

Greater Grimsby Town Deal Prospectus 2018-2028: Submission Draft



Foreword

Our prospectus outlines a new place based approach to the regeneration of towns. It's an invitation to join us in a locally-led partnership to redevelop Great Grimsby and increase our contribution to the national economy.

As a council our role has changed. Our job in regeneration is to bring the right people with the knowledge, expertise, talent and funds together. We're in a position where we can broker partnerships and unite those with ambition and passion to do the best for North East Lincolnshire. For the first time we've brought together key people from the public sector, from industry, from central government and others who share a vision for Great Grimsby's future.

For too long as a town we've had our back to the waterfront. It's time that we turn around and embrace it. There's an appetite for change and a real sense of optimism about the Great Grimsby's potential. Our important location on the Humber Estuary and our proximity to offshore windfarm developments means we are in a prime position for our economy to thrive.

We're on the cusp of an exciting time for our borough. Like other post-industrial towns, Grimsby has its share of deprivation and that presents some unique challenges, but will not stop us thinking big and working with others to deliver on that vision.

**Councillor Ray Oxby
Leader, North East Lincolnshire Council**



We are on the cusp of an exciting phase of regeneration in Grimsby. Together with North East Lincolnshire Council, the Greater Grimsby Board has been developing a sustainable, practical vision for the town – and this document is critical to realising that vision. It sets out how we can work in partnership with central government to build a stronger economy, more jobs, more housing, a more attractive town centre, and increased aspiration.

Grimsby is a town with many strengths, from its growing green energy industry to its cultural heritage from the fishing and shipping industries. Our plans build on these strengths, harnessing Grimsby's underlying economic potential by encouraging more people to live, work in and visit the town.

Our hope is that this Town Deal will mark a new way of working with government – not just a bid for funding, but a place-based approach to regeneration that focuses departments across Whitehall on how to make a real and lasting difference here.

The prizes for success in our endeavours are great: not just a massive boost to the local and national economy, but an increase in aspiration. I want every child growing up in Grimsby to be inspired by the place they live in, to know that a wealth of opportunities is open to them, and to have every chance to get on in life. That is our goal – and I am committed to making it happen.

**David Ross
Chair, Greater Grimsby Board**



Town Deal Prospectus: Summary

This prospectus proposes a new approach to delivering place-focused economic and housing growth through a trailblazing **Town Deal** partnership for **Greater Grimsby** between central and local government, the private sector and local communities.

Located at the heart of the **Humber 'Energy Estuary'**, Grimsby and North East Lincolnshire are building a new economic future. Over the next decade and beyond, there are strong prospects for growth in **offshore wind** and the continuing transition to a **low carbon economy**; and for **export-led growth** in port-related logistics and manufacturing, chemicals/petrochemicals and food processing. The Council's Local Plan and Economic Strategy set out ambitious targets for housing and employment growth to realise these opportunities.



Greater Grimsby's fishing and maritime heritage remain central to the town as it diversifies and grows. Yet there is much more to do for Greater Grimsby to deliver its opportunities for growth and for ensuring that we have **truly inclusive and sustainable growth**.

Too many young people leave school without having achieved their full potential. Low aspiration and academic underachievement are common. Others leave the region to pursue Higher Education and never return. **Our Place Offer** - housing, education, leisure, cultural and heritage provision – also needs significant improvement to help attract and retain mobile businesses, people and investment.

The Town Deal Prospectus

North East Lincolnshire Council and the Greater Grimsby Board are seeking to enter into a long term – at least ten year Town Deal with Government. Phase 1 of this Town Deal is an **Investment Plan** covering the first five years.

The Board has proposed four priorities for intervention:

- Delivering new jobs and investment through initiatives including a **Free Trade Zone** to deliver **inclusive growth** and **increase our contribution to UK plc**
- Improving economic infrastructure, digital networks and transport connectivity
- Developing a **first class Higher Education offer**, linked to our key economic sectors, to accelerate regeneration of Grimsby Town Centre
- Making Grimsby an attractive place to work, invest and live

The Greater Grimsby Board is seeking a total investment of up to £50m of new Government funding to enable delivery of the Investment Plan. The Investment Plan will be overseen by the Greater Grimsby Board. The Council supported by its Regeneration Partner ENGIE will be responsible for delivery of the Town Deal. This will deliver step change in the economic regeneration of Greater Grimsby and North East Lincolnshire, delivering the ambition in the **Local Plan** and the **Economic Strategy**.

This ambition includes directly delivering **95 hectares** of new employment land and enabling a further **100 hectares**. It includes creating **5,400 new jobs** and enabling development of **7,700 new homes**.

Greater Grimsby 2028

Economic Strategy Vision

Greater Grimsby is one of Europe's leading centres for **offshore wind**. 10 GW of deployed capacity, providing energy for a huge contribution to UK plc's energy needs, is managed from the Port of Grimsby. Most major global offshore wind investors have a presence. Our engineering firms form an integral part of the offshore wind supply chain, supporting over **2,500 jobs**.

North East Lincolnshire has a Low Carbon vision – to continue reducing emissions of greenhouse gases and other harmful pollutants. North East Lincolnshire will contribute to the Humber LEP ambition to **maximise the potential of the Humber Estuary**, leading the region to become a **renowned national and international centre for renewable energy** and thereby a region with a resilient and competitive economy.

