers Café, located next to Trespass and opposite Next, offers residents a warm, friendly space to access careers advice, training opportunities, and practical support to overcome everyday barriers.

It's a joint venture between **Joanne Lord** Target NEL CIC (Taking Action Raising Grimsby's Emerging Talents) and North East Lincolnshire Council's Adult Careers Team, supported by local partners including Lincs Inspire, Franklin College, and Centre4.

Together, they're bringing opportunity and guidance right into the heart of our town centre.

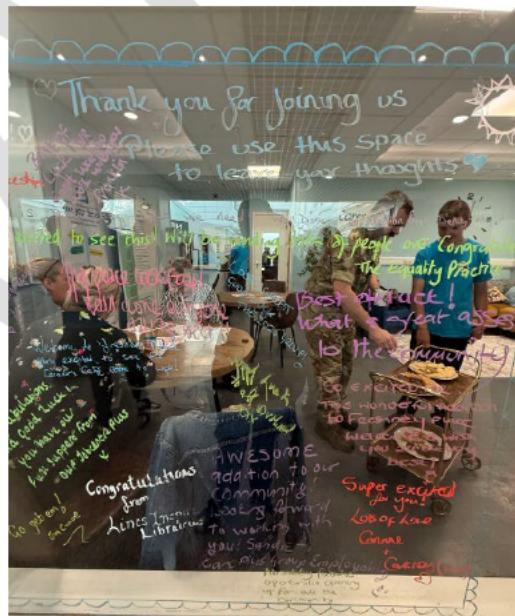
The transformation of the empty unit into such a vibrant, welcoming space was made possible by **GMI Construction Group**, who continue to play a key role in the wider regeneration of Freshney Place.

It was inspiring to see so many local partners come together to make this happen — all driven by the same goal: to help local people gain confidence, build skills, and find sustainable employment.

As Wendy said, "this is about being where people are."

And that's exactly what regeneration means — creating spaces in our town centre that meet real needs, open doors, and make a difference in people's everyday lives.

👉 #BePartOfThePositive #GrimsbyTownCentre #CareersCafe #FreshneyPlace  
#CommunityPartnership #Regeneration #SkillsForLife



In the course of 2025, eight working groups and over 100 members of the public have spent time further considering these areas.

Because of the ambition of the town, the 10-year Vision - and Regeneration Plan – do not focus on a subset of these priorities but encompass the many steps on the town's journey to improvements across the board. Success will therefore be measured by steps towards the vision as set out in Lisa's poem, by the community's awareness of and crucially involvement in the

change happening, and by the fact that change does not come to an end in 2036 – but continues to drive forwards when the Plan for Neighbourhoods programme comes to an end.

## **By 2036, Grimsby will be a town transformed—confident, connected, and celebrated.**

### **THRIVING PLACES**

Grimsby's town centre will be the beating heart of a revitalised community—safe, vibrant, and full of life. It will evolve with the needs of residents and visitors, offering a dynamic mix of retail, leisure, and cultural experiences that reflect the town's unique character. Heritage buildings will be restored and repurposed, blending the old with the new to create spaces that inspire pride and foster belonging.

The built environment will be a source of identity and aspiration, with public spaces that invite connection and creativity. Grimsby's story will be recast—no longer defined by outdated perceptions, but by the energy of its people, the strength of its industries, and the richness of its culture. Investment will flow into the town, drawn by a renewed confidence and a clear sense of purpose.

People of all ages will come to Grimsby not just to live, but to thrive—to enjoy entertainment, explore opportunities, and contribute to a place that feels alive with possibility.

### **TAKING BACK CONTROL**

Grimsby's future will be shaped by its people. Local industries—historic and emerging—will be accessible, inclusive, and welcoming. The barriers that once made jobs feel “not for us” will be dismantled through clear, achievable pathways into employment, education, and enterprise.

Buildings once in crisis will be brought back into use, becoming hubs of innovation, learning, and community. Young people will see a future in Grimsby, choosing to stay and build their lives here because they believe in the town's potential—and their own.

Negative narratives will be actively challenged, replaced by stories of success, resilience, and pride. Grimsby will be a place where everyone feels they have a stake, and where taking back control means shaping a future that works for all.

### **STRONGER COMMUNITIES**

Grimsby will be known for its strong, supportive communities. Young people will grow up with role models who reflect their values and aspirations, helping them to believe in themselves and their town. Safe, trusted spaces will be available to all—places to connect, share, and build relationships across generations and backgrounds.

The town's changemakers—individuals and organisations doing good—will be visible, celebrated, and supported. Networks of collaboration will flourish, making the whole

greater than the sum of its parts. Pride in Place will be more than a programme—it will be a movement, rooted in the belief that Grimsby's greatest asset is its people.

## WORK PRODUCTIVITY & SKILLS

### **Together, we are building not just a better place, but a stronger future.**

The Grimsby Pride in Place Programme is built on a shared ambition to unlock potential and create lasting prosperity for our community. Through extensive engagement, we've heard loud and clear that work productivity and skills are at the heart of what matters most. Job creation is central to this vision—driving community wealth building and ensuring that opportunities stay local. By developing and expanding business support networks, our aim is to enable smaller and larger businesses and social enterprises to thrive, fostering an environment where innovation and collaboration flourish. Our commitment to tailored skills provision means equipping people with the capabilities that match local opportunities and address skills gaps, leading to sustainable employment and brighter futures. Alongside this, targeted funding will support the development, improvement, and promotion of our visitor economy—showcasing Grimsby as a destination of pride and possibility. Together, we are not just aiming to create jobs; we are building confidence, resilience, and a stronger sense of place.

The vision for Grimsby is about far more than physical regeneration—it is a commitment to real, lasting economic transformation. Physical regeneration creates the backdrop, but the true measure of success lies in creating local jobs that keep wealth within our community and give people the chance to build secure, fulfilling lives. By prioritising local employment, we strengthen the foundations of community resilience and ensure that regeneration benefits everyone, not just the physical landscape. This is about shaping an economy that works for Grimsby—seeking inward investment, supporting local businesses, fostering skills that match real job opportunities, and driving sustainable growth that endures for generations to come.

## Section 4: Strategic Case for Change in Grimsby

This section is an outline of the strategic case for change in your place? which should include;

- the underpinning body of evidence showing economic need? market failure or social disadvantage? building on the evidence in the data pack and polling provided by the Ministry of Housing? Communities and Local Government (MHCLG) and supplemented with additional local data? case studies and local stories where available
- the priorities for change identified through your community engagement (for example? more jobs or safer high streets)
- how those priorities align to the 9 objectives for the Plan for Neighbourhoods programme?
  - thriving places
  - stronger communities
  - taking back control
- intended use of powers
- the long-term outcomes that you hope to achieve as a result of the interventions you choose to fund

You do not need to go into detail about specific interventions and projects that will be funded if this is not yet known; However? if the information is available? Neighbourhood Boards are encouraged to include it alongside the rationale for this portfolio of programmes? projects and timing of investments as this will help us better understand your vision;

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. According to the 2021 Census, the town has a resident population of just under 86,158 people. The resident population decreased by 1.7% between the 2011 and 2021 Censuses, and the ONS forecast little population growth over the coming years (in contrast to much of the country).

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 neighbouring seaside resort of Cleethorpes, with visitors coming to enjoy the beach, the coastal nature reserve, or the more traditional resort offers.

Grimsby 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, however other parts of the local economy struggle, with a commercial vacancy rate of 22.6% (June 2025) compared to an England average of 10.4%.

In terms of local employability, 19.2% of 16–64-year-olds have no qualifications (2021 data), compared to 12.4% across England, and only 40% have level 3+ qualifications (compared to an England average of 56.6%. Employment and aspirations for young people continues to be a key

theme where local people would like to see improvements, with a local feeling that the 'good jobs' go to outsiders, not to local people.

Grimsby 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 Grimsby, however in 2019 over 50% of LSOAs in Grimsby were in the top 20% most deprived in England in terms of Crime. With regards to Education, Skills and Training, almost 40% of LSOAs also fall in the top 20% most deprived in England. In 2022-23, 41.1% of under-16s in Grimsby lived in relative low-income families (almost twice that of the England average of 21.3%).

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.

This is an important issue for residents, who want to see Grimsby as a.town.safe.place.to.visit. and.is.free.of.crime<sup>1</sup>. 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 engagement has been 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.

It is also imperative that local people feel they have a safe, thriving and welcoming town centre to visit both in the daytime as part of a vibrant retail and leisure, offer in addition to a safe evening and nighttime economy offer.

Within the above context, the priorities areas set out within the Plan for Neighbourhoods programme very much chime with people in Grimsby. Community engagement at all levels, and over the past decade, has pointed towards:

- Improvements to the built environment, including homes
- Support for people to develop skills and to move into good employment
- Initiatives to develop greater community spirit and intra-community support
- Projects to invigorate the town centre, to bring people into town and to support local businesses, creators, and entrepreneurs

As set out in the Grimsby Regeneration Plan, these align very clearly with the three objectives of the programme, with the additional idea from the people of Grimsby of using this moment and capturing the ambition in the town to create a 'Grimsby Fund', ensuring local ownership of funding decisions, allowing for long term (greater than 10 years) continuity and sustainability of change, and helping to attract other funding into the area, to achieve still greater impact.

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

The creation of a Grimsby Fund (proposed to be ringfenced within a wider North East Lincolnshire Fund) will not only support the delivery of the town's ambitions (a safer, greener, affordable built environment; opportunities that are understood and support people to thrive; strong community ties and mutual support, and a thriving local economy) but will also itself fulfil the ambitions of taking back control – by developing an entity that will outlast the Plan for Neighbourhood's initiative and will itself serve to upskill and empower local people.

In this time pre-Fund, specific interventions and projects have not yet been agreed upon, but broad ideas have been put forward and captured through engagement over the past two years and will be built into the development of the Fund structure in early 2026.

As part of the Pride in Place programme, we will actively explore and consider the use of the full suite of statutory powers and tools outlined in the guidance where appropriate, to support regeneration, community empowerment, and long-term transformation. These powers will be deployed strategically, in partnership with the Local Authority, Greater Grimsby Board and local stakeholders, to ensure interventions are locally led, legally sound, and aligned with the town's vision for thriving places, stronger communities, and taking back control.

The programme will make strategic use of available powers such as pavement licensing to activate public spaces and encourage vibrant street-level activity, and community asset transfer and the community right to buy to empower local groups to take ownership of valued buildings and spaces. Selective licensing will help improve housing standards and neighbourhood stability, while anti-social behaviour and licensing powers will be used to ensure public spaces remain safe, welcoming, and well-managed. Together, these tools will help foster a sense of pride, ownership, and opportunity across the town.

We will also harness the opportunities presented by the Procurement Act 2023 and the National Procurement Policy Statement to prioritise local procurement as a key lever in delivering the Pride in Place programme. The new legislation enables councils to consider factors such as supplier location and social value when awarding contracts, allowing greater flexibility to support local businesses, social enterprises, and community organisations. By embedding these principles into procurement processes, we can ensure that public spending delivers maximum local benefit—creating jobs, strengthening supply chains, and reinforcing community pride—while remaining transparent, competitive, and compliant with national standards.

