



Greater Grimsby Board Pride in Place Regeneration Plan & 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 Regeneration Plan and 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 Regeneration Plan and 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

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.

Section 2: Spatial targeting

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 Regeneration Plan and 10-year vision 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.

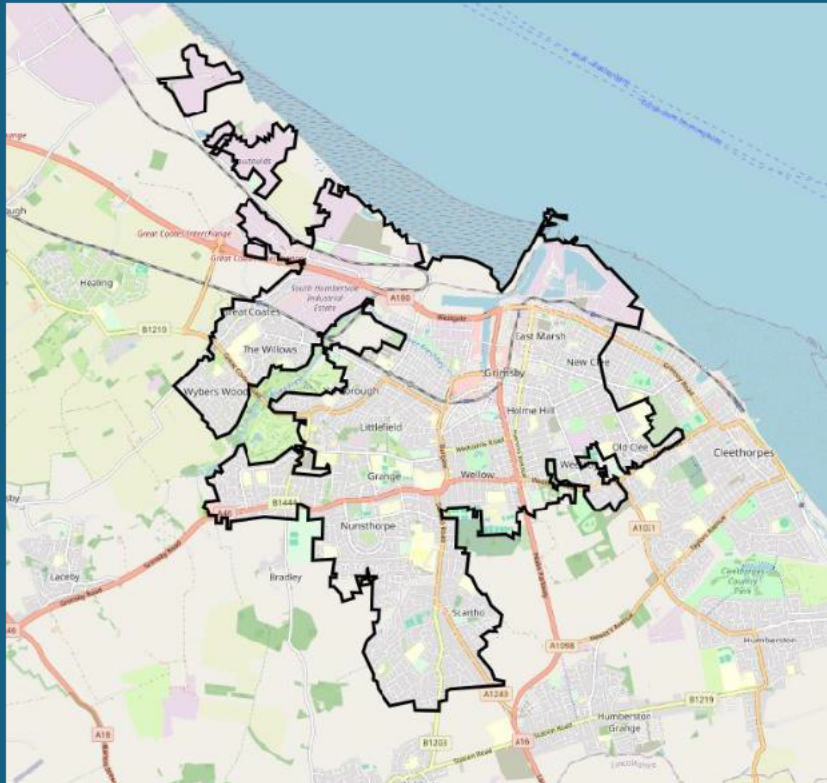
The Pride in Place Programme also offers a unique opportunity to address long-standing inequalities in Grimsby's most deprived wards, such as East Marsh, West Marsh, Sidney Sussex and South wards. These areas face significant challenges including high levels of poverty, low employment, poor housing conditions,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

The central government funding through the Pride in Place programme 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

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

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

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

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

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

Reliable bus and cycle routes. For getting to work on time, every time. For the kids to get to the youth club and back safely. Better connection to cities, both by road and rail. Freedom, exploration, the excitement of new adventures and accessible horizons.

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

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

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

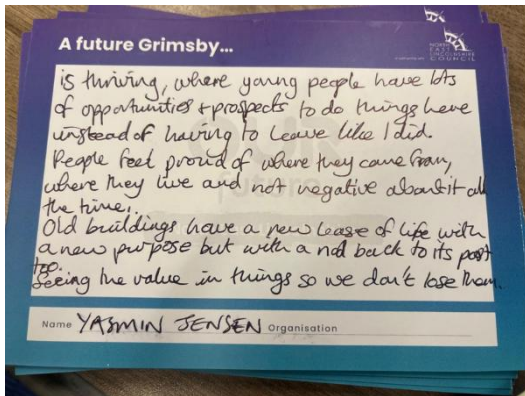
Apprenticeships. Graduate jobs. Entrance spaces. Learning that doesn't end at 18. Education for everybody.

Relationships centred around a town built on trust.

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
1,887 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 \(Associate CIPD, MSC HRM, CEIAG\)](#).

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 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.

