



Grimsby Town Football Club

Community Impact and Social Value Assessment

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1.0 INTRODUCTION

Grimsby Town Football Club (GTFC) is looking to relocate from their existing site at Blundell Park and develop a new stadium and associated enabling development on a new site at Peaks Parkway.

The North East Lincolnshire Council (NELC) has set out a 'gateway' approach which requires the delivery of a community impact and social value benefits study to better inform NELC of the advantages and disadvantages of a Community Stadium.

SLR Consulting Ltd (SLR) was commissioned to undertake this study and presents the findings in this report.

1.1 Purpose of the Report

Blundell Park was built in Victorian times and is now uneconomic, outdated, unsuitable for modern-day football and wholly unsustainable. The Club has no financial reserves and does not have sufficiently wealthy benefactors who can provide the full extent of the funds necessary to enable a vital relocation to ensure the future of GTFC. For this reason, it is essential that the current proposals be facilitated by an essential enabling development, which will likely consist of a housing retail mix of sufficient scale to catalyse the delivery of the proposed scheme.

This approach is consistent with several other successful relocations of other clubs and GTFC is at risk of going out of business unless it follows the pattern of other clubs that have successfully achieved relocation and subsequent sustainability.

GTFC are seeking an allocation in the emerging local plan¹ for its scheme to include the following:

- Community Stadium and Leisure Complex comprising:
 - 14,000 seat stadium with potential expansion to a capacity of 20,100;
 - all weather multi-use pitches;
 - health and wellbeing centre;
 - education and training centre;
 - multi-sport potential for rugby, netball, cricket;
 - car parking (street sports);
 - Grimsby Town Sports & Education Trust centre - 2000sqm.
- Mixed retail and housing essential enabling development comprising:
 - hotel and restaurants;
 - petrol filling station;
 - open A1 retail (subject to justification);
 - new homes (subject to justification).

The community stadium complex will also house the Grimsby Town Sports & Education Trust (the Trust) centre in a 2,000sqm facility. The Trust has been one of Grimsby's greatest assets and provides contact with thousands of children and families. Through its work with the GTFC, the Trust has established a reputation within the community sports sector as a leading and innovative organisation. These proposals extend considerably beyond simply providing a community stadium that can house 14,000 spectators. It will allow for further and

¹ The Local Plan is expected to be published later in 2015

enhanced provision of sporting facilities and community development programmes across health promotion, social inclusion, sports participation and education; and an expansion of the GTFC's and the Trust's work.

1.2 Methodology

The assessment of the community and social value effects has entailed the following key steps:

- A policy review to provide an outline of the relevant social and economic objectives for the area;
- A desk-top review of relevant available information on current socio-economic conditions in the assessment area, including the prevailing baseline conditions to establish the base case;
- An assessment of the construction and operational impacts of the scheme;
- Appraisal of the additional benefits resulting from the proposed development that will be provided within the proposed scheme; and
- Benchmarking the overall project aims against a variety of socio-economic indicators, such as physical wellbeing and deprivation statistics, for the users of the site. The assessment includes initiatives that benefit members of the community with protected characteristics, as defined by the Equality Act 2010 and explores how these meet established social and economic policy objectives.

Following this Introduction, the report is set out as follows:

- Chapter 2 - Policy context
- Chapter 3 - Baseline conditions
- Chapter 4 – Construction Effects
- Chapter 5 – Operational Effects
- Chapter 6 – Community and Social Value Effects
- Chapter 7 – Conclusions
- Chapter 8 - Closure

2.0 POLICY CONTEXT

A number of social and economic policy documents and strategies have been produced by a range of organisations, which together set the social and economic policy context for the proposed scheme. The key policy documents relevant to the proposed community stadium are set out below in section 2 and are categorised into the following groups:

- Planning;
- Physical Wellbeing & Health;
- Education & Skills;
- Sport & Recreation;
- Housing; and
- Economics.

2.1 Planning Policy

2.1.1 National Planning Policy Framework

The National Planning Policy Framework² (NPPF) was published on the 27th March 2012. It replaces most existing national planning policy previously contained in Planning Policy Statements and Planning Policy Guidance.

The NPPF sets out the three dimensions to sustainable development, requiring equal weight to be given to the economic, social and environmental roles that the planning system should play. Of specific relevance to this report are:

- An economic role: ensuring that the right amount of land is available in the right time and place in order to support growth and innovation;
- A social role: providing the supply of housing and local services required to meet the needs of present and future generations and supporting health, social and cultural well-being; and
- An environmental role: contributing to protecting and enhancing our natural, built and historic environment.

At the heart of the NPPF is a presumption in favour of sustainable development. Paragraph 14 states that:

“Local authorities should positively seek opportunities to meet the development needs of their area”.

As such, every effort should be made to objectively identify and then meet the community, housing, business, and other development needs of an area.

The NPPF sets out thirteen key objectives that will ‘deliver sustainable development.’ Those objectives that are most relevant to the proposed development are as follows:

- 1. Building a strong, competitive economy – Local Authorities (LAs) are required to:
 - ‘Support existing business sectors and identify and plan for new and emerging sectors;
 - Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit’.

² Available at: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

- 6. Delivering a wide choice of high quality homes – LAs are required to:
 - ‘Plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community (such as, but not limited to, families with children, older people, people with disabilities, service families, and people wishing to build their own homes);
 - Identify the size, type, tenure and range of housing that is required in particular locations, reflecting local demand’;

- 7. Requiring good design – LAs should aim to ensure that developments:
 - ‘Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
 - Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
 - Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks’;

- 8. Promoting healthy communities – LAs should seek to achieve places which:
 - ‘Promote opportunities for meetings between members of the community who might not otherwise come into contact with each other, including through mixed-use developments, strong neighbourhood centres and active street frontages which bring together those who work, live and play in the vicinity;
 - Ensure safe and accessible environments where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion;
 - Provide safe and accessible developments, containing clear and legible pedestrian routes, and high quality public space, which encourage the active and continual use of public areas;
 - Ensure the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments;
 - Promote an integrated approach to the location of housing, economic uses and community facilities and services;
 - Guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day- to- day needs;
 - Ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community;
 - Ensure an integrated approach to considering the location of housing, economic uses and community facilities and services;
 - Ensure a sufficient choice of school places are available to meet the needs of existing and new communities; and
 - Ensure access to high quality open spaces and opportunities for sport and recreation, which can make an important contribution to the health and wellbeing of communities’.

2.1.2 Emerging Local Plan

The development of a new Community Stadium project is acknowledged in the emerging 2015 Consultation Draft Local Plan. The final plan is anticipated to be published later in 2015.

2.2 Physical Wellbeing & Health

2.2.1 Health and Wellbeing Board, Health and Wellbeing Strategy - “healthy people in healthy places” (2013-2016)

The Health and Wellbeing Strategy is a new joint strategy, developed under the leadership of the Health and Wellbeing Board (HWBB) which is designed to set out how partners in North East Lincolnshire will work together across the health and social care system to improve health and wellbeing for the local population.

The new strategy sets out the local vision for improving health in the borough, against a backdrop of long standing health inequalities. Whilst health overall has improved, the gap in life expectancy between the more affluent and least affluent areas of the borough has widened. Following the 2011/12 Public Health Annual report which highlighted the inextricable link between poverty, poor living conditions and poor health, the strategy recognises the need to work in partnership with communities and organisations to ensure that these key issues are tackled. This is aligned very clearly to the Council’s emerging vision around Stronger Communities, Stronger Economy.

This strategy seeks to move from addressing symptoms to addressing the causes of ill-health and acknowledge that the key drivers that account for people’s poor health largely lie in the ‘conditions in which people are born, grow, live, work, and age’. The Strategy acknowledges that healthy places grow healthy people, and that factors such as - fair employment, income shortfalls, housing - contribute greatly to health and well-being.

To achieve sustainable improvements to health and wellbeing, the Strategy focuses on creating:

- Healthy Places – by reducing poverty and impacting on wider determinants of health
- Healthy Services – by commissioning more “joined up” and aligned equitable services and solutions
- Healthy Lifestyles – through a much greater focus on prevention and earlier detection.

Over the next three years, the HWBB wish to focus on:

1. Securing a better future for our children and young people
2. Keeping People well by a greater focus on prevention and early detection
3. Taking wider action on health and well-being by fostering healthy and sustainable places
4. Improving access to high quality, integrated and equitable services
5. Maintaining and enhancing independence of vulnerable groups, with particular focus on healthy ageing, mental health

The North East Lincolnshire Clinical Commissioning Group has allocated a reserve of around £1.6m of non-recurrent funding to support the delivery of the strategy. The aim is to encourage funding bids which encourage innovation and community participation.

2.2.2 North East Lincolnshire Council and Clinical Commissioning Group (2012) Joint Strategic Needs Assessment

The Joint Strategic Needs Assessment (JSNA) 2012 is an overarching needs assessment and is the fifth annual JSNA to be produced in North East Lincolnshire. A wide range of information has been reviewed to identify key issues for the area’s population to be used in planning, commissioning and providing programmes and services to meet identified needs.

The JSNA has been shaped around the themes of the Marmot Review- Fair Society, Healthy Lives, reflecting the fact that the health and wellbeing of the population is influenced by a wide range of social, economic and environmental determinants throughout all the stages of the life course. The JSNA records data on the following themes:

- Demographic Profile
- Give Every Child the Best Start in Life
- Maximise Capabilities
- Fair Employment and Healthy Standard of Living
- Sustainable Communities
- Preventing Ill Health

Key socio-economic data extracted from the JSNA pertinent to the study area is summarised in the Socio-Economic Baseline section of this paper.

2.2.3 North East Lincolnshire Clinical Commissioning Group, 'Strategic Plan 2014 – 2019'

North East Lincolnshire Clinical Commissioning Group's (CCG) Strategic Plan sets out the CCG's vision for the future of health and health care in North East Lincolnshire. The Strategy provides the underpinning context for how the CCG will develop safe, high quality, affordable health and social care services for local communities during the period 2014-2019.

The CCG's strategic aims are to:

- Empower People
- Support Communities
- Deliver Sustainable Services

The Strategy describes an ambitious programme of work which will realign their services to focus on maintaining good health, preventing illness and enabling local communities to care effectively for themselves. It endorses the concept of the "shift to the left"³ which underpins the CCG's transformational change programme, '*Healthy Lives, Healthy Futures*'.

The Strategy highlights and proposes measures to address a series of socio-economic challenges pertinent to the area, including:

- a community that is made up of a mixture of affluent and deprived areas;
- a population which is set to increase its proportion of older people; and
- a geographical location that struggles to achieve economic growth.

The transformation programme, '*Healthy Lives, Healthy Futures*', is aimed at developing and delivering clinical models and care pathways that will shift the emphasis to self-care and independence, with care in the home and community rather than hospitals or other care facilities. In order to achieve this change, 24 hour/ 7 day services will be required across the range of primary, secondary and social care services; and urgent/unplanned care services will be transformed to ensure that services are responsive to unplanned care needs, across a range of environments, so that patients are supported outside of traditional hospital settings.

³ The "shift to the left" refers to the move from hospital care as the default delivery mechanism for healthcare to the increased emphasis on self-care and independent living.

The Strategy maintains that efficiencies released as a result of streamlining can be used to further invest in redesign and improvement via the Better Care Fund.

2.2.4 'A Good Place to Grow Older, North East Lincolnshire's Strategy for Later Life 2009-2012'

The Strategy for Later Life sets out five main aims to improve quality of life of older people, through improved environment, better health and well-being, enabling them to enjoy full and active citizenship.

An outcome framework brings together themes and issues that are not necessarily found in service led strategies and are not the direct responsibility of one particular agency. The outcomes are universal ambitions for older people and are mutually reinforcing.

The outcomes include:

1. Making a positive contribution.
2. Accessing good information, advice and advocacy.
3. Maintaining physical, mental and emotional health and well-being.
4. Living in good, safe neighbourhoods and able to get out and about.
5. Maintaining economic well-being.

2.3 Education & Skills

2.3.1 North East Lincolnshire Council's Education Strategy, A Strategic Vision and Policy for Learning and Education in North East Lincolnshire, 2013-2016

The Education Strategy is the overarching strategic vision for learning and education within North East Lincolnshire Council's (NELC) administrative boundary.

The Strategy supports the overall aims of the Council Plan of achieving a Stronger Economy and Stronger Communities and supports the delivery of the priorities:

- All people in North East Lincolnshire benefit from a strong economy;
- All children, young people and adults are ready for work and have skills for life;
- All people in North East Lincolnshire enjoy good health and wellbeing;
- In addition to supporting the Council Plan this strategy supports the delivery of the following Children and Young People's Plan priority areas;
- Attainment levels and achievement for all children and young people are raised;
- The gap in educational attainment between vulnerable groups and average attainment levels is reduced;
- All children and young people to progress to further education, training or employment; and
- The gap in educational attainment for looked after children are reduced.

To realise the strategic vision, the Strategy aligns the following three programmes:

1. An 'Improve Strategy'
2. A '14-19 Strategy'; and
3. A 'SEN Strategy'

The '14-19 Strategy' is of particular note and includes provisions for the development of engagement and pre-apprenticeship provision to enable young people to access apprenticeships and the world of work; while also working with employers and industry leaders to align the skills delivery to young people with the needs of local employers.

2.3.2 19+ Skills Strategy for North East Lincolnshire 2011-2013

The rationale for the 19+Skills Strategy stems from the deep rooted challenges facing North East Lincolnshire, including deprivation, unemployment, and lower skills levels than national averages.

Developed by the Adult and Community Learning Strategic Group, the Strategy focuses on a range of objectives, in line with the Group's assessment of community stakeholder and employer needs, Government ambitions and funding requirements. In shaping a 19+ Skills Strategy rather than a workforce development strategy, this document is focused on the collaborative actions learning and skills providers will take to address community need.

To set the context, the Strategy highlights the following notable characteristics of the local area:

- North East Lincolnshire has a higher proportion of residents qualified to NVQ Level 2 than the national average and has a comparable profile for Level 3 qualifications. There are, however, a significantly lower number of Level 4's than the regional and national averages (17.3% have NVQ Level 4 compared to 29.5% nationally).
- In terms of the generic local skills gaps, 62.4% of employers surveyed state there are gaps in customer handling, 60% cite effective team working and oral communication skills and 59% highlighted technical, practical or job-specific vocational skills shortages.

The Strategy aspires to provide all adults within the area with access to a range of education and skills provision, at the appropriate level, who are supported to plan their own learning journey, and achieve their personal and economic goals supported by clear, accessible and transparent information and impartial careers advice.

The partners to this Strategy⁴ will focus on the following priorities in line with their assessment of community, stakeholder and employer needs, Government ambitions and funding requirements.

1. Align The Strategy with the Skills Minister, John Hayes' vision of Further Education;
2. Increase employment and employability;
3. Implement the Skills for Life programme which supports those with low levels of basic skills to attain at least the minimum functional levels of Entry Level 3 for Numeracy and Level 1 for Literacy;
4. Offer a start on the learner journey towards qualifications at Level 2 and above;
5. In anticipation of future sector needs, increase the number of adults who achieve the following qualifications (at Level 2 and Level 3);
6. Provide progression opportunities to Further and Higher Education;
7. Engage under-represented groups and widen participation in learning.

This priority includes:

- Ensuring all communities, including those that are most disadvantaged, have access to a wide curriculum, high quality, responsive provision and progression in learning

⁴ Change Programme, Children's Centres, Franklin College, Grimsby Institute of Further and Higher Education, Humber Learning Consortium, Humber Chemical Focus, Job-Centre Plus, North East Lincolnshire Council Community Learning Services, Skills Funding Agency and Voluntary Action North East Lincolnshire

- Undertaking consultation and a mapping exercise with communities to identify wider benefits for individuals and their learning needs in respect of personal and community development learning
- Undertaking capacity building with identified potential providers to establish and develop learning links with individuals and their communities
- Undertake an initiative to raise aspirations and self-esteem within communities
- Utilise existing voluntary and community networks to promote learning and publicise success stories.

The Employment and Skills Sub-Group of the North East Lincolnshire Strategic Partnership are committed to drafting and monitoring a rolling delivery plan, which specifies the ways in which the partners will work together to achieve the outcomes and success measures.