## Section 5: Alignment with other programmes and investments

This section should contain a summary of how the proposed activity for Plan for Neighbourhoods will align with, and complement, existing and planned local, regional or national:

- programmes
- investments or other funding streams delivered by the UK Government, Scottish Government, the Welsh Government and the Northern Ireland Executive
- ‘masterplans’ that describe the overall vision, design concept and structure for new development
- plans, strategies or similar documents

The proposed activity as part of our local Pride in Place Programme is mindful of, and continues to actively identify, other existing and planned initiatives and funding streams. This process has been greatly supported by the extensive engagement across the town, which has enabled a wide range of individuals and organisations to highlight projects they are aware of or already involved in.

Historic wider investments that have already benefited the town include the 2020 Grimsby Masterplan, which set out a long-term vision to transform Grimsby into a vibrant, attractive, and sustainable town centre.

Other Council-led initiatives have included the UK Shared Prosperity Fund, High Street Accelerator, Safer Streets Fund and Green Spaces Fund which has enabled Grimsby town centre to realise tangible improvements. The **UK Shared Prosperity Fund** has delivered a number of town centre initiatives, including the formation of the community led 2025 Group, and, in partnership with Safer Streets Funding, the creation of a successful Haven facility to support vulnerable youths in the town centre. The **High Street Accelerator** programme, focused on Victoria Street, has delivered community-led interventions including enhanced safety measures, regular street activities, and upgraded public realm features. Complementing this, the **Green Spaces Fund** has transformed the area with creative planting schemes—like living pillars, hanging baskets, and green walls—making the street more inviting and environmentally vibrant. Meanwhile, the **Safer Streets Fund**, particularly through initiatives like Operation Mastery, has significantly reduced crime and anti-social behaviour. Notable outcomes include a 14% drop in ASB, a 51% reduction in alcohol-related incidents, and improved safety through CCTV upgrades, street marshals, and youth engagement via the Haven Centre. Together, these programmes have fostered a safer, greener, and more welcoming town centre environment.

### Grimsby Masterplan

Developed through extensive consultation with local residents and businesses, the Masterplan’s purpose has been to revitalise the area by enhancing public spaces, supporting leisure and cultural activities, and encouraging investment in housing, transport, and community infrastructure. Key projects include the regeneration of Alexandra Dock, improvements to Corporation Road Bridge, and the creation of the Horizon Youth Zone. The Masterplan also aligned with the Towns Fund programme, unlocking significant public and private investment.

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.

A refresh of the plan is currently underway to acknowledge the achievements to date, consider unknowns at the time (e.g. subsequent acquisitions), and to look forward at new opportunities and challenges, with a revised vision titled **Grimsby Town Centre Vision 2040**, alongside a new Movement Strategy focused on sustainable transport and improved connectivity.

### **High Street Accelerator & Green Spaces Fund**

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 has delivered a range of town centre interventions to make our high street more attractive and vibrant, through community-led improvements including enhanced street security, regular public activities, creative planting schemes, and upgraded public realm features utilising the HSA and Green Spaces Fund (£737k) to promote and encourage community and business ownership. — supported by cross-sector partnerships and matched funding.

### **Grimsby Town Centre Regeneration**

A number of changes are also underway in Grimsby Town Centre. The 2025 Group 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 state of the art youth centre for young people from across Grimsby to come together.
- Projekt Renewable: Grimsby's first boxpark 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 which will be a keystone to a reinvigorated town centre
- 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.

### **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 happened in May 2025, and the new Mayor is sighted on the development of this plan for Grimsby.

### **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 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.

### **National Neighbourhood Health Implementation Programme**

Neighbourhood health provision is aimed to redesign and join up existing health and care services, which currently can be fractured and proved frustrating for patients.

In 2025, Grimsby was announced as one of 43 areas set to trial the new approach, which will bring together leaders from across local healthcare, the voluntary sector, and the wider community – to design services around communities, not organisations.

The overall aim of the programme to shift care into neighbourhoods is very much aligned with the sentiments from across the Grimsby Together working groups and from the Grimsby public at large, for whom a greater sense of community – helped by facilitating access to local, community / neighbourhood hubs, is a crucial factor in building the town they want to see.

As the wave 1 programme gets underway, the key healthcare leaders who are involved in Neighbourhood Health services are also actively involved in the Grimsby Together planning and engagement process, helping to ensure that the two programmes evolve in a complementary way.

### **Heritage Place (National Lottery Heritage Fund)**

North East Lincolnshire is a Heritage Place for National Lottery Heritage Fund. Heritage Places is a long-term, strategic investment in up to 20 different places across the UK aiming to boost pride in place and connection to heritage across whole places, rather than individual projects. Heritage Fund's ambition is by 2033 is to have supported projects in Heritage Places that:

- Target place-based investment that increases pride in place and connects communities and visitors with heritage

- Increase the capacity of local heritage to maximise its contribution to places and communities and enhance the wide-ranging benefits it can bring
- Create integrated and holistic schemes across the breadth of heritage, including, for example, anchor institutions, cultural heritage, and the natural environment
- Take a people-centred approach enabling everyone's heritage to be recognised

Heritage Place, across the 20 places has a budget of £200m until 2033 and provides an ongoing opportunity to increase investment and Heritage Engagement.

#### **Priority Places (Arts Council England)**

Arts Council England have acknowledged that investment in some areas of England has been too low and outlined 54 places where they have increased investment and engagement. North East Lincolnshire is a Priority Place. Arts Council England work closely with NELC and other local stakeholders to set bespoke objectives and have increased the amount of staff time to support the development of successful applications to open funding programmes.

#### **Sport England – Place Partnership**

North East Lincolnshire has been chosen as 1 of 80 places as a place partner to receive expansion funding due to national recognition of our challenges and opportunities, high levels of health inequalities and our opportunity to lever in further funding and additional resources.

The programme will focus on Children and young people (young carers), People living with a disability/long term health condition, those living in IMD 1-3, Older people 55+ and Women and Girls. The focus wards in Grimsby are West Marsh, East Marsh, South Ward and Heneage.

#### **Historic England**

Historic England's investment in Grimsby's Heritage Action Zone has fostered a strong partnership with us and other stakeholders, driving high-quality, heritage-led regeneration. This includes initiatives such as supporting the Horizon On Side Youth Zone through grant funding and expert guidance.

#### **Wider Strategic Activity**

Wider strategic activity is also taking place via the Creative Strategy, Natural Assets Plan and work to develop sport and physical activity. Additional recently announced strategic activity includes the selection of Grimsby as an area trialling implementation of the new Neighbourhood Health approach – and we continue to hear about and uncover further initiatives on an ongoing basis.

At a hyper-local level, the development of ward-based Community Plans have been considered and fed into how Grimsby-wide initiatives are taking place, with consideration about what projects 'sit where'.

Below is some further detail on the key programmes mentioned above and other investments which have helped inform the development of this Plan for Neighbourhoods work is set out below.

## Section 6: Match funding and leveraged investment

This section should include an outline of how your Neighbourhood Board will attract and maximise opportunities for private, public, and philanthropic match funding and investment.

It should set out any existing commitments (such as charities, individuals, and other organisations) and your plans to secure future support.

At the heart of Grimsby's bold and transformative 10-Year Vision lies the Grimsby Fund — a powerful symbol of our shared ambition and belief in the town's future. Born from collaboration across working groups and proudly endorsed by both the Local Authority and the Neighbourhood Board, the Fund represents a cornerstone of our strategy to unlock new opportunities and attract vital investment. By establishing an independent, transparent, and community-owned entity, Grimsby is not only embracing the potential of the £20m Pride in Place funding but also setting the stage to leverage and crowd in co-investment making the overall approach more strategic and collaborative enabling greater opportunity that will shape a thriving, resilient future for generations to come.

Momentum is already building around the Grimsby Together plan, with conversations held involving national philanthropic organisations, impact investors, and private sector donors<sup>2</sup>. These discussions reflect a growing recognition of Grimsby's bold vision — and a shared interest in exploring how others can join us in driving meaningful, long-term change for the town. – for example in the form of expert mentoring on particular topics / areas.

In 2024, a Hackathon helped local people to imagine how money could work for the town. This brought together local leaders with funders from Key Fund, Better Society Capital, Big Issue Invest, Social Investment Business, Esmee Fairbairn Foundation, Historic 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 was provided to create partnerships that empower residents and community organisations to work together on long-term regeneration plans. The funding has helped 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. The fund has already breathed new life into the town centre, delivering a series of transformative interventions that are making our high street more vibrant, welcoming, and full of possibility. With the Pride in Place programme, we have a powerful opportunity to build on this momentum — unlocking even greater potential to reimagine our local high street as a thriving hub of community, culture, and commerce.

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<sup>2</sup> To date, letters of support for the proposed route forward have been received from five significant social investors. None are in a position to agree co-funding yet but all saw the value of this fund in enabling them to deploy funding into the town.

**Safer Streets Fund £330k** – Through the support of the Humberside Police & Crime Commissioner, the Safer Streets initiative has already made a meaningful impact in Grimsby's town centre — delivering a range of interventions that have helped create a safer, more welcoming environment for everyone. From enhanced CCTV coverage and the creation of a Safe Haven for young people, to the presence of Safer Streets Ambassadors, multi-agency action days, graffiti reduction efforts, and improved business security, these measures have strengthened both the reality and perception of safety in the town Centre. The Pride in Place programme again offers a real opportunity to build on this foundation — amplifying the progress made and enabling further investment in safety, vibrancy, and pride across our town centre.

**Green Spaces Fund £500k** - The Green Spaces Fund is playing a transformative role in Grimsby's regeneration, empowering community-led projects to reimagine Victoria Street as a vibrant, nature-rich destination in the heart of the town. With support from the fund, this once traditional shopping street is being reshaped into a welcoming green corridor — featuring colourful planters, hanging baskets, crow's nest displays, and living walls that celebrate both biodiversity and local heritage. Led by community organisations like Grimsby in Bloom and supported by local schools and businesses, these interventions are not only enhancing the visual appeal of the town centre but also improving wellbeing, fostering civic pride, and attracting footfall.

Building on this momentum, the Pride in Place programme offers a powerful opportunity to scale up these successes — enabling further investment in green infrastructure, creative lighting, and community-driven placemaking.

Together these combined efforts are creating a town centre that is safer, more inclusive, and full of life — a place where people want to gather, grow, and thrive.

## Section 7: Community and stakeholder engagement

This section should include an outline of how your Neighbourhood Board will ensure the local community and key stakeholders are involved in the ongoing development and delivery of your Regeneration Plan over the course of the 10 years of funding. This includes through:

- your Neighbourhood Board membership and leadership
- the board's ways of working and distinction from the local authority
- your plans for securing buy-in from local businesses, civil society, and communities
- how you deliver interventions

It should include information about how you will continue to engage and consult the local community and key stakeholders in shaping and developing the plan throughout the delivery period

### A conversation with people who care about Grimsby

As previously mentioned, North East Lincolnshire Council and the Greater Grimsby Board 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.

Overseen by a newly established Greater Grimsby Board Pride in Place Sub Group comprising of independent local leaders from across the public, private and community sectors, 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.

In 2024 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 this Neighbourhood Regeneration 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>) between 22<sup>nd</sup> May and 9<sup>th</sup> June 2024.