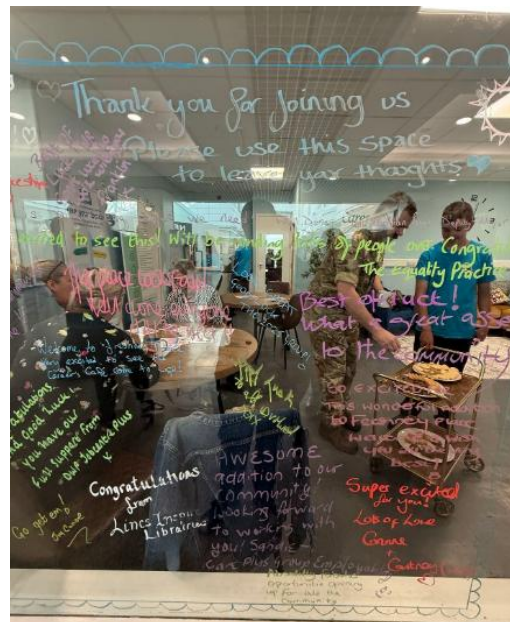
The transformation of the empty unit into such a vibrant, welcoming space was made possible by [GMI Construction Group](#), who continue to play a key role in the wider regeneration of Freshney Place.

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 Regeneration Plan and 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

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*¹. They want their children to feel safe walking home from school and the same for people walking home alone at night regardless of age or gender.

A strong theme that came through 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

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

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.

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

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.

Marmot Framework

In July 2025, North East Lincolnshire Council approved the full adoption of the Marmot Framework, committing to become a designated Marmot Place. This approach recognises that health outcomes and inequalities are largely influenced by the wider determinants of health—the conditions in which people are born, grow, live, work, and age—and seeks to take targeted action to improve health and reduce disparities. The Marmot Framework is underpinned by eight principles:

- Give every child the best start in life
- Enable all children, young people, and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill-health prevention
- Tackle racism, discrimination, and their outcomes

- Pursue environmental sustainability and health equity together

The Greater Grimsby 'Pride in Place' Regeneration Plan and 10-Year Vision, and the inclusive approach taken to develop it, aligns fully with these principles, reinforcing our commitment to addressing health inequalities through place-based action.

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’.

Section 6: Match funding and leveraged investment

At the heart of Grimsby's bold and transformative Regeneration Plan and 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 donors². 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.

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

² 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.

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

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 Regeneration Plan and 10-year vision 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 22nd May and 9th 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:

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

2. Finding consensus:

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

3. Automated analysis:

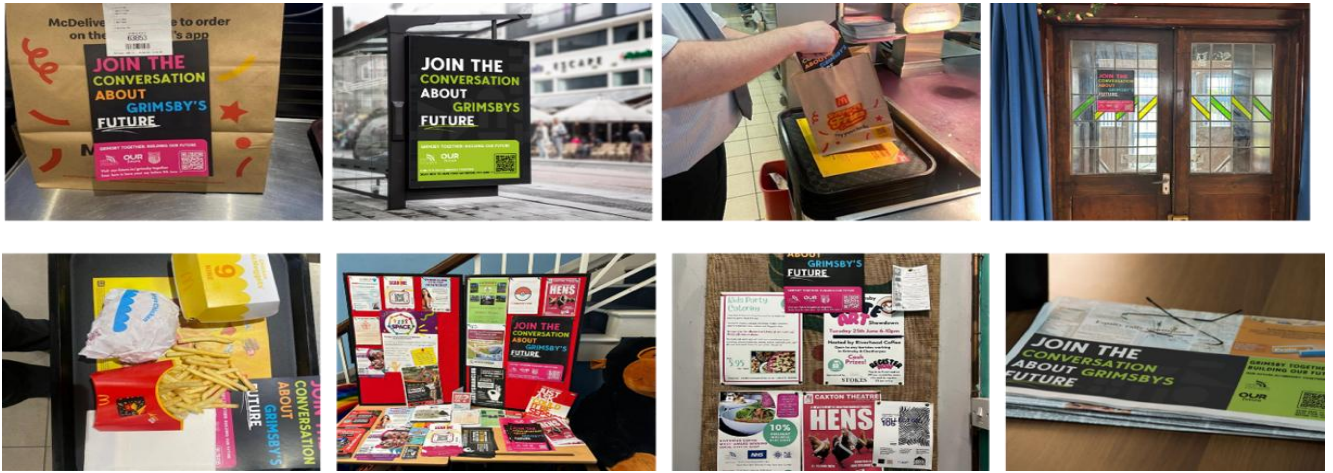
- *Pol.is provides detailed analytics on participation, voting patterns, and the overall level of agreement among participants. This data is invaluable for understanding public sentiment and identifying key issues.*
- *The insights gained from Polis can be used to inform and refine policy decisions,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