The Ports of Immingham and Grimsby remain the largest by tonnage in the UK supported by a **Free Trade Zone** over 100 hectares on the South Humber Bank, stimulating investment in a wide range of added value logistics and manufacturing activity, creating over **4,000 jobs**.

University Campus, Grimsby is home to over **1,000 students** undertaking a wide range of graduate and postgraduate study. Grimsby's HE offer is contributing more graduates in Science, Technology, Engineering and Mathematics subjects per capita than any other part of the UK.

Grimsby Town Centre has doubled its number of national multiple and local independent retailers and **adapted to changes in the retail sector**. Our cultural and heritage offer attracts **new visitors** to the area. Our **heritage trail** and iconic landmark buildings help tell the story of our fishing and maritime heritage and our Viking history. **We connect** with our communities through displaying a wide range of collections.

East Marsh, West Marsh and Nunsthorpe – three of our challenged neighbourhoods - have been transformed by new and **improved housing**, new community facilities and responsive local service provision. Entrepreneurial, active **community organisations** are ensuring that our **growth is inclusive and sustainable**.

A wide range of housing, meeting new and existing community needs at all life stages is enabled through the Local Plan being delivered. **Grimsby West** – a major suburban expansion and the largest strategic housing site in the Local Plan – is an exemplar near zero carbon community. Our **housing mix is diverse** in terms of tenure and context – as well as greenfield we have urban and brownfield housing developments delivered.

Housing completions per annum are doubled.

Greater Grimsby is a great place to do business with high quality business support and incubator facilities. All businesses have access to **class leading digital connectivity**. Half-hourly rail services to Doncaster and Manchester connect Greater Grimsby into the 'Northern Powerhouse'. Our direct route to London improves business links.

The Higher Education offer **enables greater links with secondary and further education providers** contributing to higher attainment at Key Stage 4 and vocational pathways as well as the new academic pathway – increasing access to Higher Education for local students.

Perceptions of Greater Grimsby are positive locally, regionally and nationally.

Driving export growth and added value through Humber Ports Free Trade Zone

The ports and logistics sector is one of the largest employers with over **7,400 people** employed directly or through supply chain in North East Lincolnshire. The Port of Grimsby and Immingham, operated by ABP, is the largest UK port complex by tonnage and the fourth largest in Europe. There are 60 short sea sailings each week to mainland Europe and Scandinavia.

Our ports are at the centre of the UK's trade and communication networks links – they provide a **vital trade gateway** to Europe and beyond for **exports from the Northern Powerhouse** – a market of over 170m people can be reached within 24 hours drive. Imported goods can be delivered to 75% of the UK population within four hours. The Port of Immingham accounts for over 25% of UK rail freight movements, serving major energy and manufacturing facilities. W12 rail gauge improvements will increase local freight capacity.

Brexit offers significant **opportunities for export-led industries**, particularly in the manufacturing sector, to thrive. ABP has invested over £250m in the Port of Immingham during the last decade to improved automated materials handling, including biomass.

To support the drive for export-led growth, the Humber LEP, local authorities and ABP are seeking to develop and pilot a **Free Trade Zone for the Humber Ports**. Designation of a Free Trade Zone would enable import, manufacturing and re-export of goods without incurring domestic customs duties. Evidence from the USA, China and other export led economies indicates that this could be a **major driver of inward investment, inclusive and sustainable business growth**.

Designation of up to 100 hectares of proximate employment land for the development and piloting of a Free Trade Zone together with the **deregulation of vehicle movements** between the South Humber Ports, coupled with the **Humber Link Road** will enable **step change for economic growth, new employment and wealth creation**.

Town Deal offer	Town Deal asks
Engage with landowners to promote opportunities for port-related logistics and manufacturing across the portfolio of strategic employment sites on the South Humber Bank.	DfT/HMT to engage with Humber & Mersey ports, Humber/Liverpool City Region LEPs & Transport for the North to establish Northern Powerhouse Free Trade Zone group and undertake feasibility and economic impact studies, including feasibility of a low carbon supply chain corridor along the M62.
ABP to continue investment in freight handling capacity at Immingham and target opportunities for the development of new container and RO/RO services – and potential diversification into leisure embarkations.	DfT/HMT to engage with NELC, Humber LEP and other partners to test the feasibility and model the economic impact of piloting a Humber Free Trade Zone, including up to 100 hectares of land on the South Humber Bank.
NELC, on behalf of Humber LEP, lead on creation of multi-port board to enable faster, greener access to domestic and European markets and link with the Liverpool Superport board to create a greener east-west logistics corridor.	Financial support to establish and support the multi-port board, and engage with stakeholders. DfT to commit resource to developing pilot initiative to deregulate vehicle movements within and between the Ports of Immingham and Grimsby.
ABP to update ports master plan for Ports of Grimsby and Immingham to reflect long-term implications of Brexit and logistics and manufacturing opportunities from transition to more export led economy.	DfT to commit resource to co-design inward investment strategy for port and added value logistics / manufacturing projects together with rail freight and infrastructure investment requirements with Transport for the North.

