

Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities should submit the Application Form. If available, a more detailed business case may be submitted for larger transport project bids in addition to the application form. Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

Applicant & Bid Information

Local authority name / Applicant name(s)*: [East Lindsey District Council](#)

**If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority*

Bid Manager Name and position: [Lydia Rusling, Assistant Director](#)

Name and position of officer with day-to-day responsibility for delivering the proposed scheme.

Contact telephone number: [REDACTED]

Email address: Lydia.Rusling@e-lindsey.gov.uk

Postal address: [Tedder Hall, Manby Park, Louth, Lincolnshire, LN11 8UP](#)

Nominated Local Authority Single Point of Contact: [Lydia Rusling](#)

Senior Responsible Officer contact details: Michelle.Sacks@Boston.gov.uk

Chief Finance Officer contact details: Adrian.Sibley@e-lindsey.gov.uk

Country:

☒ England

☐ Scotland

☐ Wales

☐ **Northern Ireland**

Please provide the name of any consultancy companies involved in the preparation of the bid:

Rose Regeneration, Economic Development Agency

WSP management and consultancy, Transport Planning

For bids from **Northern Ireland applicants** please confirm type of organisation

☐ Northern Ireland Executive

☐ Third Sector

☐ Public Sector Body

☐ Private Sector

☐ District Council

Other (please state)

SOME SECTIONS OF THE FOLLOWING PAGES HAVE BEEN REDACTED DUE TO CONTAINING COMMERCIALLY SENSITIVE OR CONFIDENTIAL INFORMATION

PART 1 GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round

1a Gateway Criteria for <u>all</u> bids	
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Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22

Please ensure that you evidenced this in the financial case / profile.

1b Gateway Criteria for private and third sector organisations in **Northern Ireland bids only**

(i) Please confirm that you have attached last two years of audited accounts.

☒ Yes

☐ No

☐ Yes

☐ No

(ii) **Northern Ireland bids only** Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)

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PART 2 EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

Who will be impacted: Our primary impact will be economic. The groups impacted include: people with disabilities, people from deprived communities, BAME communities and people experiencing sex/gender and gender reassignment discrimination.

Why the project is being undertaken: The project is being undertaken to address the market failure and resulting economic disadvantage which stems from an underperforming economic landscape asset in terms of the Lincolnshire Wolds.

How the outcomes will be delivered: We have developed a proposal for two new green corridors encouraging cycling and walking and a series of associated investments in the town centres which they encompass, particularly Spilsby and Alford.

The potential impacts and the planned actions to address them:

General – we acknowledge the importance of removing barriers to participation and addressing factors which impede the functioning of a fair and equitable local economy. Indeed we recognise that without taking this action we confound our own purposes in seeking to maximise the economic impact, by including all the skills and potential available to us to achieve our mission.

People with disabilities – we recognise the challenges that people with disabilities face both in terms of physical access to areas of the town centres at the heart of our initiative and in terms of benefitting in terms of economic opportunity from the wider outcomes of this proposal. We intend to ensure that the physical development of the buildings/townscape in our proposals and the design and orientation of the paths is implemented in a way which maximises opportunities for both the employment (through giving a positive weighting to choosing contractors with the best engagement of people with disabilities) and through the physical design and management arrangements for the facilities themselves.

BAME communities – we are also committed to ensuring that black, minority ethnic communities are treated fairly, we will ensure that our tendering process gives a high premium to businesses with a track record of supporting these groups. We will also ensure that we set up processes to positively engage with and welcome visitors from these groups. We will set up systems to actively monitor our impact in this context.

Gender/Sex/Gender Reassignment – we will take account of the challenges facing people who may experience discrimination from these groups through our contracting and visitor management policies. We will set targets for the fair inclusion of individuals from these groups based on their distribution within our catchment population and we will measure progress regularly.

Governance –We will ensure that our governance and management arrangements are fully representative of the minority groups we have recognised within the development of our approach to identifying, addressing and monitoring the impacts of our work in this context.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the web link where this bid will be published: www.e-lindsey.gov.uk

PART 3 BID SUMMARY

<p>3a Please specify the type of bid you are submitting</p>	<p><input type="checkbox"/> Single Bid (one project)</p> <p><input checked="" type="checkbox"/> Package Bid (up to 3 multiple complimentary projects)</p>
<p>3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions (Limit 500 words).</p>	
<p><i>“On either side the river lie Long fields of barley and of rye, That clothe the Wold and meet the sky;”</i></p> <p><i>Alfred Lord Tennyson 1832</i></p> <p>This proposal releases the economic potential of the Lincolnshire Wolds by delivering a series of sustainable place based outcomes for their market towns, drawing on their cultural and leisure offer to build their economic viability.</p> <p>Focusing on Alford, Spilsby, Louth and Horncastle it creates a grid of economic opportunity supporting their smart growth through the establishment of two landmark routes covering over 100 kilometres for cycling and walking. It connects the area into the national cycling network and significantly enhances access to the Lincolnshire Wolds AONB (Area of Outstanding Natural Beauty). The grid is supported at its urban extremities by rail access in Skegness, Cleethorpes and to an established Lincoln cycle route.</p> <p>The investment supports an opportunity zone of over 50,000 people in a geography of landscape beauty juxtaposed with economic peripherality. The small individual scale of these towns has been a long-term driver of their economic decline and they are all significantly blighted by market failure arising from their small indigenous consumer base and distance from major markets.</p> <p>Connecting the settlements through two new green corridors - which harness the economic potential of the national cycling network - will create a refreshed economic rationale and open up access to their cultural, leisure and retail assets. It will produce a new post pandemic context for their evolution, building on the twin pillars of environmental sustainability and socially responsible place based economic development.</p> <p>The creation of the Connected Wolds (Danelaw) and Connected Coast routes sits at the heart of this proposal. It will support the regeneration of Alford through a series of investments in its heritage infrastructure: creating a new millwright visitor</p>	

experience and enhancing the destination assets of the Manor House, the asset transfer and restoration of Alford Windmill and its visitor café and holiday accommodation, and upgrading the facilities and commercial functionality of the market place.

A new theatre and cultural hub will be created in Spilsby at the former Sessions House along with investments in the economic viability of the market place.

Impactful investments are planned in Louth and Horncastle to upgrade the facilities in their market squares.

Louth will also be the base for a new social enterprise located in a refurbished landmark building in the town centre, providing outreach hubs in the other three market towns encouraging and facilitating cycling and wider countryside access into the new routes and their supporting towns. Associated health and well-being outcomes linked to enhanced access to the countryside for leisure and recreation will be realised.

This bid complements the current package of investments realised through the Connected Coast and Boston towns fund initiatives. It will supplement their investment in the railway stations in Boston and Skegness; synergise with the creation of the new National Trust facilities at Sandilands and enhance the options and connections through the new transport interchange (the mobi-hub) in Mablethorpe.

3c Please set out the value of capital grant being requested from UK Government (UKG) (£). This should align with the financial case:		£18,967,087.00
3d Please specify the proportion of funding requested for each of the Fund's three investment themes	Regeneration and town centre	20%
	Cultural	5%
	Transport	75%

PART 4 STRATEGIC FIT

4.1 Member of Parliament Endorsement (GB Only)

See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.

4.1a Have any MPs formally endorsed this bid? If so confirm name and constituency. Please ensure you have attached the MP's endorsement letter.

☒ Yes

☐ No

Victoria Atkins MP - Louth and Horncastle

4.2 Stakeholder Engagement and Support

See technical note Table 1 for further guidance.

4.2a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

The projects which comprise this strategy have been in gestation for a significant period. The Connected Wolds (Danelaw) Multi-User Path was the subject of a detailed feasibility study by Sustrans in 2017/18. This involved considerable community consultation and the whole path concept currently has the status of being a Greater Lincolnshire LEP pipeline and Strategic Infrastructure Delivery Plan project.

The Connected Coast route, which links a number of the key Towns Fund investments was developed as part of the long list of Town Fund proposals. It has been extensively discussed with key stakeholders associated with the Connected Coast and has significant support. The National Trust and East Midlands Railways, both of whom provide key connections to the project, and the Coastal Communities Team in Mablethorpe, which form the accountability group for the development of the Mobi-Hub, are key strategic points of reference for the Levelling Up Fund bid.

