

Invest North East Lincolnshire

“OUR ADVANTAGES ARE YOUR PROFIT”



Development & Growth Plan



Grimsby Fish Market

OUR PLAN - UNLOCKING ECONOMIC GROWTH

North East Lincolnshire is an area of much diversity and opportunity offering significant future potential. This includes large areas of developable land that can support sector growth and investment. The borough sits on the East Coast of England at the mouth of the Humber Estuary, an important global gateway. The Port of Immingham and Grimsby, the largest port complex in the country and the fourth largest in Europe, is of international trading significance.

Chemicals, manufacturing, port activities and food processing have formed the main economic base of the borough since the decline of the fishing industry in the 1970s. The area has also now emerged as a key location for renewable energy, specifically as the preferred location for operations and maintenance services to the offshore wind industry.

Despite these financially challenging times, we have an ambition to fully unlock the economic growth potential of the area. Our confidence is linked to a number of key assets, in particular, our unique geographic location which connects us to places and markets, together with the aspirations of our people. With the government's reliance on the private sector to drive growth we recognise the need to provide support to empower our businesses and communities so that they are proactively engaged in helping to develop and deliver this potential. In the true spirit of enterprise, we will work together with our key partners to support, enable and realise these opportunities.

In the context of a changing environment, this Development and Growth Plan sets the strategy to capitalise on our key advantages, creating the right environment to enable business growth, create jobs and enhance the area's quality of life offer for visitors and residents alike.

EXECUTIVE SUMMARY

This Development and Growth Plan (DGP) has been developed to ensure North East Lincolnshire has a coherent strategy for sustainable economic growth.

It is fully informed by changing national policy including, above all, the drive towards private sector led growth. Local Enterprise Partnerships (LEPs), of which North East Lincolnshire is a member of two, are increasingly the conduit for funding and this DGP ensures a dynamic relationship with those LEPs.

The DGP represents a clear shift towards key economic sector focused growth, therefore following national policy. This is complemented by cross-cutting themes including Environment & Infrastructure, Employment & Skills, Investment & Trade together with Small to Medium Enterprise (SME) Business Support, which collectively contribute to creating the environment for growth.

Sector activity will be assessed against five key criteria; Assets, Current Potential, Future Potential, Environment and Investment. These criteria have formed the basis of the Development Delivery Framework (DDF) the mechanism by which the sector priorities detailed in this plan will be delivered.

A new governance structure will ensure the collective resources are marshalled in a delivery focused approach while ensuring clear linkages to the LEPs.



CONTENTS

Our plan	3
Executive summary	4
Introduction	7
A sector focus	8
Our approach	18
Measuring success	20
Governance	21
The future	22



Offshore Wind Turbines

INTRODUCTION - A CHANGING ENVIRONMENT

This Development and Growth Plan has been developed in unprecedented economic times. Public funding is facing significant pressure and the government has made it clear that it expects private sector investment to drive sustainable economic growth.

The Local Growth White Paper resulted in the introduction of LEPs together with changes to planning legislation. LEPs will provide the vision, knowledge and strategic leadership to drive sustainable private sector growth and job creation while a new Local Plan will support this.

North East Lincolnshire is a member of two LEPs; Greater Lincolnshire and the Humber. The Greater Lincolnshire LEP (GLLEP) comprises the administrative boundaries of the county of Lincolnshire plus North and North East Lincolnshire. The partnership with the GLLEP allows the alignment of natural labour and housing markets tackling key economic opportunities and challenges, whilst also focusing on the LEP's key sectors of; agri-food, renewables, visitor economy, manufacturing and care.

The Humber LEP (HLEP) comprises the boundaries of North and North East Lincolnshire, Hull and the East Riding of Yorkshire. Its vision is focused upon establishing the Humber as a national and international Centre of Renewable Energy (CORE), together with developing the chemicals and ports & logistics sectors.

We will maximise the opportunities of the government's 'localism' agenda including the provision of enabling policies and the shifting of power to Local Authorities (LA), communities and individuals, in order to facilitate the growth of our key sectors.