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

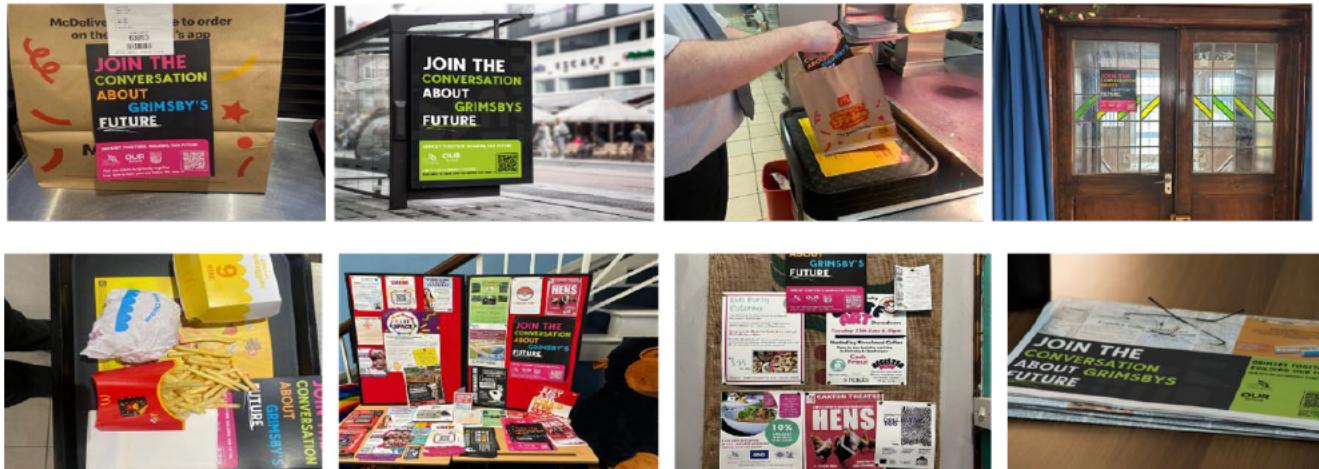
Pol.is is a digital platform designed to facilitate large-scale, open-ended dialogue among community members. Unlike traditional surveys, Pol.is allows participants to submit their own statements, vote on the ideas of others, and see areas of agreement and disagreement within the community. This interactive 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:
  - o 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:
  - o 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.
  - o 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:
  - o 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.
  - o 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:
  - o 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.

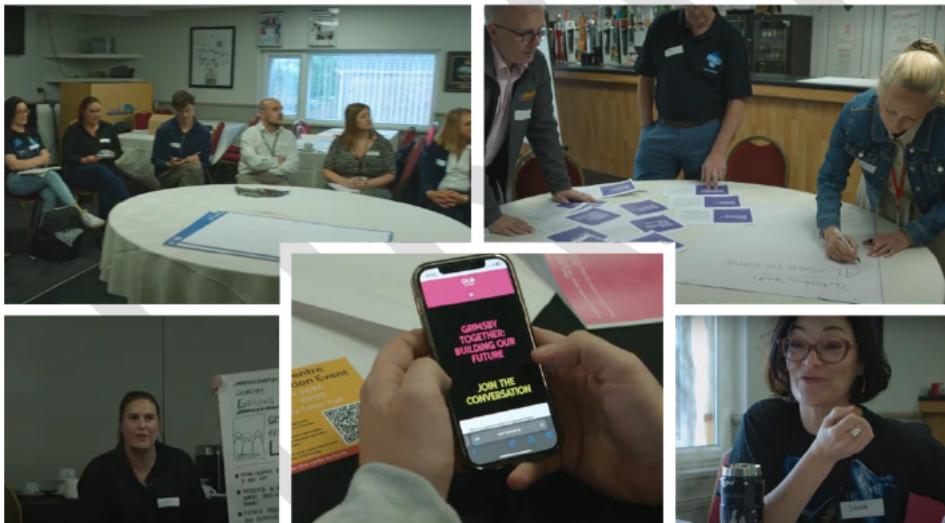
You can read more about Polis and see examples of previous uses [here: Polis](#)

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 22<sup>nd</sup>. 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.



Complementing this work Our Future held a series of in person events including a local history walk and Creating Actions Workshop, 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.

### **Emerging Aspirations for Grimsby's Future**

Through heartfelt conversations and deep engagement with the people of Grimsby—residents, businesses, and community partners alike—a powerful vision has begun to take shape. The voices of our town have illuminated a set of shared aspirations that reflect what truly matters to our community:

- Thriving Businesses and Connected Town Centre - A place where businesses flourish, innovation thrives, and the town centre becomes a dynamic hub of activity and connection.
- Beautiful and Inspiring Built Environment - Spaces that uplift, architecture that tells our story, and surroundings that make us proud to call Grimsby home.
- Green Economy - Leading the way in sustainability, creating green jobs, and building a resilient future for generations to come.
- Connected to Nature - Embracing our coastal landscapes, enhancing green spaces, and nurturing a sense of peace and wellbeing through the environment.
- Arts and Culture - Celebrating creativity, heritage, and expression—making Grimsby a place where culture is alive and accessible to all.
- Secure Homes and Lives - Ensuring everyone has a place to belong, feel safe, and live with dignity and purpose.
- Strong and Welcoming Community - Where diversity is celebrated, support is abundant, and every voice is heard and valued.
- Opportunities and Education - Empowering people of all ages through education, skills, and pathways to success

### **Grimsby Together: Powered by People**

The Grimsby Together journey continued in 2025 with an event at Grimsby Town Hall on the 30<sup>th</sup> June, bringing together over 90 passionate individuals from across sectors and organisations. Attendees celebrated the positive changes already unfolding—like the creation of the Youth Zone, the vibrant planting on Victoria Street, and the growing sense that real transformation is underway.

The event provided a platform to reflect on progress, share updates around the Emerging aspirations, and invite the community to help shape the next chapter. We explored how Pride in Place funding could be harnessed in a collaborative, citizen-led way to deliver meaningful impact.

Importantly, participants had the chance to engage directly with the themes that matter most to them—connecting with theme leads, sharing ideas, and contributing early thoughts to help guide the next phase of the journey. This led to an open and inclusive public recruitment process, welcoming 80 passionate individuals onto the eight dynamic working groups mentioned above. These members represent the heart of Grimsby and were drawn from our communities, businesses, VCSE sector, health service and wider public sector, united by a shared belief in a brighter future.

To amplify the message and reach every corner of Grimsby, we worked hand-in-hand with partners and the NELC communications team. Together, tapping into our collective networks—through newsletters, social media, press releases, and the **Our Future** collective—to ensure everyone has a chance to engage.

To reinforce and encourage ongoing public involvement, a dedicated website was also launched <https://www.our-future.io/grimsby-together> —a space to share progress, spotlight local achievements, and invite bold ideas from across the town.

### **Unlocking the Power of Funding for Grimsby's Future**

To ensure the Pride in Place funding delivers lasting, meaningful impact, we've also established a dedicated Fund and Governance Taskforce—working alongside our thematic groups to explore how this investment can truly transform Grimsby.

This taskforce includes two members of the Greater Grimsby Board, four additional contributors, and two community members recruited through an open process and is focused on ensuring that the Pride in Place funding delivers the greatest possible impact for Grimsby. Central to their vision is the belief that this investment should be truly owned by the town and its people—creating a legacy that lasts well beyond the life of the funding. The initiative is being shaped to be driven by and for the community, built on a foundation of cooperation, shared purpose, and collective participation. The goal is to establish a fund that not only supports sustainable change but also keeps wealth circulating locally, empowering residents to bring their ideas to life and take action. By unlocking the energy and ambition of Grimsby's people, this funding can become a catalyst for long-term transformation.

### **Continuing the Conversation**

Further to the event on June 30<sup>th</sup>, a follow-up public event was held on 25th September at Central Hall, bringing together over 100 passionate attendees in an open and inclusive forum. This was an opportunity to discuss and canvas additions to the work undertaken by the eight mission groups. The energy in the room reflected a strong community spirit, with many participants eager to get involved and contribute meaningful, tangible ideas that align with their priorities and aspirations. The event reaffirmed a shared commitment to keeping local voices at the heart of decision-making, ensuring that what matters most to residents continues to shape the town's future direction.

On 4<sup>th</sup> November, this 'phase' of the Grimsby Together concluded with a final update to the public, back in the Town Hall, again entirely open to all and still attracting new people, keen to get involved. A panel of working group chairs reflected openly about the process of working group discussions, the range and collective ambition of the conversations held to date, and how all groups have discussed a desire to continue to meet to take forward ideas for helping Grimsby be a thriving, supportive, and kind town. The public were also updated on the proposal for a Grimsby Fund – the embodiment of 'taking back control' for Grimsby people, taking the national policy at its word! With still more people signing up to be involved in the collective decision making across the town, the event was another demonstration of the energy being built behind this work.

As with the preceding section, the proposed Grimsby Fund will be key to ensuring that the local community and key stakeholders are involved in the ongoing development and delivery of Grimsby's Regeneration Plan over the course of the 10 years of funding, and beyond that date.

Dedicated proposals about the establishment, governance and operation of the Fund are being worked up in late 2025/early 2026. They will cover how the Local Authority and Neighbourhood Board will incubate the leadership of the Grimsby Fund, building trust and transparency alongside the independence and community-ownership that people in the town have been clear that they want and expect. They (and the Regeneration Plan submission) cover how the Fund will operate – meeting the governance and transparency requirements not just of government but of the town, in a context where confidence in traditional authority and political entities can be low.

The vision for the Grimsby Fund is of support for a citizen-led movement that stretches beyond the 10 years of the Plan for Neighbourhoods programme, and is delivering sustainable, town-owned change well into the future. Buy-in has already been secured, across the considerable engagement and priority-shaping activity conducted under the Grimsby Together banner; it will be sustained through demonstrating that it lives up to its principles, that it operates differently to historic funder-led and time-bound funding schemes, and that it supports the people of Grimsby to deliver change.

Interventions will be delivered by people and organisations in Grimsby, receiving the support they need (both financial and non-financial) from the Fund, and from the communities and networks connected to the Fund by their passion for the town.

As discussed with MHCLG, as we move into the next phase of developing the operational detail we will continue to work with citizens, under the auspices of the current Neighbourhood Board and with active involvement of the over 80 people who have been involved in working group planning to date.

## Section 8: Governance

### **A citizen led governance model**

Responsibility for overseeing the delivery and management of the Neighbourhood Regeneration Plan has been undertaken by the Pride in Place Sub Group of the Greater Grimsby Board. This group comprising of 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 Pride in Place programme and will lead to a citizen-led governance structure.

Formal responsibility for decision making, governance and oversight of the local Pride in Place programme will rest with the Greater Grimsby Board. More information about their governance arrangements is set out in the appendix with wider detail found here [Greater Grimsby Board Assurance Framework](#). While the citizen governance is established the Greater Grimsby Board will delegate the operational governance and coordination of delivery to the Pride in Place 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.

Oversight of the investment programme in Grimsby will continue the successful focus on community ownership across the town to date, while ensuring that governance and transparency meet the requirements set out by MHCLG.

As explained elsewhere, the community in Grimsby support the creation of a Grimsby Fund to deliver the Plan for Neighbourhoods investment. This will take the form of an entity created specifically for the purpose of investing in the people and place of Grimsby, with Pride in Place investment as its first tranche of funding – but an aim to use this funding to attract and leverage additional funding from elsewhere.

In the below diagram we set out how the community, the Neighbourhood Board (called the Greater Grimsby Board) and accountable body (which will remain the North East Lincolnshire Council) will interact with the Grimsby Fund. We also show how additional funders could be brought in to add support to the Fund, and how support from a Financial Intermediary may be used to provide additional expertise such as due diligence.