The proposed package of investments in the four market towns all have individual origins and local ownership based around specific communities of interest – none of these initiatives are local authority led projects – their accountability base is within the communities in each of the towns.

The current integrated package of activities has been given a cohesive coherence through a series of Vital and Viable workshops held in each town in late 2019. The District Council commissioned the Institute of Place Management (IPM) to deliver the workshops in each of its inland chartered market towns. Each workshop was well attended by a variety of volunteers, businesses and community organisations who offered insight into their town centres.

Detailed implementation plans for each settlement were developed and key excerpts pertinent to these proposals are set out below:

Spilsby: *"We think there is a real opportunity offered by the Sessions House... Such a development could make a significant contribution to the identity of the town, to diversifying the*

offer, and become a major attraction for the town that would have widespread appeal. If the ideas are realised it would go some way to engaging young people as well as serving the wider community.”

Alford: *“Many of the global trends that are impacting town centres will have only a minimal impact on Alford, but the ageing population, technology changes, and undoubtedly economic change may well.”*

Louth: *“Louth still has a wonderful built environment. It is more fortunate than most in that it has a strong retail offer still with an excellent range of independent shops and the presence of major banks still with branches. **The market is clearly also an important feature.**”*

Horncastle: *“introduce new uses such as leisure, entertainment, fitness, health, and public services into the heart of the town and so provide for the local community.”*

Notwithstanding the Covid pandemic regular contact has been maintained with the individuals who attended these sessions, as well as local stakeholders such as the town councils. It is through this ongoing dialogue that the key facets of this proposal have been developed.

4.2b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

The plans have stemmed from consultation through the [Vital & Viable](#) programme (led by the Institute of Place Management) and many of the projects have been widely consulted upon as set out above. The proposals are widely supportive and have garnered a selection of letters of support.

Further engagement is also proposed as an integral part of detailed scheme development. The Council has adequate experience of and governance arrangements in place to ensure that active engagement is at the heart of the delivery of the projects

4.2c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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For Northern Ireland transport bids, have you appended a letter of support from the relevant district council	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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4.3 The Case for Investment

See technical note Table 1 for further guidance.

4.3a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)

All four towns are in East Lindsey which has a population density of 0.8 people per hectare compared to an England figure of 4.1. The local authority is classed as predominantly rural in

terms of the ONS rural urban classification with a population in excess of 140,000, 80% of whom live in rural settlements and only three settlements (Louth, Skegness and Mablethorpe) with a population greater than 10,000.

This dispersed pattern of small settlements constrains economic development with both population density and distance from markets impacting on the scale of investment achievable.

Apart from their service centre role in relation to retail, all four settlements have relatively few employees in high value sectors such as professional and scientific, ICT and finance and insurance. They also have relatively under-developed accommodation and food sector offers which along with arts and entertainment are useful proxies for tourism.

2019 Sectoral composition (BRES)	Louth	Alford	Horncastle	Spilsby	England
9 : Accommodation & food services	8%	5%	5%	4%	8%
10 : Information & communication	1%	1%	6%	0%	4%
11 : Financial & insurance	1%	0%	1%	0%	4%
13 : Professional, scientific & technical	5%	4%	6%	4%	9%
18 : Arts, entertainment, recreation & other services	4%	2%	4%	1%	5%

Between 2015 and 2019 these settlements have seen a very mixed pattern of job fluctuations in these sectors which is largely (with the exception one or two bright points) negative.

	Louth	Alford	Horncastle	Spilsby
9 : Accommodation & food services	48.1%	0.0%	6.3%	-2.3%
10 : Information & communication	-7.8%	-5.0%	-32.6%	0.0%
11 : Financial & insurance	-10.0%	-8.0%	0.0%	-11.1%
13 : Professional, scientific & technical	19.2%	2.1%	25.6%	0.0%
18 : Arts, entertainment, recreation & other services	6.5%	-4.0%	-3.8%	0.0%

This undynamic economic base flows through into relatively high levels of deprivation. In terms of the 2019 English Indices of Deprivation, Alford ranks the highest. On average its neighbourhoods rank in the 30% most deprived nationally. It performs most poorly on employment, income and living environment. However, it performs relatively well on crime, and falls within the 20% least deprived for barriers to services.

Horncastle is the least deprived town, with a similar rank to the national median. However, Horncastle, Louth and Spilsby all perform poorly on employment (in the 40% most deprived) and income (50% most deprived). Louth and Spilsby both fall within the 40% most deprived for employment, skills and health.

There are also geographical variations within each town. Louth demonstrates strong spatial disparities, with two neighbourhoods falling into the 20% most deprived and three in the 30% least deprived. Spilsby is a town of 'two halves', with one falling in the 20% most deprived and one in the 40% least deprived.

The four towns have a relatively low level of participation in the labour market; between 63% and 68% of the working age population were economically active at the time of the last census compared with 70% nationally. Louth had the highest proportion in employment, at 61%. Horncastle had the highest proportion of retirees, at 22%. In Alford, 7% of the working age population was identified as long term sick or disabled, the highest of the four towns.

The towns also have an ageing demography reflecting the lack of economic choices for younger people:

	<i>All usual residents</i>	<i>16-64</i>	<i>65+</i>	<i>% 65+</i>	<i>Mean Age</i>
Alford	3,459	1,771	822	24%	44
Horncastle	6,815	3,423	1,814	27%	46
Louth	16,419	8,935	3,398	21%	43
Spilsby	3,440	1,776	764	22%	42
Great Britain				20%	39

We believe on this basis that the overall geography is trapped in a low wage, low skills equilibrium with weekly wages £100 lower than the England average in 2020 at £489 per person.

The impact of the economic underperformance arising largely from peripherality is also reflected in the low property values in the area. All four towns have a higher proportion of properties valued band A-C, accounting for more than 85% of properties (and for 93% in Spilsby), compared with 66% nationally. In Louth half of properties are band A, which is more than twice the national average. This suggests that properties in all four towns have, on average, relatively low valuations which are likely to be related to the local market but it could also suggest smaller property sizes.

4.3b Explain why Government investment is needed (what is the market failure)? (Limit 250 words)

The market failure in this area is produced because of a lack of demand to justify straightforward private sector investment without subsidy. This proceeds from the current limited population base and visitor levels to the area, compounded by geographical characteristics which limit connectivity.

The Lincolnshire Wolds is one of the most sparsely populated areas in England. This limits the scale of its indigenous markets and the demand to justify the supply of the quality of facilities which will both better satisfy the needs of its residents and act to attract more visitors whose consumption can improve the economy of the area.

The Lincolnshire Wolds has very poor communications, there are no direct rail links to the area, it has no major road infrastructure and it has a very poor level of broadband connectivity. The lack of accessibility exacerbates the problems it faces in terms of its indigenous low demand which blights the straightforward operation of markets.

The poor operation of the local market and the distance from wider and more dynamic markets has contributed to a low wage, low skill equilibrium. Wages paid by local firms are £100 a week lower than the national average, there is a very small stock of higher quality and productive jobs. All four towns have significant levels of deprivation in relation to skills and employment. This makes it difficult for talented and high skilled younger workers to live and work in the area. This knocks onto the population balance which is heavily skewed to an older population, characterised by high level of economic activity.

Government intervention is needed to correct the faulty operation of the local markets by pump priming investment and enhance the scale demand by building the external appeal of the area through making it more accessible.

4.3c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

Our proposed interventions connect up the four main settlements in the Lincolnshire Wolds to increase access to them particularly in relation to the cultural and tourism agenda - addressing the market failure they face.

Recognising the importance of sustainable growth and the cost associated with rail and road, we believe the smart solution to this challenge and is to develop two new major cycling and walking routes, which complements the characteristics of the Wolds. There is a substantive body of evidence which substantiates the impact arising from investments of this nature.



A study by Raje, F. & Saffrey, A. (N.D.) "The Value of Cycling".

Phil Jones Associates, Department of Transport & Birmingham University identified (along with studies from Sustrans and University of Sunderland):

- ⇒ Per M² of parking, bike parking delivers 5 times as much as car parking in consumer spend.
- ⇒ Bicyclists on average spend more than any other transport type user in local stores, which they also visit more frequently.
- ⇒ If road vehicle traffic is decreased 50% due to replacement with biking, average house prices rise 1%.