Grimsby Fish Market



Port of Immingham



Offshore Wind Turbines



BOC Stallingborough



Cleethorpes Beach



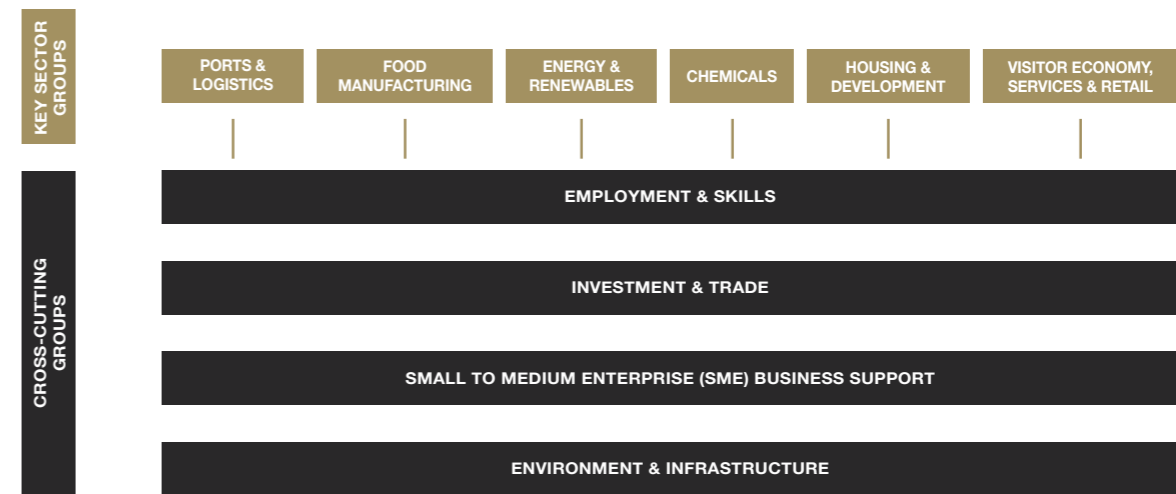
Guildford Street, Grimsby

A SECTOR FOCUS

We will work with our key economic sectors in a flexible and responsive way to create an environment that encourages new investment and sustainable growth in North East Lincolnshire.

The DGP represents a shift of focus to our key economic growth sectors and their priorities, as detailed in the governance chart opposite. They will be championed by sector ambassadors, who are key industry leaders from established sector bodies and supported by dedicated officers from within the Local Authority.

Our approach is based on strengthening the overall economy and ensuring that growth benefits all sectors, including inter-dependent supply chains which are integral to the area's economic success. To ensure that activity across our sectors is complementary, we have identified common, cross-cutting themes which can be addressed in a way that achieves maximum impact for all.



KEY: Advice, engagement & guidance to LEP & LA LEP oriented & supported

SECTOR PRIORITIES PORTS & LOGISTICS

Promote the Humber Port complex with a focus on Immingham and Grimsby together with developing the logistics offer.

The Port of Immingham and Grimsby is the UK's largest port by tonnage and forms part of the Humber Port complex. Benefiting from a prime deep-water location on the Humber Estuary and one of Europe's busiest trade routes, it plays a central role in the commercial life of the UK and is poised to seize new opportunities that will shape our future.



Port of Immingham

SECTOR PRIORITIES FOOD MANUFACTURING

Secure, sustain and grow this primary sector within North East Lincolnshire to become the UK's leading food manufacturing cluster.

Having an established food manufacturing hub, North East Lincolnshire has one of the largest concentrations of food manufacturing, research, storage and distribution in Europe. The area also has the most successful seafood cluster in the UK, employing circa 5,000 people. With significant potential to expand further, including the importation of fish, this sector is critical to UK Plc.



Food Manufacturing in NEL (courtesy of The Grimsby Institute)



SECTOR PRIORITIES RENEWABLES & ENERGY

Establish North East Lincolnshire as the leading operations and maintenance centre for offshore wind and to facilitate the provision of energy security to industry.

As part of the government established Humber CORE, North East Lincolnshire is in close proximity to a number of the current and planned North Sea Offshore Wind Farm locations. Whilst large scale manufacturing opportunities are being developed at Green Port Hull and Able UK North Lincolnshire, Grimsby has established itself as the preferred location for operations and maintenance services, with multi-nationals such as Siemens and Centrica already located on the Port of Grimsby. With direct access to a thriving engineering supply chain, this sector is fully supported by a wealth of local expertise.



CATCH Facility, Stallingborough

SECTOR PRIORITIES CHEMICALS

Support our global and local partners to sustain and grow this established sector within North East Lincolnshire.

The area is at the centre of a major concentration of process industries, which in the wider Humber region employs around 15,000 people across 120 companies. This has the potential to grow as North East Lincolnshire continues to attract global players from the chemical, pharmaceutical and allied industries. The sector has the benefit of the Centre for Assessment and Technical Competence – Humber (CATCH) which offers a safe, realistic, industrial environment providing full-scale plant and equipment for training and competence assessment at all levels.