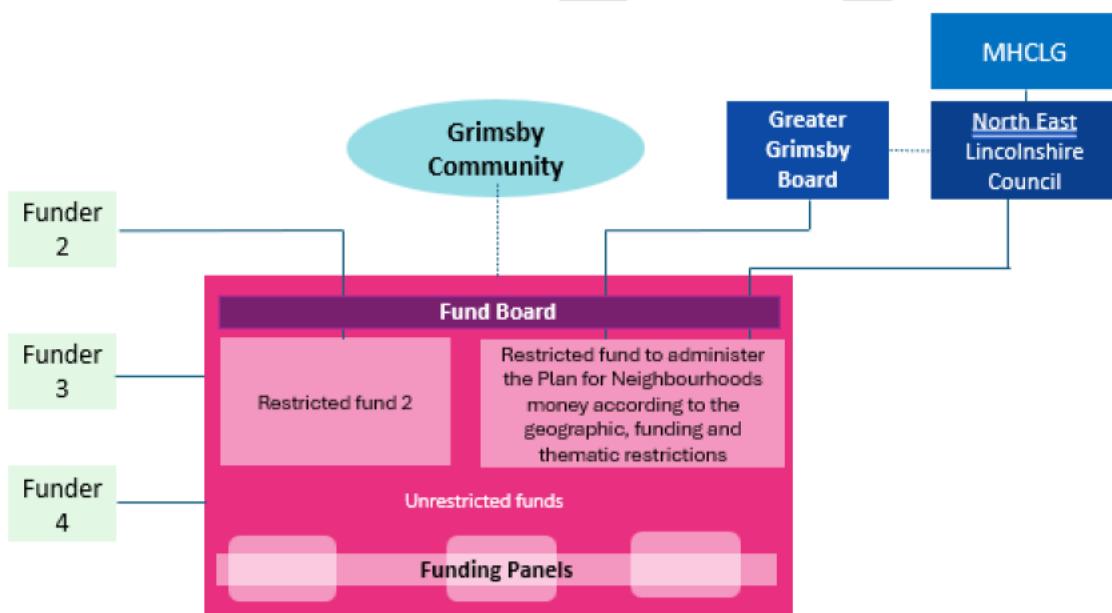
### **Strengthening Governance and Transparency**

We are committed to going beyond the standard principles of public life by ensuring that the Neighbourhood Board remains fully transparent and accountable to the local community. In addition to continuing to publish membership details, governance arrangements, meeting minutes, and decision logs on the Council's website, the Board will uphold the code of conduct and maintain up-to-date declarations of interest. Importantly, the new Fund and its members will also operate under these same standards, reinforcing our dedication to openness, integrity, and community-led decision-making.

The programme will continue to be managed in line with the Nolan Principles and the standards expected for projects and proposals as outlined in Managing Public Money (regularity, propriety, value for money and feasibility), with annual reports prepared by the Fund for its Board (which will include representation from the local authority and from the Neighbourhood Board).

At a high level, the route to market and process for appraising and approving investments for the Fund will be made easier – and more transparent – by operating through a dedicated ‘delivery vehicle’ for the Greater Grimsby Board. Using remaining capacity funding in the run up to April 2026 NELC propose to support those sub-groups who have been active in 2025, together with some dedicated expertise, to produce a strategy and set of investment documents that will transparently set out the Fund’s approach.

These will build on a set of principles that have already been agreed by the ‘Fund & Governance sub-group’, ratified by the public and by the Greater Grimsby Board, and include key elements such as the importance of community involvement in decision-making, balanced with the recognition of the importance of technical expertise in certain contexts. At a very high level, once these documents have been approved as the foundation for the operation of the Fund, investment opportunities will be promoted to the community, through the community, with dedicated capacity in the fund to then appraise and approve the mechanisms put forward. The Fund’s strategy will then be reviewed on a cyclical basis, to ensure that it remains in line with the community’s priorities, as well as evaluating impact and making any modifications to delivery that might be required.



We note that Pride in Place Programme timings and guidance recognises that communities need “time and space to embed the necessary governance structures, grow their presence within the local area and build local capacity and capability to be ready to hit the ground running”, and that “establishing good governance and trust within the community takes time to build”. The Fund idea has been developed over 2025, together with the public; we anticipate that further set up will continue into 2026.

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

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

NE Lincs Council commissioned Our Future at the end of April 2024 to engage and mobilise citizens as part of wider work to create a vision, prioritise ideas and develop models that would feed into the development of the Greater Grimsby Neighbourhood Regeneration Plan.

This work was overseen by the Greater Grimsby Board Pride in Place Sub Group, created specifically for the purposes of developing this 10 year vision. The operational delivery plan, including the principles for prioritising proposed ideas, was agreed by the Neighbourhood Sub Group.

The diagram below illustrates the key phases of work, the stakeholders involved and where decisions were taken by the Community Sub Group:

### The Process for Developing the Greater Grimsby Plan

Phase	Who	How	Output
One	1,100 people	Online and in person conversations	790 statements about the future, 283 specific ideas, 56,743 votes cast
Two	Our Future with Demos Consulting	Analysing the outputs of the conversations and prioritising using agreed principals	4 objectives, 9 underlying themes
Three	Our Future, Local Leaders, national funders and social investors	Researching, testing and developing solutions	75 further ideas, 3 delivery models
Four	88 town members in nine thematic groups, coordinated by NE Lincs Council with input from Our Future	Development of 10-year Vision and 4-year investment Plan	Greater Grimsby Neighbourhood Regeneration Plan

## 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 Pride in Place 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 has signed 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 Pride in Place programme and is the vehicle for developing and overseeing the delivery of the 10-year vision and 4-year Investment Plan for Grimsby. The Board acts as the Governance and delivery mechanism to drive forward transformational change around the three themes of:-

- Thriving Places
- Stronger Communities
- Taking Back Control

#### 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
Max Burnett	Associated British Ports
Deborah Williams	Historic England
Julian Free	University of Lincoln
Cllr. Philip Jackson	North East Lincolnshire Council
Vacant	University of Hull
Melanie Onn MP	Member of Parliament
David Ross <b>CHAIR</b>	David Ross Foundation
David Talbot	Catch
Emma Toulson	Orsted
Martin Vickers MP	Member of Parliament
Julie Walmsley	Voluntary, Community & Social Enterprise Alliance
Sharon Wroot	North East Lincolnshire Council
Jonathon Evison	Police & Crime Commissioner

Cllr. Stan Shreeve	North East Lincolnshire Council
<b>VICE CHAIR</b>	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 \(nelincs.gov.uk\)](http://nelincs.gov.uk)

## Greater Grimsby Board Pride in Place Sub Group

On behalf of the Greater Grimsby Board, the purpose of the Pride in Place Sub Group is to oversee the development and delivery of the Greater Grimsby Neighbourhood Regeneration Plan and make recommendations to the Greater Grimsby Board around any key decisions required around the four-year Investment Plan, 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 Greater Grimsby Neighbourhood Regeneration Plan and 4-year investment plan.
- Provide support and check & challenge to “Our.Future” who have been commissioned to undertake the engagement work to inform the Neighbourhood Regeneration Plan and 4-year investment plan.
- 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 Greater Grimsby Regeneration Plan and local area.
- Oversee ongoing delivery of activity contained within the 4-Year investment plan as 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 MHCLG as and when required.

## Membership

Organisation	Representative(s)
Greater Grimsby Board (Chair) Doorstep	Julie Walmsley (Chief.Executive)
Horizon Youth Zone	Lucy Ottewell-Key (Chief.Executive)
2025 Group	Liz Parry Ayolt Kloosterboer
NEL Voluntary Sector Support	Jennifer Johnson (Delivery.Manager.™.Place.Lead.for.NE.Lincs)
ORE Catapult	Katherine York (OMCE.Manager)
North East Lincolnshire Council	Spencer Hunt (Assistant.Director.Safer.™.Stronger.Place)
North East Lincolnshire Council	Claire Thompson (Strategic.Lead._Insights.Team)
Health & Care Partnership	Sarah Everest (HCP.Programme.Director)
Public Health	Mike Hardy (Public.Health.Principal)
NELC - Regeneration	James Trowdsdale (Strategic.Lead.for.Culture) Maggie Johnson (Head of Economy & Funding)
NELC – Highways & Transport	Anthony Snell Transport & Traffic Manager
E-Factor/2025 Group	Mark Webb Managing Director
NELC - Environment	Dee Hitter Head of Regulation & Sustainability
Hodson Architects	Mark Hodson Managing Director

## Submit your Regeneration Plan

You must complete this form to submit your Regeneration Plan for the Plan for Neighbourhoods programme. [Read the fund's prospectus](#) before you start.

### What this process involves

All 75 places included in the Plan for Neighbourhoods programme must submit their Regeneration Plan to the Ministry of Housing, Communities and Local Government (MHCLG) using this form. Submitting your plan is the next step before programme delivery funding is released.

It should be completed by the nominated representative for each place.

All information submitted must have been approved by the Neighbourhood Board and through any local approval process required by the accountable body.

Where this form is not complete, or we require further information or clarification, you will receive an email notifying you to make any updates and changes as appropriate.

Further information can be found in [drafting your Regeneration Plan](#), and the [governance and boundary guidance](#).

### How we'll use your information

The information in the form will be used to validate the readiness of local areas to receive funding and deliver in line with the [programme's prospectus](#) and published guidance. [Read our privacy notice for more information](#).

## 1. Place & Secondary Contact Information

Which place are you submitting on behalf of?

<b>Place</b>	Grimsby
<b>Local authority (accountable body)</b>	North East Lincolnshire
<b>Country</b>	England

Who is the nominated representative for your place?

<b>Name</b>	Spencer Hunt
<b>Organisation</b>	North East Lincolnshire Council
<b>Role</b>	Assistant Director, Safer & Stronger Place
<b>Email address</b>	spencer.hunt@nelincs.gov.uk
<b>Contact number</b>	01472 313131

## 2. Community Engagement and Support

In this section, we'll ask:

- how you have engaged your local community and stakeholders to develop your Regeneration Plan
- whether you have consulted with your Mayoral Combined Authority on the content for your Regeneration Plan, if applicable
- whether you have consulted relevant MPs throughout the development of your plan

Your Regeneration Plan submission should follow extensive consultation and collaboration with the local community and key local stakeholders.

A key element of the assessment process will be to assure the government that you have:

- adopted a community-led approach to developing the plan
- consulted key stakeholders
- followed our guidance appropriately

Tell us how you have engaged with your local community and key stakeholders to develop your Regeneration Plan.

Give examples of:

- the numbers of people engaged
- the range of local community groups and organisations engaged
- when the engagement took place and the methods used

The Grimsby Regeneration Plan is a plan that has emerged directly from the people of Grimsby. Extensive consultation, collaboration and engagement began in 2024 as part of the Long-Term Plan for Towns programme and further continued in 2025 as part of the reinvigorated Plan for Neighbourhoods/Pride in Place Programme.

The mass engagement coordinated by “Our Future-Grimsby Together” was driven by the energy and creativity of a local 100-person core group. Information about the campaign was disseminated via Our Future’s network of 280 organisations via social media. Flyers and physical posters were displayed across the town on buses, in churches, by text messages to parents at schools, in police stations, on notice boards in parks, in shops and restaurants, in community centres, in pubs, within family and health centres, at schools, youth centres, in the windows of cars, at golf clubs, on doorsteps while door knocking, at community events, to service users, to stall holders at Freeman Street Market and surrounding shops, in Morrisons, Asda & Tesco, at the local Mosques, Colleges, and many other places, including flyers sent out with McDonalds deliveries. Four digital bus shelters within the town also provided 250 hours of advertising, and the local Citizens Advice Bureau set up a computer where people could access the polis survey. The campaign was also publicised via mailings

to all local, parish and town councillors, to every school headteacher and a half page advertisement was published in the Grimsby Telegraph.