National/regional data:

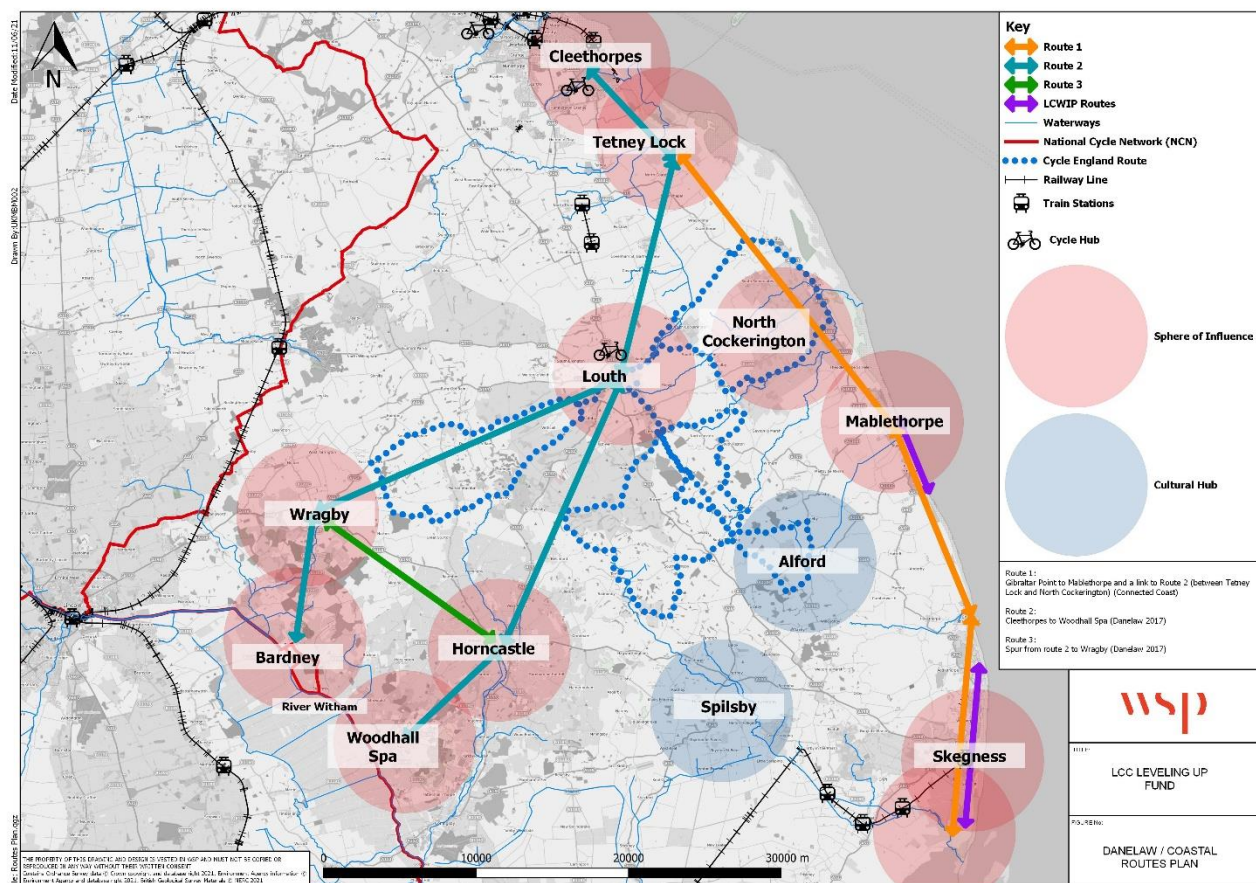
- ⇒ Cycle tourism is worth £650 million per year to the UK economy and contributes 15,000 jobs, of which 2/3rds is in the food and drink industry
- ⇒ According to a series of Sustran studies undertaken in 2006, 2008 and 2012, c. 2 million people were using the major tourism cycle paths in Northern England, and spending c. £70 million per annum, generating c. 1200 FTEs
- ⇒ Cyclists spend 9% more on average per trip than others
- ⇒ For the annual 1.23 million multi day trips by cyclists 86% of expenditure is accommodation related with an average spend of £46.75 per person per day on such trips (average of £360 in total per trip).

The two routes we have identified for investment are well developed and scoped. They have been fully costed by WSP and the majority of the consents are in place to deliver them.

The coastal route which stretches from Gibraltar Point in the south to Mablethorpe in the north comprises the following interventions and is costed a £5 million including 5% maintenance and 30% risk:

From	To	Intervention
Gibraltar Road / Drummond Road	Beresford Avenue / Lumley Road	Quiet Lane / 20mph
Beresford Avenue / Lumley Road	Roman Bank / North Shore Road	20mph
Roman Bank / North Shore Road	A52 Skegness Road / Roman Bank	Widen shared use path
A52 Skegness Road / Roman Bank	Roman Bank / Anchor Lane	20mph traffic calming
Roman Bank / Anchor Lane	The Pullover / Promenade	Existing promenade
The Pullover / Promenade	Ancaster Avenue / St Leonard's Drive	20mph traffic calming
Ancaster Avenue / St Leonard's Drive	Huttoft Bank / The Promenade	On road, no intervention
Huttoft Bank / The Promenade	Queens Park Close / The Promenade	Existing promenade
Queens Park Close / The Promenade	High Street / Quebec Road	20mph
High Street / Quebec Road	Quebec Road / Meers Bank	Widen shared use path
Quebec Road / Meers Bank	North Cockerington	On road, no intervention
		Cycle signage

The Connected Wolds (Danelaw) route, which promotes the Viking heritage of the area involves the creation of an integrated path from Tetney Lock, (close to Girmsby), through Louth to Horncastle. The attached diagram shows the configuration of the routes:



On the back of this investment, two schemes of focused investment are proposed to build on the combined mass created.

In Alford a package of integrated attractions which build the visitor market of the area and its wider supply chain in terms of local food and hospitality.

In Spilsby a new theatre and cultural hub will be created at the former Sessions House along with investments in the economic viability of the market place, building on the area's long history as a base for theatre.

More modest investments are planned in Louth and Horncastle to upgrade the facilities in their market squares.

Louth will be the base for a new social enterprise located in a refurbished landmark building in the town centre, providing outreach hubs in the other three market towns encouraging and facilitating cycling and wider countryside access into the new routes and their supporting towns. This will deliver associated health and well-being outcomes linked to enhanced access to the countryside for leisure and recreation.

This bid complements investments realised through the Connected Coast and Boston towns fund initiatives.

4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR)

☒ Yes

☐ No

4.3e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced *Theory of Change*. Further guidance on producing a Theory of Change can be found within [HM Treasury's Magenta Book](#) (page 24, section 2.2.1) and [MHCLG's appraisal guidance](#). (Limit 500 words)

The table below provides a theory of change for the Wolds investment package. It highlights the key issues which the levelling up bid will address, the interventions proposed to deliver a resolution of those issues, the specific projects within the proposal that will frame the interventions proposed and the aligned outputs and outcomes which resonate with the Fund's Intervention Framework.