2.4 Sport and Recreation

2.4.1 North East Lincolnshire Council Play Strategy 2008

The Play Strategy acknowledges the importance of play across the generations and the role that play can have in contributing to the social well-being and quality of life of the 42,945⁶ children and young people aged 0-19 years that make up over 27% of the population in North East Lincolnshire.

The Strategy also aims to minimise the barriers to play, whilst recognising the difficulties of providing services that meet the needs identified within this Play Strategy. It marks a 'spring board' for a new and exciting stage of future play development drawing on the value and significance of play and the contribution that play can make to wider agendas including 'Every Child Matters'.

The definition of Play⁵ used within this strategy recognises that: *"Play is freely chosen, personally directed, intrinsically motivated behaviour that actively engages the child... Play can be fun or serious. Through play children explore social, material and imaginary worlds and their relationship with them, elaborating all the while a flexible range of responses to the challenges they encounter."*

Section 3.2 'Contribution Play Makes to the Wider Agendas' acknowledges the multi-faceted benefits associated with Play and its subsequent contribution to the wider agendas include its influence and contribution it has to the following policy areas:

- Health and fitness - the chief medical officer advises that 'children and young people should achieve a total of at least 60 minutes of at least moderate intensity physical activity each day'. There is growing research evidence that increased opportunity for free play is the most effective way to ensure this for children, and that a range of increasing health problems are associated with the decline in play opportunities.
- Childhood obesity - this is a serious problem with profound health and social consequences. It is estimated that up to 15 per cent of children in the UK are overweight or obese, a figure that has been rising steadily over the past 20 years. Play encourages physical activity in children, building a healthy heart and developing strong muscles and bones. Increased physical activity amongst children burns more calories and has additional health benefits such as improved cardiovascular and gross motor benefits.

⁵ Source: Best Play - What Play Provision Should Do for Children NPFA/PLAYLINK/Children's Play Council (2001)

- Mental Health - The Mental Health Foundation estimates that at any one time some 20% of children and young people experience psychological problems. Play is now widely recognised as being beneficial in the emotional development of children and can lead to improvements in the cognitive, emotional and social well-being of children who play.
- The Environment – Research conducted by Demos and the Green Alliance has found that there is a big gap between children from rural and urban backgrounds in their level of access to natural environments and that this is detrimental to children living in cities. By allowing children access to the outdoors, the child's confidence in moving through the larger world is much improved. Children's out of school experiences play a critical role in shaping lifelong attitudes, values and patterns of behaviour toward natural environment, whereas fear of their environment means that children are much less likely to connect with wider 'green' environmental problems.
- Education - Play contributes to the learning process, as during play children repeat, adapt and refine all types of movement in various combinations, thereby improving not only their physical skills but also their social and educational. Play is recognised¹⁶ as a major route to learning, particularly in children's early years. Play can support and consolidate learning from both informal and formal school settings and is widely seen as having an important role in children's cognitive development, although it must be noted that much of the existing evidence relates to the pre-school age group.
- Transport - 'Many children appear to have less time being physically active because of the increase in car use and the heightened concern about potential risks of unsupervised play outdoors'. Furthermore with a shift from unstructured to structured events children are walking less and according to the Centre for Transport Studies¹⁸, 'play is one of the best things that parents can do for their children's health'.
- Inequality and exclusion – Play provides social benefits for children and young people. At an individual level it allows them to mix with their peers, exercise free choice (to some extent) and by doing so improve their self-confidence and feelings of self-worth. However Play can also have a benefit at a community level through encouraging the use and development of local community facilities, play provision can have a strategic use in bringing more widespread social benefits including greater social cohesion improving and the building of community networks. For example, Play opportunities can create more inclusive play, opening up the environment to disabled and non-disabled children and children from different ethnic communities.
- Crime and anti-social behaviour - Anti-social behaviour covers a vast list from environmental issues including litter, graffiti, abandoned cars through to people begging, drinking or causing a problem in the city centre at night, including problems in neighbourhood areas such as 'neighbours from hell'. Play opportunities can assist in promoting community cohesion and support regeneration particularly through an inclusive approach to developing Play opportunities that create attractive and welcoming parks and public spaces which cater for children, young people and families.

North East Lincolnshire Council recognises that children and young people in North East Lincolnshire have the right to inclusive, quality, safe, accessible and stimulating play provision and aims to work with partners to improve and deliver play opportunities for its children and young people.

The Play Strategy sets out the following key priorities and aims:

Key Priorities	Key Aims
Priority 1: Improving access and opportunities for play.	<ul style="list-style-type: none"> To ensure every child and young person in North East Lincolnshire has access to good quality playgrounds and play areas which meet their needs for variety, accessibility, choice, open space, adventure and play aspirations. To improve and increase the opportunities for play that fully meet the needs of all children and young people.
Priority 2: Staying safe	<ul style="list-style-type: none"> To reduce incidents of bullying and anti-social behaviour to zero. To address issues of vandalism, unsafe and dirty play areas and facilities used by children and young people.
Priority 3: Promote and support a range of quality provision for year round local supervised open access play.	<ul style="list-style-type: none"> To increase local play provision. To increase local partnership working. To increase the provision of year round play provision and activities. To increase play opportunities through extended schools.
Priority 4: Promote and support the increased use of local unsupervised spaces and play facilities.	<ul style="list-style-type: none"> All children and young people to have easy access to the widest possible range of play experiences and play environments both inside and outside.
Priority 5: Promote and support access to play for children whose play needs are not being met because of their current circumstances	<ul style="list-style-type: none"> To promote inclusion and access for disadvantaged and disabled children and young people.
Priority 6: Promote and support quality standards across play, including access to education and training.	<ul style="list-style-type: none"> To address issues of quality and the condition of existing play areas and facilities. To ensure future investment in play facilities and activities is based on strategic need and a co-ordinated approach. To develop people working in play increasing the workforces' skills and incorporating play principles to ensure a well-trained and quality workforce that can deliver and support good quality play opportunities and practice.

The strategy will be delivered through a Play Partnership formed from the existing Steering Group. This is to be made up of members from the voluntary, community sector, the local authority, Shoreline Housing Partnership, Neighbourhood workers and most importantly children and young people from the Youth Council.

A detailed action plan commits partners and the local authority to action and the children and young people both as members on the Play Partnership and through further consultation will play an active role in ensuring the on-going development and review of actions to develop play fully meet the needs of children and young people in the area.

2.4.2 North East Lincolnshire Council Playing Pitch Strategy Final Assessment Report, September 2011

The Assessment Report summarises the key issues affecting the playing pitches throughout NELC's administrative area. With particular reference to football pitches, the assessment notes:

- There are a total of 228 teams playing in North East Lincolnshire.
- Football Association demand trend analysis and team generation rates (TGRs) highlight that participation rates in North East Lincolnshire are significantly higher than national and regional averages.
- The audit identifies 128 pitches as available for community use. In addition, there are a further 70 pitches, which are not currently accessible to the community.
- Nine sites are overplayed by 12.5 matches each week. However, several sites offer spare capacity and should be considered as options for diverting play.
- A number of clubs in North East Lincolnshire report latent demand. In the main this relates to the provision of changing accommodation of a good quality.
- The most likely future increases in the number of teams are identified in the category of senior men for which there will be an anticipated further 13 teams by 2026.
- The current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to cater for junior football as well as protecting spare capacity to help to improve the quality of pitches in the area.

The Assessment also notes that the area experiences an undersupply of junior pitches and suggests that this issue should be rectified through the conversion of senior pitches into junior pitches. It is also important to note that a significant proportion of the poor quality junior and mini pitches are not available for community use as they are located on school playing fields.

In terms of pitch quality, site assessments suggest that the general quality of pitches in the area is good which is also reinforced by the consultation exercises which formed part of the commission. The assessment rated two-thirds of the pitches as good, one quarter as average and one tenth as poor quality. For many clubs, it is the poor quality of changing accommodation which is the main issue.

- Consultation suggests that improvements to changing accommodation have not kept pace with improvements to pitches and that there has been little/no investment in the facilities and hence the buildings have become dilapidated and poor quality. Whilst stakeholders recognise that pitch improvements are the main priority, wherever possible, this should be supported by improvements to the changing accommodation. There is a need to address poor changing facilities, in particular, to support the retention of adult players and also to recruit more women and girls for whom many sites are currently inaccessible because of the poor quality of facilities.
- Clubs also stress the importance of offering good quality changing accommodation to support the recruitment and retention of players at both senior and junior levels. In particular, junior clubs wishing to introduce girls' teams highlight the need for better

changing facilities. In particular, this relates to increasing quality, the need for segregated changing and larger changing rooms.

- Full condition surveys have been completed for each pavilion. They highlight that the quality of this stock is regarded as poor. There is a £0.5 million backlog maintenance schedule for the pavilions.

Despite being a relatively dry area of the Country, a number of pitches such as at Hardys Recreation Ground, are prone to waterlogging. This is due to the lack of long term ongoing maintenance of pitch drainage systems as there is little evidence to suggest that systems have been maintained on a regular basis.

Public access to pitches is a problem which can impinge on the quality of sites. This is the case for a large number of sites in the area. It leads to corresponding problems with dog foul, litter and unofficial use.

In terms of assessing demand, the stakeholder consultation work suggested that the number of pitches in North East Lincolnshire is sufficient to meet demand. In the main clubs are able to access pitches at appropriate times. However, issues are noted in locating training facilities across the area. NELC neighbourhood operations teams believe that the current level of play is acceptable and that any significant increase in the number of teams would have a detrimental effect on the quality of the pitches across the area.

2.4.3 Knight Kavanagh & Page, North East Lincolnshire Council Final Playing Pitch Strategy, December 2011

The Playing Pitch Strategy for North East Lincolnshire Council (NELC) builds upon the preceding Assessment Report (see section 3.4.2 above) and the ensuing Strategy proposes a strategic framework for the maintenance and improvement of existing playing pitches, outdoor sports facilities and ancillary facilities. This is adopted council policy and therefore acts as supplementary guidance in terms of planning proposals up to 2026.

The proposed vision for playing pitches and outdoor sports facilities (including ancillary facilities) is based on the themes within North East Lincolnshire Community Strategy and proposes that:

‘North East Lincolnshire work to create a carefully planned network of playing pitch facilities that are well managed and maintained and which through community participation contribute to enhancing the quality of life and sense of well-being of all sections of the community.’

The proposed vision is based upon a three-tiered framework of objectives including:

1. Strategic Objectives;
2. Management Objectives ; and
3. Sport Specific Objectives.

The Strategic Objectives include:

Strategic Objective	Description
Objective 1	To maximise community access to all outdoor facilities across North East Lincolnshire

Objective 2	To address quantitative deficiencies to meet existing unmet demand and plan for new provision (as and where required)
Objective 3	To address qualitative deficiencies and enhance existing provision to support high levels of participation
Objective 4	To support the development of local leagues and clubs to meet their needs within North East Lincolnshire

The adopted Management Objectives are a wide-ranging; however those most relevant to the current proposal are:

Management Objective	Description
F	Rectify inadequacies and meet identified shortfalls as outlined in the Assessment Report through improvements to the current pitch stock and ancillary facilities in line with the Action Plan.
G	Identify opportunities to add to the overall pitch stock in the Borough to accommodate both latent and potential future demand.
I	Work with facility providers to establish an approach to co-ordinate investment to address the community's needs, to target priority areas and to reduce duplication of provision.
P	Use the receipt from the disposal of facilities to invest in ancillary facilities
R	Work with local clubs which have achieved the quality accreditation to, where relevant, identify and secure facility improvements, appropriate sites for new facility development and funding opportunities.
S	Support local clubs to demonstrate sustainability.

The Strategy Sport specific objective relating to Football is to meet the identified deficiencies in junior and mini football provision. Identified projects include:

- Investing in central venue sites able to accommodate anticipated growth in girls' football.
- Increasing the quality and standard of changing rooms to accommodate segregated changing.
- Working to engage landowners/managers of sites which are not currently available (i.e. primary schools) to encourage greater community use to meet identified deficiencies in local provision.
- Utilising senior pitches in areas of oversupply and create more pitches where land is available.

The Strategy and Action Plan recommend a number of priority projects for North East Lincolnshire, which should be implemented from 2011 to 2026. The Strategy identifies a need to build key partnerships with education establishments, community clubs and private landowners to maintain and improve playing pitch and outdoor sports facility provision.

2.5 Housing

2.5.1 North East Lincolnshire Local Plan 2003

North East Lincolnshire's development plan currently comprises the saved policies of the North East Lincolnshire Local Plan, adopted in November 2003. A direction made by the Secretary of State under Paragraph 1(3), of Schedule 8 of the Planning and Compulsory Purchase Act 2004 saved a number of policies which relate to housing

A key saved policy relevant to the proposed site is **Policy GEN2: Development in the Open Countryside** which states proposals requiring planning permission on areas outside the defined development boundaries under Policy GEN1 will be permitted provided:-

- (i) it is essential to the needs of agriculture, horticulture, forestry, mineral extraction, waste disposal or other land use which requires a countryside location; or
- (ii) it consists of the use of a rural building or buildings; or
- (iii) it consists of development to meet a local employment need; or
- (iv) it is for leisure and tourism purposes requiring an open countryside location, or
- (v) it consists of the rebuilding, alteration or extension of an existing dwelling where the residential use of the property is not considered to have been abandoned; or
- (vi) it consists of affordable housing for local needs, or
- (vii) it consists of proposals to generate energy from sources of renewable energy; or
- (viii) it consists of telecommunications development.

2.5.2 North East Lincolnshire New Local Plan Issues Paper: Housing, October 2014

The North East Lincolnshire New Local Plan, Housing Issues Paper is one of a series of background reports prepared to support the progression of a new Local Plan for North East Lincolnshire. It summarises the evidence gathered and the key issues and challenges arising in relation to housing that will lead to the identification and appraisal of options in the new Local Plan.

The Issues Paper asserts that the need for homes is directly linked to economic growth and that there is significant opportunity for job creation in North East Lincolnshire, which has the potential to change the dynamics of the local housing market, by enabling the area to retain its existing population and attract new people to help form the larger labour force needed to service these jobs.

What is clear from the modelling work undertaken is that even if existing trends were to continue, a significant level of additional homes would be needed to cater for the existing population, due to the impact of natural change. The trend based picture also shows that, in the long-term, the rate of outward migration will slow considerably.

Paragraphs 5.43 states that based on trends alone, official projections suggest that, as a minimum, just over 300 new homes are needed each year. Further analysis of historic trends, over a longer period, suggests that just less than 430 new homes are needed each year as a minimum.

2.5.3 North East Lincolnshire Council Housing Assistance Policy 2010 – 2013

The most recent North East Lincolnshire Council Housing Assistance Policy was introduced on the back of the Regulatory Reform (Housing Assistance) (England and Wales) Order 2002 which came into force in July 2002. The order repealed most of the existing prescriptive legislation governing the provision of grants to homeowners and replaced it with discretionary powers to offer a wide range of assistance for housing renewal.

The policy document identifies 10 no. key priorities where it is Council policy to will provide financial assistance and support in order their delivery. Those most relevant to the proposed scheme include:

- Help older and disabled persons to remain independent, safe and secure in their own homes
 - The aim of The Council is to enable the elderly and disabled to remain living in a home of their own, living as independently as possible, for as long as is reasonably practicable in suitably designed or adapted housing, along with appropriate health and social care.
- Support the Council's Private Sector Enforcement Programme tackling unsafe, sub-standard properties
 - The Council's Private Sector Enforcement Policy was agreed in June 2007. The Council will use all available legislation to ensure that the private sector housing stock of North East Lincolnshire is safe and well managed.
- Maximise the use of the housing stock in North East Lincolnshire through encouraging long term empties to be brought back into use or demolishing those without a long term future
 - It is recognised that some residential properties cannot be returned to use due to their condition or situation. Consequently it may be necessary to demolish or convert them to other uses.
- Promote opportunities for securing investment in private sector housing and maximise the use of subsidy:
 - The Council's aim is to seek to secure maximum investment in private sector housing. This will be achieved through: -
 - Partnerships, i.e. Health Through Warmth Schemes and working with the Care Trust Plus, NHS, Police and Fire Authorities;
 - Looking for alternative sources of funding e.g. the Housing Corporation, English Partnerships, the Regional Housing Board, European Regional Development Fund, Community Energy Saving Programme (CESP) and Carbon Emissions Reductions Target (CERT) funding. There may be other initiatives that the Housing Renewal Team may wish to access to gain extra funding into the area;
 - Ensuring those conditions for providing financial assistance are complied with and securing repayment when necessary;
 - Encouraging responsible home ownership.
- Work with partners to reduce crime, ill health, inequalities and worklessness:
 - The Council aims to work with partner Social Landlords to increase the supply of affordable housing and to bring about the regeneration of mixed tenure estates. In order to do so it made be necessary to work in an imaginative and innovative way to ensure the efficient use of funds.
- Deal with areas of housing stress through the targeting of resources and the adoption of an area based approach:
 - The Private Sector Stock Conditions Survey 2007 highlighted the areas of older terraced properties in the centre of the Borough having the highest levels of poor conditions, as measured by the amount of Category 1 Hazards,

dwellings failing the Decent Homes standard, disrepair and households suffering from fuel poverty. In addition, a Neighbourhood Renewal Assessment was conducted in the eastern part of the East Marsh Ward, an area containing 4000 older terraced properties exhibiting problems of housing stress including empty homes. In response to these pieces of research the Council has declared a Statutory Renewal Area committing it to a 10 to 15 year programme of investment.