The following content is the product of widespread, sustained, multi-year engagement which has resulted in a ‘movement’ in Grimsby of engaged and mobilised citizens, not just a ten-year plan.

Building on work over the past few years, the development of the Regeneration Plan has entailed:

- Online Engagement: 1,100 participants engaged via the Polis on-line platform, casting 56,743 votes, and posting 790 ideas.
- Town Hall Meetings: Over 100 attendees participated in the initial kick-off event at Grimsby Town Football Club with a further event held at Grimsby Town Hall with similar turnout.
- Creating Actions Workshop: Local stakeholders 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 towns resilience.
- Hackathons: Involved over 40 participants, including national grant funders, social investors, and local citizens to co-design fund concepts.
- History Walk: More than 22 attended a history walk to discuss the past and future of the area.
- Follow up Events: Over 100 people attended a series of follow up town-wide public events from June – October 25, open to all (and publicised via mass channels such as thousands of leaflets in McDonalds takeaways, posters and flyers across town, print media, social media and word of mouth)
- Input and engagement options open to all via the Grimsby Together website, with 1000+ users
- Nearly 30 working group sessions, bringing together stakeholders from across the community to develop thematic priorities and ideas to support the development of the Regeneration Plan and 4-year investment plan.

Engagement has been both ‘broad and deep’. The Regeneration Plan work was ‘launched’ at an open-to-all public event in June at Grimsby Town Hall, which was followed up with a broad and sustained social media campaign, spreading the aims and ethos of the Plan for Neighbourhoods across Grimsby (and more widely across North East Lincolnshire).

Input to the plan development has remained open to all through a series of public events, through an open mechanism for submitting ideas and comments (via a dedicated website), and via those Grimsby representatives who applied to be members of the thematic working groups – on a condition that they would continue to engage with and represent the interests of the wider community. Over forty local

community groups and organisations have thus been directly engaged in the plan development (as representatives on working groups), from faith-based groups to registered housing providers, small local charities to the local arms of larger national organisations, social enterprises to multi-million-pound local businesses.

Engagement has (as above), taken place across a multitude of channels, in order to maximise the reach of the programme and its inclusive messaging. A programme of social media and inclusive digital activity has helped us to have a steady voice across the town (and tap into others' social media networks for even greater awareness), but in-person interaction has been key to ensure a deeper level of engagement with and across groups and individuals in the town to bring the Plan for Neighbourhood programme to life and supporting the Pride in Place vision.

**Is your place in a Mayoral Combined Authority?**

Yes

If Yes (If No skip the next 2 questions):

Have you consulted with the relevant Mayoral Combined Authority on the content of your Regeneration Plan?

You should have consulted with your relevant Mayoral Combined Authority on your plan before submitting.

Yes

If No:

**Tell us why you haven't consulted with the relevant Mayoral Combined Authority.**

Has the MP for your place been consulted during development of this plan and reviewed it prior to submission?

Yes

If Yes:

**Tell us the name and constituency for the MP: Melanie Onn, Great Grimsby and Cleethorpes**

If No:

**Tell us why you have not consulted the MP for your place during development of this plan and why they have not reviewed it prior to submission.**

<p>Does the constituency of another MP make up more than 25% of your agreed place geography?</p> <p>If your place boundary intersects with more than one constituency, a second MP may also sit on your Neighbourhood Board.</p> <p>If their constituency makes up at least 25% of agreed geography, they should have reviewed your Regeneration Plan prior to submission.</p>	
	No
<p>If Yes:</p> <p>Has the MP for the constituency making up more than 25% reviewed the plan prior to submission?</p>	
Yes	No
<p>If Yes:</p> <p>Tell us the name and constituency for the MP.</p> <p>If No:</p> <p>Tell us why the MP for the constituency making up more 25% of agreed place geography has not reviewed the plan</p>	
<p>Does the constituency of another MP make up between 10% to 25% of your agreed place geography?</p> <p>Where the percentage share is 10% to 25%, those MPs should be consulted on any plans that impact an area within that MPs constituency.</p>	
Yes	No
<p>If Yes:</p> <p>Has the MP been consulted on any parts of your plan that impact on areas within their constituency?</p>	
Yes	No
<p>If Yes:</p> <p>Tell us the name and constituency for the MPs you have consulted, and details about what was consulted.</p> <p>If No:</p> <p>Tell us why you have not consulted the MP making up between 10% to 25% of agreed place geography.</p>	

### 3. Your Regeneration Plan

#### Your 10-year vision

##### What we need to know

In this section, we'll ask you to upload your Neighbourhood Board's 10-year vision, and any supporting documents you may have.

Your 10-Year vision should outline how:

- Plan for Neighbourhoods funding will be used to address local needs and deliver programme objectives over the next decade
- funds will be managed compliantly and effectively

It must include the section headings and content as set out in the 10-year vision content requirements

**UPLOAD BUTTON**

Would you like to upload any supporting documents?

Yes	No
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If Yes:

Upload any supporting documents and provide a brief description of their purpose.  
[Upload button]

Specify the purpose for each document, using the format: 'File name - purpose'. Make sure the file name uploaded matches the one you have outlined so that we can locate the correct document for review.

[Free text field]

These will be uploaded with the submission and will include all consultation documents over the last 2 years as part of the Plan for Neighbourhoods/Pride in Place Engagement.

## Your 4-year investment plan: key priorities

In this section, we'll collect information about how you intend to deliver against the 3 objectives of the programme in the first investment period. This includes the following 4 financial years from 2026 to 2030.

We'll ask about:

- your priorities for improvement and investment across the 3 programme objectives (thriving places, stronger communities and taking back control)
- why you have selected these priorities
- how you will deliver change

### **Objective 1: Thriving places**

Tell us about the local challenges you have identified as priorities to address in the first investment period and why.

Give specific examples of challenges and evidence to illustrate them where possible. Explain how data and community consultation has helped you to identify these challenges.

If you are not pursuing activities for this objective, tell us why.

Grimsby is undergoing a significant transformation through the Town Investment Plan, laying strong foundations for future growth. To maintain momentum and keep pace with progress across the wider region, it's important to continue enhancing the quality of the local environment and creating the right conditions to attract private sector investment. Equally vital is ensuring that local people have the opportunity to thrive, and that visitors leave with a positive impression of the town. A vibrant and successful Grimsby will not only uplift the community but also contribute to broader regional prosperity, ensuring that no part of the town is left behind.

Grimsby's vision of becoming a Thriving Place is bold, multifaceted, and deeply rooted in the ambition to create a better future for all who live and work here. As highlighted in the *Pride in Place* prospectus, thriving places are those that drive inclusive local growth—putting money into the pockets of working people and building stronger, more resilient communities. The Thriving Place Index reinforces this with nearly 80 indicators that measure how well a place supports wellbeing, opportunity, and connection.

The prospectus also paints a vivid picture of what a truly thriving place looks like: vibrant neighbourhoods, bustling high streets, accessible amenities, and high-quality

infrastructure. This submission focuses on bringing that vision to life in Grimsby, with clear priorities that will unlock the town's full potential

- Revitalising the Town Centre into a safe, dynamic destination that evolves with the needs of residents and visitors—offering exceptional retail, leisure, and cultural experiences.
- Protecting and enhancing Grimsby's built environment, ensuring it continues to reflect our heritage, foster community pride, and support future growth.
- Rebranding Grimsby by actively challenging the negative narratives that have held the town back—restoring confidence, attracting investment, and raising aspirations.
- Empowering residents of all ages to connect with meaningful local opportunities, jobs, and pathways to success.

Grimsby has the assets, the ambition, and the community spirit to thrive. With focused investment and collaborative action, we can transform this vision into a reality—creating a place where people feel proud to live, work, and belong.

The local challenges requiring attention have been clearly identified through extensive community engagement—an ongoing process over the past two years or so, with particularly intensive activity between June and November 2025. This sustained dialogue has provided valuable insights into the issues that matter most to residents and shaped a shared understanding of the priorities for action.

Across the eight dedicated working groups, and in public engagement events, it has been broadly agreed that Grimsby experiences a number of challenges to it being seen as a Thriving Place, including:

- People of all ages looking outside of Grimsby for entertainment and activity, instead of going into the town centre
- Local buildings in 'a state of crisis', with widespread underuse leading to decay which may prove irreversible
- Ongoing negative beliefs about the town – from residents as well as outsiders – that limit people's pride in the town, and sense of aspiration
- Young people leaving the town to pursue education and opportunities elsewhere, out of a sense that there aren't 'jobs for us' in Grimsby

Tell us about any local opportunities for improvement or investment that you have identified and wish to pursue in the first investment period.

Give evidence of each opportunity and explain why they are being prioritised in this investment period. Include how your proposals reflect the priorities identified by local people as part of your engagement.

Local opportunities to address the above challenges have been sourced and developed in the same way that the priorities for Grimsby were identified (based in a multi-year community engagement exercise, further developed through the working groups and then validated in consultation with the wider community through open-to-all public events, social media and ongoing outreach).

Change has already begun, where people of Grimsby are coming together to address the challenges they see around them. Across nearly 90 people who have taken part in the Grimsby Together working groups there is an almost universal commitment to continuing to meet in dedicated groups, to take forward ideas and planning to address the above challenges. From this engagement we know that:

- Local businesses and residents are passionate but concerned about the future of Grimsby Town Centre, which is undergoing significant transformation through the Town Investment Plan – but can go further still, to secure the foundations for future growth. While the ‘Town Deal’ has been successful in starting to bring together central government, local government, business, and other stakeholders to deliver positive change in Grimsby through investment and support, the commercial vacancy rates in Grimsby remain significantly higher than the England average (27% vs 11% in 2023)<sup>1</sup>, with Grimsby also behind in relation to gross value added per job filled, 16-64 qualification results, employment rates and job density. To maintain momentum and keep pace with progress across the wider region, it’s important to continue enhancing the quality of the local environment and creating the right conditions to attract private sector investment. Equally vital is ensuring that local people have the opportunity to thrive, and that visitors leave with a positive impression of the town. A vibrant and successful Grimsby will not only uplift the community but also contribute to broader regional prosperity, ensuring that no part of the town is left behind. There is a shared ambition to make the town centre a place that attracts and inspires both residents and visitors from across the wider region.
- People from all sectors recognise the decline and poor state of buildings across Grimsby, with a particular – but not sole – focus on the heritage buildings of the town. Given Grimsby’s rich heritage and important role in the history of the UK as one of its major ports and centres of fishing, there is concern not to lose the landmarks of a previous time – together with a desire

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<sup>1</sup> [Grimsby.pdf](#)

to ensure that buildings take the town forward into the future, with a focus on ways that buildings (and spaces) bring the community together. Change here is suggested to start with a ‘mapping’ or register of buildings and spaces across the town, as a stepping off point for further conversations about regeneration and improvements.