Wolds Levelling Up Theory of Change				
Key Issues	Intervention	Project	Output	Outcomes
Cycle and Walking Routes				
Economic underperformance arising from distance from markets	Creation of new infrastructure which grows the operation of the market through enhancing access to the area	Coastal Access Path and Danelaw Path	New upgraded cycle or walking paths	Local economic benefits, reduced transport carbon emissions
Lack of investment in economic development of market towns and their hinterlands	Development of a new critical mass of activity which builds the scale and viability of the towns as cultural hubs	Alford, Spilsby, Louth and Horncastle Investment Packages - particularly Alford visitor attractions and Spilsby Sessions House	New, upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens	Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
Low skill/wage equilibrium in market towns	Establishment of more high value high skill jobs in the towns			
Relatively high levels of deprivation in market towns	Creation of more opportunities for economic success in each settlement			
Skewed demography towards older people and high levels of economic inactivity	Young, economically active people have more of a stake in the towns	Coastal Access Path and Danelaw Path. Alford, Spilsby, Louth and Horncastle Investment	New, upgraded or protected community hubs, spaces or assets, where this	Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors

Poor health outcomes arising from the link between economy and health	Increased health and well-being of local residents	Packages, particularly generation of new social enterprise, enhanced market square and better access to facilities through cycle routes	links to local inclusive growth	to access, Local economic benefits
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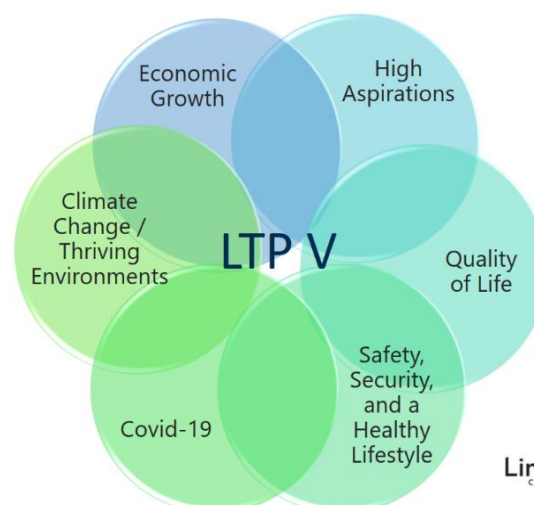
4.4 Alignment with the local and national context

See technical note Table 1 for further guidance.

4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

The proposals align strongly with a number of local strategies, these are outlined below.

Lincolnshire's emerging Local Transport Plan V: The overarching strategy sets out interlinked challenges as shown in the diagram. Supporting priority sectors and decarbonisation are the main drivers. As such this scheme is referenced as an exemplar of: cycling and walking delivering transformation within the Visitor Economy.



East Lindsey District Council Local Plan: which sets out the vision for growth in the District, including the support of tourism and cultural enhancements which support the economy, along with creating a diverse, sustainable and connected District.

Skegness and Mablethorpe Local Cycling & Walking Infrastructure Plan (LCWIP): A preliminary LCWIP has been developed to provide an evidence-based infrastructure network plan. This submission will be complimentary to the work.

The LCWIP aligns with DfT policy to make walking and cycling the natural choices for shorter journeys and the East Lindsey Local Plan, which highlights how increasing the number of residents walking and cycling is an important part of improving health and the quality of their experience.

The proposals strongly support the objectives of LCC's Green Masterplan and Carbon Management Plan.

The GLLEP Local Industrial Strategy and Greater Lincolnshire Economic Plan for Growth is designed to set out how Greater Lincolnshire will address significant aspects of the five foundations of productivity and four grand challenges set out in the national Industrial Strategy and address recovery across the priority sectors.

Joint Health and Wellbeing Strategy for Lincolnshire (LCC, 2018) The Joint Health and Wellbeing strategy sets out objectives that include:

- Better integration of physical activity into strategic planning;
- Improved local insight analysis;
- Support of workforce wellbeing through physical activity; and
- Consideration of innovative technologies aimed at increasing physical activity

This project proposal directly addresses key parts of Greater Lincolnshire's Covid Recovery Plan (September 2020).

This project will deliver the key principles of sustainable development – including Equality and Diversity assessments, by:

Ensuring that the design of the multiuser paths are accessible to all (within the constraints of the natural landscape e.g. parts of the Wolds route are steep). In designing the programme and routes on the Coast the NHS and Council recreation contractors, Magna Vitae, are working with the team to ensure that the physical route development work links to long term programmes to support potential users, including those with complex health needs, so the paths can be used to improve public health. The linked Sandilands Visitor Centre development includes accessible toilet and changing facilities for adults with complex needs.

4.4b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

The government's 25 Year Environment Plan (25YEP) (2018), makes major new commitments to connect people with the environment to improve health and wellbeing. The 25YEP sets out that spending time in the natural environment can improve mental health and feelings of wellbeing. It can reduce stress, fatigue, anxiety and depression. It can help boost immune systems, encourage physical activity and may reduce the risk of chronic diseases. The Plan also commits to greening our towns and cities and making sure that there are high quality, accessible, natural spaces close to where people live and work.

This project proposal directly addresses all these national aspirations in the National Infrastructure Plan, focusing on cycling and walking to deliver health, new forms of access to the green environment, to support sustainable forms of travel and attract visitors at the same time as decarbonising transport.

The pandemic has proven that taking steps now to increase overall public health – by improving air quality and encouraging cycling and walking to fight obesity – will pay dividends over the longer-term as the UK focuses on economic and physical recovery. The government is reflecting this priority in its approach to infrastructure investment.

Government support for cycling and walking helps tackle obesity by providing ways for people to exercise as well as get from A to B, while measures to decarbonise the economy and reduce congestion will help improve air quality – and therefore health – across the UK.

Having truly local green space is beneficial for mental and physical health and wellbeing, with accessibility being important in some communities and in deprived areas.

This project directly addresses two themes in the Government's Ten Point Plan for a Green Industrial Revolution (2020): Theme '5: Public transport, cycling and walking: Making cycling and walking more attractive ways to travel and investing in zero-emission public transport of the future', by developing new long distance networks of accessible, year round high quality safe cycling and walking routes for residents and visitors.

Theme '9 Nature: Protecting and restoring our natural environment, planting 30,000 hectares of trees every year, whilst creating and retaining thousands of jobs', by linking the proposed access routes to greening of the environment. Through developing a linear green corridor along the routes and working with farmers and landowners to use the forthcoming ELMS programme to connect this green corridor to other landscape features.

This project will provide Net Zero Carbon solutions as part of its delivery by promoting the use of low carbon forms of mobility, as an alternative to cars primarily, so that residents and visitors have high quality and accessible options to access services and attractions using zero carbon forms or active transport.

The scheme proposals also help to deliver the UK Government's, A Green Future (2018), A Road to Zero (2018) and the Decarbonising Transport Plan (2020). The carbon benefits of the proposals can be seen in the appended AMAT.

4.4c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

Skegness & Mablethorpe Town Investment Plan: The proposals are also part of the longer-term vision for the Connected Coast, as set out in the Town Investment Plans (TIP) for Mablethorpe and Skegness. The Mablethorpe TIP had 4 identified opportunities, of which 2 directly relate to this proposal.

Go Skegness was a £5.7m project that aimed to ease town centre congestion and encourage more people to travel sustainably by walking, cycling or using buses. The project was funded to the sum of £4million from the Greater Lincolnshire LEP Growth Detail with an additional £1.7m of funding from LCC. Implementing a package of interconnecting sustainable measures, Go Skegness supported the visitor economy through enabling visitors and residents to use a wide variety of travel modes. The proposals of this bid integrate with this.

Active Travel Fund: LCC has developed plans to restrict motor vehicle traffic along Lumley Road in Skegness to improve pedestrian and cycle conditions along this busy town centre street that is focused towards retail provision, there are also cycling proposals in Louth. LCC understands this funding is due to be approved imminently.

Lincolnshire's UKCRF submission alongside the new Capability Fund will provide the opportunity to undertake active travel behaviour work in East Lindsey increasing the appetite for walking and cycling.

DfT Challenge Fund: LCC secured £3.6m funding towards A52 Roman Bank improvements in Skegness in early 2020. Improvements to pedestrian provision will upgrade facilities up to the A158/ A52/ B1451 junction.. A cycle route is included within the scheme design. The scheme contributes towards an integrated, sustainable travel network in the area and provide legacy to the 'Go Skegness' initiative. Our proposals build on this network.

4.4d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the Government's cycling design guidance which sets out the standards required. (Limit 250 words)



Government intends to invest £2 billion on increasing the numbers of people walking and cycling. A core focus of the strategy is on improving safety for all and highlights the need to dramatically improve the quality of cycling infrastructure on England's roads and increasing other sustainable modes. As well as decarbonising private vehicles, the government wants to increase the share of journeys taken by public transport, cycling and walking. The proposals directly help achieve this.

Cycling and Walking Investment Strategy (DfT, 2017)
Government's ambition is to make walking and cycling the natural choices for shorter journeys or as part of a longer journey including through. £300 million investment in cycle training and identifying a need to decrease the number of cycle user fatalities and serious injuries each year. The bid compliments this in providing high-quality walking/cycling infrastructure to support local journeys.