2.5.4 North East Lincolnshire Homelessness Strategy, Preventing Homelessness Actions for All 2012-2015

The extant Homelessness Strategy builds on the success of the previous strategy which focuses on:

- Early intervention
- Pre-crisis intervention
- Preventing homelessness re-occurring.

The new policy direction focuses on preventing homelessness occurring by helping people resolve their housing problems and tackling barriers to obtaining accommodation.

The Strategy notes that homelessness still exists and increasing numbers of people are threatened with homelessness. This does not relate solely to people defined as statutorily homeless (a legal definition relating to eligible people who are unintentionally homeless and in priority need). Furthermore the Strategy identifies categories of people who are most likely to become homeless. This includes:

- young people leaving or having left the care of the Local Authority;
- those leaving prison;
- people suffering from domestic violence;
- those with mental health issues; and
- people who have problems with debt.

The Strategy contends that merely providing housing accommodation is not enough, particularly for vulnerable people there is a need to provide support to help build life skills, independence and the ability to attain and retain a settled home.

The accompanying action plan provides timescales and commentary on each of the areas of focus and introduces measures to enable progress and performance to be monitored in a living document that will develop. Key areas of focus include:

- Preventing Homelessness
- Understanding our Customers
- Life Skills
- Understanding our Environment, and
- Partnerships that work

The Strategy acknowledges that there are challenges that face all homeless services in light of cutbacks at a time when more people could face homelessness. There is a pressing need to secure investment for accommodation and services relevant to homeless people and to monitor changes in policy and funding streams that may be available.

There is a recognised shortage of affordable housing in the area. To tackle this issue the Strategy supports the need to increase the availability of housing that people can afford,

want, is safe and that they feel happy to call home. To implement this measure the Homelessness Forum Strategic Partnership will endeavour to:

- Work together to develop a wider, common, shared evidence base
- Bid for new schemes/funding to ensure continued investment and improvement to our services
- Monitor the success of Home Choice Lincs in offering people choices in where they live and the impact of Government proposals such as changes to lettings policies and Affordable Rent schemes – taking action to change things if needed
- Ensure that the requirement for more housing is recognised as a priority and that homes are provided – including bringing empty homes back in to use
- Understand the types of accommodation needed.

2.6 Economic

2.6.1 Greater Lincolnshire Local Enterprise Partnership, Strategic Economic Plan, 2014

The Greater Lincolnshire Local Enterprise Partnership (LEP) Strategic Economic Plan is a business investment programme across Lincolnshire, North Lincolnshire and North East Lincolnshire which aims help create 13,000 new jobs, support the building of 100,000 new homes and help 22,000 businesses grow.

The Greater Lincolnshire LEP recognises that economic growth must be enabled with the facilitation of projects that give businesses the confidence to invest. Projects of varied scope and scale are being developed but the current focus is on projects that meet the LEP's immediate strategic priorities and can be delivered in 2015/2016 and 2016/2017.

The proposed Community Stadium in North East Lincolnshire is not listed as a specific project in the extant plan, but there is scope to introduce this project in the next iteration of the Strategic Economic Plan. The shortlist of prioritised programmes and projects go through a robust assessment process that considers the following factors:

- Deliverability – does a project have match funding and planning permission in place?
- Whole area – will the whole of the LEP area benefit from the overall package of schemes?
- Growth deal – does a project offer substantial direct outcomes that support economic growth? Do the outcomes represent good value for money, will the Single Local Growth Fund (SLGF) lever other funding, and is there a clear plan in place to realise the benefits of the project?
- Priority sectors – does a project directly support agri-food, tourism, engineering, care, ports, and low carbon? Is there a project that is available to all businesses?
- Housing – does a project directly create housing growth?
- Infrastructure – does a project provide critical infrastructure for growth?

3.0 BASELINE CONDITIONS

3.1 Population Demographics

The population of North East Lincolnshire, as estimated by ONS mid-year population estimates, amounted to 159,800 in 2013 and the area has exhibited low rates of growth over recent years, with an annual growth rate (0.12%) in the period between 2008 and 2013⁶.

The area's local population is characterised as having an ageing workforce and a relatively low economically active population. A significant proportion of economically inactive residents in North East Lincolnshire are categorised as long term or temporarily sick or as looking after family members on a full time basis. The ONS forecast that the Borough will see a decline in its working age population by nearly -5,000 in the period up to 2021 on the basis of structural demographic changes as well as historical trends of relatively high out-migration of economically active residents to other areas⁷.

3.2 Labour Market and Employment

Compared to the national picture, North East Lincolnshire has a relatively high concentration of employment in the manufacturing, motor trades, retail, transport and storage and health sectors. This in part reflects the significant role of manufacturing across the region, as well as the area's particular strengths, for example in raw food product handling, transport and storage. Employment is relatively low in the information and communication, financial and insurance and business, scientific and technical sectors⁸. Given the role of Grimsby and Immingham ports, the Borough has a prominent transport and storage sector.

In 2013 just over 25% of North East Lincolnshire's residents were employed in three upper tier occupational groups including managers, professionals and associate professional. This is significantly less compared to the national average (44.7%). Since 2009, the North East Lincolnshire labour market has seen a decline in associate professional & tech occupations (-3.2%). Declines were also observed in North Lincolnshire (-2.4%) and Hull (-0.4%). However, this contrasts with national trends where the proportion has increased⁹.

With an economic activity rate of 76.5%, North East Lincolnshire has a marginally lower economically active proportion of the population compared to the national average of 78.6%. This lower rate of economic activity is accompanied by a relatively high incidence of unemployment, which measured 10.4% in July 2014 compared to the national average of 6.4%¹⁰. The Council's most recent Economic Baseline report¹¹ comments that these

⁶ ONS, Population Estimates for UK, England and Wales, Scotland and Northern Ireland, Mid-2013
Accessed on: <http://ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-322718>
(11 February 2015)

⁷ Atkins (2014) North East Lincolnshire Economic Baseline, North East Lincolnshire Council
Accessed on: <http://www.nelincs.gov.uk/council/planning-policy/evidence-base/local-documents/economy/local-economic-assessment/> (11 February 2015)

⁸ Business Register and Employment Survey (BRES) 2011

⁹ Atkins (2014) North East Lincolnshire Economic Baseline, North East Lincolnshire Council
Accessed on: <http://www.nelincs.gov.uk/council/planning-policy/evidence-base/local-documents/economy/local-economic-assessment/> (11 February 2015)

¹⁰ ONS Annual Population Survey: % of those aged 16-64. Percentages are the proportion of economically active population

¹¹ Atkins (2014) North East Lincolnshire Economic Baseline, North East Lincolnshire Council

statistics are characterised by a persistently high rate of unemployment among young people (i.e. 16 - 24 year olds) and those that are long-term unemployed. The Economic Baseline also recognises that the gap between unemployment and economic inactivity in North East Lincolnshire and the national averages is growing.

The Economic Baseline report acknowledges that a larger share of the economically inactive population in North East Lincolnshire are long term sick and temporarily sick (at 24% and 4% respectively) compared to the national average of 21% and 2% correspondingly, demonstrating the strong links between health and economic inclusion in North East Lincolnshire.

3.3 Education and Skills

The proportion of those with no qualifications in the defined study area has dropped by 3% between 2009 and 2013 and the proportion with Level 4 qualifications has risen from 17.3% to 19.9%. Despite this improvement North East Lincolnshire has maintained a lower proportion of residents with higher level qualifications (degree level or equivalent) between 2009 and 2013, compared with neighbouring local authorities and the national average. Furthermore the gap between North East Lincolnshire's and England's proportion of workforce with level 4 qualifications has increased (6.9% in 2009 and 11.5% in 2011)¹².

At least 7% of North East Lincolnshire residents aged 16-18 are classified as NEETs (Not in employment, education or training). This is higher than the national rate (6.7%) and the rate for the Yorkshire and the Humber region (6.3%), and nearby North Lincolnshire (5.7%)¹³.

Sports Apprenticeships

North East Lincolnshire Council's Sports Development Unit works in partnership with Local and National Organisation's in order to improve the quality and quantity of Sporting opportunities across North East Lincolnshire¹⁴. The Sports Development Team consists of a number of Sports Development officers who work in the following areas:

- Community Sports Coaching Scheme
- Volunteering in Sport
- Sports Coaching
- Sports Clubs
- Positive Futures/Sport Lincs

Accessed on: <http://www.nelincs.gov.uk/council/planning-policy/evidence-base/local-documents/economy/local-economic-assessment/> (11 February 2015)

¹² Source: Annual Population Survey 2014

Accessed on:

<https://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx?town=North%20East%20Lincolnshire> (12 February 2015)

¹³ Atkins (2014) North East Lincolnshire Economic Baseline, North East Lincolnshire Council

Accessed on: <http://www.nelincs.gov.uk/council/planning-policy/evidence-base/local-documents/economy/local-economic-assessment/> (11 February 2015)

¹⁴ Further information on North East Lincolnshire's Sports Development Unit can be found here: <http://www.nelincs.gov.uk/resident/sport-and-leisure/sports-development/>

- Equality in Sport

The Sports Development Unit has a commitment to ensuring sport is equally accessible to all individuals in the area irrespective of age, ability, ethnicity, gender, race, culture or social status. Work is undertaken to ensure that a number of target groups, identified as being under represented in sports participation, are provided with specific opportunities to take part in sport.

3.4 Physical Well-Being & Health

The most recent Joint Strategic Needs Assessment¹⁵ (JSNA) produced evidence of overall improvement in the health of North East Lincolnshire's population but little evidence of improvement in the areas of North East Lincolnshire where health is poorest and where social and economic challenges are greatest. Furthermore, JSNA highlights that the health inequality gap between the most affluent areas and the poorest areas within the study area remains as wide as ever.

The North East Lincolnshire Health Profile 2014¹⁶ emphasises the following key issues:

- The health of people in North East Lincolnshire is generally worse than the England average.
- Deprivation is higher than average and about 28.6% (8,600) children live in poverty.
- Life expectancy for both men and women is lower than the England average.
- Life expectancy is 12.9 years lower for men and 7.9 years lower for women in the most deprived areas of North East Lincolnshire than in the least deprived areas.

Key Indicators relating to Child Health:

- In Year 6, 19.1% (311) of children are classified as obese.
- The rate of alcohol-specific hospital stays among those under 18 was 71.8 (rate per 100,000 population), worse than the average for England.
- Levels of teenage pregnancy, GCSE attainment, breastfeeding and smoking at time of delivery are worse than the England average.

Key Indicators relating to Adult Health:

- In 2012, 27.4% of adults are classified as obese, worse than the average for England. The rate of alcohol related harm hospital stays was 683 (rate per 100,000 population), worse than the average for England.
- The rate of self-harm hospital stays was 201.4 (rate per 100,000 population). This represents 323 stays per year.

¹⁵ The Joint Strategic Needs Assessment is an assessment of current and future health and social care needs. North East Lincolnshire Council and the Clinical Commissioning Group have a joint duty to prepare the JSNA and resulting Joint Health and Wellbeing Strategy (JHWS) through the Health and Wellbeing Board.

¹⁶ Information extracted from the North East Lincolnshire Health Profile 2014
Accessed on www.healthprofiles.info (11 February 2015)

- The rate of smoking related deaths was 371 (rate per 100,000 population), worse than the average for England. This represents 334 deaths per year. Estimated levels of adult smoking are worse than the England average.
- The rate of people killed and seriously injured on roads is worse than average.

3.5 Social Exclusion and Deprivation

The Indices of Deprivation 2010 is made up of ten indices which measure different aspects of deprivation¹⁷. The average score of the LSOAs within North East Lincolnshire in the Indices of Deprivation 2010 was 29.30 which ranks North East Lincolnshire the 46th most deprived local authority area in England.

According to the Indices of deprivation 2010 local authority summary report¹⁸:

- 27 LSOAs in North East Lincolnshire are ranked in the 10 per cent most deprived areas in England.
- A further 15 are ranked in the 20 per cent most deprived and a further eight in the 30 per cent most deprived.
- 50 LSOAs in North East Lincolnshire are ranked within the 30 most deprived LSOAs in England.

Of particular note is the East March ward which features a LSOA ranked as the second most deprived area in England in the index of multiple deprivation. Rankings in North East Lincolnshire range from two to 30,609.

¹⁷ The Indices of Deprivation 2010 is a lower layer super output area (LSOA) level measure. LSOAs are small areas which contain a minimum of 1000 people and an average of 1500 people. There are 32,482 LSOAs in England. North East Lincolnshire has 107 LSOAs in total.

¹⁸ Accessed on: <http://www.nelincsdata.net/IAS/Custom/Resources/Core9.pdf> (12 February 2015)

4.0 CONSTRUCTION PHASE EFFECTS

4.1 Introduction

This section considers the potential temporary construction phase impacts of the proposed development of a new stadium for Grimsby Town Football Club (GTFC) at Peaks Parkway. It also considers the potential impacts of the construction of the enabling development that is required to generate financial receipts that would enable the development of the new football stadium associated facilities.

The chapter first of all sets out the assumptions that have been used in undertaking the assessment, and secondly provides the results.

4.2 Development Scenarios Introduced

Two alternative future development scenarios have been proposed by GTFC in order to enable the development of a proposed 14,000 seat capacity stadium at Peaks Parkway. These are:

- Scenario A: a 14,000 stadium with associated facilities (i.e. community sports pitches) that would be developed in several stages and enabled by the development of housing on five development sites in the vicinity of the proposed stadium. Under this scenario, it is proposed that a total of 1,488 new dwellings would be developed. In addition, there may also be some ancillary retail development associated with serving the needs of the residential population that would be accommodated by the new housing, but this retail development would be relatively modest in scale.
- Scenario B: a 14,000 seat stadium with associated facilities (i.e. community sports pitches) that would be developed in a single stage and that would be enabled by commercial retail and leisure development as well as housing (848 dwellings).

Although we understand that the Club's preference is for the stadium to be delivered in a single-stage (i.e. under Scenario B) we understand – but have not verified – that the development of the stadium is financially viable under both routes. In this chapter we therefore consider the potential development phase impacts under each of the scenarios.

The following table 4-1 sets out the specification of each development scenarios examined in this chapter.

Table 4-1: Specification of the two development scenarios

Element of scheme	Scenario A	Scenario B
Stadium etc.	14,000 seat capacity and community pitches, built in three stages: 1. 10,000 seats plus community pitches 2. additional 2,000 seats 3. final 2,000 seats	14,000 seat capacity and community pitches, built in a single stage over 14 months
Housing	1,488 dwellings including affordable housing	848 dwellings including affordable housing
Retail	13,000 sqft (1,200 sqm) of ancillary retail associated with residential development only	100,000 sqft (9,290 sqm) supermarket plus petrol filling station
Hotel	60 bed travellers style hotel	60 bed travellers style hotel
Commercial leisure	n/a	Pub/restaurant plus two fast food units

The source of information used in the specification of the two alternative scenarios has been GTFC. This information included a financial appraisal for each option and associated summary supporting documentation. Clarification on a number of points was achieved through email and telephone exchanges with appropriate representatives of the Club

The assumed phasing of the development of the stadium under Scenario A is as follows:

- Year 1: community pitches and two stands (10,000 seat total capacity and providing players' and officials changing rooms, club offices, club shop hospitality facilities) along each long side of the pitch plus associated parking.
- Year 5: third stand constructed at one end of the ground providing an additional 2,000 seats
- Year 9: fourth and final stand constructed providing an additional 2,000 seats and raising the capacity to 14,000.