Developing 21st Century skills - a new Higher Education presence for Grimsby

Raising young people's aspirations through work and learning, raising existing workforce skill levels and stimulating demand for higher skilled jobs are essentials to creating long-term, inclusive growth. More **effective local pathways to Higher Education are required**. Too many young people leave school with low aspirations and few qualifications. Others pursue Higher Education elsewhere and never return. Key Stage 3 attainment is below national average. Workforce skills levels are comparatively low (45% of residents qualified to NVQ Level 3: 57% for England). The gap is even wider at Level 4. Employers struggle to recruit locally for higher skilled posts.

The Grimsby Institute for Further and Higher Education (GIFHE) delivers a wide range of Level 2 and 3 programmes, including apprenticeships. It delivers a limited range of foundation degree and degree programmes via its University Centre. Important technical training facilities serving the process industries, energy and engineering sectors include CATCH and Modal. CATCH is also working closely with the University of Hull to further develop the offshore wind skills offer. **There is an opportunity for a HE partnership of ambition to develop around Greater Grimsby.**

In a developing, growing and diversifying economy, demand for core engineering, technical and related skills increases. Strengthening the HE offer is essential to raise aspirations, reduce 'brain drain' and support long-term, sustainable and inclusive growth. The **vision is to build a multi-partner Higher Education offer based in Great Grimsby**. This offer will support further expansion of GIFHE and increased local delivery by the Universities of Hull and Lincoln. Key to this vision is developing a new partnership with a **Russell Group University** to deliver **class leading graduate, postgraduate and research based learning**. This include a **significant physical presence in Grimsby town centre**, contributing to regeneration.

Town Deal offer	Town Deal asks
Develop an industry led skills strategy action plan, with emphasis on key sectors, in partnership with local public and private sector partners. Deliver an effective incubator and HE business spin-out property strategy and offer within Greater Grimsby.	Funding, investment and transactional support to complete enabling site acquisitions.
Deliver the necessary programme of transactions to complete site acquisition, site information gathering and site preparation.	Funding, investment and transactional support to secure site technical information, complete enabling utility and digital infrastructure and site preparation works.
Enable effective partner networks and holistic approach to cultural, heritage, leisure and sport amenities required to provide an all round HE offer – delivering improved quality of place from a HE student perspective – Urban Living Housing Zone and student accommodation.	Facilitation of engagement with the participant group to deliver HE presence, develop strengthened local pathways to higher education and embed a whole system approach to improving educational attainment.
Provide administrative support and co-ordination enabling effective oversight, challenge and support for well governed projects.	Participation in, and support for a shadow HE Board sitting within the Great Grimsby Board structure to output a coherent HE offer tailored to local ambition.

Greater Grimsby Town Deal Prospectus - a place-based partnership between central and local government

What is the Town Deal?

The Town Deal will deliver regeneration – physical, social and environmental.

1. Town Deals focus on accelerating delivery. They remove barriers to delivery of locally driven integrated regeneration programmes providing inclusive and sustainable growth.
2. Town Deals provide a package of government support: funding and capacity. This mixed model of government and other investment support drives economic development and housing delivery in places with the potential for accelerated growth and enhanced contribution to UK plc.
3. Town Deals bring together support from across government joining up contributions from different departments. This includes brokering relationships, capacity building and enabling a more holistic approach to investment from different government departments and other sources.
4. Town Deals pilot new freedoms and flexibilities with the potential to accelerate delivery. They can be rolled out nationally to implement the Industrial Strategy and deliver inclusive and sustainable growth.
5. Town Deals are overseen by locally led boards of politicians, LEAs, private sector and community/voluntary sector partners with accountability for delivery.

The size of the prize: what the Town Deal will deliver by 2028

The Town Deal Prospectus will enable and facilitate two significant engines for step change in Greater Grimsby – the Free Trade Zone and Higher Education presence.

These in turn contribute to return on investment and inclusive and sustainable growth.

- 5,400 new jobs
- 7,700 new homes on brown and greenfield sites via initiatives such as Housing Zone, Garth Lane & Grimsby West
- 195 hectares of employment land
- 12 hectares of waterfront/town centre mixed use sites
- Improved productivity of our key sectors - ports and logistics, food/seafood processing, renewable energy, chemicals and visitor economy, services and retail.

Delivering the Energy Estuary – towards a zero carbon economy

Greater Grimsby is already at the **vanguard of the UK's global offshore wind industry** playing a critical role in the Humber region notably in respect of operations and maintenance. Port of Grimsby is already the operations base for five offshore windfarms with deployed capacity now exceeding 1 GW. Hornsea Project One – a **DONG Energy** project – will double this capacity, supported by **Siemens'** rotor blade manufacturing facility in Hull.

Construction and operating costs continue to fall. There is scope to deploy up to 10GW of offshore wind capacity in the southern North Sea over the next decade. This supports the creation of over **2,500 new jobs in the supply chain**. Challenges remain around talent pipeline and increasing the 'local content' of offshore wind projects. These are a focus for our Town Deal 'asks' and highlight benefits from class leading HE presence.

Greater Grimsby is reported to already generate more electricity per capita from renewable sources – in comparison to other parts of the UK. Conversations with Government continue to support the Humber ambition to maximise the potential of the Humber Estuary to become a renowned national and international centre for renewable energy.

We will achieve this through initiatives including:

- a significant increase in the **deployment of onshore generation through renewables projects**
- piloting a range of **renewable generation, decentralised grids, private wire and heat network opportunities**
- **engage major South Humber Bank employers** to review opportunities for cost-effective decarbonisation
- exploring options for **tidal generation** and
- continued support for domestic energy efficiency/demand reduction.