- The ‘toxic narrative’ about the town is felt to be strongly affecting how people interact with and feel about their environment and opportunities. In contrast to persistent negative stories in the media and across social media, positive stories are out there however, and already making people feel proud of their place and community. Across the working groups, a persistent effort to challenge negative stories and seek to ‘re-brand Grimsby’ has been discussed, with efforts already underway.
- When it comes to jobs and opportunities, working groups discussed that Grimsby has education providers, training opportunities, and a renewable energy sector that is putting the town back on the map. Taking advantage of those opportunities is not seen to be equally available to people in town however, whether because of awareness, transport, aspirations or networks. In this regard, change is starting by joining the dots – ensuring that everyone has access to the information and opportunities to get ahead. Building on the positive momentum of at least three working groups, there is ambition to bring people together to evaluate, communicate and enhance what already exists.

These opportunities have been strategically selected for prioritisation during this first investment phase, laying down the essential foundations needed to unlock and sustain future progress in subsequent periods of investment.

### **Objective 2: Stronger communities**

Tell us about the local challenges you have identified as priorities to address in the first investment period and why.

Give specific examples of challenges and evidence to illustrate them where possible. Explain how data and community consultation has helped you to identify these challenges.

If you are not pursuing activities for this objective, tell us why.

In the previous section, we highlighted the deeply rooted perceptions held by many in Grimsby regarding how the town is often portrayed and experienced—as lacking ambition and facing challenges. This narrative, frequently echoed across media channels including social media, underscores the importance of reshaping public

engagement to foster greater individual and collective pride and aspiration throughout the town.

Connected to this narrative, Grimsby has a social trust score of -14.4%<sup>2</sup>, significantly lower than the England average of -3.1%, and a recorded crime rate (per 1,000 population) that is almost double that of the England average (175.9 in Grimsby compared to 92.8 average for England). It is also worth mentioning that over 60% of Lower Super Output Areas (LSOAs) in Grimsby are in the top 20% most deprived in England in terms of crime.

Over two years of public engagement, and throughout the more detailed discussion in the 2025 working groups, what has consistently been discussed however is not simply the challenge of reducing crime, or stronger policing – but a collective interest in ensuring that people in Grimsby have opportunities and education to address the root cause of criminal behaviour.

For the committed members of the working group who represent their neighbours and communities in Grimsby, ‘Stronger Communities’ is about fostering kindness, empathy, and mutual support. These values are seen as powerful tools for overcoming division, challenging negative beliefs, and creating a safer, more trusting environment where everyone feels they belong.

Specific challenges discussed by working groups as underpinning some of the data that points to low social cohesion, low trust and highly divided communities include:

- Young people (in particular) lacking role models to model positive, value-based behaviours and raise aspirations
- People of all ages lacking trusted, safe, and welcoming places to connect with each other, share experiences, and build mutual support
- Individuals and organisations who are doing positive things in the town aren’t well promoted or known about, and aren’t supported to connect with each other to make the whole more than the sum of the parts

Tell us about any local opportunities for improvement or investment that you have identified and wish to pursue in the first investment period.

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<sup>2</sup> Onward 2023 study

Give evidence of each opportunity and explain why these opportunities are being prioritised in this investment plan period. Include how your proposals reflect the priorities identified by local people as part of your engagement.

Local opportunities to address these challenges have been thoughtfully identified and developed using the same inclusive and community-driven approach that has shaped Grimsby's priorities. This process began with a multi-year engagement exercise, was refined through the collaborative working groups, and validated through open public events, social media outreach, and ongoing dialogue with the wider community. The process has been an extraordinary success in itself, towards building stronger communities, with enormous energy and enthusiasm from citizens in continuing to meet in working groups and as a collective to take forward ideas and improvements. This energy has also been a key element that has led to the suggestion of a Grimsby Fund, ensuring – through initial co-design of an independent entity to manage the Pride in Place funding, and a strong ongoing community role in oversight – that investment continues to support the community ties that are being formed and strengthened already.

To help to continue build strong, kind, and mutually supportive communities in Grimsby, multiple working groups identified a set of opportunities to be pursued in the first investment period:

- Support the creation and use of multi-purpose neighbourhood community centres
- Help people across Grimsby to have a supportive and relationship-based approach
- Improve sharing of and communication about what is available in Grimsby

Various conditions to support these opportunities being prioritised in this investment period exist, including:

- Recent announcements that Grimsby has been selected as part of the National Neighbourhood Health Implementation Programme
- Discussion in and prioritisation by other working groups of how to repurpose and 'activate' under-used buildings in Grimsby
- National resources, research published, and initiatives launched in the past couple of years (especially post-Covid) in recognition of the importance of relationship-based approaches, particularly for children and young adults
- Increased interest in volunteering, post-Covid, with infrastructure that could be further developed (including through the exploration of AI)

**Objective 3: Taking back control**

Tell us about the local challenges you have identified as priorities to address in the first investment period and why.

Give specific examples of challenges and evidence to illustrate them where possible. Explain how data and community consultation has helped you to identify these challenges.

If you are not pursuing activities for this objective, tell us why.

Themes such as life chances, a strong start in life, pathways into employment, and empowering local voices to shape how Grimsby works, looks, and feels have consistently emerged across the Plan for Neighbourhoods working groups.

As previously noted, Grimsby is a town where residents can see the promise of a thriving new industry in the offshore wind sector. However, the perceived gap between the opportunities and prosperity generated by this industry and the lived experience of many in the town, particularly those raising families and building careers, has emerged as a recurring concern. Addressing this disconnect presents a valuable opportunity to ensure that local people feel included in and benefit from Grimsby's evolving economic landscape.

For people in Grimsby, 'taking back control' means ensuring that local industries are genuinely accessible to the community. It reflects a desire to break down the barriers, whether real or perceived, that the jobs created are "not for us" which make the opportunities feel out of reach. It is evident that entry routes need to be clearer, achievable, and welcoming to all.

The same sentiment also applies to the challenge of housing in Grimsby, where over 3,000 homes are listed as empty or unoccupied, at the same time as a severe shortage of suitable and affordable accommodation for people who need a place to call home, and the stability that a home could bring with it. In this context, housing providers and charities in the town have used the Pride in Place engagement to form a collective focused on making housing in Grimsby accessible to people in the town, not only to live in, but also using the industry as a way of creating suitable jobs for local people.

Across the working groups, the Pride in Place focus on amplifying local voices has been met with strong enthusiasm and ambition. Building on this momentum, residents of Grimsby have expressed a clear desire to take greater ownership of institutional funding—seeking to move beyond short-term priorities that often lead to short-lived change. In response, a ninth working group has taken forward the

development of the concept of a 'Grimsby Fund', suggested as an off-menu intervention in this submission. While more detail is provided elsewhere in the submission, Grimsby citizens are proud to take the 'Taking Back Control' objective and run with it.

**Tell us about any local opportunities for improvement or investment that you have identified and wish to pursue in the first investment period.**

Give evidence of each opportunity and explain why these opportunities are being prioritised in this investment plan period. Include how your proposals reflect the priorities identified by local people as part of your engagement.

Local opportunities to address these challenges have been thoughtfully identified and actively developed using the same inclusive and community-driven approach. This process, rooted in a multi-year engagement journey was enriched through collaborative working groups and validated by meaningful consultation with the wider community via open public events, social media, and ongoing outreach.

In this first investment period, 'taking back control' in Grimsby involves laying the foundations (figuratively and literally!) for a set of multi-year priorities that will develop in impact and complexity over time. Opportunities to act on the above challenges include:

- Completing a 10-year housing blueprint, addressing retrofit, new build, flood risk, and single-person accommodation – alongside a partnership charter, a coordinated property acquisition strategy, and a set of apprenticeship programmes to develop local skills
- Partnering across the business and voluntary sectors on a Grimsby jobs and skills blueprint, designed to complement the Local Skills Improvement Plan, mapping entry-level job pathways and barriers, identifying certification requirements and transport solutions, and connecting with local organisations and groups to create or facilitate entry to work experience and mentoring

Launching a Grimsby Fund that will be led and owned by the people of Grimsby. With clear transparency of operations and decision making, the Fund will not only use investment to support the change that the people of Grimsby want to see, but by designing, creating and participating in a bespoke entity, citizens are enthusiastic about continuing to shape and control how funds are spent in their town – with ambition to attract other funds and last well beyond 2036.



## Your 4-year investment plan: interventions

### What we need to know

In this section, we will ask you about how you will deliver your programme of activity.

We understand that during delivery you may fund different interventions to those selected as you respond to new or emerging local need, or to align with other local plans and availability of funding sources. Therefore, your answers in this section can be indicative.

We'll ask about the interventions you plan to fund in the first investment period, if known. These can be found on the [pre-approved interventions](#) page, and include the following categories:

- cohesion
- education and opportunity
- health and wellbeing
- housing
- regeneration, high streets and heritage
- safety and security
- transport
- work, productivity and skills

We will also ask about any off-menu interventions you wish to deliver.

Which.categories.of.pre\_approved.interventions.do.you.plan.to.fund?" Select all that apply.

**Which interventions relating to '[category]' do you plan to fund in the first investment period? Select all that apply.**

<b>Regeneration, High Streets and Heritage</b>	Funding for improvements to town centres, neighbourhoods, and high streets, including capital spend and running costs	
	Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces	
	Support for non-domestic energy efficiency measures and decarbonisation in local businesses, high streets, and community infrastructure	
	Funding for new community and neighbourhood infrastructure projects, or for improvements to existing ones, including facilities that house public services or enhance community resilience to natural hazards, such as flooding.	

	Funding for local arts, cultural, heritage and creative initiatives	
<b>Housing</b>	Provide safe and supportive environments for people with experience of homelessness and rough sleeping	
	Modernisation of social housing	
	Support wider neighbourhood renewal by improving the attractiveness and liveability of homes and their surroundings	
	Provide healthy and climate-resilient homes support locally	
	Establish land trusts for the purpose of creating community-led housing to meet local needs	
	Support local community initiatives that support people in bringing down their home energy bills and improve the energy efficiency of their homes.	
<b>Work, Productivity and Skills</b>	Support to improve awareness of and access to local provision that moves people closer to and into sustained employment, in line with an area's Get Britain Working Plan	
	Enabling community wealth building	
	Developing and expanding existing local business support and networks for smaller businesses and social enterprises	
	Skills provision tailored to local opportunities and skills gaps, such as those identified in an area's Local Skills Improvement Plan	
	Funding to support for the development, improvement, and promotion of the visitor economy, such as local attractions, historical trails, cultural tours, campaigns and other related tourism products	
<b>Cohesion</b>	Measures to improve community cohesion	
	Funding for impactful volunteering and social action projects to develop social and human capital in local place	
	Investment in capacity building and infrastructure support for local civil society, youth and community groups	
<b>Health and Wellbeing</b>	Supporting community-level health provision	
	Integration and co-location of health and wellbeing services	
	Funding for local sport and activity facilities, events, teams and leagues, to foster community engagement and connection	
	Funding to support preventative public health initiatives and campaigns	

	Provide drug and alcohol support for people with experience of homelessness and rough sleeping	
Transport	Support for active travel enhancements in the local area	
	Funding can be used to improve local bus services	
	Funding for new, or improvements to local road networks to improve access within and to the town	
	Funding to improve rail connectivity and access	
	Reducing vehicle emissions	
Safety and Security	Design and oversight of the built and landscaped environment to 'design out' crime and encourage positive behaviour	
	Policing interventions to target crime prevention in specific locations, in particular town centres	
	Interventions to tackle anti-social behaviour, crime and minimise reoffending	
	Co-location of crime reduction services	
	Improved town centre management	
	Initiatives to reduce burglary	
Education and Opportunity	School-based programmes to support young people's development	
	Support to both reduce levels of child poverty and to prevent the negative impacts of child poverty on children and families	
	Support for families and young children	
	Funding to help families with the cost of childcare where it may alleviate cost of living pressures, or support employment	
	Support for growing the local social economy, including community businesses, cooperatives and social enterprises	
	Support for community-based learning and development	

## Off-menu interventions

Does your Neighbourhood Board wish to deliver off-menu interventions?