Note: usually when we consider the construction phase impacts of major residential developments we usually also take into account the likely impact of the development of associated community facilities, such as schools, medical centres, community meeting places, etc. However, in this case we have not seen any information on whether any additional facilities of this type are likely to be required in Grimsby under either Scenario A or Scenario B so this potential element has been excluded.

4.2.1 Approach to Estimating Construction Phase effects

The estimation of the economic impacts associated with the development – including the temporary construction phase impacts – is a two-stage process:

- the estimation of gross impacts; followed by
- the estimation of net additional impacts, after making allowances for displacement, leakage and multipliers.

Each stage in this process is set out below, together with the results of the assessment.

Gross Construction Phase effects

The approach taken to estimating the potential gross temporary employment impacts associated with the development of the proposed stadium and accompanying enabling development is based on the anticipated levels of capital expenditure needed for the provision of infrastructure and the building of the stadium, housing, commercial buildings and associated facilities.

The table 4-2 below sets out the assumptions about the levels of construction expenditure needed to build out each of the elements of the scheme itemised in the table 4-1 above. All construction expenditure estimates use a 2015 price base.

Table 4-2: Assumed financial expenditure under each development scenario (£m, 2015 prices)

Element of scheme	Estimated construction expenditure (£m)	Estimated construction expenditure (£m)
	Scenario A	Scenario B
Stadium and community pitches	25.3m	22.0m
Housing and associated infrastructure	166.7m	95.0m
Retail	3.8m	20.4m
Hotel	2.4m	2.4m
Commercial leisure	n/a	6.5m
Total	198.2m	146.3m

Estimates of the financial costs associated with the stadium and community pitches has been supplied by GTFC for Scenario B (single phase construction). With the agreement of the Club we have assumed that there would be an additional 15% of construction phase expenditure needed to account for additional costs associated with a multi-phase approach to construction under Scenario A.

Construction phase expenditure estimates for each of the other elements (housing and commercial development) have been determined by Development Economics based on unit cost estimates obtained from the BCIS with refinements based on our experience of similar projects elsewhere.

As already stated, under Scenario B the construction of the stadium in its entirety in a single stage is expected to take 14 months. Under Scenario A the construction of the stadium would occur in three phases, with the final stage not taking place until Year 9.

In terms of the assumed timeframe for the enabling development, under Scenario A it is assumed that:

- housing development occurs over years 1-10, with at an average rate of nearly 85 dwellings per annum
- the development of the hotel occurs in Year 1
- the development of the ancillary retail occurs in Year 3.

It should be stressed, however, that the results presented in this Chapter are not particularly sensitive to the timing of the different elements, as the focus is on presenting the cumulative number of person-years construction employment estimated as being likely to accrue. A slower pace of development would result in a lower average annual number of jobs, but these would be extended over a longer period of time.

Under Scenario B the assumed timing of the enabling development is as follows:

- housing development occurs over years 1-10, with at an average rate of nearly 149 dwellings per annum
- the development of the hotel occurs in Year 1
- the development of the supermarket and other commercial development (pub/restaurant and A3 restaurants) also occur in Year 1.

Estimates for gross construction phase employment are obtained by use of benchmark aggregate amounts of expenditure in the construction sector required to support overall levels of employment.¹⁹ Specifically, it is assumed that:

- £183,750 of construction spend on site infrastructure and commercial developments would support an average of 1 person-year of construction sector employment; and
- £93,190 of construction expenditure on housing development would support an average of 1 person-year of construction sector employment.

The difference in the two assumptions is due to the fact that infrastructure expenditure is generally more capital intensive than housing development expenditure.

¹⁹ The specific assumptions used here are estimated based on data on average revenues per employee for the UK as a whole for sub-sectors of the construction industry, based on turnover and employee data derived from the Office for National Statistics (including the Business Register and Employment Survey, 2009-2013). Having obtained the relevant data, the next step was to convert these to 2014 prices using the HM Treasury GDP deflator series

The results of this assessment for each Scenario are set out in the table 4-3 below (note: column totals may not add exactly due to rounding).

Table 4-3: Expected gross construction phase employment (person-years)

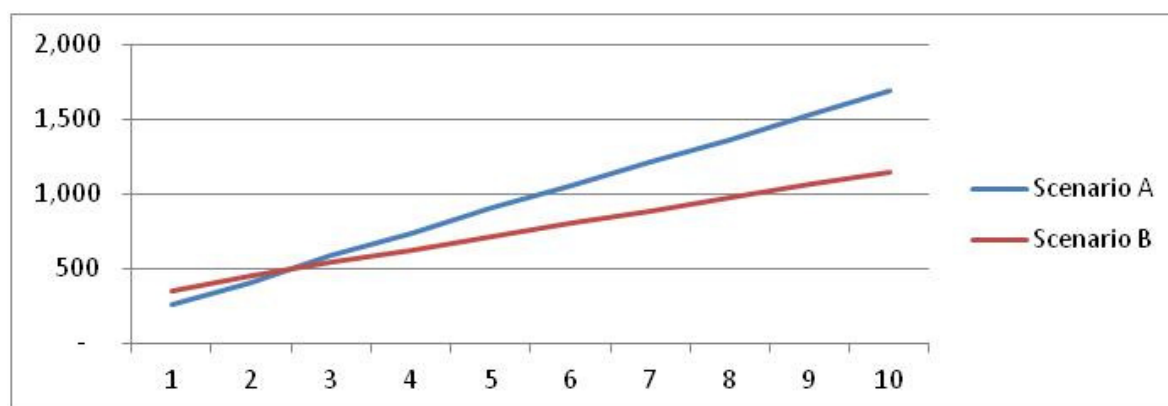
Element of scheme	Estimated gross construction employment (person-years) Scenario A	Estimated gross construction employment (person-years) Scenario B
Stadium and community pitches	138	120
Housing and associated infrastructure	1,524	868
Retail	20	111
Hotel	13	13
Commercial leisure	0	35
Total	1,695	1,148

In summary, the estimate is that under Scenario A a total of 1,695 gross person-years of construction phase employment would be expected to be supported throughout the 10-year development period, with by the anticipated infrastructure expenditure, with about 90% of these associated with the enabling housing development.

Under Scenario B the total amount of construction phase employment would be expected to be 1,148 person-years, which is about 33% less than for Scenario A.

The figure below summarises the time profile of the cumulative effects of the expected temporary construction phase impacts under each of the two scenarios²⁰:

Figure 4-1: Expected gross cumulative construction phase employment effects (person-years)



4.2.2 Net Additional Construction Phase effects

So far the focus has been on the potential for gross employment creation. In order to estimate the potential for net additional construction phase impacts it is necessary to make adjustments for leakage and displacement, and to account for the potential for multiplier impacts in the local economy. For the purpose of estimating these additionality factors, the 'local economy' is defined by the spatial area covered by the unitary authority of North East Lincolnshire.

²⁰ Business Register and Employment Survey, 2009-2013). Having obtained the relevant data, the next step was to convert these to 2014 prices using the HM Treasury GDP deflator series

The calculation of net additional construction phase impacts is based on estimating the additionality of the development (i.e. the conversion of gross impact estimates into net impact estimates) covering the following additionality factors:

- **Leakage:** is the proportion of project outcomes that benefit individuals or organisations located beyond the ‘intended’ area of impact (i.e. North East Lincolnshire). Leakage is generally higher at a local level, although it also varies by the nature of development type.
- **Displacement:** is an estimate of the economic activity hosted by the site that would be diverted from other businesses in the local (North East Lincolnshire) area. This again varies by the nature of development type. For construction activities displacement rates are usually considered to be quite low, because of the temporary, ‘one-off’ nature of the activities.
- **Multipliers:** composite employment multipliers measure the employment benefits created through the indirect and induced effects of subsequent rounds of direct expenditure in the local (North East Lincolnshire) economy. Values for multipliers vary according to the size and complexity of the economy under consideration, and are generally lower at a more localised level.

Estimates of leakage, displacement and multiplier effects have been applied at a project level based on our assessment of the likely effects for each development.

In the case of leakage, the assumption is based on the proportion of jobs in North East Lincolnshire filled by non-residents of the Borough (18.9%): this assumption is based on the evidence on in-commuting obtained from the 2011 Census. In the case of displacement and multipliers, assumptions are sourced from guidance published by the Homes and Communities Agency²¹. The specific assumptions for each of the relevant additionality factors applied to each development type are set out in detail in table 4-4 below.

Table 4-4: Additionality Assumptions (at the spatial level of North East Lincolnshire)

Leakage	18.8%
Displacement – construction	38.0%
Multipliers – construction	0.21

Based on the application of assumptions as set above for leakage, displacement and multipliers, the expected employment impacts associated with each scenario are presented in the two tables 4-5 and 4-6 that follow (note: column totals may not add exactly due to rounding).

²¹ English Partnerships (now HCA): Additionality Guide, Third Edition, October 2010

Table 4-5: Scenario A - Expected Net Additional Construction Phase Employment (person-years)

Element of scheme	Gross person-years	Displacement	Leakage	Multiplier effects	Net person-years including multiplier effects
Stadium & community pitches	138	52	16	15	84
Housing & associated infrastructure	1,524	579	179	161	927
Retail	20	8	2	2	12
Hotel	13	5	2	1	8
Commercial leisure	0	0	0	0	0
Total	1,695	644	199	179	1,031

Thus, under Scenario A, although the construction and development phase is expected to support 1,695 gross persons years of employment, when displacement (644) and leakage (199) are accounted for, the overall total reduces to around 852 person-years. However, consideration of 179 person-years' worth of extra local employment through the workings of the multiplier effect increases the anticipated net total to 1,031 person-years.

In terms of Scenario B, the equivalent results are set out in the table 4-6 below:

Table 4-6: Scenario B – Expected Net Additional Construction Phase Employment (person-years)

Element of scheme	Gross person-years	Displacement	Leakage	Multiplier effects	Net person-years including multiplier effects
Stadium & community pitches	120	45	14	13	73
Housing & associated infrastructure	868	330	102	92	528
Retail	111	42	13	12	68
Hotel	13	5	2	1	8
Commercial leisure	35	13	4	4	22
Total	1,148	436	135	121	698

Under Scenario B, although the construction and development phase is expected to support 1,148 gross persons years of employment, when displacement (436) and leakage (135) are accounted for, the overall total reduces to around 577 person-years. However, the addition of 121 person-years' worth of extra local employment through the workings of the multiplier effect increases the expected net total to 698 person-years.

We have also estimated the potential impacts of the construction phase on local aggregate Gross Value Added. This assessment is provided in the following Chapter as part of an overall assessment of the potential GVA effects of both scenarios.

5.0 OPERATIONAL PHASE EFFECTS

5.1 Introduction

This chapter sets out the assumptions used to estimate the permanent, operational phase impacts of the proposed new stadium – and the enabling development – at Peaks Parkway; and secondly, provides the results of this assessment.

The main indicators used in the assessment are as follows:

- **Employment** – measured both in terms of Full Time Equivalent (FTE) jobs and person-years of employment; and
- **Economic output** – measured in terms of Gross Value Added, which is a standard, internationally-used measure of sub-national and sector-level economic production and is a proxy for an area's or industry's contribution to GDP.

Estimates of employment creation are based on proposed areas of floorspace and assumed average levels of occupancy of that space. Estimates of GVA are derived from average levels of productivity at a regional level based on ONS datasets.

The assessment of the permanent effects on both economic output (GVA) and employment is segmented into the following categories:

- **Direct effects:** are employment and GVA benefits that are created directly by GTFC and other businesses and organisations that would be expected to occupy commercial and other buildings provided as a result of the proposed new stadium development and the proposed enabling development at Peaks Parkway and other sites.
- **Indirect effects:** are employment and other benefits associated with additional local supply chain purchases, as well as additional local economic activity supported by additional attributable local incomes (i.e. the economic benefits associated with the spending locally of salaries earned by employees of GTFC and other businesses and organisations occupying buildings and premises that are proposed as elements of the development).
- **Induced effects:** the additional income generated from the salaries of employees of GTFC and other businesses accommodated as part of the development and the additional expenditure of employee incomes benefiting local businesses would, in turn, be available for recirculation in the local economy via multiplier effects.

Each of these types of effect is discussed in turn below. First though, it is necessary to introduce and set out the assumptions regarding each of the alternative future development scenarios that apply to the scheme, including the do-minimum Reference Case.

5.2 The Alternative Scenarios

Two of the scenarios – Scenario A and Scenario B – were introduced in the previous chapter that considered construction phase impacts. For convenience, the key elements of each of these scenarios are summarised below. The table 5-1 includes where relevant assumptions about the size of each element, based on information supplied by GTFC:

Table 5-1: Specification of the two development scenarios

Element of scheme	Scenario A	Scenario B
Stadium etc.	14,000 seat capacity and community pitches, built in three stages over a 9-year period: <ol style="list-style-type: none"> 1. 10,000 seats plus community pitches, as well as restaurant, shop and other club facilities 2. additional 2,000 seats 3. final 2,000 seats 	14,000 seat capacity and community pitches, built in a single stage over 14 months
Housing	1,488 dwellings including affordable housing built over 10 years	848 dwellings including affordable housing built over 10 years
Retail	13,000 sqft (1,200 sqm) of ancillary retail associated with residential development only	100,000 sqft (9,290 sqm) supermarket plus petrol filling station
Hotel	60 bed travellers style hotel	60 bed travellers style hotel
Commercial leisure	n/a	Pub/restaurant plus two fast food units

In addition to the elements set out above, it is assumed that both scenarios include up to 3,500 sqm of business space appropriate for use as workshops. This workspace is assumed to be incorporated into the stadium itself and is assumed to be provided for as part of the stadium development costs.

Apart from the scale and type of enabling development, one of the key differentiators between Scenario A and B is phasing. In addition to the assumptions set out above, the following additional assumptions are made with respect to the timing of the construction of infrastructure and buildings, and the occupancy of commercial floorspace under each scenario:

Table 5-2: Specification of the two development scenarios

Element of scheme	Scenario A	Scenario B
Year 1	<ul style="list-style-type: none"> • Construction starts on Phase 1 of the stadium (two stands, 10,000 seats, club offices, shop, restaurant and player/officials facilities etc.) and community pitches. • Construction also starts on the fit out of the hotel • Construction commences on housing infrastructure and it is assumed that 148 dwellings are built • Club continues to play at Blundell Park for this season 	<ul style="list-style-type: none"> • Construction starts on the stadium (14,000 seats, club offices, shop, restaurant and player/officials facilities etc.) and community pitches. • Construction also starts on the fit out of the hotel • Construction starts on the enabling commercial development: supermarket; pub/restaurant; other restaurant outlets • Construction commences on housing infrastructure and it is assumed that 85 dwellings are built • Club continues to play at Blundell Park for this season
Year 2	<ul style="list-style-type: none"> • Construction of 2-stand stadium is completed in time for the start of the season. • Hotel begins operation • 625 sqm of business accommodation is occupied and 148 houses built • Blundell Park is assumed to be demolished and available for subsequent redevelopment for housing 	<ul style="list-style-type: none"> • Construction of stadium is completed after month 2, enabling stadium to be ready for the start of the season. • All commercial development (including hotel) commences operation • 625 sqm of business accommodation is occupied and 85 houses built • Blundell Park is assumed to be demolished and available for subsequent redevelopment for housing
Year 3	<ul style="list-style-type: none"> • Construction of 1,200 sqm ancillary retail • 625 sqm of business accommodation is 	<ul style="list-style-type: none"> • 625 sqm of business accommodation is occupied and 85 houses built

	occupied and 148 houses built	
Year 4	<ul style="list-style-type: none"> Ancillary retail completed and occupied 625 sqm of business accommodation is occupied and 148 houses built 	<ul style="list-style-type: none"> 625 sqm of business accommodation is occupied and 85 houses built
Year 5	<ul style="list-style-type: none"> Construction of additional 2,000 stand at one end of the ground 625 sqm of business accommodation is occupied and 148 houses built 	<ul style="list-style-type: none"> 625 sqm of business accommodation is occupied and 85 houses built
Year 6	<ul style="list-style-type: none"> New stand is ready for the start of the season 625 sqm of business accommodation is occupied and 148 houses built 	<ul style="list-style-type: none"> 625 sqm of business accommodation is occupied and 85 houses built
Year 7	<ul style="list-style-type: none"> 625 sqm of business accommodation is occupied and 148 houses built 	<ul style="list-style-type: none"> 625 sqm of business accommodation is occupied and 85 houses built
Year 8	<ul style="list-style-type: none"> 148 houses built 	<ul style="list-style-type: none"> 85 houses built
Year 9	<ul style="list-style-type: none"> 148 houses built 	<ul style="list-style-type: none"> 85 houses built
Year 10	<ul style="list-style-type: none"> 14,000 seat stadium is now fully built in time for the start of the season Final 156 houses built, bringing total to 1,488 	<ul style="list-style-type: none"> Final 83 houses built, bringing total to 848

5.2.1 The Reference Case scenario

As was the case with construction phase impacts, the assessment of permanent, operational phase impacts requires the taking into consideration a number of additionality concepts, that is: displacement, leakage and induced (or multiplier) effects. These concepts were defined in the previous chapter, and the same definitions also apply to the operational phase effects.