4. Transparency:

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

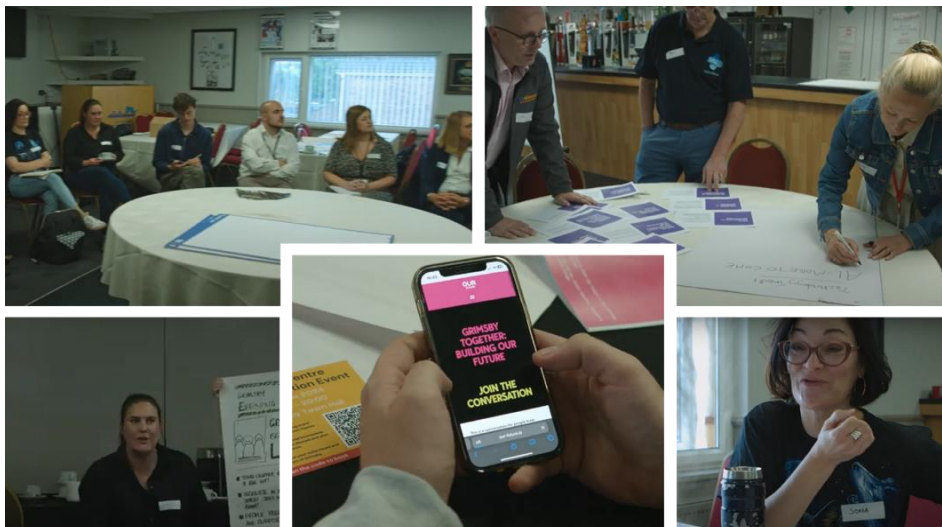
You can read more about Polis and see examples of previous uses here: [Polis](#)

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



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

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



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 30th 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 30th, 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 4th 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 and 10-year vision 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 and 10-year vision 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 Pride in Place 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 Regeneration Plan 10-year vision 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

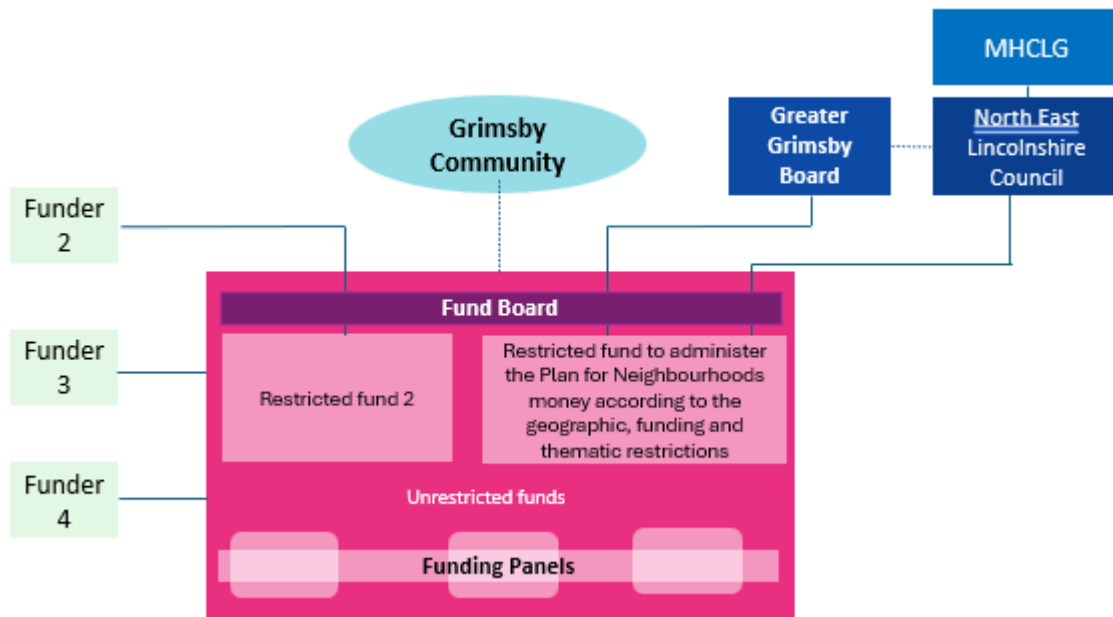
We are committed to going beyond the standard principles of public life by ensuring that the Neighbourhood Board remains fully transparent and accountable to the local community. In addition to continuing to publish membership details, governance arrangements, meeting minutes, and decision logs on the 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.