‘Off-menu interventions’ are any that are not listed in the pre-approved interventions.

	No
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### **Describe the proposed intervention**

Once you have completed the fields, ‘Save and add another’ to add another off-menu intervention or continue to the next question.

#### **PROPOSAL 1**

Describe the proposed intervention and related expenditure

Estimated cost of intervention

Tell us why the proposed intervention cannot be delivered through those set out in the pre-approved intervention list

Tell us how the proposed intervention will support delivery of one or more of the strategic objectives for the Plan for Neighbourhoods programme

Tell us how the proposed intervention will be value for money and the outcomes and outputs that you aim to deliver through the investment

Tell us how you have consulted with relevant bodies, where relevant, when developing this proposal and the outcome of these discussions

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## 4. Payment profile and spend

### What we need to know

In this section, we'll provide the figures for your allocated capacity and programme delivery funding, which will be paid to your accountable body.

We'll then ask you about your:

- indicative spend for each investment period
- planned use of programme delivery funding for the first 4 years of the programme

### Payment profile and spend forecast

Your place has been allocated capacity funding (revenue) and programme delivery funding (capital and revenue). This will be paid to your accountable body following the payment profiles shown in the table. The investment periods run as follows:

- Investment period 1 - 2026 to 2030 (4 financial years)
- Investment period 2 - 2030 to 2033 (3 financial years)
- Investment period 3 - 2033 to 2036 (3 financial years)

FUNDING TYPE	Investment Period 1						Investment Period 2			Investment Period 3			Total All Years
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10			
Revenue Capacity	250	200	150	0	0	0	0	0	0	0	0	0	600
Revenue Programme Delivery	0	0	232	256	432	432	432	432	437	450	450	450	4,003
Capital Programme Delivery	0	0	360	1,736	1,605	1,605	1,605	1,605	1,605	1,605	1,605	1,605	14,936
<b>TOTAL</b>	<b>250</b>	<b>200</b>	<b>742</b>	<b>1,992</b>	<b>2,037</b>	<b>2,037</b>	<b>2,037</b>	<b>2,037</b>	<b>2,042</b>	<b>2,055</b>	<b>2,055</b>	<b>2,055</b>	<b>19,539</b>

**Tell us your indicative spend forecast throughout the programme.**

This should be consistent with the narrative in your Regeneration Plan and may differ from the payment profile.

Both capacity funding and programme delivery funding may be profiled into later years, or you may propose to move funding to investment period 2 and 3. However, funds cannot be brought forward into earlier years of the programme.

		Period 1					Period 2			Period 3		
		Y0	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10
	24 - 26	25 - 26	26 - 27	27 - 28	28 - 29	29 - 30	30 - 31	31 - 32	32 - 33	33 - 34	34 - 35	35 - 36
Revenue Capacity	£ 100,000	£ 100,000	£ 100,000	£ 100,000	£ 50,000	£ 50,000	£ 25,000	£ 25,000	£ 25,000	£ 25,000		
Revenue Programme Delivery			£ 232,000	£ 256,000	£ 432,000	£ 432,000	£ 432,000	£ 432,000	£ 437,000	£ 450,000	£ 450,000	£ 450,000
Capital Programme Delivery			£ 360,000	£ 1,736,000	£ 1,605,000	£ 1,605,000	£ 1,605,000	£ 1,605,000	£ 1,605,000	£ 1,605,000	£ 1,605,000	£ 1,605,000
<b>Total</b>	<b>£ 100,000</b>	<b>£ 100,000</b>	<b>£ 692,000</b>	<b>£ 2,092,000</b>	<b>£ 2,087,000</b>	<b>£ 2,087,000</b>	<b>£ 2,062,000</b>	<b>£ 2,062,000</b>	<b>£ 2,062,000</b>	<b>£ 2,080,000</b>	<b>£ 2,055,000</b>	<b>£ 2,055,000</b>

**Tell us how you have developed this indicative spend forecast and why it is important for spend to occur in these years**

At this point, an accurate spend forecast is difficult to compile; indicative spend of the Grimsby Fund will be information that the Fund will produce once established, informed by market engagement and factoring in other available funding opportunities. We recognise the constraints set out by the Pride in Place programme however, and the Fund would anticipate spending at least 25% of funds received in any one Investment Period and would not expect to bring forward funds into earlier years.

This response applies also to the below question about how the Board intends to spend the delivery funding for the first four years of the programme; we have as such set out expenditure to match how funds will be received. This includes an indicative management cost of 10% to enable the delivery of the new entity (this may be lower in reality). These costs will utilise any remaining capacity fund in the first instance as set out above before utilising the capital/revenue allocations as set out in the MHCLG Capital revenue allocations.

Tell us how your Neighbourhood Board intends to spend your programme delivery funding for the first 4 years of the programme. This indicative forecast should be consistent with the narrative put forward in your Regeneration Plan and the overall annual amounts shown in your 10-year funding profile.

Where you are not yet clear how some funds will be allocated to activity, include this value of funding under the 'Use of funding not yet agreed' category.

	Y1	Y2	Y3	Y4	Total all years
Pre-approved interventions (total)	£592,000	£1,992,000	£2,037,000	£2,037,000	£6,658,000
Regeneration & High Street	£129,600	£624,960	£577,800	£577,800	£1,910,160
Housing	£129,600	£624,960	£577,800	£577,800	£1,910,160
Work, productivity and skills	£52,200	£57,600	£97,200	£97,200	£304,200
Cohesion	£52,200	£57,600	£97,200	£97,200	£304,200
Health & Wellbeing	£52,200	£57,600	£97,200	£97,200	£304,200
Transport	£32,400	£156,240	£144,450	£144,450	£477,540
Safety and security	£32,400	£156,240	£144,450	£144,450	£477,540
Education and opportunity	£52,200	£57,600	£97,200	£97,200	£304,200
Use of funding not yet agreed					
Off menu interventions					
Management costs	£59,200	£199,200	£203,700	£203,700	£665,800

## Projects

### What.we.need.to.know

In this section we'll ask about whether you can provide details of any projects that your Neighbourhood Board has already identified for funding; details of the projects where applicable;

This section is optional but we would encourage you to provide details where possible;

Can you provide details of any projects you have identified for funding?

**No**

**Project name**

**Brief description of project (10 words)**

**Primary Intervention (optional)**

cohesion, education and opportunity, health and well being, housing, regeneration, high streets and heritage, safety and security, transport, work, productivity and skills

**Project Status**

In pipeline, selected by Neighbourhood Board, Funding committed

Name of delivery organisation

Type of Organisation

Amount of funding allocated from Plan for Neighbourhoods programme

Other sources of project funding

## Capacity funding

### What we need to know

In this section, we'll ask about your capacity funding usage and how you plan to use any remaining capacity funding allocations.

You have been allocated capacity funding to support with developing your establishment of your Neighbourhood Board, development of your Regeneration Plan and your community engagement activity.

In your Neighbourhood Board and place boundary confirmation form, you told us how you had used capacity funding, and plans for the next round of capacity funding (2025 to 2026 financial year).

Tell us how you have used capacity funding since you submitted your Neighbourhood Board and place boundary form.

Outline how you plan to use any remaining capacity funding allocations.

To date, capacity funding has been instrumental in enabling a powerful partnership with Our Future, facilitating deep and wide-ranging citizen engagement that underpins this submission. This collaborative approach has unlocked meaningful insights into the values, priorities, and dreams of our local communities, allowing our 10-year regeneration plan to be shaped by the authentic voices and aspirations of our residents.

Reaching this milestone—where community ambition is translated into a unified, forward-looking plan—marks a significant achievement. Yet, it is only the beginning. The plan serves as a bold blueprint for transformation, and the next phase is about bringing it to life. The remaining capacity funding will be strategically directed to ensure the right resources and capabilities are in place to begin delivering on this vision, turning aspiration into action and momentum into lasting change.

## Management costs

### What we need to know

In this section, we'll ask you:

- whether you plan to use programme funding to cover management costs
- if so, how the funding will be used and whether you have received approval from your Neighbourhood Board

Once your Regeneration Plan has been approved, the first tranche of programme funding for delivery will be released. This will be at the beginning of the 2026 to 2027 financial year and will include a revenue allocation.

The funding can be used for revenue-based interventions, and management costs incurred in delivering funding during the delivery phase. This may include covering costs incurred by the local authority or other parties involved in managing the funds.

Do you plan to use any programme funding to cover management costs in the first investment period?

Yes

If Yes:

Tell us how the funding will be used to cover management costs.

To ensure the effective delivery of the Pride in Place programme, it is essential to allocate a portion of the funding towards management and ongoing capacity costs. These costs support the strategic coordination, monitoring, and governance of the programme, ensuring that projects will be delivered on time, within scope, and in alignment with the overarching objectives. By investing in dedicated programme management, the Greater Grimsby Board can maintain robust oversight, facilitate stakeholder engagement, manage risks proactively, and ensure compliance with funding requirements. This approach not only safeguards the integrity of the programme but also maximises the impact of the investment across communities.

If Yes:

Have you received approval from your Neighbourhood Board to use revenue funding for management costs, and approval on how much funding will be used?

Yes

If No:

Tell us why you have not received approval from your Neighbourhood Board on the funding.

## Milestones

**Which milestones are relevant for your place? You will have the option to select from the following: (tick those appropriate)**

- Consulting the community
- Running a feasibility study
- Call for projects and project selection round
- Commissioning services
- Project procurement

You will be able to add multiple milestones under each of the above categories.

Depending on the options selected, you will be asked to summarise the activities for those milestones, and provide estimated start and completion dates.

### **Consulting the community (example)**

Summarise the activities for this milestone, and provide the estimated start and completion dates.

Include any key activities that you will undertake to deliver the programme. This does not need to include project-level information, but you may include information on any major programmes of activity that you intend to fund.

Once you have completed the fields, 'Save and add another' to add more or continue to the next question.

<p><b>Consulting the community</b></p> <p>Summarise the activities for this milestone and provide the estimated start and completion dates.</p> <p>Include any key activities that you will undertake to deliver the programme. This does not need to include project-level information, but you may include information on any major programmes of activity that you intend to fund.</p> <p>The next milestone regarding community consultation focuses on approval, design and launch of the Grimsby Fund. Activities for this have already begun, as the opinion of the community – represented via the Fund &amp; Governance Taskforce, and widely engaged online and in events – is the key element for shaping the structure and operations of the Fund. Key elements ('sub-milestones') necessary before the launch of the Fund include:</p> <ul style="list-style-type: none"><li>- Drafting the Fund's prospectus and business plan</li><li>- Agreeing the funding strategy and processes (based on the principles already supported by the community)</li><li>- Establishing the legal structure, policies and procedures</li><li>- Recruiting the board, funding panels and staff</li></ul> <p>Work is underway to understand a realistic timeframe for completing these stages in a way that is robust, but also transparent; launch of the Fund in 2026 is the ambition.</p>
<p>Estimated start date</p> <p>01/09/2025</p>
<p>Estimated completion date</p> <p>01/09/2026</p>

Call for projects and project selection round: Summarise the activities for this milestone, and provide the estimated start and completion dates.