Key design principles

Cycling is or will become mass transit and must be treated as such. Routes must be designed for larger numbers of cyclists, for users of all abilities and disabilities.



Local Cycling and Walking Infrastructure Plans (DfT, 2017) sets out a recommended approach to planning networks of walking and cycling routes that connect places that people need to get to. An LCWIP has been developed around Skegness and Mablethorpe and provides the evidence base for proposing the coastal routes.

LTN 1/20: Cycle Infrastructure Design (DfT, 2020) LTN 1/20 sets out the guidance for cycling infrastructure and reflects current best practice, standards and legal requirements with inclusive cycling being an underlying theme throughout. The design principles of the routes will follow this guidance.

Public Transport Interchanges:

The proposals support linked walking and cycling trips to/from the rail stations, bus interchanges and bus stops across the study area. Thus, they help to support active travel and the green economy.

PART 5 VALUE FOR MONEY

5.1 Appropriateness of data sources and evidence

See technical note Annex B and Table 1 for further guidance.

All costs and benefits must be compliant or in line with [HMT's Green Book](#), [DfT Transport Analysis Guidance](#) and [MHCLG Appraisal Guidance](#).

5.1a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

The challenges facing the towns in scope are nationally significant. Evidence drawn from national sources makes the scale of the issues clear on the basis set out below:

Under representation in key sectors – particularly Finance and Insurance with only 25% of the national level of representation and in relation to Professional, Scientific and Technical roles only 50% of national representation.

Between 2015 and 2019 job losses across the settlements in terms of between 5 and 33% in ICT and 8 – 11% in Finance and Insurance

In relation to the English Indices of Deprivation in the bottom 30-40% of all neighbourhoods across England.

Lower levels of labour market participation between 2 and 7% compared to the national average.

Local wages are £100 a week lower than the England average.

All of this impacts on property values with 85-93% of residential properties in the four towns at council tax band A-C compared to 66% nationally.

This pattern of poor economic performance also impacts on the age profile of the towns which have a median age of 42 compared to a national average of 39.

5.1b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

The following approach has been followed in establishing a frame of analysis for the four towns:

The evidence base draws on datasets at Census Built Up Area or at Lower Super Output Area (LSOAs) which are neighbourhoods of around 1,500 population that can be combined to cover an urban settlement. The four towns are represented by the following LSOAs.

Town	LSOA
Alford	008A E01026042 008B E01026043 008C E01026044
Horncastle	011A E01026064 011B E01026065 011C E01026066 011D E01026067
Louth	003A E01026077 003B E01026078 003C E01026087 003D E01026088 004C E01026089 003G E01026108 004D E01032986 004E E01032987
Spilsby	013E E01026100 013F E01026101

Deprivation

The English Indices of Deprivation (2019) are a relative measure across the whole of England of the characteristics of each area measured at LSOA and local authority level. In simple terms, the indices of deprivation cover how poor people are, how hard it is for them to find work, their skills, health, local levels of crime, how easy it is to access services and housing, and the quality and feel of the place they live in.

There are 32,844 LSOAs in England, and the Index ranks them from 1 (the most deprived) to 32,844 (least deprived). In our analysis, we have combined the ranking for the LSOAs in each settlement to provide an average ranking for each measure within the Indices of Deprivation and show how they compare with median or mid-point for all LSOAs in England.

Population figures are based on the 2011 census

The distribution of jobs is based on the Business Register and Employment Survey which is annually updated by ONS. We have used it to both establish the distribution of jobs and also changes in employment by sector between 2015 and 2019

Wage rates have been accessed at place of work, rather than place of residence. This gives a better indication of the value of local jobs. The data is taken from the Annual Survey of Hours and Earnings which is produced by ONS.

The value of residential properties based on council tax bands is taken from Valuation Office Agency data which is collected annually.

The data used to establish the BCR relating to the pathway elements of the proposals is taken from the Active Modes Appraisal Toolkit developed by the part

authors of this proposal WSP for the DfT. The toolkit uses a core data set agreed with the DfT covering: congestion, Infrastructure maintenance, accidents, air quality, noise, greenhouse gasses, risk of premature death, absenteeism and journey ambience.

5.1c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

The cycling and walking (pathway) proposals are based on desire lines and data analysed through the Skegness and Mablethorpe LCWIP. This document has been through stakeholder consultation with ELDC and LCC officers.

Data sources used includes:

- Census data - Indices of Multiple Deprivation and Access to a Vehicle. For many of the zones in Mablethorpe, the proportion of households with no access to a vehicle is 20% to 30%, increasing in the town centre to 40% to 50%. In Skegness town centre there are very low car/van ownership levels, shown by several zones having 40% of households that do not have access to a vehicle. Data for Ingoldmells shows 25% to 35% of households have no access to a vehicle.
- The DataShine tool has been used to understand the walking to work movement patterns in the study areas. Using Census 2011 data to show commuting to work, connecting origins and destinations - represented by MSOA population-weighted centroids. This data has then been extrapolated to reflect all trip purposes.
- Use of the Propensity to Cycle Tool to understand existing desire lines and usage in the area and aid understanding under a Government Target and Go Dutch Scenario. This has informed the route proposals. The proportion of commuting trips made by cycle in England is 2% according to the Census 2011 survey. Skegness, Winthorpe and Seacroft have over double the national average while more rural areas such as Burgh le Marsh have similar rates to the national average.
- DfT Traffic Count sites to understand Average Annual Daily Flow and inform the type of cycle infrastructure proposed.
- A Strategic Transport Model for the Skegness and Mablethorpe area.

5.2 Effectiveness of proposal in addressing problems

5.2a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

The impact of the two cycle and walking paths has been assessed and is projected to deliver the following benefits in terms of enhanced connectivity and tourism journeys:

Connected Wolds: Danelaw (Lincolnshire Wolds)

164,000 users making an average trip of 12.87 kilometres

The AMAT methodology identifies the following benefits arising from this pattern of enhanced usage which at a macro level increases access to the area for tourists and enables the indigenous population to access wider markets, addressing key aspects of the market failure in the area:

Benefit	£ 000s
Congestion benefit	120.89
Infrastructure maintenance	2.76
Accident reduction	19.69
Local air quality	3.22
Noise reduction	1.01
Greenhouse gases	18.93
Reduced risk of premature death	8519.67
Absenteeism	124.11
Journey ambience	8675.53

Connected Coast: Coastal Access Route

158,410 users making an average trip of 8.4 kilometres

Benefit	£ 000s
Congestion benefit	38.05
Infrastructure maintenance	0.87
Accident reduction	6.2
Local air quality	1.01
Noise reduction	0.32
Greenhouse gases	5.96
Reduced risk of premature death	3072.58
Absenteeism	390.62
Journey ambience	1577.98

If we project the wider economic benefits arising from this activity with regard to the pattern of tourism visits to the Wolds we have the following base (2019 with 2018 figures in brackets) to work from:

The Lincolnshire Wolds has also continued to experience growth in all key areas (except drop in visitors staying in serviced accommodation -7.5%):

- The Wolds attracted 3.752million visitors (3.641m)
- Staying visitors - 0.269m (0.270m)
- Day visitors - 3.483million (3.371m)
- The economic impact of the visitor economy is estimated at £199.51m (£190.70m);
- The sector directly supports 2,136 jobs (2105);

- The largest areas of visitor expenditure are on local shopping (28.3%) and food and drink (20.8%);
- The Wolds attracted 985,000 (979,000) overnight stays

If we assume 66% of the journeys are tourism visits this would lead to a net increase of **212,791 visitors and £11,314,097 per year**. This would equate to a 5.6% increase.

A separate economic impact assessment of Spilsby Sessions House has been undertaken and reveals an economic impact of £589,806 per year. If we apply a similar level of impact to the broadly comparable Manor House, Millwright Museum and Mill attractions in Alford this would imply a further £1,179,612.

This leads to a gross overall impact of £12,493,709 per year and an overall increase in the tourism economy of 6.3% in the tourism economy.