Renaissance Project, New Waltham

SECTOR PRIORITIES

HOUSING & DEVELOPMENT

Recognise the importance of housing and development in North East Lincolnshire to deliver key sector led activity by meeting the needs of our current and future residents.

Supported by an efficient planning process, housing development underpins growth and is a key feature of North East Lincolnshire's infrastructure offer to inward investors. Working in partnership with registered providers, private developers, contractors and local communities, we will bring forward neighbourhood improvements and infrastructure schemes that unlock housing growth and create attractive and vibrant urban quarters.



Cleethorpes Pier

SECTOR PRIORITIES

VISITOR ECONOMY, SERVICE & RETAIL

Enhance the visitor economy and retail offer in North East Lincolnshire. This sector is essential for developing quality of life benefits for the community and businesses, making it a good place to live as well as offering excellent development opportunities.

The visitor economy accounts for a significant number of local jobs equating to 7.7 per cent in North East Lincolnshire and generates an income of £0.5 billion to the area. The quality of the shopping environment is high with vacancy levels remaining low, however, to maintain this it is important to continue to expand the retail offer.



A180/M180



University Centre, Grimsby Institute



Port of Immingham



Small Business Support

CROSS-CUTTING GROUPS

ENVIRONMENT & INFRASTRUCTURE

'Create the environment for growth.'

Our Environment & Infrastructure programme is fully integrated to include all aspects of infrastructure including energy security, transport, highways, flooding, coastal defence and quality of life.

EMPLOYMENT & SKILLS

'Develop a workforce fit for industry.'

By working with local employers, education and training providers we will develop a range of skills provision which is aligned to meet the needs of our sectors. Providing a well-trained, skilled, available workforce for our key growth sectors will be the main focus in driving forward our skills agenda.

INVESTMENT & TRADE

'Establish North East Lincolnshire as the location for investment.'

Harness our assets and resources to ensure that North East Lincolnshire has the right place offer to stimulate trade and maximise investment opportunities.

SME BUSINESS SUPPORT

'Build a diverse and resilient SME population.'

Businesses have access to business support that will result in growth, encourage innovation and sustain and grow our key economic sectors. This combined and multi-disciplinary focus will ensure that the right resources are mobilised at the right time to drive sector growth.



Humber Terminal, Port of Immingham



Barnoldby Le Beck



Local Logistics



Humberside Airport

OUR APPROACH – DELIVERING GROWTH

The DGP has been structured around five key criteria which provide a clear focus for the next five years in the context of the changing landscape of the economy, the funding marketplace and the national policy environment:

- assets – to recognise and enhance North East Lincolnshire’s key assets; ports, housing, infrastructure, skills, transportation and key economic sectors
- current potential – recognising the immediate opportunities and creating the environment to enable key regeneration projects and economic development activity to be delivered within a three year timescale
- future potential – recognising the future potential and creating the environment to enable the delivery of key regeneration projects and economic development activity within a three to five year timescale
- environment – creating the environment to support current and future potential that understands and reflects the economic footprint of North East Lincolnshire
- investment – identifying and creating the opportunity for investment in North East Lincolnshire to deliver the current and future potential

We have applied these criteria, in collaboration with partners, to the production of a Development Delivery Framework (DDF). The DDF is the mechanism that will deliver the sector priorities referred to earlier in this DGP and recognises that, whilst supported by the Local Authority, it is our partners who will ultimately drive the delivery of regeneration activity. The DDF comprises a programme of sector focused projects that will be delivered over a five year period, with the focus of maximising potential for new jobs, private and public sector investment, and the implementation of the Enterprise Zone.

The delivery of the DDF will be complemented by our integrated planning service. Enhanced information will be available on our key development sites and our proactive planning team will provide pre-application advice on development proposals. This coordinated approach will allow key issues and opportunities to be identified early in the process and ensure proposals are supportive of our Local Plan. This will mean a more efficient and less risk based development process for investors.

With this powerful mechanism in place actively supporting close partnership working, North East Lincolnshire is an area which is open for business.

MEASURING SUCCESS

In order to demonstrate value for money for the Local Authority and partners, it is critical that we have a framework within which we can measure success.