For the consideration of permanent/operation impacts, a further additionality concept – project deadweight – also needs to be taken into consideration to ascertain overall net additional permanent economic impacts. Deadweight takes into account any jobs that might already be located on a proposed development site that would have to make way for the scheme and/or jobs that are already in existence that would merely relocate to the existing site.

In the case of the proposed Peak Parkway scheme, there are no existing on-site activities to consider (other than agricultural activity, which is assumed supports negligible employment). However, in order to assess overall additionality of the proposed new stadium and enabling development, the gross and net economic effects of the existing Club activities at Blundell Park site also need to be estimated. This is achieved through the specification of a ‘do-minimum’ scenario for the airfield, which assesses the current net additional economic contribution of the current activities at Blundell Park.

The gross and net additional economic benefits from do-minimum scenario can then be subtracted from those estimated for the sustainable new settlement proposals in order to gain an estimate of the overall net additional impacts of the proposed development at Peaks Parkway.

Information on the current economic contribution of GTFC at its current Blundell Park location has been obtained from the Club’s management team. This information can be summarised as follows:

- Permanent employment at the Club amounts to approximately 61 full time equivalent jobs
- In addition, match-day employment amounts to 162 jobs, including ticketing and turnstile staff, stewards and security staff, restaurants, bars and other catering (except kiosks, see below). Based on the average number of matches played per

season, we have converted these estimates to a total of 13.9 full time equivalent jobs per annum.

- Additional match-day employment associated with kiosks, concessions and provision of emergency services is estimated to amount to 4.5 FTE jobs.
- In addition, permanent employment at the Sports & Education Trust amounts to approximately 30 full time equivalent jobs.

The overall current gross employment contribution of the Club and associated activities at Blundell Park (including the Trust) is therefore estimated to be equivalent to 109 FTE jobs.

When displacement and leakage is taken into account, we estimate that the number of additional jobs associated with the Club's activities amounts to 83 FTEs benefiting residents of North East Lincolnshire. However, this estimate does not include jobs supported in the local supply chain: based on information provided by the Club on the level and spatial pattern of its spending, we estimate that a further 31 FTE jobs are supported locally through Club and employee spend.

Therefore, the overall level of net additional local employment that is attributable to the Club and that benefits residents of North East Lincolnshire is estimated to be 114 FTE jobs.

The appropriate assumptions for the future of GTFC under a do-minimum scenario have been discussed with the Club's owner and management. The Club's strongly held view is that without a move to an efficient and modern stadium the Club will cease to operate within 3 years.. This is because the Club has been operating at an annual loss for a sustained period (amounting to cumulative losses of £5.4 million since year 2000, an average of circa £0.36 million per annum). This situation is not financially sustainable, and unless a relocation and redevelopment is secured the future of the Club is very bleak, as additional financial support cannot be guaranteed. If ongoing support from some of the Club's key shareholders was withdrawn, as has been suggested could well be the case, the likelihood is that this would lead to the demise of the Club and its activities.

We also explored with the Club's management whether there is a possibility of a "Phoenix Club" emerging at Grimsby in a similar way to the situation that has occurred at Chester FC, Halifax Town, Scarborough and in other places. However, we are informed that the Club's bank have a first charge over the Blundell Park site, so it is unlikely that a Grimsby Phoenix could emerge with the financial means to sustain football at the site.

On this basis, we have concluded that a realistic specification for the Do Minimum reference case scenario is that footballing activities at Blundell Park would continue for three further seasons, after which all activities associated with the Club would cease.

Clearly, under this scenario there would also be no economic benefits associated with enabling development (housing, retail, commercial leisure development) as is assumed for Scenarios A and B.

Having set out the assumptions regarding the composition of the employment-yielding elements, the following sub-sections set out the estimates of direct and indirect employment that would be associated with both Scenarios A and B if they were each built and fully occupied as specified earlier in this chapter.

Gross Permanent Employment

Additional assumptions need to be introduced at this stage regarding the likely employment density of each type of employment-yielding floorspace introduced in the previous section and which form elements of the enabling development under either or both scenarios. The

main source of assumptions of regarding retail and office floorspace is guidance published by the Homes and Communities Agency (HCA) and OffPat in 2010²².

Table 5-3: Employment density assumptions for employment yielding floorspace: Scenarios A & B

Category	Area per Full time Equivalent job (sq m)	Floor Area Basis
Retail Class A1	19.0	Net Internal Area
Pub/restaurant and café	18.0	Net Internal Area
Employment (Class B1(c))	47.0	Net Internal Area
Hotel (60 bed)	1 job per 3 beds ²³	n/a

Source: Based on HCA Employment Densities Guide, 2nd Edition, 2010

An additional assumption has been made regarding the average employment yielding potential of the two additional fast food restaurant units that are assumed to be delivered under Scenario B. The basis of this assumption is a national economic impact study undertaken for McDonald's UK by Development Economics during 2014.

Based on the various assumptions set out or outlined above, the table 5-4 below presents the expected overall totals for gross full time equivalent employment associated with the development proposals for each of Scenario A and Scenario B, assuming that is each alternative development scheme is fully built and occupied. In terms of occupation, the comparison of the two schemes is – in the first instance – undertaken by Year 10, at which time the stadium under Scenario A assumptions would have been fully built (the implications of phasing are considered in more detail below). Note: column totals may not add exactly due to rounding.

Table 5-4: Expected Full Time Equivalent Employment (fully built and occupied schemes)

Element of scheme	Gross Jobs (FTE) Scenario A	Gross Jobs (FTE) Scenario B
Existing Football Club & Trust jobs including match-day jobs	114	114
Additional Club facilities and activities	39	39
Business centre	67	67
Hotel	20	20
Retail development	64	492
Commercial leisure	0	125
Total	303	856

Hence, overall gross employment associated with Scenario A is expected, by Year 10, to total 303 FTE jobs, whereas under Scenario B it is expected to amount to 856 FTEs. Obviously, the key difference in terms of overall employment contribution is the additional

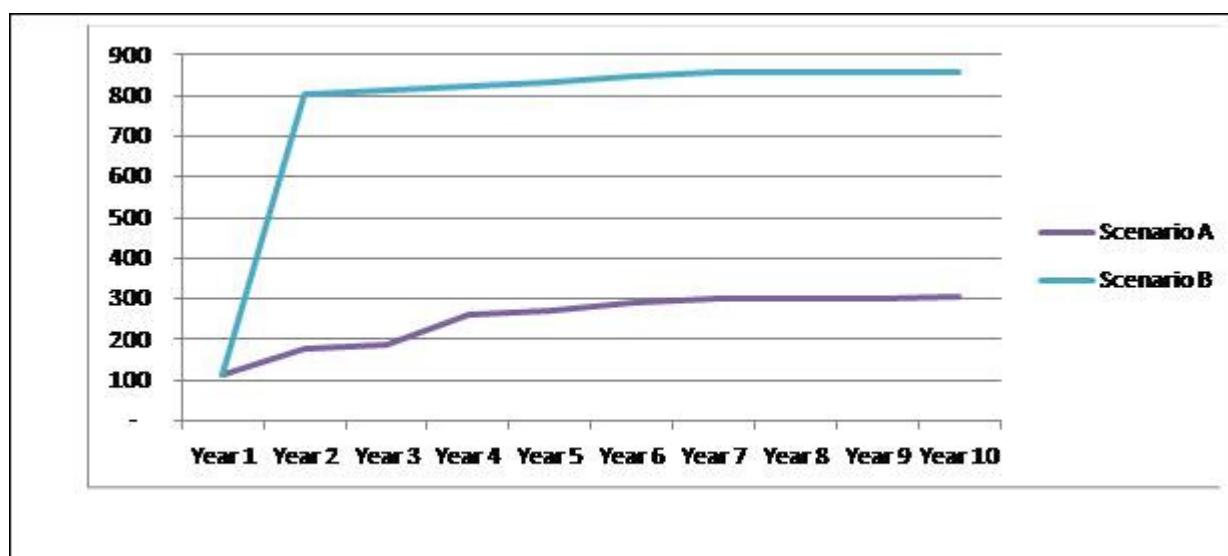
²² Employment Densities Guide, 2nd Edition, 2010, page 6

²³ It is assumed that the hotel will operate at a 2-3 star standard

jobs associated with the supermarket and commercial leisure development under Scenario B compared to Scenario A.

However, consideration of eventual employment under the two scenarios does not provide a full picture: there is also the issue of the anticipated timing of job outputs. In order to provide an appreciation of the differences under the two scenarios, the chart below provides a time profile of expected cumulative job outputs under the two alternative scenarios. Note: the chart focuses on permanent employment only: construction phase employment is excluded from this chart.

Chart 5-1: Time profile of expected permanent employment under both scenarios (FTEs)



5.2.2 Net Additional Employment effects

As was the case with the assessment of net additional construction phase impacts, estimates for leakage, displacement and multiplier effects need to be applied to each element of the permanent phase of development and occupancy in order to arrive at net additional estimates for employment.

The specific assumptions for each of the relevant additionality factors applied to each development type are set out in detail in table 5-5 below.

Table 5-5: Additionality Assumptions (at the spatial level of North East Lincolnshire)

Additionality factor	Value used in model
Leakage (all uses)	18.9%
Displacement – football club activities	0%
Displacement - retail	75%
Displacement - commercial leisure	75%
Displacement - hotel	25%
Displacement – business centre	25%
Multipliers - retail	0.21
Multipliers – B1 uses (all types)	0.29
Multipliers – all other uses	0.38

The evidence for the assumption regarding leakage is based on up-to-date commuting data for North East Lincolnshire derived from the 2011 national Census of Population.

The estimates for levels of displacement are largely based on guidance published by the Homes and Communities Agency, with several exceptions²⁴. For example, we assume that the level of displacement associated with football club activities is zero, as there is no other League or Conference football club located in North East Lincolnshire. On the other hand, the activities of the Sport & Education Trust are assumed to displace 25% of activity from elsewhere in the local authority area.

Given these assumptions, the table 5-6 below summarises the estimated net additional permanent employment impacts associated with the proposed development of the stadium at Peaks Parkway under Scenario A. (Note: column totals may not sum exactly due to rounding).

²⁴ English Partnerships (now HCA): Additionality Guide, Third Edition, October 2010

Table 5-6: Estimated Net Additional Permanent Employment Effects (FTEs) – Scenario A

Element of scheme	Gross Jobs	Displacement	Leakage	Multiplier effects	Net jobs including multiplier effects
Existing Football Club & Trust jobs including match-day jobs	114	8	20	33	119
Additional Club facilities and activities	39	26	2	4	14
Business centre	67	17	10	12	53
Hotel	20	5	3	5	17
Retail development	64	48	3	3	16
Commercial leisure	0	0	0	0	0
Total	303	103	38	56	218

In summary, while it is estimated that the proposed development under Scenario A would deliver 303 gross permanent FTE jobs, when displacement and leakage are accounted for net impact would be reduced to 162 permanent FTE jobs. However, the addition of an estimated 56 extra local jobs through the workings of multiplier effects would result in a net additional employment impact of 218 FTE jobs under Scenario A.

Similarly, the next table 5-7 summarises the estimated net additional permanent employment impacts associated with the proposed development of the stadium at Peaks Parkway under Scenario B. (Note: column totals may not sum exactly due to rounding).

Table 5-7: Estimated Net Additional Permanent Employment Effects (FTEs) – Scenario B

Element of scheme	Gross Jobs	Displacement	Leakage	Multiplier effects	Net jobs including multiplier effects
Existing Football Club & Trust jobs including match-day jobs	114	8	20	33	119
Additional Club facilities and activities	39	26	2	4	14
Business centre	67	17	10	12	53
Hotel	20	5	3	5	17
Retail development	492	369	23	21	121
Commercial leisure	125	94	6	10	35
Total	856	518	64	84	358

Hence, while it is estimated that the proposed development under Scenario B would deliver 856 gross permanent FTE jobs, when displacement and leakage are accounted for net impact would be reduced to 275 permanent FTE jobs. However, the addition of an estimated 84 extra local jobs through the workings of multiplier effects would result in a net additional employment impact of 358 FTE jobs under Scenario B.

Therefore, while Scenario B is associated with much higher numbers of gross jobs compared to Scenario A, Scenario B can also be expected to experience much higher levels of displacement. This is mainly due to the contribution of supermarket retail and commercial leisure to the overall employment total: both of these types of activities would normally be expected to result in relatively high levels of local displacement from existing commercial operations.

5.2.3 Consideration of Deadweight: the Alternative Do-Minimum Scenario

As was explained in the Introduction to this report, a further additionality concept – project deadweight – also needs to be taken into consideration to ascertain overall net additional permanent economic impacts. For example, deadweight takes into account any jobs that might already be located on a proposed development site that would have to make way for the scheme.

In the case of the proposed Peak Parkway scheme, there are no existing on-site activities to consider (other than agricultural activity, which is assumed to support negligible levels of local employment). However, in order to assess overall additionality of the proposed new stadium and enabling development, the gross and net economic effects of the existing Club activities at Blundell Park site also need to be estimated. This is achieved through the specification of a ‘do-minimum’ scenario, which assesses the current net additional economic contribution of the current activities at Blundell Park.

As discussed above, we consider it reasonable to assume that without stadium redevelopment, the Club and associated activities would cease to be provided within three years: this is because the Club currently operates at a substantial financial loss and requires an ongoing subsidy which cannot be sustained beyond the short term.

In this case, it is therefore considered reasonable to assume that under the Reference Case by Year 10 there would be no gross or net economic benefits generated under the do-minimum scenario. That implies that the net impacts for both Scenario A and Scenario B that have been presented above also represent the expected situation with deadweight taken into account.

5.2.4 Overall Net Additional Contribution of the Scenarios

Given this finding for deadweight, the estimated overall employment contribution of the proposed stadium redevelopment at Peaks Parkway can be stated as follows.

For Scenario A:

- Gross jobs, including adjustment for deadweight: 303 FTEs
- Net jobs, including adjustment for deadweight: 218 FTEs

For Scenario B:

- Gross jobs, including adjustment for deadweight: 856 FTEs
- Net jobs, including adjustment for deadweight: 358 FTEs

5.2.5 Gross Value Added

The estimates of permanent overall net additional employment set out above allow for the estimation of expected levels of net additional workplace-based economic output (GVA) associated with the proposed new stadium development and the associated enabling development.

This approach to this estimation is based on regional workplace-based GVA per employee data for the Yorkshire & Humber region drawn from datasets published by the ONS. The most recent data that is available was released in 2013 and provides data for 2011.

The table 5-8 below sets out the expected generation of GVA by each key element of the overall scheme under both scenarios that is expected to be delivered cumulatively over the period Year 1-Year 10. The table 5-8 also provides as an additional metric the GVA associated with the construction phase (stadium, enabling commercial development and housing).

Table 5-8: Expected net additional cumulative GVA impacts Years 1-10, £million (2011 prices)

Element	GVA	
	Scenario A (£m)	Scenario B (£m)
Football Club & related	18.7	18.9
Business Centre	19.1	19.1
Enabling development	3.9	19.1
Total	41.7	57.1
Construction	81.7	55.3
Overall total including Construction	123.4	112.5

The assessment indicates that once built and fully occupied, the proposed sustainable new settlement at Peaks Parkway – under the Scenario A assumptions – has the potential to generate £123.4 million in cumulative net additional workplace-based GVA for the local authority area of North East Lincolnshire (2011 prices) over the first 10 years of scheme lifetime. Of this amount, £81.7 million (66%) is associated with construction activity.