The STEAM figures have indirect and induced multiplier effects built into them and alongside the transport benefits derived from the AMAT model show a significant increase in the impact of the investment on the local economy. A long term increase in the scale of the tourism market in the Wolds of this scale will provide a major contribution to the economic robustness and better economic functioning of the area. Using GVA per head to assess the total output of the population in towns and their hinterlands with a population of 50,000 (£806 million at 2016 prices) this suggests a 1.6% increase in the long term economic output of the area.

5.2b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

We have used two industry acknowledged methodologies.

The AMAT model

The AMAT model is designed to be consistent with UK Government guidance on policy appraisal including the HM Treasury Green Book and DfT Transport Analysis Guidance (TAG). By quantifying the key impacts of a proposed intervention.

AMAT helps provide decision-makers with as full a view as possible about impacts on transport users, the environment, society and the economy. AMAT also provides a measure of the 'Value for Money' of a proposed intervention, in the form of a benefit cost ratio (BCR).

AMAT quantifies a wide range of potential benefits of cycling and walking interventions including:

- Health improvements from increased levels of physical activity in terms of reduced mortality risk and lower work absenteeism;
- Improvements to journey quality as a result of providing the perception of a safer or pleasant journey whilst using walking and cycling infrastructure; and
- Impacts associated with modal shift away from cars and taxis including improvements in traffic congestion, greenhouse gas emissions, air quality, noise,

accidents, infrastructure maintenance, and changes to indirect tax revenues as a result of a reduction in distance travelled by these modes.

Health improvements represent over 50% of overall intervention benefits, with journey quality and mode shift impacts comprising around 30% and 20%, although the proportions can vary depending on an intervention's characteristics.

AMAT quantifies each of these benefits following the methods and assumptions set out in the Department's Transport Appraisal Guidance, in particular Unit A5-1 Active Mode Appraisal, Unit A4-1 Social Impacts Appraisal, Unit A1-1 Cost-Benefit Analysis and Unit A1-2 Scheme Costs.

The STEAM model

STEAM (Scarborough Tourism Economic Activity Monitor) approaches the measurement of tourism at the local level from the supply side. The traditional measurement of tourism activity is from the demand side. STEAM is not designed to provide a precise and accurate measurement of tourism in a local area, but rather to provide an indicative base for monitoring trends. The confidence level of the model is within plus or minus 10% in respect of the yearly outputs and plus or minus 5% in respect of trend.

Outputs analysed

- Analysis of bed stock (by category month by month, year on year);
- Analysis of bed stock seasonal availability (by category of accommodation);
- Estimates of revenue generated by tourists (by category of accommodation and distribution by activity by month);
- Categories of serviced accommodation will be: under 10 rooms; 11-50 rooms; over 50 rooms; over 100 rooms;
- Categories of non-serviced accommodation: Camping and Caravanning (Touring);
- Caravanning (Static); Flats, Chalets and Cottages; Hostels; Schools and Colleges;
- Estimates of number of tourists and number of tourist days (by category of accommodation by month);
- Estimates of employment supported by tourism;
- Estimates of traffic implications of tourism (by month);
- Trend information annually for all output categories by zone.

Inputs

- Information on occupancy percentages each month for each type of accommodation;
- Bed stock for each type of accommodation within the areas to be surveyed;
- Attendance at attractions/major events by month;
- TIC visitor figures by month.

5.3 Economic costs of proposal

5.3a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

The costing of the cycling and walking (pathway) proposals have been based on the following:

- The LCWIP Technical Guidance for Local Authorities provides indicative costs for cycling infrastructure that can be applied to the priority cycle routes.
- The Sustrans Danelaw Multi-user Path Feasibility Study costing assumptions.
- A 2.5% maintenance cost has been applied.
- Costs have been inflated to 2021 prices (where applicable i.e. Sustrans Report 2017).
- Costs assume a delivery year of 2021.
- A 30% Risk value has been applied.

For the purpose of the economic appraisal:

Appraisal year, intervention opening year and last year of funding is as per the proposed phasing of routes. This assumes the Coastal Route is delivered with equal spend across the 2021/22 financial years and the Connected Wolds (Danelaw) Route is delivered with equal spend across four financial years i.e. 2021/22 up to 2024/25.

- The base cost estimate has been adjusted to 2010 prices
- A 15% optimism bias has been applied.
- The AMAT is based on an appraisal period of 30 years.

The user uplifts and benefits are based on the following assumptions/parametres:

- A 50% increase in walking and cycling users applied to Route 1. This is based on the lesser level of improvement, i.e. traffic calming as opposed to the provision of a new off-road segregated path.
- A 100% increase in walking and cycling users applied to Route 2.

The Present Value Costs (PVC) as provided through use of the Active Mode Appraisal Toolkit are as follows:

Route 1 Connected Coast: Gibraltar Point to North Cockerington via Skegness and Mablethorpe - £3,671,370

Route 2 Connected Wolds (Danelaw): Humber Estuary to Horncastle - £5,467,950.

The Present Value Cost (PVC) for all routes derived from the AMAT model - £9,139,320. (note that due to the economic cost modelling methodology used in AMAT this is not the same as the construction cost for this aspect of the bid)

For the package of investments in the market towns

Individual project costings have been obtained through and outline business case submission from each project

A 30% risk value has been applied

For the purposes of the Economic Case:

- Appraisal year, intervention opening year and last year of funding all stated as 2021.
- The base cost estimate is at 2021 prices
- STEAM figures which allow for the counterfactual have been used
- The assessment is based on an appraisal period of 2 years

The Present Value Cost (PVC) for all market town investments – £6,249,500

5.4 Analysis of monetised costs and benefits

5.4a Please describe how the economic benefits have been estimated. These must be categorised according to different impact. Depending on the nature of intervention, there could be land value uplift, air quality benefits, reduce journey times, support economic growth, support employment, or reduce carbon emissions. (Limit 750 words)

The DfT's Active Model Appraisal Toolkit has been used to generate a Benefit Cost Ratio and estimated Value for Money category for the pathways.

The AMAT results include a monetised analysis of costs and benefits under the following categories.

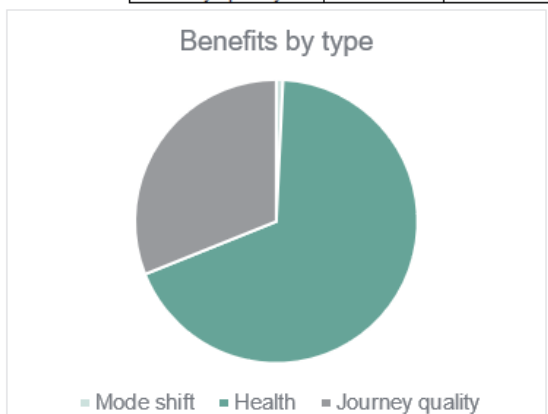
Analysis of Costs and Benefits

- | | |
|------------------------------|-----------------------------------|
| • Congestion Benefit | • Reduced risk of premature death |
| • Infrastructure maintenance | • Absenteeism |
| • Accident | • Journey ambience |
| • Local air quality | • Indirect taxation |
| • Noise | • Government Costs |
| • Greenhouse gases | • Private Contribution |

Applying the model has involved the analysis for each path set out for each route below:

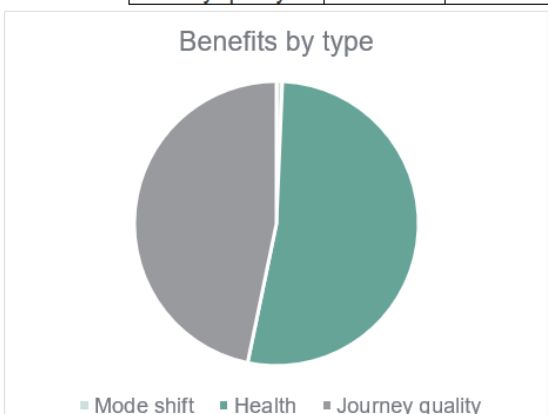
Coastal Access Route

Analysis of Monetised Costs and Benefits (in £'000s)		Benefits by type:		
Congestion benefit	38.05	Mode shift	38.93	0.8%
Infrastructure maintenance	0.87	Health	3463.21	68.2%
Accident	6.20	Journey quality	1577.98	31.1%
Local air quality	1.01			
Noise	0.32			
Greenhouse gases	5.96			
Reduced risk of premature death	3072.58			
Absenteeism	390.62			
Journey ambience	1577.98			
Indirect taxation	-13.47			
Government costs	3672.24			
Private contribution	0.00			
PVB	5079.25			
PVC	3671.37			
BCR	1.38			