Town Deal offer	Town Deal asks
<p>Work with private sector landowners to market South Humber Bank sites for a wide range of renewable energy opportunities and the development of investment grade business cases.</p>	<p>Access to finance to enable investment into renewable generation assets. Feasibility studies to support the development of decentralised energy solutions including private wire, micro-grid and storage. Continued collaboration with central government to enable further, for example, HNDU funding to enable district heating networks to be delivered. BEIS and OFGEM to facilitate technical engagement with local DNO to enable investment to upgrade network infrastructure to enable energy transition</p>
<p>Partnership including NELC Economic Development officers, CATCH, BEIS and major South Bank employers to identify decarbonisation opportunities</p>	<p>Capacity from BEIS to actively engage in a regional forum to decarbonise through orderly transition to low carbon economy. Provision of financial incentives to invigorate carbon reduction partnerships. DIT to commit resource to co-design inward investment strategy enabling transition to low carbon future</p>
<p>Partnership support to enable and facilitate this activity and taking on an Accountable Body status if required.</p>	<p>BEIS to engage with University of Hull, Humber LEP and partners to test feasibility of tidal generation in the Humber.</p>

Smarter, sustainable and competitive manufacturing

Food processing

North East Lincolnshire hosts flourishing multi-billion pound food and seafood processing industries. This cluster accounts for over 70% of seafood processed in the UK and employs over **4,700 people**. It includes a mix of major international businesses - Young's, Icelandic Seachill, Two Sisters, Country Style Foods and Morrisons – with a thriving base of SME processors, cold storage, packaging and logistics businesses. The Europarc strategic employment site has been designated a Food Enterprise Zone and is home to the Humber Seafood Institute, an important R&D facility.

There are significant opportunities to **enhance export activity** to become smarter, more sustainable and competitive. The future outlook for this cluster will be enhanced by establishing **new sources of global seafood supply** and by accelerating investment in **automation**. The sector will benefit from being located in Humber Energy Estuary and links with a new HE presence will enable innovation in products and processes thereby securing longer term competitiveness.

Chemicals/petrochemicals

The Humber is home to one of the UK's four main chemicals/petrochemical clusters. The Total/Phillips 66 oil refineries provide more than 25% of the UK's capacity. Other global firms with local bases include Novartis, BASF, BOC, Air Products and Cristal. These businesses are currently in 'steady state' operation, but subject to globalisation pressures. The benefits of a Free Trade Zone, HE presence, the Humber Energy Estuary will enable the **continual process efficiencies these business need to remain competitive**.

The **industry body CATCH** are exploring opportunities to:

- implement cost effective decarbonisation programmes
- develop heat networks increasing sustainability, and competitiveness, by using waste and by products where possible
- develop collaborative approaches to apprenticeship provision.

Town Deal offer	Town Deal asks
Continue promoting opportunities for inward investment and expansion of existing businesses at Europarc Food Enterprise Zone	DEFRA to engage with Seafish Industry Authority, Seafood Grimsby & Humber to input to design of replacement for European Maritime & Fisheries Fund
Increase activity and investment to support trade mission programme to promote export/inward investment opportunities in food sector	DIT to support development of food sector trade mission programme to promote export of and inward investment into food sector
Identify opportunities for new and refurbished workspace to support expansion of artisan SME processors at Port of Grimsby	DIT to support development of food sector trade mission programme to promote export of and inward investment into artisan product synonymous with Greater Grimsby
NELC and University of Hull to explore opportunities to establish aquaculture research facility in Grimsby as part of new HE presence	Support for feasibility study to understand and enable the full potential of aquaculture research presence in Greater Grimsby.
CATCH/Humber LEP procuring study to identify opportunities for further integration of South Humber Bank cluster to maintain competitiveness for example heat networks and shared use of feed stocks and by products.	Support the implementation of integration opportunities through enabling mixed investment models.
CATCH to develop and support commissioning of joint Apprenticeship programmes for process industries employers to enable effective operation of Apprenticeship Levy	Provide enabling funding to support effective joint apprenticeship programme and link into new HE presence

South Humber Industrial Investment Programme (SHIIP)

SHIIP will de-risk and accelerate **delivery of strategic employment sites** in the A180 Corridor between the Ports of Grimsby and Immingham. SHIIP addresses the significant decline in the availability of high quality industrial land in North East Lincolnshire. Enquiry levels from local sources and inward investors have remained strong. Speculative development by the private sector is not currently viable because of ecological mitigation requirements, flood mitigation and site infrastructure and utility costs.

Capitalising on Enterprise Zone (EZ) status and incentives, the Council decided in 2015 to investing £15m in infrastructure and enabling works to bring forward key sites on a joint venture basis with partner landowners. Local Growth Fund investment – totalling £6.2m to date via Humber and Greater Lincolnshire LEP’s - has also played a significant role in de-risking and accelerating delivery of the programme, which currently includes:

- provision of site access and infrastructure to develop **95 hectares** of employment land and enabling a **further 100 hectares** of employment land to come forward
- creating **3,600 new jobs**
- creation of **over 100 hectares of strategic ecological mitigation** land enabling SHIIP and other South Humber developments to come forward
- construction of the **Humber Link Road**, a new highway connecting the Ports of Immingham and Grimsby and improving access to the Enterprise Zone sites



Town Deal offer

NELC committed to invest £15.2m into SHIIP in 2015.