By Year 10, annual GVA generation is expected to total £13.0 million, of which £7.7 million is associated with the final year of house building activity. The following year, annual GVA generation is anticipated to fall to £5.3 million at which level annual GVA impacts are thereafter assumed to remain constant (all financial values are in 2011 prices).

Under Scenario B assumptions, cumulative effects over Years 1-10 are expected to total £112.5 million, of which £55.3 million (49%) is construction-related. By Year 10 under this scenario, annual GVA generation is expected to total £11.1 million, of which £4.1 million is associated with the final year of house building activity. The following year, annual GVA generation would fall to £7.0 million – all of which is associated with permanent operational effects (all in 2011 prices).

The fact that annual GVA generation by Year 11 is greater for Scenario B compared to A means that eventually the cumulative GVA contribution under Scenario B would overtake that for Scenario A. Our assessment is that this should occur by Year 17 of an extended appraisal.

Note: the difference in GVA associated with Club activities reflects the fact that the overall quantum of additional activity begins to occur sooner under Scenario B compared to Scenario A. That is, the difference reflects the fact that the maximum capacity of the stadium is delivered sooner under Scenario B.

6.0 COMMUNITY AND SOCIAL VALUE EFFECTS

6.1 Grimsby Town Football Club

Both the community orientated approach of GFTC and the desire for a new stadium date back over two decades.

GFTC has been actively searching for a new ground since 1994. It finally achieved planning permission in January 2007 at Great Coates in accordance with the 2003 Local Plan (LTC6). Unfortunately the planning and subsequent judicial review process coincided with the collapse in the economy rendering the scheme uneconomically deliverable for several reasons. The planning permission was allowed to lapse in 2010 following extensive efforts to deliver the scheme.

The Great Coates site is now considered unviable and unsuitable as a destination. In 2010 the Club commenced a site search exercise for an alternative suitable site which could accommodate the Club's requirements together with a necessary enabling scheme.

A comprehensive site search concluded that a freehold site owned by the Local Authority situated on the western side of Peaks Parkway is the preferred location. The part of this site which is not occupied by the Community Stadium and ancillary facilities is planned to be made available for enabling development to assist in financing the scheme.

The proposed scheme desires to deliver significant social value for the locality. The vision is to leave a lasting legacy and deliver a flagship project for generations for come. It would also secure the vast array of community schemes currently being delivered by the Grimsby Town Sports and Education Trust, the clubs delivery arm, all of which are at as much risk as the Club itself, should this scheme not come to fruition.

This section of the report sets out some of the specific impacts of the GFTC, most notably through the Grimsby Town Sport and Education Charitable Trust can deliver through the use of the new stadium facilities. There is also the wider ambition and commitment to be an integral part of the area, linking lots of different interests and locations by enhancing the community role it has played for several years.

6.2 Grimsby Town Football Club and the community

GFTC, through its Sport and Education Charitable Trust²⁵, specifically targets those young people not in education, employment or training and families from deprived, disadvantaged backgrounds. The aim of the Trust is to provide young people and their families with opportunities to be involved with sport regardless of age and ability and to promote positive messages regarding healthy living and fitness.

The Grimsby Town Sports and Education Trust (the Trust) deliver programmes of activity across four interrelated themes (see Figure 1), details of which are set out in Table 6-1, although these four strands are not exclusive areas of engagement.

²⁵ Registered Charity No.1123447

Figure 1: Grimsby Town Sports and Education Trust’s Programmes of Activity

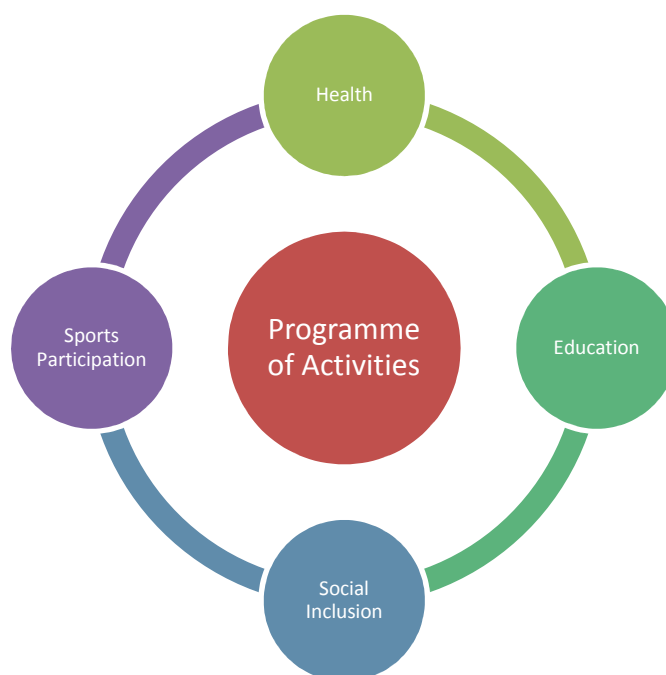


Table 6-1: Grimsby Town Sports and Education Trust’s Programmes of Activity

Programme	Description of activities
<p>Health</p>	<p>Fit For Football was established in 2003, specifically at that time to address healthy lifestyle issues for children in disadvantaged communities in the Humber area, through the provision of fun, interactive games.</p> <p>At the start a lifestyle survey of 10/11 year olds living in deprived wards in the area confirmed that smoking among both children and their parents was well above national averages, that many children, (particularly girls) took low levels of exercise and that children's diets (particularly boys) were high in fats and sugars, with significant numbers eating no fruit and/or vegetables. In the past the Trust has delivered the Fit For Football programme to over 1150 young people at primary school in North East Lincolnshire.</p>
<p>Education</p>	<p>The Trust has recently expanded its Education program significantly to deliver a NEET (Not in employment, education or training) project. It has engaged with 9 year 11's who have the potential to become NEET and 30 16-19 yr olds who are registered NEET. These usually hard to reach young people will leave the project having achieved in excess of 160 accredited outcomes and 65 non-accredited outcomes over just a thirty week time span.</p> <p>(This policy of providing lots of small NEET projects is likely to stop soon and the Local Authority will be consolidating in one location which is how the Alternative provision Free School fits in with their agenda.)</p>

Programme	Description of activities
<p>Social Inclusion</p>	<p>The Grimsby Town Sports and Education Trust runs special projects that improve social cohesion between young people in different communities, people with disabilities and those who are discriminated against on the grounds of race or any other issue.</p> <p>The Trust currently runs fourteen evening sessions a week, in parts of the North East Lincolnshire area which are classed as most deprived areas of the country. Some of these estates are in the top five percent of the most deprived in the country. Sessions are used to promote understanding, respect and inclusion and use sporting activities as a vehicle to engage people. There is a proven link between these activities and crime reduction in the neighbourhoods supported by the projects.</p>
<p>Sports Participation</p>	<p>As Grimsby Town Sports and Education Trust continues to push as a leader in sports coaching, the scheme has expanded its offer of sports participation programmes.</p> <p>The Sports and Education Trust has become part of the Sports Lincs. The other partners are:-</p> <ul style="list-style-type: none"> • North East Lincolnshire Council's Sports Development, • North East Lincolnshire Council's Young People's Support Service and • Humberside Police. <p>The agencies involved are all working towards similar agendas around reducing anti-social behaviour, youth crime and criminal damage as well as increasing participation in sport and widening social horizons.</p> <p>The scheme delivers after school and breakfast sessions to hundreds of young people per week. The social impact of this activity in relation to local crime and health statistics has been significant in demonstrating the impact this activity has on the local community.</p> <p>Grimsby Town FC has its own youth academy. Players start with the club at 6 years old and play for the academy until the age of 16. In total GTFC have approximately 150 players across the age ranges with coaching staff to support their development. This is delivered alongside the Player development programme which is located at Oasis Wintringham and supports the young players educational, technical and social development.</p> <p>National Citizenship Programme: The Club will play a role in delivering this agenda as part of the Football League's contribution to the programme.</p>

The Trust employs 46 people, many of whom are Coaches and ex-professionals and all possess minimum of FA Certificate, many have UEFA 'B', and some UEFA 'A'. All coaches have been CRB checked, have attended Child Protection workshops and reached the FA standard. Grimsby Town Sports and Education Trust are one of the leading programmes and was one of the first schemes to obtain the Football League Silver Award.

The Trust's school outreach programme benefits 2,361 school children and young people (1,597 male and 764 female participants respectively) and includes 233 hours of programme activities per week, - see Appendix A for details.

A summary of the community provision programmes delivered by the Trust is set out in Table 6-2 below and the overall community agenda equates to 163,000 annual aggregate engagement hours within the community.

Table 6-2: Grimsby Town Sports and Education Trust's Community Programmes

Community Programme	Initiatives
1. Football in the Community participation	<ul style="list-style-type: none"> • Holiday sports courses • Extended provision for disadvantaged young people • Saturday morning clubs • Football Tournaments • Charity football matches • Sport based Fun Days • Match day activities/party's • Summer fetes/fayres • Schools Sports Days • Multi sport delivery
2. Schools Program	<ul style="list-style-type: none"> • Pre-school wake and shake • Lunch Time activity sessions • PPA sessions to fit National Curriculum • After School Clubs • Reading support classes • Ground Tours
3. Education	<ul style="list-style-type: none"> • Futsal programme • BTEC Level 3 Education program • BTEC Level 2 Education program (pending) • NEET education program • Foundation Degree • Equality and Diversity lessons • Kick It out (racism awareness) • Work placements
4. Volunteer Project	<ul style="list-style-type: none"> • National Citizen Service (300+ p/a)
5. Social Inclusion	<ul style="list-style-type: none"> • Estates engagement sessions • Street based engagement sessions • Youth centre sessions • Fair Play tournament- Partnership working • Inter-generational work
6. Disability projects	<ul style="list-style-type: none"> • Disability match day engagement • DFDF disability project • Cambridge Park Sports sessions • FLAG Sport/IT sessions

Community Programme	Initiatives
7. Health	<ul style="list-style-type: none">• Targeted education and preventative engagement and referral project• Men's weight management program• Women's weight management program• Giving bikes away

Appendix B outlines the geographical scope of the current work undertaken by the Trust in terms of the schools that they currently engage in their sessions. This map illustrates how Blundell Park at present, and in future Peak's Parkway, can act as a 'hub' from which a wide range of venues, organisations and areas are engaged.

6.3 Blundell Park Constraints

Blundell Park, the Club's current home, was built in Victorian times and is now uneconomic, outdated, and not fit for modern-day football. GTFC is at risk of going out of business unless it follows the pattern of other clubs that have successfully achieved relocation and subsequent sustainability.

The quality of the facilities available in Blundell Park are well below modern standards and the limitations of the current site mean that redevelopment would be severely compromised particularly by the tight residential environment within which the stadium is located. It is recognised that the football club need to promote other business ventures to support the club's long term viability and promote its role as a community hub.

Consultation with the Trust has revealed that many of their outreach locations are over-subscribed and this can cause difficulties when booking such venues for activities and lack of available space at Blundell Park is prohibiting the Trust's expansion of their programme. The Trust are currently looking at other venues that can assist in matching their needs and aspirations in the immediate short term but consultation with the Trust has revealed that new facilities at a new venue would enhance their provision and provide a greater offer and opportunity to the community.

6.4 The Community Stadium Complex

The development of a new Community Stadium project is a key priority in the regeneration strategy for North East Lincolnshire and is acknowledged in the emerging 2015 Consultation Draft Local Plan²⁶. The project aims to deliver a number of specific policy objectives:-

1. Provide an iconic regeneration project which could act as a catalyst to the wider regeneration of Grimsby;
2. Create a unique environment in which sport could be used to tackle key issues such as lifelong learning, healthy lifestyles and social inclusion;
3. Create new jobs for local people and to generate additional business through the supply of goods and services by local companies;
4. Create a major conference, exhibition and events venue for the area;
5. Create state of the art sports facilities capable of hosting international fixtures and events that would put Grimsby on the international map; and

²⁶ It is anticipated that the revised Local Plan document will be ready for consultation towards the end of 2015.

6. Provide a platform to allow Grimsby Town Football Club to build success on the field and commercial sustainability behind the scenes.

6.5 Community Benefits

A description of the proposed stadium for Grimsby Town Football Club at Peaks Parkway is set out below in Table (a description of the associated enabling development is examined in Section 4 and 5 above).

Within the proposed community stadium complex, there are elements that will increase the community benefits of the GTFC and the Trust:

- modern, fit for purpose sports facilities- a quantitative improvement compared to Blundell Park;
- greater synergies between GTFC and the Trust- added value and increased community benefit (health, social inclusion, sports participation and education initiatives);
- commercial business space- a quantitative economic impact; and
- greater opportunities to act as a catalyst for future development of the wider area,- a lasting legacy project.

As part of the delivery of these engaging elements, the new facilities include the following:

Table 6-3: The Proposed Community Stadium Complex

Proposed Development	Description of facilities and associated community benefit
Stadium	14,000 seat capacity
Health and Wellbeing Centre	The stadium will have a 400 square metres gymnasium and associated facilities for use by the Club and made available to the wider community on a commercial basis – membership, fitness classes, nutritional advice, and physiotherapy.
Community facilities	Provision of 2,000 square metres for Grimsby Town Sports and Education Trust to provide education, inclusion, sports participation, and health promotion activities to the local community based on expansion of the programme that has been running for nearly 30 years and has become self-sustaining.
Community Playing Pitches	Three 4G full-sized floodlit and 2 grass training pitches with associated changing rooms. The 4G pitches will be divided to provide a nine court five-a-side football centre. Commercial rates for use by local sports clubs/leagues, schools, and community activities.
Food Service, Catering and Conference Facilities	The Stadium will provide space for a 600 square metres fully licensed restaurant, conference and corporate facilities. The Club currently operates the McMenemy’s restaurant at Blundell Park which provides a 230-diner service available on match days and for private functions. This will be expanded in the new stadium providing a 650-diner service and conference exhibition area

	<p>providing catering and space for hire on a daily rate basis.</p> <p>A Coffee Shop and Café will be operated within the stadium that supports match-day and 7-day business activities, light business related functions, as well as being available to the community. The menu will incorporate snacks and nutritional meals and drinks. It will require 344 square metres of floor space within the stadium.</p> <p>Concession kiosks will be available throughout the stadium on a leased basis providing match-day refreshments for supporters/visitors.</p>
Business Centre	<p>The project will make provision for 3,500 square metres of space allocated for 20 commercial workshops within the undercroft of the stadium. Phase 1 will complete delivery of 1750 square metres or 10 units at an average size of 175 square metres per unit to meet current identified demand, with the potential to fit-out the remainder when the market conditions allow.</p>

Displacement

It is noteworthy that the proposed community stadium complex will not result in the displacement of funding from existing outreach programmes as the Trust is obliged to spend funds drawn down in specific and targeted areas. The new complex will increase the Trust's engagement at a new stadium but will not reduce their current activities in outreach or socio-economically challenged areas.