The DGP targets the following headline outcomes and our performance will be monitored in order to determine the impact on the local economy and community:

- increase the number of jobs in our key economic sectors
- in partnership with the private sector, provide first class facilities, infrastructure and services to support business investment and growth
- improve the international reputation of North East Lincolnshire as an exceptional place to invest and do business
- develop and diversify the skills base of local citizens to take full advantage of existing and emerging employment opportunities
- develop a thriving housing market that meets the needs of the community and supports economic growth
- enhance the place that we live and work ensuring a good quality of life offer which encourages residents to stay in the area and attracts new investors and skilled workforces

We do however acknowledge that the impact of investment decisions can, in some instances, take some years to be realised. Therefore, in addition to the indicators detailed above, we will undertake qualitative reviews of key activity to inform future decisions.

Partnership working is essential to the delivery of sustainable economic growth and the measurement of success will be managed by sector ambassadors and supported by key partners representing the cross-cutting groups.

GOVERNANCE

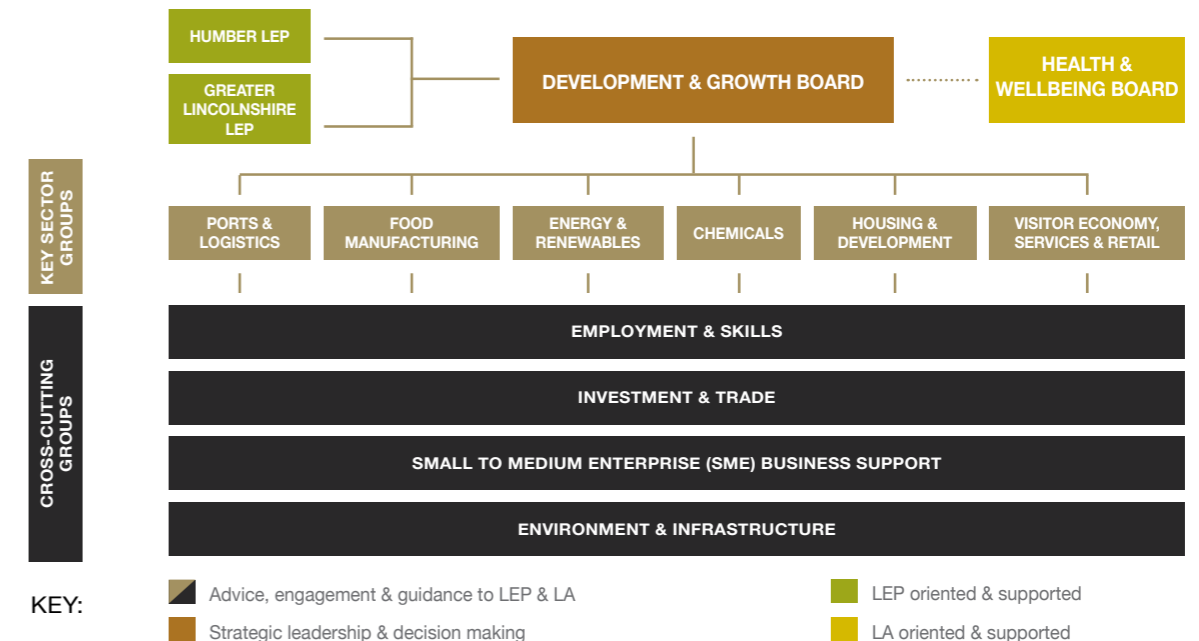
The strategic overview of the DGP will be the remit of the Development & Growth Board (DGB), sitting within the governance structure detailed below.

The structure sets out the current thinking on the relationships, sector and cross-cutting groups together with the governance focus which will enable the private sector to truly maximise investment. The structure proposes a two-way engagement which enables the flow of information to ensure that future strategic direction is fully informed by our key economic sectors.

The structure provides the clarity of roles and responsibilities needed for delivery, underpinning North East Lincolnshire's investment, development

and planning approach. It provides the platform for consultation and engagement that will enable us to deliver in partnership with key stakeholders.

The DGB is positioned to influence LEP activity whilst being related to the community and health agendas, the group having oversight of all strategic issues on behalf of the community. The DGB includes the Chairs of each key sector group, such as the Humber Chemical Focus, the Humber Seafood Group and the Grimsby Renewables Partnership. They will act in an ambassadorial capacity to identify and drive forward sector priorities delivering growth and investment in North East Lincolnshire.



THE FUTURE

The Development & Growth Plan will act as the strategic overview for our resource allocation over the next five years. We will work with the key economic sectors to continually challenge and refresh the priorities of the Development Delivery Framework and ensure our collective resources are aligned to our single shared outcome – sustainable economic growth.

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