

# Proposed Extension of Pride in Place Boundary: Inclusion of Stallingborough

North East Lincolnshire Council and the Immingham & Habrough Neighbourhood Board are seeking approval from MHCLG to extend the existing Pride in Place programme boundary to include Stallingborough, aligning the programme footprint with the established Immingham electoral ward boundary.

This proposed extension reflects the functional, social and economic reality of the area. Immingham, Habrough and Stallingborough operate as a cohesive place, sharing infrastructure, employment markets, public services and community networks. The current Pride in Place boundary does not fully reflect these relationships, and as such risks limiting the programme's ability to deliver integrated and sustainable outcomes across the wider community.

## Strategic Case for Boundary Alignment

The Immingham electoral ward already incorporates Immingham, Habrough and Stallingborough as a single democratic geography, represented collectively by elected members. This established governance footprint provides a clear and logical basis for programme delivery, ensuring:

- **Consistency with democratic representation**, enabling ward members to advocate effectively for all communities within a single programme area
- **Alignment with service delivery patterns**, where residents routinely access services, employment, education and community assets across all three areas
- **A stronger, unified community identity**, reflecting how residents perceive the wider area as a shared place

The inclusion of Stallingborough would therefore reduce artificial administrative boundaries and enable a more coherent place-based approach, consistent with the intentions of the Pride in Place programme.

## Evidence of Need

The MHCLG data pack for Immingham & Habrough highlights a range of socio-economic challenges that are characteristic of the wider electoral ward area, including:

- **Higher levels of economic inactivity (43.1%)** compared to the national average (39.1%)
- **A significantly higher proportion of residents with no formal qualifications (26.6%)**, compared to 18.1% nationally
- **Elevated Universal Credit claimant rates (17.7%)**, above the national average of 15.4%
- **Crime levels above the national average across multiple categories**, including criminal damage, public order and violence

These indicators demonstrate clear structural challenges relating to skills, employment, health and community safety. While the data pack is focused on the current boundary, local intelligence confirms that these challenges do not stop at administrative lines and are experienced across the wider ward, including Stallingborough.

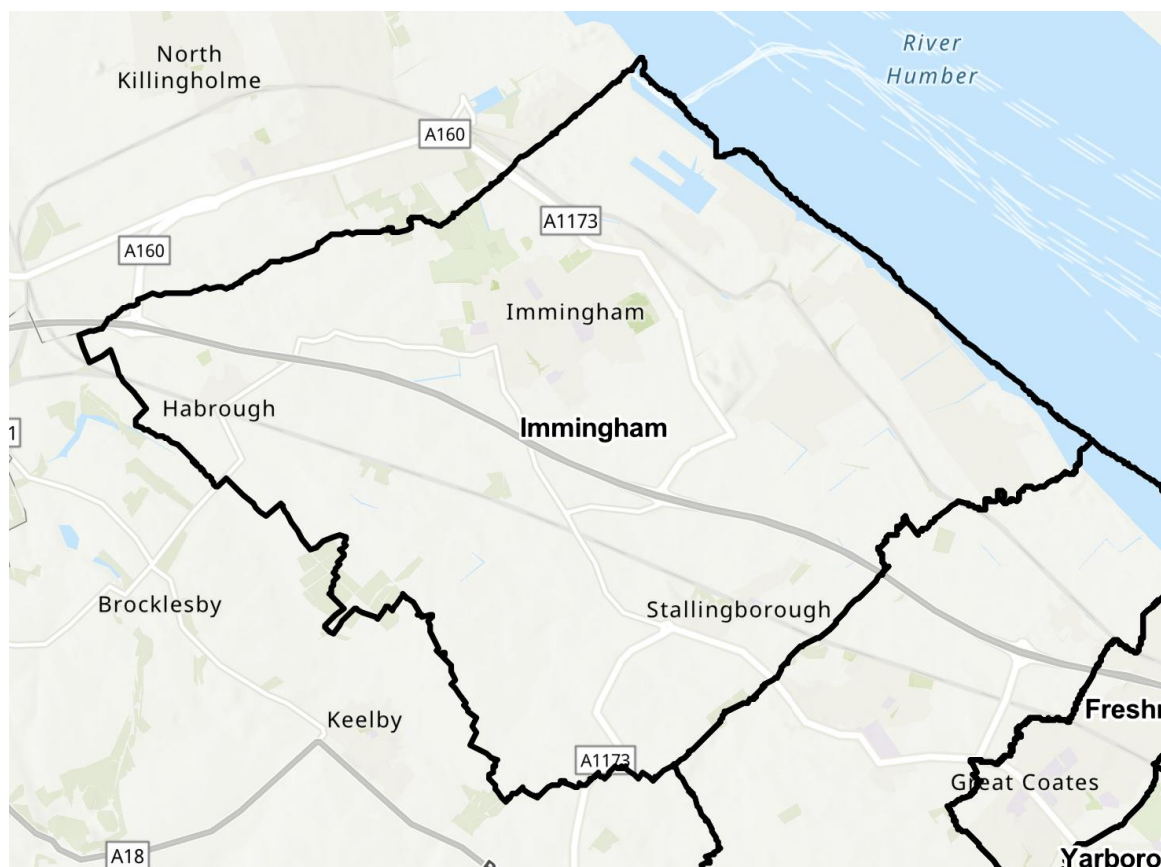
Furthermore, the geography is characterised by a mix of industrial, rural and residential communities, with shared economic dependencies—particularly linked to the port, logistics and energy sectors. A broader boundary would better capture these dynamics and support interventions at a scale that reflects real-world conditions.