6.6 Social and Community Impacts

A snapshot of the key socio-economic baseline conditions affecting the study area is set out in Section 3. The following indicators are particularly pertinent to this area and the role of the Stadium in reversing decline:

Table 6-3: Social and Community impacts of Socio-Economic Conditions

Indicator	Issue	Potential Impact
Demography	<p>The area's local population is characterised as having an ageing workforce and a relatively low economically active population.</p> <p>A significant proportion of economically inactive residents in North East Lincolnshire are categorised as long term or temporarily sick or as looking after family members on a full time based.</p> <p>The ONS forecast that the Borough will see a decline in its working age population by nearly -5,000 in the period up to 2021 on the basis of structural demographic changes as</p>	<p>The proposed scheme can increase the Trust's capacity to expand their Education, Health and Social Inclusion programmes across the community's population.</p> <p>The proposed community stadium complex will improve the quality of life for users of the site, including initiatives that benefit members of the community with protected</p>

	well as historical trends of relatively high out-migration of economically active residents to other areas.	characteristics, as defined by the Equality Act 2010.
Labour Market	<p>The area is characterised by a persistently high rate of unemployment among young people (i.e. 16 - 24 year olds) and those that are long-term unemployed.</p> <p>A larger share of the economically inactive population in North East Lincolnshire are long term sick and temporarily sick (at 24% and 4% respectively) compared to the national average of 21% and 2% correspondingly, demonstrating the strong links between health and economic inclusion in North East Lincolnshire.</p>	<p>The GTFC makes a huge contribution to community cohesion and the development of a new community stadium facility will expand and enhance this contribution further.</p> <p>GTFC's community delivery body- the Trust has established a number of projects in the areas of education, inclusion, sports participation and health. The new facility will provide an opportunity to build additional activities and increase the number of people engaging with the Club.</p>
Education & Skills	At least 7% of North East Lincolnshire residents aged 16-18 are classified as NEETs (Not in employment, education or training). This is higher than the national rate (6.7%) and the rate for the Yorkshire and the Humber region (6.3%), and nearby North Lincolnshire (5.7%)	The Trust deliver a diploma in Sport and Active Leisure and there is the potential to expand the content of what it does to include apprenticeships in Sport, Learning, and Leisure for the Club and a range of other clubs in the area.
Physical Wellbeing & Health	<p>The North East Lincolnshire Health Profile 2014 emphasises the following key issues:</p> <ul style="list-style-type: none"> • The health of people in North East Lincolnshire is generally worse than the England average. • Deprivation is higher than average and about 28.6% (8,600) children live in poverty. • Life expectancy for both men and women is lower than the England average. • Life expectancy is 12.9 years lower for men and 7.9 years lower for women in the most deprived areas of North East Lincolnshire than in the least deprived areas. <p>Key Indicators relating to Child Health:</p>	<p>Fit For Football was established in 2003, specifically at that time to address healthy lifestyle issues for children in disadvantaged communities in the Humber area, through the provision of fun, interactive games.</p> <p>In the past the Trust has delivered the Fit For Football programme to over 1150 young people at primary school in North East Lincolnshire. New facilities will enable the GTFC and Trust to expand its health programme and roll out new initiatives.</p>

	<ul style="list-style-type: none">• In Year 6, 19.1% (311) of children are classified as obese.• The rate of alcohol-specific hospital stays among those under 18 was 71.8 (rate per 100,000 population), worse than the average for England.	
Social Exclusion & Deprivation	<ul style="list-style-type: none">• 27 LSOAs in North East Lincolnshire are ranked in the 10 per cent most deprived areas in England.• A further 15 are ranked in the 20 per cent most deprived and a further eight in the 30 per cent most deprived.• 50 LSOAs in North East Lincolnshire are ranked within the 30 most deprived LSOAs in England.• Of particular note is the East March ward which features a LSOA ranked as the second most deprived area in England in the index of multiple deprivation. Rankings in North East Lincolnshire range from two to 30,609.	<p>The GTFC makes a significant contribution to community cohesion and the development of a new community stadium facility will expand and enhance this contribution further. The new facility will provide an opportunity to build additional Social Inclusion programmes and increase the number of people engaging with the Club.</p>

7.0 CONCLUSION

The assessment of the community and social value effects has consisted of the following key steps:

- A policy review to provide an outline of the relevant social and economic objectives for the area;
- A desk-top review of relevant available information on current socio-economic conditions in the assessment area, including the prevailing baseline conditions to establish the base case;
- An assessment of the construction and operational impacts of the scheme;
- Appraisal of the community benefits and social value that will be provided within the proposed scheme; and
- Benchmarking the overall project aims against a variety of socio-economic indicators, such as physical wellbeing and deprivation statistics, for the users of the site. The assessment includes initiatives that benefit members of the community with protected characteristics, as defined by the Equality Act 2010²⁷ and explores how these meet established social and economic policy objectives.

7.1 Overview of Construction and Operational Phase Impacts

Two alternative future development scenarios have been proposed by GTFC in order to enable the development of a proposed 14,000 seat capacity stadium at Peaks Parkway. These are:

- Scenario A: a 14,000 stadium with associated facilities (i.e. community sports pitches) that would be developed in several stages and enabled by the development of housing on five development sites in the vicinity of the proposed stadium. Under this scenario, it is proposed that a total of 1,488 new dwellings would be developed. In addition, there may also be some ancillary retail development associated with serving the needs of the residential population that would be accommodated by the new housing, but this retail development would be relatively modest in scale.
- Scenario B: a 14,000 seat stadium with associated facilities (i.e. community sports pitches) that would be developed in a single stage and that would be enabled by commercial retail and leisure development as well as housing (848 dwellings).

7.1.1 Construction Phase Effects

Gross person-years of construction phase employment

- The report estimates that under Scenario A a total of 1,695 gross person-years of construction phase employment would be expected to be supported throughout the 10-year development period, with by the anticipated infrastructure expenditure, with about 90% of these associated with the enabling housing development.
- Under Scenario B the total amount of construction phase employment would be expected to be 1,148 person-years, which is about 33% less than for Scenario A.

Net Additional Construction Phase effects

²⁷ Equality Act 2010. Available at:
http://www.legislation.gov.uk/ukpga/2010/15/pdfs/ukpga_20100015_en.pdf

Estimates of leakage, displacement and multiplier effects have been applied at a project level based on our assessment of the likely effects for each development.

- Under Scenario A, although the construction and development phase is expected to support 1,695 gross persons years of employment, when displacement (644) and leakage (199) are accounted for, the overall total reduces to around 852 person-years. However, consideration of 179 person-years' worth of extra local employment through the workings of the multiplier effect increases the anticipated net total to 1,031 person-years.
- Under Scenario B, although the construction and development phase is expected to support 1,148 gross persons years of employment, when displacement (436) and leakage (135) are accounted for, the overall total reduces to around 577 person-years. However, the addition of 121 person-years' worth of extra local employment through the workings of the multiplier effect increases the expected net total to 698 person-years.

7.1.2 Operational Phase Effects

Section 5 sets out the assumptions used to estimate the permanent, operational phase impacts²⁸ of the proposed new stadium – and the enabling development – at Peaks Parkway; and secondly, provides the results of this assessment.

The main indicators used in the assessment are as follows:

- Employment – measured both in terms of Full Time Equivalent (FTE) jobs and person-years of employment; and
- Economic output – measured in terms of Gross Value Added, which is a standard, internationally-used measure of sub-national and sector-level economic production and is a proxy for an area's or industry's contribution to GDP.

Gross Permanent Employment

Based on the various assumptions set out in section 5 of the report, the table below presents the expected overall totals for gross full time equivalent employment associated with the development proposals for each of Scenario A and Scenario B, assuming that in each alternative development scheme is fully built and occupied. In terms of occupation, the comparison of the two schemes is – in the first instance – undertaken by Year 10, at which time the stadium under Scenario A assumptions would have been fully built (the implications of phasing are considered in more detail below). Note: column totals may not add exactly due to rounding.

Table 7-1: Gross Permanent Employment

Element of scheme	Gross Jobs (FTE) Scenario A	Gross Jobs (FTE) Scenario B
Existing Football Club & Trust jobs including match-day jobs	114	114
Additional Club facilities and activities	39	39
Business centre	67	67

²⁸ Estimates of employment creation are based on proposed areas of floorspace and assumed average levels of occupancy of that space. Estimates of GVA are derived from average levels of productivity at a regional level based on ONS datasets

Hotel	20	20
Retail development	64	492
Commercial leisure	0	125
Total	303	856

Net Additional Employment effects

Estimates of leakage, displacement and multiplier effects have been applied at a project level based on our assessment of the likely effects for each development.

While it is estimated that the proposed development under Scenario A would deliver 303 gross permanent FTE jobs, when displacement and leakage are accounted for net impact would be reduced to 162 permanent FTE jobs. However, the addition of an estimated 56 extra local jobs through the workings of multiplier effects would result in a net additional employment impact of 218 FTE jobs under Scenario A.

- Hence, overall gross employment associated with Scenario A is expected, by Year 10, to total 303 FTE jobs, whereas under Scenario B it is expected to amount to 856 FTEs. The key difference in terms of overall employment contribution is the additional jobs associated with the supermarket and commercial leisure development under Scenario B compared to Scenario A
- It is estimated that the proposed development under Scenario B would deliver 856 gross permanent FTE jobs, when displacement and leakage are accounted for net impact would be reduced to 275 permanent FTE jobs. However, the addition of an estimated 84 extra local jobs through the workings of multiplier effects would result in a net additional employment impact of 358 FTE jobs under Scenario B.

Therefore, while Scenario B is associated with much higher numbers of gross jobs compared to Scenario A, Scenario B can also be expected to experience much higher levels of displacement. This is mainly due to the contribution of supermarket retail and commercial leisure to the overall employment total: both of these types of activities would normally be expected to result in relatively high levels of local displacement from existing commercial operations.

7.1.3 The Alternative Do-Minimum Scenario

The assessment also takes into account any jobs that might already be located on a proposed development site that would have to make way for the scheme (i.e. project deadweight).

In the case of the proposed Peak Parkway scheme, there are no existing on-site activities to consider (other than agricultural activity, which is assumed to support negligible levels of local employment). However, in order to assess overall additionality of the proposed new stadium and enabling development, the gross and net economic effects of the existing Club activities at Blundell Park site also need to be estimated. This is achieved through the specification of a 'do-minimum' scenario, which assesses the current net additional economic contribution of the current activities at Blundell Park.

We consider it reasonable to assume that without stadium redevelopment, the Club and associated activities would cease to be provided within three years: this is because the Club currently operates at a substantial financial loss and requires an ongoing subsidy which cannot be sustained beyond the short term.

In this case, it is therefore considered reasonable to assume that under the Reference Case by Year 10 there would be no gross or net economic benefits generated under the do-

minimum scenario. That implies that the net impacts for both Scenario A and Scenario B that have been presented above also represent the expected situation with deadweight taken into account.

7.1.4 Overall Net Additional Contribution of the Scenarios

Factoring in the deadweight consideration outlined above, the estimated overall employment contribution of the proposed stadium redevelopment at Peaks Parkway can be stated as follows.

For Scenario A:

- Gross jobs, including adjustment for deadweight: 303 FTEs
- Net jobs, including adjustment for deadweight: 218 FTEs

For Scenario B:

- Gross jobs, including adjustment for deadweight: 856 FTEs
- Net jobs, including adjustment for deadweight: 358 FTEs

7.1.5 Gross Value Added

- The assessment indicates that once built and fully occupied, the proposed sustainable new settlement at Peaks Parkway – under the Scenario A assumptions – has the potential to generate £123.4 million in cumulative net additional workplace-based GVA for the local authority area of North East Lincolnshire (2011 prices) over the first 10 years of scheme lifetime. Of this amount, £81.7 million (66%) is associated with construction activity.

By Year 10, annual GVA generation is expected to total £13.0 million, of which £7.7 million is associated with the final year of house building activity. The following year, annual GVA generation is anticipated to fall to £5.3 million at which level annual GVA impacts are thereafter assumed to remain constant (all financial values are in 2011 prices).

- Under Scenario B assumptions, cumulative effects over Years 1-10 are expected to total £112.5 million, of which £55.3 million (49%) is construction-related. By Year 10 under this scenario, annual GVA generation is expected to total £11.1 million, of which £4.1 million is associated with the final year of house building activity. The following year, annual GVA generation would fall to £7.0 million – all of which is associated with permanent operational effects (all in 2011 prices).

The fact that annual GVA generation by Year 11 is greater for Scenario B compared to A means that eventually the cumulative GVA contribution under Scenario B would overtake that for Scenario A. Our assessment is that this should occur by Year 17 of an extended appraisal.

Note: the difference in GVA associated with Club activities reflects the fact that the overall quantum of additional activity begins to occur sooner under Scenario B compared to Scenario A. That is, the difference reflects the fact that the maximum capacity of the stadium is delivered sooner under Scenario B.

7.2 Overview of Community and Social Value Benefits

7.2.1 The Community Stadium Complex

In 1994, GTFC first initiated plans to conceive a regeneration plan for Blundell Park. Collaborative discussions with the NELC subsequently ensued and the option to relocate the club to a more suitable site was examined. GTFC and the Council shared in the cost of a sequential appraisal that ultimately chose Great Coates as a preferred location. To date the football Club has invested over £1million in its efforts to relocate without any firm plans being implemented. As discussed in section 6, the Great Coates site is now considered unviable and unsuitable as a destination.

In 2010 the Club commenced a site search exercise for an alternative suitable site which could accommodate the Club's requirements together with a necessary enabling scheme. A comprehensive site search concluded that a freehold site owned by the Local Authority situated on the western side of Peaks Parkway is the preferred location. The part of this site which is not occupied by the Community Stadium and ancillary facilities is planned to be made available for enabling development to assist in financing the scheme.

A description of the key elements of the proposed community stadium for Grimsby Town Football Club at Peaks Parkway is set out below:

Table 7-2: Proposed Community Stadium Complex

Proposed Development	Description of facilities and associated community benefit
Stadium	14,000 seat capacity
Community facilities	Provision of 2,000 square metres for Grimsby Town Sports and Education Trust to provide education, inclusion, sports participation, and health promotion activities to the local community based on expansion of the programme that has been running for nearly 30 years and has become self-sustaining.
Health and Wellbeing Centre	The stadium will have a 400 square metres gymnasium and associated facilities for use by the Club and made available to the wider community on a commercial basis – membership, fitness classes, nutritional advice, and physiotherapy.
Community Playing Pitches	Three 4G full-sized floodlit and 2 grass training pitches with associated changing rooms. The 4G pitches will be divided to provide a nine court five-a-side football centre. Commercial rates for use by local sports clubs/leagues, schools, and community activities.
Food Service, Catering and Conference Facilities	<p>The Stadium will provide space for a 600 square metres fully licensed restaurant, conference and corporate facilities. The new stadium will provide a 650-diner service and conference exhibition area providing catering and space for hire on a daily rate basis.</p> <p>A Coffee Shop and Café will be operated within the stadium that supports match-day and 7-day business activities, light business</p>

Proposed Development	Description of facilities and associated community benefit
	related functions, as well as being available to the community.
Business Centre	The project will make provision for 3,500 square metres of space allocated for 20 commercial workshops within the undercroft of the stadium. Phase 1 will complete delivery of 1750 square metres or 10 units at an average size of 175 square metres per unit to meet current identified demand, with the potential to fit-out the remainder when the market conditions allow.

7.2.2 Strategic Community and Social Benefits of the Proposed Community Stadium Complex

The proposed scheme desires to deliver significant social value for the locality. The vision is to leave a lasting legacy and deliver a flagship project for generations for come. It would also secure the vast array of community schemes currently being delivered by the Grimsby Town Sports and Education Trust, the clubs delivery arm, all of which are at as much risk as the Club itself, should this scheme not come to fruition.

The development of a new Community Stadium project is a key priority in the regeneration strategy for North East Lincolnshire and is acknowledged in the emerging 2015 Consultation Draft Local Plan. The project aims to deliver a number of specific policy objectives:-

1. Provide an iconic regeneration project which could act as a catalyst to the wider regeneration of Grimsby;
2. Create a unique environment in which sport could be used to tackle key issues such as lifelong learning, healthy lifestyles and social inclusion;
3. Create new jobs for local people and to generate additional business through the supply of goods and services by local companies;
4. Create a major conference, exhibition and events venue for the area;
5. Create state of the art sports facilities capable of hosting international fixtures and events that would put Grimsby on the international map; and
6. Provide a platform to allow Grimsby Town Football Club to build success on the field and commercial sustainability behind the scenes.

7.2.3 Community Benefit Programme

GTFC, through its Sport and Education Charitable Trust, specifically targets those young people not in education, employment or training and families from deprived, disadvantaged backgrounds. The aim of the Trust is to provide young people and their families with opportunities to be involved with sport regardless of age and ability and to promote positive messages regarding healthy living and fitness.

The Trust delivers programmes of activity across four interrelated themes, - health, education, social inclusion and sports participation. The Trust's school outreach programme benefits 2,361 school children and young people (1,597 male and 764 female participants respectively) and includes 233 hours of programme activities per week.

A summary of the community provision programmes delivered by the Trust is set out in Table 7-3 below and the overall community agenda equates to 163,000 annual aggregate engagement hours within the community.