In addition to this direct investment, NELC is committed to delivering a low carbon transition through intelligent digital and energy networks.

Procurement of specialist marketing support for SHIIP.

Town Deal asks

£5m of additional investment to support delivery of the Humber Link Road – a key enabler for SHIIP and a potential Free Trade Zone.

Funding of £3.1m and expertise support for the installation of micro grid and enabling decentralised power infrastructure at Stallingborough. Mixed support to enable class leading digital and data networks to be implemented on SHIIP employment sites.

DIT to support delivery of the resulting marketing strategy to complement wider Humber Enterprise Zone promotion.

Housing Delivery Programme

Greater Grimsby needs and deserves a strong and diverse housing offer to support economic growth and to meet the housing needs and aspirations of all residents.

The Council's Local Plan, expected to be adopted later in 2017 represents a step change in housing delivery over the period to 2032. This **ambitious Local Plan** caters for the development of over **13,300 new homes**. A significant proportion of these homes will be delivered on previously developed or **brownfield sites within the urban area**. This complements proposals for suburban expansion including the Grimsby West strategic housing site which has the potential to become an exemplar near zero carbon development of over 3,300 new homes.

The Council has secured **Urban Living Housing Zone** status and is working closely with the Homes and Communities Agency to deliver 1,300 new homes within the urban area. A package of Council-owned sites will be brought to market later in 2017 via **HCA's Developer Partner Panel 3**.

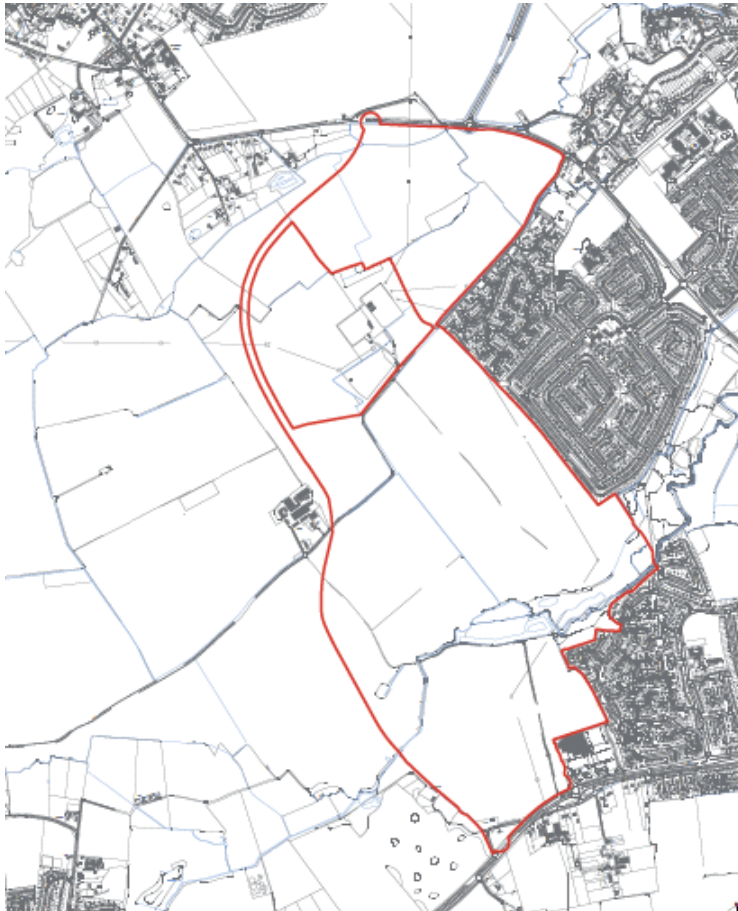


The Council has also secured **Estates Regeneration** funding to bring forward development proposals for the key town centre sites with potential to deliver 250 new homes in phase 1 and a further 750 homes in the long term and to develop **refined regeneration plans** for the adjoining East Marsh and West Marsh neighbourhoods.

Town Deal offer	Town Deal asks
Through Estates Regeneration building condition survey work will identify opportunities for renewal in the East and West Marsh wards.	£2.5m funding (cash flowing) to enable first pilot phase of renewal to be undertaken together with capacity, expertise and transactional input.
Engagement with partners (e.g. Shoreline Housing Partnership, NHS) to identify surplus land assets for inclusion within the Housing Zone programme	HCA capacity within dedicated project team with emphasis on relationships and signposting to technical and expert contribution.
Create an Integrated Letting and Housing Management Organisation (ILHMO) (funded via Estates Regeneration) to work with local communities, voluntary sector organisations and Registered Providers to contribute to the development of further housing regeneration activity in the East and West Marsh wards.	Support to enable the ILHMO to become self sustaining as a forum for community engagement and cohesion and to contribute to ensuring growth is inclusive and sustainable.
Accelerate delivery of Housing Zone sites, including provision of Local Development Orders and advance provision of site infrastructure	Support for Accelerated Construction Expression of Interest submitted.
Undertake analysis of sites with housing allocations as identified in the Strategic Housing Land Availability Assessment 2016 together with opportunity sites	Support for acquiring further sites to enable housing delivery.
Consideration of models to contribute to management of problematic empty homes.	Support to enable emerging model for management and improvement of problematic empty homes to be sustainable and community led.