## Population and Scale

Expanding the boundary to reflect the full Immingham ward would increase the population base of the programme area, enabling a broader reach and greater impact of investment. It would ensure that residents in Stallingborough who are intrinsically connected to Immingham and Habrough through employment, transport and social networks are not excluded from interventions designed to address shared challenges.

While the MHCLG data pack does not currently account for boundary extensions, it explicitly recognises that submissions may seek to refine geographies to better reflect local context. This proposal responds directly to that flexibility.

The population of the Immingham electoral ward is 11,683 residents, with 5,033 households. This demographic breakdown covers the primary town alongside the surrounding parish settlements of Stallingborough and Habrough.



## Deliverability and Governance

The newly established Immingham & Habrough Neighbourhood Board is designed to provide strategic leadership, governance and oversight of the programme. It brings together representatives from across the public, private and community sectors and will:

- Provide strategic direction for the 10-year regeneration plan
- Ensure investment priorities reflect local need
- Champion community engagement and co-design
- Act as the conduit between Government, the Council and local communities

Importantly, the Board's membership already reflects the wider geography, including representation connected to Stallingborough, demonstrating the practical readiness to operate across an extended boundary.

Extending the boundary would therefore not require new governance arrangements but rather strengthen and formalise the Board's existing reach and influence.

## Local Support and Endorsement

The proposed boundary extension has strong and consistent local backing, including:

- **Endorsement from Martin Vickers MP**, who is actively engaged in the programme and supportive of its expansion
- **Support from ward elected members**, reflecting the existing electoral geography and their role in representing all three communities
- **Agreement from the Immingham & Highbrough Neighbourhood Board**, which has identified the inclusion of Stallingborough as critical to delivering a genuinely place-based programme

This collective support provides confidence that the proposal is both locally driven and deliverable.

## Conclusion

Extending the Pride in Place boundary to include Stallingborough represents a logical, evidence-based and locally supported refinement that will:

- Align the programme with the established Immingham electoral ward
- Reflect real patterns of community life, service use and economic activity
- Enable more effective, integrated interventions across a coherent geography
- Ensure equitable access to investment for all communities within the wider area

This proposal strengthens the strategic intent of the Pride in Place programme—delivering long-term, locally-led change—by ensuring the boundary reflects how the place truly functions.