Include any key activities that you will undertake to deliver the programme. This does not need to include project-level information, but you may include information on any major programmes of activity that you intend to fund.

To maintain momentum to date there will be a call for projects before the Fund is launched, followed – on a cyclical basis – by a slightly different process once the Fund is established. This process will be led by Our Future and NELC and provides an opportunity to pilot the community-led decision making processes, learn from, and approve them – while in parallel setting up the Grimsby Fund.

Activities required for a milestone of an initial call for projects and project selection round will most likely be supported by North East Lincolnshire Council's infrastructure, and will comprise:

- Confirmation of the proposed split of the initial Year 1 funding, between categories, and agreement on the wording of a call for proposals, to be published in early 2026
- Continued engagement with potential co-funders
- Agreement on a transparent selection process for this initial round, using the principles agreed by the Fund & Governance Taskforce, Neighbourhood Board, and by the wider Grimsby community
- Possible recruitment and training of selection panel
- Creation of reporting frameworks

Estimated start date

02/01/2026

Estimated completion date

02/05/2026

## Management of funds

**Tell us how your Neighbourhood Board will identify and select specific projects for investment across the first investment period.**

Include information about how:

- the local authority or other organisations will support this process and be involved in decision-making
- conflicts of interest will be managed

- any awards to the local authority, if they occur, will be evaluated and approved in a robust and fair process

The Greater Grimsby Board, acting in its capacity as the designated Neighbourhood Board, will formally approve both the 10-Year Regeneration Plan and the 4-Year Investment Plan. All strategic investment decisions arising from these plans will be subject to Board approval, including the establishment of a new delivery entity that will, in the longer term, assume responsibility for implementing the Pride in Place Programme.

This new entity will also be tasked with developing a robust decision-making framework for funding allocations and will report regularly to the Greater Grimsby Board to ensure transparency, accountability, and alignment with strategic objectives. North East Lincolnshire Council will continue to act as the accountable body, ensuring that all governance, financial management, and decision-making processes comply with the requirements set out by MHCLG. The Council will also ensure that any actual or perceived conflicts of interest are identified, managed, and recorded in accordance with established governance protocols.

**Tell us how the accountable body, or any other parties, will carry out fund oversight functions in the first investment period.**

Oversight functions include awarding funding to project delivery organisations, paying projects and ensuring they are delivered effectively and compliantly.

Include details about how the local authority will ensure that relevant obligations are passed on to grant recipients to manage project performance, delivery risks and ensure compliance.

North East Lincolnshire Council, acting as the accountable body, will ensure that all funding allocated to project delivery organisations is managed in full accordance with

applicable financial regulations and governance frameworks. Robust financial oversight will be maintained through regular monitoring, timely financial reporting, and comprehensive risk management procedures.

Performance and delivery will be tracked through established monitoring mechanisms to ensure alignment with agreed outcomes and value for money. In addition, quarterly reporting will be provided to the Greater Grimsby Board, which serves as the responsible Neighbourhood Board, offering strategic oversight of both financial stewardship and programme delivery.

**Have you considered environmental impacts when designing your investment plan?**

**Yes**[If 'No'] Tell us why you have not considered environmental impacts when designing your investment plan.

**Has the accountable body made appropriate arrangements to consider their environmental duty when implementing the investment plan?**

**YES**[If 'No'] Tell us when arrangements will be put in place.

**Has the accountable body made appropriate arrangements to ensure that any funds awarded through the programme are done in compliance with the appropriate public contract regulations?**

**YES/**

- [If 'No'] Tell us when arrangements will be put in place.

**Do you have a programme risk register with appropriate arrangements in place to manage risks identified?**

**NO/[If 'No'] Tell us when arrangements will be put in place.**

This will be developed as the specific projects start to emerge from the funding allocated to the pre-approved interventions

**Do you have fraud risk assessment for this programme with appropriate arrangements in place to manage risks identified?**

**NO [If 'No'] Tell us when a fraud risk assessment will be conducted.**

This will be developed in line with NE Lincs Council Policy and Procedures.

**Has the accountable body made appropriate arrangements to consider their public sector equality duty when implementing the investment plan?**

**YES/**

- [If 'No'] Tell us when arrangements will be put in place.

**Has the accountable body made appropriate arrangements to ensure that the requirements of the Subsidy Control Act will be followed when administering the funding?**

**YES/**

- [If 'No'] Tell us when arrangements will be put in place.

## **Available resources and skills**

- Tell us about the resources and skills available to support delivery in the first investment period.

During the first four-year investment period, a robust network of local resources and skills will be mobilised to support delivery. North East Lincolnshire Council will continue to play a central role, utilising its strategic resources, regeneration and community engagement expertise to coordinate efforts around the delivery of the programme. The Greater Grimsby Board, acting in its role as Neighbourhood Board will continue to provide oversight, governance and direction, ensuring alignment with the Town Investment Plan and broader regeneration goals, whilst the Pride in Place sub group (made up of a range of local stakeholders, providing a diverse and mixed skill set) will ensure that the programme aspirations are delivered and fed back to the Greater Grimsby Board. The Board will continue to partner with Our Future building on the flagship Grimsby Together programme, which has been instrumental in shaping the aspirations of the local Pride in Place vision and continues to drive a people-powered transformation across the town harnessing local ambition, insight, and leadership. Our Future will also provide expertise and support the establishment of a Grimsby Fund which will place decision making around funding into the hands of local people.

This collaborative ecosystem of experience and expertise will ensure that the Pride in Place programme continues to be locally driven, inclusive, and serve as a legacy to the people of Grimsby.

## Additional support

- Tell us which areas of support you may be interested in. You will have the option to select from the following:
  - Building data capabilities
  - **Central training resources for Neighbourhood Boards**
  - Community engagement
  - **Longer-term partnership support from MHCLG**
  - Planning and property
  - Procurement regulations
  - **Shared learning on best practices**
  - Subsidy Control Act
  - Other (please specify)
  - I am not interested in any further support



## Greater Grimsby Board: Grimsby Together Next Steps

11<sup>th</sup> November 2025

This update note to the Greater Grimsby Board is provided alongside the two documents that will be submitted to the Ministry of Housing, Communities and Local Government (MHCLG), as part of the Ministry's requirements for Grimsby receiving the £20million Pride in Place funding over the next ten years.

This note provides an overview of lessons from the process and the next steps as we build on the energy and momentum from this planning phase.

### Lessons from the process

From the outset, Grimsby Together has been about relationships and collaboration across the town, with Our Future supporting the energy and ambition that already existed in Grimsby. We have seen from this process that:

- **It's about more than the money**

While this process has been initiated by the Pride in Place (Plan for Neighbourhoods) £20 million, an important feature of the past months has been the coming together of passionate people from every sector to collaborate around a shared ambition for the town.

- **The collective continues to grow**

At the last public event at the beginning of November, we heard and saw that new people continue to hear about Grimsby Together and want to get involved. The 80+ working group members who have met over the summer are spreading the word and the collective continues to expand.

- **This activity has also increased the potential to link with national organisations**

Even though the Grimsby Fund is not yet live, the process itself is already appealing to additional funders. Conversations with multiple social investors, and funders – local and national - are underway. We have letters of support from five major national entities interested in collaborating with the fund. Also, national funders have started practical collaboration conversations with the housing, community energy, nature and beautiful built environment work streams about work they can support today.

- **The ambition is contagious – and has the long-term in mind**

All the above has spread ambition in the town and there is a desire to create something for the long-term. The Fund and Governance Taskforce are clear in their recommendation that this is a once in a generation opportunity to drive change and create a legacy institution. Similarly, working groups have had big ambition for the change and have been clear that they want to be doing and supporting activity that can be sustainable and lasting (not short-term one-off projects).

### Conclusion of this phase



November's submission to MHCLG (please see the two documents shared with the Board separately) captures the process over the last two years and the ambitions of the working groups. These documents demonstrate to the Ministry that the process in Grimsby has been in line with the key ambitions of the programme, begin to provide a sense of how funding will be used in Grimsby, and crucially capture the key conclusions coming out of the collective planning and development process across the town.

The approach taken by citizens across Grimsby, NELC and Our Future has been a trailblazer for the Pride in Place programme demonstrating how citizens can be at the heart of this work. We continue to collaborate with MHCLG to share our learnings.

We will continue to work with MHCLG in the next phase, as we build to create a legacy institution - to fund and support action from people across Grimsby working towards a shared vision of a thriving town.

## Next Steps

Based on expert advice and lessons from elsewhere, it is likely to take a year to set up this new organisation with a board, the right policies, processes, additional funding and team. To act on and maintain existing momentum however, and to be able to get money out of the door when it arrives in April, a set of activities can progress without delay.

Our Future will work with NELC over the next year to run three processes in parallel:

### **1. Create a prospectus for Grimsby and start fundraising from other funders**

To begin this work, a workshop for all 90+ working group members, to develop a prospectus out of the Grimsby Together work has been suggested by Working Group chairs and scheduled for 3<sup>rd</sup> December

### **2. Pilot the approach**

To sustain the initial Grimsby Together structures and community, support from Our Future and NELC will aim to incubate and "operate" a first phase of the proposed organisation before it is established. With Our Future playing the outward facing role and NELC doing the fund administration. This will operate as a pilot and provides an opportunity to:

- i. Visibly show things are happening and maintain momentum
- ii. Allocate funding to projects that are ready to go
- iii. Test citizen-led decision-making processes and adapt and learn

### **3. Establish the delivery vehicle**

This process will focus on the creation of a delivery vehicle which creates lasting institutional capacity for community-led change, extending beyond the 10-year Pride in Place funding window. This entity will be incubated by the Greater Grimsby Board. Development work will focus on the following areas:

- **Legal entity:** Initial research suggests that a Charitable Incorporated Organisation (CIO) appears to be the best option as a legal structure with a single regulator, limited liability, charitable tax reliefs and the ability to have community membership through an Association CIO model. Next steps include operational research on similar funds to understand the operational pros and cons of this legal structure and seeking specialist advice to ensure regulatory compliance



- **Branding:** work with branding experts and people across the town to create a compelling brand for the entity which excites people and maintains and grows engagement
- **Board:** Board to be established of leaders from the area with key responsibilities of approving strategy, overseeing decision-making and budget, representing local community interests. Work will include developing a board skills matrix capturing required expertise, creating a values charter for board members, designing suitable recruitment processes and ongoing governance checks and balances for the medium to long term
- **Funding:** Develop citizen-owned decision-making process that ensure funding serves the whole town's interests, including continuing to engage Grimsby Together groups and the wider community to co-create funding approach, including the funding framework and strategy, establishing community panels (representing diverse sectors), creating transparent decision-making criteria and tiered assessment processes (for different funding scales)
- **Operational Model:** develop the operational delivery model that continues to support citizens across the town and ensure they are integral to the operations. The delivery model will include proposed staffing and the role of any expert sub-contractors. Our costing projections forecast annual operating costs from c£260k - £460k. The higher end costs include proactive market-building and ecosystem-development activities to generate an ongoing pipeline of sustainable propositions that can be funded by the fund and national co-funders. We propose seeking to cover the costs of these activities through separate grant funding. Next steps are to develop a detailed operational model, explore pro-bono/ secondment support from partners across NELC to defray some of the costs; evaluate the risks and benefits of a financial intermediary vs in-house administration, and assess the ability to co-fund some of the delivery costs.