Grimsby West: Urban Housing Extension

Grimsby West is the largest strategic housing allocation in the emerging Local Plan. Characterised by a strong partnership approach between landowners and the Council, the project aims to deliver circa 3,500 homes set in an exceptional, distinctive and high quality environment whilst also facilitating the first phase of the Western Relief Road from the A180 to Cleethorpes.



Town Deal offer

The delivery of the Western Relief Road (Phase One) will unlock and accelerate major housing development whilst putting the foundations in place for the further two phases.

Town Deal ask

Initial ask of £1m to deliver a webtag compliant business case for all three phases of the Western Relief Road.

Key Deliverables:

- 3,500 dwellings
- Delivery of Phase One of Western Relief Road
- 500 place secondary school
- Primary school
- Local centre
- No less than 2Ha of allotments/3 adult sports fields/3 equipped play areas
- Creation of Freshney Valley Country Park
- To integrate with its surrounding communities, wider countryside and town centre
- Maximise the potential for walking, cycling and use of public transport
- Develop a multifunctional green infrastructure strategy
- Integrated sustainable drainage system
- Safeguard and where possible enhance heritage assets

Key actions - Summary

1. Deliver new jobs

- Pursue a Free Trade Zone for Greater Grimsby
- Pursue an east-west ports & logistics corridor
- Transition to lower carbon economy and supply chain
- Deliver SHIP

2. Deliver new Higher Education provision

- Secure and prepare site for HE presence
- Develop improved pathways to HE
- Develop HE partnership of ambition
- Secure relationship with local partners and Russell Group

3. Make Grimsby Town Centre an attractive place to live, study and work

- Open up to 12 hectares of waterfront land
- Connect Greater Grimsby to improved blue/green infrastructure
- Deliver increased town centre living and working
- Refurbish Victoria Mills into a multi-modal culture, heritage, sports and leisure facility
- Kasbah – celebrating Grimsby's heritage, opening new opportunities linked to offshore wind
- Deliver a heritage trail through Greater Grimsby

4. Deliver new homes to meet the town's growth needs

- Promote Urban Living
- Pursue potential housing renewal in East and West Marsh Wards
- Enable Grimsby West as near zero carbon exemplar

5. Connectivity

- Improve enabling transport links – Humber Link Road
- Deliver detailed feasibility study for Western Relief Road
- Improve transport links to reduce carbon from supply chain, creating green east-west corridor.
- Improve passenger and freight rail transport
- A new direct rail link to London

Quality of place: realising Greater Grimsby's potential

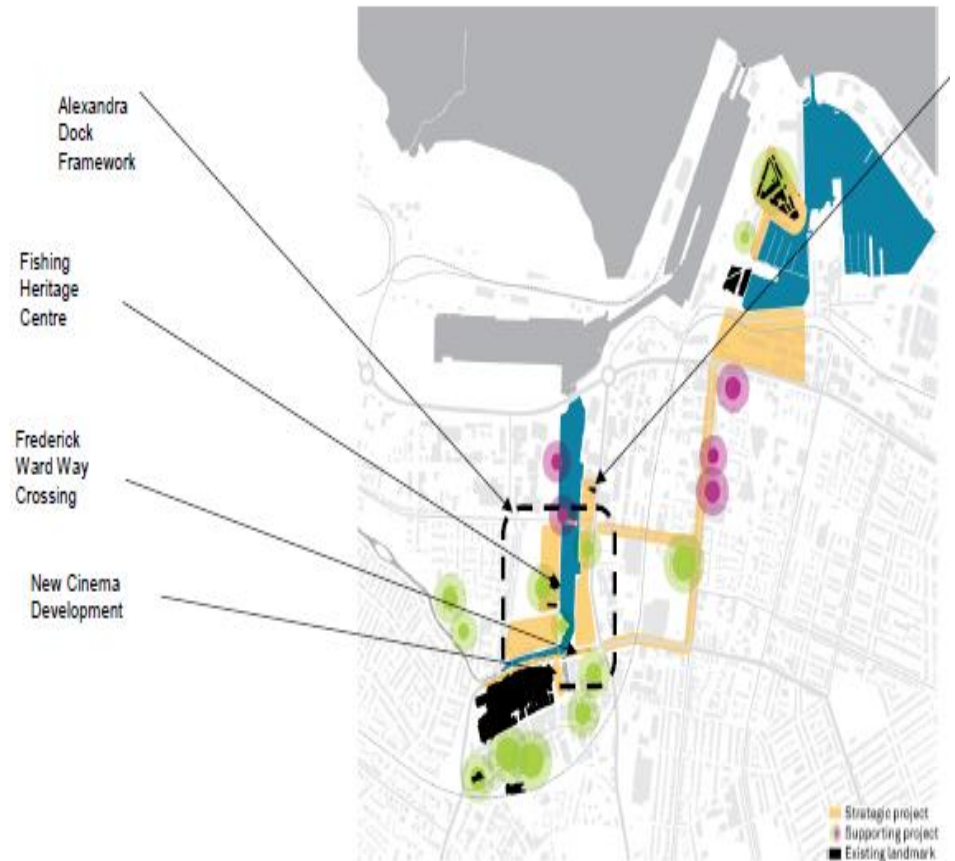
A critical element of the Greater Grimsby Town Deal is **to improve the quality of place**. Successful places attract residents, visitors and investors and which celebrate their underlying assets. An improved place offer provides **options for people filling new jobs** created through this Town Deal Prospectus. A class leading, **multi-partner HE presence will benefit from improvements to quality of place**.