Section 9: Assurance

The Council will ensure that the Pride in Place Programme is delivered in full compliance with Best Value Standards and the principles set out in Managing Public Money by embedding robust governance and accountability arrangements throughout the programme lifecycle. This includes clear decision-making processes, transparent reporting, and independent scrutiny to ensure regularity and propriety in all financial transactions. Value for money will be demonstrated through rigorous option appraisal, cost-benefit analysis, and continuous performance monitoring against agreed outcomes. Feasibility will be assured by aligning delivery plans with realistic resource forecasts, risk management, and stakeholder engagement, ensuring that the programme remains achievable, sustainable, and delivers tangible benefits for local communities.

The Council will provide assurance that the Pride in Place Programme is delivered in line with Best Value Standards and the principles of Managing Public Money by:

Assurance Framework

1. Governance

Work in partnership with the Greater Grimsby Board (acting as the Neighbourhood Board) to be responsible for oversight and decision-making and will define roles and responsibilities for officers, board members, and delivery partners to ensure accountability. It will implement transparent reporting mechanisms, including regular updates to MHCLG on progress. It will maintain audit trails for all key decisions and approvals.

2. Financial Controls

The Council acting as the accountable body will ensure compliance with Managing Public Money principles:

- Regularity – All expenditure is lawful and within approved budgets.
- Propriety – Decisions are ethical, impartial, and avoid conflicts of interest.
- Apply Best Value Standards - by conducting option appraisals and benchmarking costs.
- Use robust financial monitoring and forecasting to track spend against budget.
- Subject financial processes to internal audit and external assurance where appropriate.

3. Risk Management

The Council in partnership with the Greater Grimsby Board will maintain a comprehensive risk register covering strategic, operational, financial, and reputational risks and review risks regularly at Board meetings.

4. Performance Monitoring

The Council in partnership with the Greater Grimsby Board will define clear objectives and measurable outcomes aligned to the Grimsby Regeneration Plan and Pride in Place priorities, implementing key performance indicators (KPIs) and milestones for workstreams. It will conduct regular progress reviews and report variances with corrective actions and utilise independent evaluation to validate delivery and impact where appropriate.

5. Value for Money & Feasibility

The Council in partnership with the Greater Grimsby Board will undertake cost-benefit analysis and business case development for all major investments and ensure procurement processes deliver competitive pricing and quality standards and align to delivery plans with realistic resource forecasts. It will also ensure that engagement with stakeholders is maintained to confirm deliverability and sustainability of proposals.

6. Assurance & Transparency

The Council in partnership with the Greater Grimsby Board will provide periodic assurance reports to Council Senior Leadership, Elected Members, and external bodies and facilitate scrutiny and challenge through public reporting. It will also commission independent audits or peer reviews where appropriate to validate compliance.

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 Regeneration Plan and 10-year vision.

This work was overseen by the Greater Grimsby Board Pride in Place Sub Group, created specifically for the purposes of developing this plan. 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 Regeneration Plan and 10-year vision 4 year investment 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 Regeneration Plan and 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 CHAIR	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

Chris Carr VICE CHAIR	Carr & Carr Builders
Mark Webb	E-Factor Group

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 Regeneration Plan and 10 year vision 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 Regeneration Plan and 10-year vision 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 Regeneration Plan and 10-year vision 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 10-year vision 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 <i>(Chief Executive)</i>
Horizon Youth Zone	Lucy Ottewell-Key <i>(Chief Executive)</i>
2025 Group	Liz Parry Ayolt Kloosterboer
NEL Voluntary Sector Support	Jennifer Johnson <i>(Delivery Manager & Place Lead for NE Lincs)</i>
ORE Catapult	Katharine York <i>(OMCE Manager)</i>
North East Lincolnshire Council	Spencer Hunt <i>(Assistant Director Safer & Stronger Place)</i>
North East Lincolnshire Council	Claire Thompson <i>(Strategic Lead -Insights Team)</i>
Health & Care Partnership	Sarah Everest <i>(HCP Programme Director)</i>
Public Health	Mike Hardy <i>(Public Health Principal)</i>
NELC - Regeneration	James Trowsdale <i>(Strategic Lead for Culture)</i> 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
The Culture House	Becky Darnell Associate Director & Producer