Connected Wolds (Danelaw)

Analysis of Monetised Costs and Benefits (in £'000s)		Benefits by type:		
Congestion benefit	120.89	Mode shift	123.69	0.7%
Infrastructure maintenance	2.76	Health	9760.78	52.6%
Accident	19.69	Journey quality	8675.53	46.7%
Local air quality	3.22			
Noise	1.01			
Greenhouse gases	18.93			
Reduced risk of premature death	8519.67			
Absenteeism	1241.11			
Journey ambience	8675.53			
Indirect taxation	-42.81			
Government costs	5470.70			
Private contribution	0.00			
PVB	18557.25			
PVC	5467.95			
BCR	3.39			



This leads to the following LUF BCR for each of the routes based on the AMAT model assessment of costs linked to Indirect taxation and Government costs

AMAT Results			
Route	PVB	PVC	BCR
Route 1 - Gibraltar Point to North Cockerington via Skegness and Mablethorpe	£5,079,250	£3,671,370	1.38
Route 2 - Humber Estuary to Horncastle	£18,557,250	£5,467,950	3.39
All Routes	£23,636,500	£9,139,320	2.59

The town investment package has used STEAM data on the value of a day visitor to the Wolds in 2019 to identify the benefits arising from these investments.

STEAM uses analysis of bedstock, revenue generated by tourists, categories of local accommodation, number of tourists, economic multiplier of tourism visitors and trend information to provide a package of benefits on which to assess benefits which can then be used to assess a BCR in relation to input costs. This has been built up from the increased visitor numbers projected from the path analysis plus the extrapolation of economic impact report for the Spilsby Sessions House.

The breakdown of the macro analysis for the whole of the Wolds showing the basis on which the analysis has been undertaken is attached below:



STEAM Values	PVB	PVC	BCR
Market Town Packages	£24,550,138	£6,249,500	3.93

The LUF BCR for the whole programme is set out below:

Overall	PVB	PVC	BCR
Market Town Packages	£24,550,138	£6,249,500	3.93
Route 1 - Gibraltar Point to North Cockerington via Skegness and Mablethorpe	£5,079,250	£3,671,370	1.38
Route 2 - Humber Estuary to Horncastle	£13,353,260	£4,259,560	3.13
Whole Scheme	£42,982,648	£14,180,430	3.03

5.4b Please complete Tab A and B on the **appended excel spreadsheet** to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

Tab B – Discounted benefits by category (£m)

Please see attached spreadsheet.

5.5 Value for money of proposal

5.5a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated ie a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The AMAT model for the economic BCR arising from the path investment is based on an assessment derived from Sustrans norms for both routes and additional survey data for the coastal access route. This provides details on the scale of usage which provides the starting point for the assessment of benefits.

The AMAT converts this scale of usage into a series of benefits based on the following headings:

- Congestion benefit
- Infrastructure maintenance
- Accident
- Local air quality
- Noise
- Greenhouse gases
- Reduced risk of premature death
- Absenteeism
- Journey ambience

This information is summarised in terms of mode shift, health and journey quality.

The model based on this volume of activity assesses the costs in terms of indirect taxation, Government costs and private contributions

This provides a Present Value of Benefits and a Present Value of Costs

Dividing the PVB by the PVC provides the Benefits Cost Ratio – BCR

We have followed a similar route for the value of the Market Town Investments

We have based the benefits on the number of tourist days generated. This is based on extrapolating the number of new visitors arising from the volume of path usage. We have assumed that 66% of path users will be tourists. We have assumed that the benefits to the local economy are complementary to the health and transport benefits arising from the paths. We have used STEAM data to assess the value of the benefits arising from the tourist days generated.

STEAM data is already adjusted for the counterfactual. We have projected the value of the benefits over a modest two year period to avoid the danger of overclaiming. We have used 2019 as the base year for our analysis.

We have based the costs of the interventions on the actual costs proposed for each intervention in relation to the level of LUF funding requested for this aspect of this proposal.

The conclusion of our work is to identify the following BCRs for each of the two pillars on which the bid rests:

Paths 2.32, Market Towns Investments 3.93. Combining the two assessments gives an overall BCR for the whole proposal of 3.03

As a consequence of the different nature of each proposal and the focus of the AMAT model on transport outcomes it has been necessary to follow two separate but mutually informed processes to assess the BCR for each component of the scheme. We believe overall however that this still provides a robust indication of the scale of the BCR.

A BCR of over 1 represents a reasonable return on investment and we believe the scale of the BCR calculated through these approaches demonstrates a good scale of value for money in respect of the proposal.

5.5b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

No monetised benefits for the proposal are derived from the theory of change and through consultation with key stakeholders in each of the towns and across the AONB area as follows:

Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access –Outcomes from the Institute of Place Management Vital and Viable workshops in each market town led by Simon Quinn chair of the Government High Street Task Force indicate:

Significant scope to build on the heritage assets of each town

Local economic benefits – derived from the Vital and Viable workshops combined with longer term consultation with the Wolds area through initiatives such as the development of our coronavirus recovery plan:

- Establishment of more high value high skill jobs in the towns

- Creation of more opportunities for economic success in each settlement
- Increased health and well-being of local residents

A Levelling Up stakeholder forum operating across the four settlements will be formed. Working collectively, using the national data evidenced above, to set a number of measurable baselines for each of the measures.. It will be possible to define and measure these indicators through the release of new data issues in relation to sources such as the IMD. We will also collate a number of qualitative narratives and case studies on a systematic and consistent basis to enable us to derive a fully rounded overview of impact in relation to these non-monetised impacts.

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

The following risks could affect value for money

The schemes run over cost, we have however built a 30% risk value into the proposals

Unsecured matched funding does not materialise – we are currently in a dialogue at the district council to look at the deployment (on a cash flow basis) of our capital reserve to support the implementation of projects in the eventuality that they need more time to achieve their overall funding package.

Lower usage of the paths than projected which would knock on to the scale of increased tourism and the overall impact on the delivery of the forecast benefits – the figures supplied are derived from a dialogue with the local community, they are based on Sustrans norms and actual survey data and have been compiled by WSP a global lead in the development of cycling paths

Programme slippage in terms of the achievements and consents – we are fully aware that the delivery of spend in 2021/22 is a key requirement of funding. We have developed a carefully phased programme and we are confident on the basis of this, again supported by WSP that we can achieve the spend concerned. We also have a mixed economy of opportunities which straddles both investment in the paths but also a series of potentially more rapidly developable options amongst the market town projects.

5.5d For transport bids, we would expect the [Appraisal Summary Table](#), to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

Please see the Appraisal Summary Table appended to the application.

PART 6 DELIVERABILITY

6.1 Financial

See technical note Table 1 for further guidance.

6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

Our financial ask of the LUF is £18,967,087.00. We have identified £2,164,900 million of matched funding. [REDACTED]

The 10% minimum required is already in scope within the amounts linked to the market towns and we are confident of achieving this as a minimum. [REDACTED]

6.1b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024-25 for larger schemes.

6.1c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Where relevant, bidders should provide evidence in the form of

☒ Yes

☐ No

an attached letter from an <u>independent</u> valuer to verify the true market value of the land.	
6.1d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)	
<p>The paths can be delivered at a good level of operation without any unsecured matched funding subject to agreement of the levels of grant requested. The levels of funding already in scope for the other market town projects will enable the bid to achieve the 10% threshold required to be eligible for Levelling Up Fund support.</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	
6.1e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)	
<p>A bid to the Heritage Lottery Fund is currently in development in relation to the development of the Sessions House theatre project in Spilsby. [REDACTED]</p> <p>[REDACTED]</p>	
6.1f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)	
<p>We will only claim against defrayed expenditure and we are aware that ensuring the full drawn down specified is important if the LUF is to achieve its 2021/22 spend targets. In view of the post pandemic level of construction inflation we believe the allocation of this level of planned risk is prudent.</p>	
6.1g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)	

The following risks have been identified:

Costs under-estimated

The costings have and will continue to be produced by rights of way experts and consultants who work on similar schemes, including national experts such as Sustrans and Lincolnshire County Council. This will ensure that the costings are benchmarked against similar projects. All cost estimates will be updated annually as part of the rolling 10 year programme of works to ensure any under estimates are identified early.