Parts of Grimsby Town Centre would benefit from **improved connectivity**. Greater Grimsby's waterfront, heritage and cultural assets could be better utilised. Addressing these challenges to develop the town centre's offer and attractiveness to visitors and residents alike is vital if the area is to realise its potential for growth, and successfully attract and retain mobile businesses, people and investment.

Market **confidence in Grimsby town centre is increasing**. This is evidenced by the successful Cartergate office development and the emerging Riverhead Square cinema/leisure scheme that adjoins the Alexandra Dock waterfront. The Council will receive a first stage feasibility report in August 2017, likely to propose detailed design work to take forward proposals for a leisure and culture led redevelopment of this landmark heritage building.

An integrated programme of interventions has been developed:

- **development of a strategic framework for town centre development sites**
- **investment in public realm reconnecting Grimsby town centre to its waterfront**
- **bringing the historic Victoria Mills building back into use**
- **developing the Kasbah within the Port of Grimsby**
- **developing a heritage trail through Grimsby Town Centre to the Port of Grimsby**



Quality of place: Victoria Mills and the Kasbah

Victoria Mills

Victoria Mills is a **landmark Grade II listed building** now in Council ownership, on the eastern side of Alexandra Dock. To date the Council has **invested over £2.2m** in ensuring that the building is structurally sound, wind and watertight and no longer a danger to the public.

The building has potential for a mix of commercial leisure and cultural uses, including a restaurant, climbing wall and museum/gallery space.

The offer within the refurbished Victoria Mills building will **complement the class leading HE presence** proposed for Greater Grimsby, bringing alive the waterfront.



Kasbah

The historic Kasbah area in the heart of the Port of Grimsby provides a fine grained network of streets and buildings between the Royal Dock and Fish Dock, and remains home to a number of artisan fish processing businesses. Owned by ABP, a number of buildings would benefit from sympathetic restoration and re-use.

ABP is working with the Council and Historic England to develop proposals for the Kasbah **supporting conservation and re-use of buildings for offshore wind supply chain businesses/facilities and seafood processing uses**. This will be supported by **controlled public access to the operational Port estate**. Negotiations are ongoing to designate a **Conservation Area** and to secure **Heritage Action Zone** status from Historic England

Quality of place: realising Greater Grimsby's potential

Town Deal offer	Town Deal asks
<p>Delivery of Riverhead Square leisure development, supported by public realm investment funded by NELC/Humber LEP</p>	<p>Financial support for strategic site acquisition, physical connectivity across Frederick Ward Way and creation of Greater Grimsby's Heritage Trail</p>
<p>Delivery of public realm investment at Cartergate, St. James Square and Town Hall Square, Grimsby supported by Humber LEP. Deliver options appraisal and business case for extension enhancing the cultural and heritage contribution the Fishing Heritage Centre</p>	<p>DCMS/Arts Council England to commit resources to support business case developments and design competitions for cultural and heritage themed space at Victoria Mill and the Fishing Heritage Centre</p>
<p>Undertake technical, valuation and master plan studies covering sites for HE and quality of place offer</p>	<p>Historic England to commit resources to support development of Conservation Area proposals and to identify related supporting funding opportunities</p>
<p>Deliver feasibility report for leisure, culture and heritage options for conversion of Victoria Mills</p>	<p>Historic England to support in principle proposals for Heritage Action Zone status for Grimsby Town Centre</p>



Progress to date

July 2016

- First meeting of key stakeholders involved in the Greater Grimsby project

September 2016

- The Council's £6m Cartergate Scheme is opened
- First formal meeting of the 'Greater Grimsby Board'

November 2016

- North East Lincolnshire Housing Zone announced
- Government visit to Grimsby

Prior to July 2016

- South Humber Investment Programme
- Humber Enterprise Zone (with sites in the Port of Grimsby)
- Grimsby West Strategic Link Road (business case developed and submitted)
- Establishment of the NEL Development Vehicle
- Publication of the North East Lincolnshire Economic Strategy

December 2016

- Second meeting of the 'Greater Grimsby Board'
- Presentation of the social, economic and physical baseline report
- Local Plan submitted

January 2017

- Next round of Local Growth Funding secured (£3.6m for the Town Centre and £1.6m for Stallingborough Strategic Employment sites)
- Coastal Communities bid / announcement

February 2017

- Third meeting of the Greater Grimsby Board with attendance from Andrew Percy MP

March 2017

- Secured Estate Regeneration enabling funding (£570k)
- Heads of Terms agreed on Cinema development
- Meeting held with ABP to discuss their master plan for the 'Kasbah' area of the Port of Grimsby
- Housing Zone Capacity Funding Secured

Update – July 2017

- Completed Town Deal Prospectus
- Cinema consultation completed
- Progress with site acquisitions
- DPP3 Developer forum
- Coastal Communities Fund awarded

2016

2017

Next Steps...