Table 7-3: Grimsby Town Sports and Education Trust's Community Programmes

Community Programme	Initiatives
1. Football in the Community sports participation	<ul style="list-style-type: none"> • Holiday sports courses • Extended provision for disadvantaged young people • Saturday morning clubs • Football Tournaments • Charity football matches • Sport based Fun Days • Match day activities/party's • Summer fetes/fayres • Schools Sports Days • Multi sport delivery
2. Schools Program	<ul style="list-style-type: none"> • Pre-school wake and shake • Lunch Time activity sessions • PPA sessions to fit National Curriculum • After School Clubs • Reading support classes • Ground Tours
3. Education	<ul style="list-style-type: none"> • Futsal programme • BTEC Level 3 Education program • BTEC Level 2 Education program (pending) • NEET education program • Foundation Degree • Equality and Diversity lessons • Kick It out (racism awareness) • Work placements
4. Volunteer Project	<ul style="list-style-type: none"> • National Citizen Service (300+ p/a)
5. Social Inclusion	<ul style="list-style-type: none"> • Estates engagement sessions • Street based engagement sessions • Youth centre sessions • Fair Play tournament- Partnership working • Inter-generational work
6. Disability projects	<ul style="list-style-type: none"> • Disability match day engagement • DFDF disability project • Cambridge Park Sports sessions • FLAG Sport/IT sessions
7. Health	<ul style="list-style-type: none"> • Targeted education and preventative engagement and referral project • Men's weight management program • Women's weight management program • Giving bikes away

7.2.4 Socio-Economic Indicators

Section 6.6 of the report highlights the salient socio-economic baseline conditions affecting the study area and the role of the community stadium in tackling these issues. In summary, these include:

Table 7-4: Socio-Economic Impact of Proposed Community Stadium Complex

Indicator	Issue	Potential Impact
Demography	<p>The area's local population is characterised as having an ageing workforce and a relatively low economically active population.</p>	<p>The proposed scheme can increase the Trust's capacity to expand their Education, Health and Social Inclusion programmes across the community's population.</p> <p>The proposed community stadium complex will improve the quality of life for users of the site, including initiatives that benefit members of the community with protected characteristics, as defined by the Equality Act 2010.</p>
Labour Market	<p>The area is characterised by a persistently high rate of unemployment among young people (i.e. 16 - 24 year olds) and those that are long-term unemployed.</p> <p>A larger share of the economically inactive population in North East Lincolnshire are long term sick and temporarily sick (at 24% and 4% respectively) compared to the national average of 21% and 2% correspondingly, demonstrating the strong links between health and economic inclusion in North East Lincolnshire.</p>	<p>The GTFC makes a huge contribution to community cohesion and the development of a new community stadium facility will expand and enhance this contribution further.</p> <p>GTFC's community delivery body- the Trust has established a number of projects in the areas of education, inclusion, sports participation and health. The new facility will provide an opportunity to build additional activities and increase the number of people engaging with the Club.</p>
Education & Skills	<p>At least 7% of North East Lincolnshire residents aged 16-18 are classified as NEETs (Not in employment, education or training).</p> <p>This is higher than the national rate (6.7%) and the rate for the Yorkshire and the Humber</p>	<p>The Trust delivers the following programmes:</p> <ul style="list-style-type: none"> • Futsal programme • BTEC Level 3 Education program • BTEC Level 2 Education program (pending) • NEET education program • Foundation Degree

Indicator	Issue	Potential Impact
	region (6.3%), and nearby North Lincolnshire (5.7%)	<ul style="list-style-type: none"> • Equality and Diversity lessons • Kick It out (racism awareness) • Work placements <p>The Trust also deliver a diploma in Sport and Active Leisure and there is the potential to expand the content of what it does to include apprenticeships in Sport, Learning, and Leisure for the Club and a range of other clubs in the area.</p>
Physical Wellbeing & Health	<p>The North East Lincolnshire Health Profile 2014 emphasises the following key issues:</p> <ul style="list-style-type: none"> • The health of people in North East Lincolnshire is generally worse than the England average. • Deprivation is higher than average and about 28.6% (8,600) children live in poverty. • Life expectancy for both men and women is lower than the England average. • Life expectancy is 12.9 years lower for men and 7.9 years lower for women in the most deprived areas of North East Lincolnshire than in the least deprived areas. <p>Key Indicators relating to Child Health:</p> <ul style="list-style-type: none"> • In Year 6, 19.1% (311) of children are classified as obese. • The rate of alcohol-specific hospital stays among those under 18 was 71.8 (rate per 100,000 population), worse than the average for England. 	<p>Fit For Football was established in 2003, specifically at that time to address healthy lifestyle issues for children in disadvantaged communities in the Humber area, through the provision of fun, interactive games.</p> <p>In the past the Trust has delivered the Fit For Football programme to over 1150 young people at primary school in North East Lincolnshire. New facilities will enable the GTFC and Trust to expand its health programme and roll out new initiatives.</p>
Social Exclusion & Deprivation	<ul style="list-style-type: none"> • 27 LSOAs in North East Lincolnshire are ranked in the 10 per cent most deprived areas in 	<p>The GTFC makes a significant contribution to community cohesion and the development of a new community stadium facility will expand and enhance</p>

Indicator	Issue	Potential Impact
	<p>England.</p> <ul style="list-style-type: none"> • A further 15 are ranked in the 20 per cent most deprived and a further eight in the 30 per cent most deprived. • 50 LSOAs in North East Lincolnshire are ranked within the 30 most deprived LSOAs in England. • Of particular note is the East March ward which features a LSOA ranked as the second most deprived area in England in the index of multiple deprivation. Rankings in North East Lincolnshire range from two to 30,609. 	<p>this contribution further. The new facility will provide an opportunity to build additional Social Inclusion programmes and increase the number of people engaging with the Club.</p>

7.3 Summary

This report has set out the existing community benefits that are provided by the GTFC and its associated Trust. Clearly, whilst those benefits are substantial, they are not sustainable at Blundell Park and there is recognised capacity to grow and expand their existing community outreach programmes. Much more community benefits are achievable with modern, fit for purpose facilities as they would provide greater opportunities for the Trust to act as a catalyst for increased participation across its four inter-related programme areas (i.e. health, social inclusion, sports participation and education).

Within the proposed community stadium complex, there are elements that will increase the community benefits of the GTFC and the Trust:

- modern, fit for purpose sports facilities- a quantitative improvement compared to Blundell Park;
- greater synergies between GTFC and the Trust- added value and increased community benefit (health, social inclusion, sports participation and education initiatives);
- commercial business space- a quantitative economic impact; and
- greater opportunities to act as a catalyst for future development of the wider area,- a lasting legacy project for GTFC.

Therefore, developing an enhanced community stadium complex to Peaks Parkway would bring about very substantial benefits in:

- Estimated overall employment contribution (including adjustment for deadweight)

Scenario A:

- Gross jobs: 303 FTEs
- Net jobs: 218 FTEs

Scenario B:

- Gross jobs: 856 FTEs
- Net jobs: 358 FTEs

- Cumulative net additional workplace-based GVA for the local authority area of North East Lincolnshire;
 - Scenario A assumptions have the potential to generate £123.4 million in cumulative net additional workplace-based GVA for the local authority area of North East Lincolnshire (2011 prices) over the first 10 years of scheme lifetime. Of this amount, £81.7 million (66%) is associated with construction activity;
 - Under Scenario B assumptions, cumulative effects over Years 1-10 are expected to total £112.5 million, of which £55.3 million (49%) is construction-related.
- Health promotion;
- Social Inclusion and community cohesion;
- Sports participation; and
- Education support.

Overall, the proposed community stadium complex will act as a catalyst for increased community activities across the wider North East Lincolnshire area. This scheme provides an opportunity to leave a lasting legacy for GTFC and deliver a flagship project for generations for come. It would also secure the vast array of community schemes currently being delivered by the Grimsby Town Sports and Education Trust, the clubs delivery arm, all of which are at as much risk as the Club itself, should this scheme not be implemented.

Appendix A: The Grimsby Town Sports and Education Trust's School Programme

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Western Primary School	Broadway	Grimsby	Education	24	26	1
Bursar Primary Academy	Bursar Street	Cleethorpes	Education	31	27	1
Edward Henage Primary Academy	Edward Street	Grimsby	Education	138	146	10
Middlethorpe Primary Academy	Highthorpe Crescent	Cleethorpes	Education	18	14	1
Oasis Academy Nunsthorpe	Sutcliffe Avenue	Grimsby	Education	36	41	5
Signhills Academy	Hardy`s Road	Cleethorpes	Education	14	12	1
Strand Primary Academy	Strand Street	Cleethorpes	Education	33	83	6
Yarborough Academy	Yarrow Road	Grimsby	Education	28	32	10
Holton Le Clay infants	Church Lane	Grimsby	Education	18	11	1
Grimsby Town Football Club - Futsal	Blundell Park	Cleethorpes	Education	160	0	25
Grimsby Town Football Club - NCS, Spring	Blundell Park	Cleethorpes	Education	25	20	30
Grimsby Town Football Club - NCS, Autumn	Blundell Park	Cleethorpes	Education	25	35	30
Grimsby Town Football Club - NCS, Summer	Blundell Park	Cleethorpes	Education	40	60	30

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Coomb Briggs Primary School	Royal Drive	Immingham	N/A	0	0	0
Enfield Primary School	Enfield Avenue	Grimsby	N/A	0	0	0
Fairfield Primary School	Mendip Avenue	Grimsby	N/A	0	0	0
Grange Primary School	Cambridge Road	Grimsby	N/A	0	0	0
Littlecoates Primary School	Harlow Street	Grimsby	N/A	0	0	0
Springfield Primary School	Springwood Crescent	Grimsby	N/A	0	0	0
St Peters CoE Primary School	St Peters Avenue	Grimsby	N/A	0	0	0
Queen Mary School	Queen Mary Avenue	Cleethorpes	N/A	0	0	0
Scarcho School	Edge Avenue	Grimsby	N/A	0	0	0
William Barcroft School	Barnett Place	Cleethorpes	N/A	0	0	0
Canon Peter Hall CoE School	Pelham Road	Immingham	N/A	0	0	0
East Ravendale CoE School	East Ravendale	Grimsby	N/A	0	0	0
Eastfield CoE School	Margaret Street	Immingham	N/A	0	0	0
Humberston Cloverfields Academy	St Thomas Close	Grimsby	N/A	0	0	0
Laceby Acres Academy	Swiftsure Crescent	Grimsby	N/A	0	0	0

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Lisle Marsden CoE Academy	Lansdowne Avenue	Grimsby	N/A	0	0	0
Old Clee Academy	Colin Avenue	Grimsby	N/A	0	0	0
Ormiston South Parade Academy	Fildes Street	Grimsby	N/A	0	0	0
Reynolds Academy	Machray Place	Cleethorpes	N/A	0	0	0
St Mary's Catholic Primary Voluntary Academy	Wellington Street	Grimsby	N/A	0	0	0
Scartho Junior Academy	Edge Avenue	Grimsby	N/A	0	0	0
Thrunsoe Primary and Nursary Academy	Trinity Road	Cleethorpes	N/A	0	0	0
Waltham Leas Primary Academy	Manor Drive	Grimsby	N/A	0	0	0
Willows Academy	Queensway	Grimsby	N/A	0	0	0
Cleethorpes Academy	Grainsby Avenue	Cleethorpes	N/A	0	0	0
Healing School, A science Academy and Teaching School	Healing Road	Grimsby	N/A	0	0	0
Holy Family Catholic Academy	Chatsworth Place	Cleethorpes	N/A	0	0	0
Oasis Academy Immingham	Carver Road	Immingham	N/A	0	0	0
Ormiston Maritime Academy	Westward Ho	Grimsby	N/A	0	0	4
Tollbar Academy	Station Road	Grimsby	N/A	0	0	0

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Havelock Academy	Holyoake Road	Grimsby	Socail Inclusion	12	0	1
Humberston Academy	Humberston Avenue	Grimsby	Socail Inclusion	20	0	1
John Whitgift Academy	Crosland Road	Grimsby	Socail Inclusion	112	14	4
Oasis Academy Wintringham	Weelsby Avenue	Grimsby	Socail Inclusion	59	12	2
Centre 4 Nunsnthorpe	17a Wootton Road	Grimsby	Socail Inclusion	41	6	2
Cambridge Park Academy	Cambridge Road	Grimsby	social Inclusion	12	1	3
Second Avenue Resource Centre	Second Avenue	Grimsby	social Inclusion	18	0	1
Strand Primary Academy - Flag	Strand Street	Cleethorpes	social Inclusion	12	16	2
Allerton Primary School	Allerton Drive	Immingham	Sports Participation	0	0	0
Elliston Primary School	Bramhall Street	Cleethorpes	Sports Participation	12	6	1
Great Coates Primary School	Crosland Road	Grimsby	Sports Participation	28	6	2
Humberston CoE	Church Lane	Grimsby	Sports Participation	18	2	1
Laceby Stanford	Cooper Lane	Grimsby	Sports Participation	24	5	1

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Western Primary School	Broadway	Grimsby	Sports Participation	13	3	1
Woodlands Primary School	Pinewood Crescent	Grimsby	Sports Participation	58	24	8
Bursar Primary Academy	Bursar Street	Cleethorpes	Sports Participation	9	4	1
Edward Henage Primary Academy	Edward Street	Grimsby	Sports Participation	226	48	15
Healing Primary School	Fords Avenue	Grimsby	Sports Participation	16	2	1
New Waltham Academy	Peaks Lane	Grimsby	Sports Participation	24	8	1
Oasis Academy Nunsthorpe	Sutcliffe Avenue	Grimsby	Sports Participation	16	28	4
St Josephs Catholic Primary Voluntary Academy	Philip Avenue	Cleethorpes	Sports Participation	16	2	1
Signhills Academy	Hardy`s Road	Cleethorpes	Sports Participation	32	2	2
Signhills Infant Academy	Hardy`s Road	Cleethorpes	Sports Participation	18	4	1
Strand Primary Academy	Strand Street	Cleethorpes	Sports	56	26	9

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
			Participation			
Weelsby Academy	Weelsby Street	Grimsby	Sports Participation	43	12	4
Welholme Academy	Welholme Road	Grimsby	Sports Participation	13	2	0
Wybers Wood	Timberley Drive	Grimsby	Sports Participation	24	6	2
Yarborough Academy	Yarrow Road	Grimsby	Sports Participation	75	18	7
Macaulay Academy	Macaulay Street	Grimsby	Sports Participation	41	12	4
Holton Le Clay infants	Church Lane	Grimsby	Sports Participation	18	3	1
Holton Le Clay Juniors	Picksley Crescent	Grimsby	Sports Participation	22	5	1
Oasis Academy Wintringham	Weelsby Avenue	Grimsby	Sports Participation	25	3	1
Signhills Academy	Hardy`s Road	Cleethorpes	Sports Participation	15	3	1
West Marsh Centre	Beeson Grove	Grimsby	Sports Participation	16	2	1

Name	Address	Town	Strand of work	Male participation	Female Participation	Duration per hour, per week
Signhills Academy	Hardy`s Road	Cleethorpes	Sports Participation	63	7	15
Oasis Academy Wintringham	Weelsby Avenue	Grimsby	Sports Participation	41	4	15
Holton Le Clay Juniors	Picksley Crescent	Grimsby	Sports Participation	18	5	10
Humberston Academy	Humberston Avenue	Grimsby	Sports Participation	22	2	10
John Whitgift Academy	Crosland Road	Grimsby	Sports Participation	21	3	5
Oasis Academy Nunsthorpe	Sutcliffe Avenue	Grimsby	Sports Participation	24	2	5
Old Clee Academy	Colin Avenue	Grimsby	Sports Participation	31	4	5
Yarborough Academy	Yarrow Road	Grimsby	Sports Participation	16	4	5
Strand Primary Academy	Strand Street	Cleethorpes	Sports Participation	23	9	5
Signhills Academy	Hardy`s Road	Cleethorpes	Sports Participation	21	2	5
Total				1597	764	233

Appendix B Geographical Scope of the current work undertaken by the Trust

8.0 CLOSURE

Closure section must be included – see SLRNet – for wording. For example -

This report has been prepared by SLR Consulting Limited with all reasonable skill, care and diligence, and taking account of the manpower and resources devoted to it by agreement with the client. Information reported herein is based on the interpretation of data collected and has been accepted in good faith as being accurate and valid.

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