2017/18

- Complete first stage feasibility report for Victoria Mills
- Commence preparation of an SPD for extended Grimsby Town Centre
- Progress joint master plans for the Ports of Grimsby and Immingham
- Ensure a Greater Grimsby Programme Delivery Team is in place
- Advance acquisition of key sites
- Deliver procurement plan for operator for Victoria Mills
- Full business plan for Frederick Ward Way
- Secure Heritage Funding for the Town Centre and Victoria Mills
- Complete lighting work to Corporation Bridge
- Finalise business plan for the HE offer and secure an academic partners

2018/19

- Deliver first phase of Town Centre supporting projects including green infrastructure, legibility and way finding
- Confirm Conservation Area in the Kasbah
- Deliver pilot project in the Kasbah
- Commence procurement of an operator for the Victoria Mills facility
- Complete Works on Frederick Ward Way connectivity
- Completion of the Cinema Development
- Complete initial capital works to Victoria Mills
Commence delivery of HE presence

2019/20

- Deliver first waterfront walking loop at Alexandra Dock
- Complete first phase of development on Garth Lane site
- Complete conversion of the Victoria Mills building
- Further site acquisition and implementation of relocation strategy for additional sites within the Framework
- Commence full delivery of the Kasbah master plan
- Free Trade Zone – delivery phase

2017

2018

2019

The Greater Grimsby Town Deal

Asks of Government

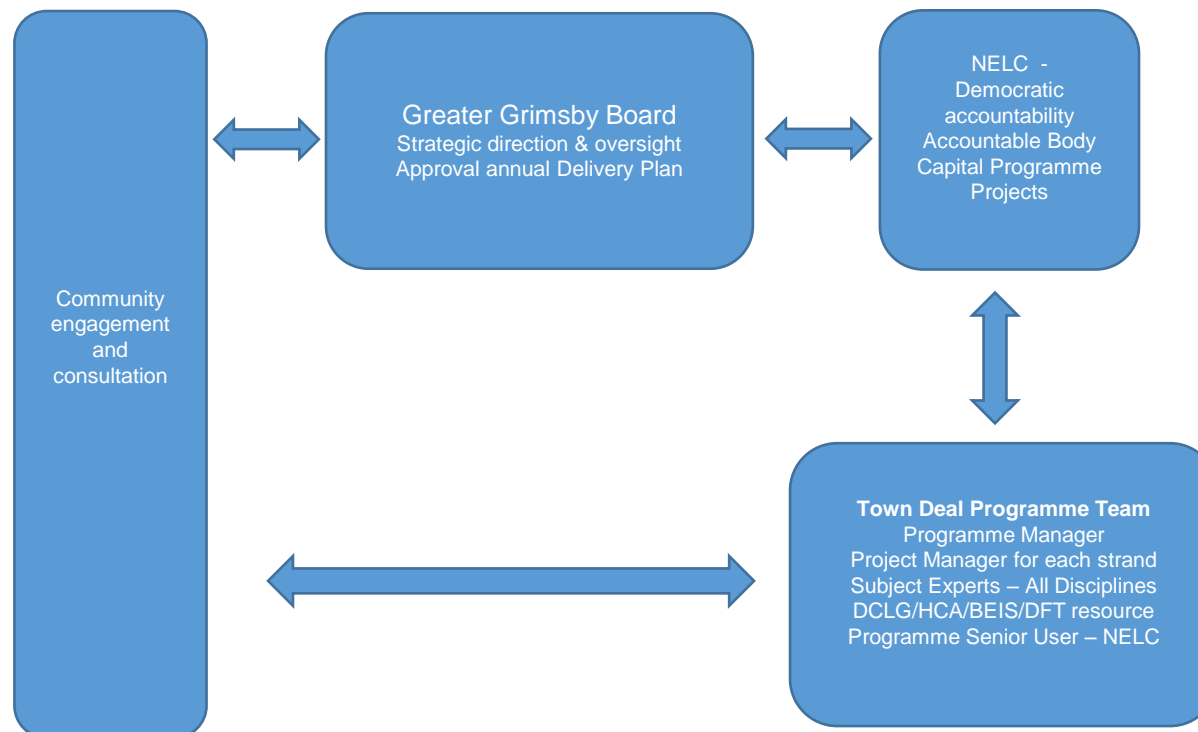
- **A commitment from Government** to remain an active member of the Greater Grimsby Board
- **Coordination and brokering** of arrangements with critical Government Departments – particularly DCLG (including the HCA), DfE, DfT, HMT and DBEIS
- **Capacity building** through support 'in-kind' such as secondments and financial support to secure specialist advice for the Council and the GGB
- **Funding of £50m with £36.9m in Phase 1 5 Year Investment Plan** to support the resourcing (staffing costs) of the Town Deal as well as capital investment in key projects and support in bidding to organisations such as Historic England for grant funding

Governance and Delivery

The Town Deal will represent a move away from a fragmented approach to delivering economic development and regeneration to a locally driven place-based approach. In order to achieve this, a clear and coherent 'deal' is needed with Government over the medium term, allowing flexibility and agility during delivery to adjust to changing circumstances.

The structure below outlines a proposed governance and delivery structure, with the Greater Grimsby Board maintaining a key role in overseeing delivery of the 'deal'. A delivery team will be established with specialists from the Council and Engie who will be responsible for delivering these plans and ensuring effective and constructive community engagement and consultation and through that sustainable and inclusive growth. The Council will utilise the Estates Regeneration programme as a platform for early consultation and engagement.

Proposed Governance Structure



Greater Grimsby Town Deal Prospectus