Costs over-runs

The core project management team are experienced in managing other major infrastructure and access projects. All projects will be managed with monthly reporting so that any potential of actual costs over runs are identified quickly and robust mitigation actions taken.

Grant shortfall

A key part of project delivery will be to have a proactive approach to a rolling programme of grant applications to secure the funding needed. This will spread the risk and enable any shortfalls to be made up by accessing other sources. Progress in funding will be closely monitored.

Match funding shortfall

The nature of the development means that multiple sources of match funding are proposed, over 10 years, meaning that shortfalls can be managed by 'crowd funding' the match funding across many different sources.

Lower use of the paths than estimated

Visitors to the area will be encouraged to use the new paths with clear signage, linked collateral such as guides to the route both via apps and physical promotions. Campaigns will link to Visit Lincoln/Lincolnshire and promotion of the Wolds and Coast to promote the new facilities in the area to extend the season and attract new demographics to the area.

6.2 Commercial

See technical note Section 4 and Table 1 for further guidance.

6.2a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note - all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

We will split our delivery approach for the two distinct pillars of the programme.

In relation to the paths work, we have a preference to let a design and build contract with the supplier chosen from our established construction frameworks. This has the double benefit of being able to move at pace and being in a strong position to generate both cost certainty, simplify the delivery process and ensure that the contractor has the financial scale and track record to handle a large project of this scale effectively.

In relation to the more modest investments planned with each market town we will develop an approach which underpins effective procurement and management.. Where practical projects will be encouraged to work through the local authority using our construction frameworks. Subject to capacity there may also be a number of cost and insight advantages linked to securing the services of local suppliers. If this route is taken we will work with the project sponsors to undertake a thorough capacity/capability check in relation to each supplier. Identification of the client management capacity of each project sponsor and agreement of a bespoke strategy will ensure they are able to operate effectively in the delivery of the project, ideally to time and cost. Where there is a clear risk associated with their approach we will agree mitigation arrangements and a robust management programme.

We will follow a Prince 2 approach. We will establish a programme board with clear accountabilities for the delivery of the proposal. Each component within the overall programme will be managed as set out within our delivery plan. There will be an overall programme director, individual work packages will be subject to project initiation documents and specified officer accountabilities, from which progress and any issues will be reported by exception to the Board. Task completion will be recorded in the PID and at the completion of all the task it will be formally closed down and its completion along with any ongoing legacy management issues documented. We will support delivery with a risk and audit team which will take responsibility for actively managing and controlling financial delivery on time and on programme.

Notwithstanding the need for an exceptionally robust approach to the overall programme management process our approach to procurement will also take account of social value. We will seek to deliver as much local value as possible in terms of the wider economically inclusive outcomes achieved within the locality, promoting local supply chains and local sub-contracting arrangements.

We have already also considered and discounted the following options:

Do nothing – we don't believe this is sustainable as the full tourism potential of the area is not being fulfilled and the area continues to under perform economically.

Leave market forces to secure the investment – we believe the market failure is too great to enable the challenges to be overcome without direct intervention.

Only invest in the market town projects or the paths – we believe it is the interaction between the market towns as hubs and the paths as connectors which delivers a successful holistic outcome for the project.

6.3 Management

See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals eg Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

6.3a Please summarise the delivery plan, with reference to the above (Limit 500 words)

The project has two components:

Project development: to define the infrastructure routes, obtain permissions, develop the partnership for delivery, develop the phased project delivery plan and secure funding. This will be led by East Lindsey District Council (ELDC).

Core project delivery: the project will develop the whole multi user path network in a series of phases, integrating and connecting earlier investments in the cycling and walking infrastructure in the district. This will be led by East Lindsey District Council.

As public infrastructure, there is a clear public sector role to lead development of the Multi User Path and cultural/activity hubs. Developing a multi-agency, strategic plan, with a clear defined timescale will ensure that partners work together to deliver the ambitions for the route as a strategic infrastructure priority. Project delivery can still be delivered in multiple phases, but all the individual stages will be clearly aligned with a commitment to deliver the overall programme. Other lead partners involved in delivery include Lincolnshire County Council, with involvement from the rights of way and active transport, tourism and rural development teams.

This approach will enable the Council's core project delivery team to work with partners to bring together a blended funding package including public and charitable funding bids, supported by cash and in kind contributions from the private and third sectors.

Phasing

In 2021/22 work will be focussed on completing the market square events enhancement work in Louth and Horncastle and the development of cultural/activity hubs in Alford and Louth. The Session House project in Spilsby will be progressed to the point of a detailed planning submission, enabling works to be completed in 2022/23

In 2022/23 work will commence on procuring the construction works for the two Connected Wolds (Danelaw) and Connected Coast routes, with the Coastal Routes being complete by March 2023.

In 2023/24 work on the Sessions House Theatre will be complete and work will continue on delivering the Connected Wolds (Danelaw) routes;

In 2024/45 the Connected Wolds (Danelaw) routes will be complete realising the full benefit and opportunities outlined in the Levelling Up application.

The project has the following delivery team:

Lydia Rusling – Assistant Director (Lead Responsible Officer for LUF Implementation)

Lydia has vast knowledge and experience of supporting the visitor economy in Lincolnshire and beyond in partnership with local businesses and lead sector representatives

Neil Cucksey - Strategic Capital Project Development

Qualified architect with over 30 years' experience of delivering capital growth schemes across Lincolnshire.

Emilie Wales – Historic Environment Officer.

Emilie has previously supported the development and implementation of large-scale investment plans in North East Lincolnshire including the Governments' first pilot Town Deal in Grimsby and Heritage Action Zone.

Jon Burgess – Economic Development Manager

Jon has over 20 years experience of delivering economic development projects in East Lindsey and managing externally funded programmes under available Government funds and previous European Structural Funds Assistance.

<p>Samantha Phillips – Economic Development Officer</p> <p>Samantha has managed the delivery of the Council's Vital and Viable programme across four inland market towns, in partnership with local communities and bespoke consultation events.</p>	
6.3b Has a delivery plan been appended to your bid?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6.3c Can you demonstrate ability to begin delivery on the ground in 2021-22?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):</p> <ul style="list-style-type: none"> • the barriers and level of risk to the delivery of your bid • appropriate and effective arrangements for managing and mitigating these risk • a clear understanding on roles / responsibilities for risk 	
<p>This programme involves two separate but mutually reinforcing areas of activity. Each area of faces a clear set of challenges in its realisation. We have developed a delivery plan which will drive our process of programme planning to ensure we address the key risks associated with each area of activity. This includes a risk register which codifies the likelihood of the risk occurring, its impact and its severity.</p> <p>In terms of the path development we have identified the following risks – the detail of how we intend to mitigate them is set out in the attached risk register:</p> <ol style="list-style-type: none"> 1. Securing the necessary consents for development 2. Identifying an appropriate contractor(s) to deliver the scheme 3. Managing the spend and adhering to the delivery timescale 4. Planning and implementing the strategy to build the scale of usage planned to deliver the outcomes 5. Cost over-runs <p>Mitigating actions involve:</p> <p>1. We have already begun a proactive process of seeking consents, the paths are well trailed with the statutory agencies concerned at the local authorities and we will have a well-developed time bound and consulted strategy in place by the time the contract for the Levelling Up fund is issued.</p> <p>2, 3 & 5 We have a strategy of preferring a design and build contract, choosing a large scale and well-capitalised contractor capable of managing the challenges associated with a fast moving and precise (from a timing perspective) commission</p>	

4. We have already begun a process of planning the promotion and engagement of partners (including the Wolds AONB, National Trust, County Council, the new DMO Destination Lincolnshire) to prepare a positive campaign to promote the paths and to work with local smes capable of benefiting from involvement. We have also identified a strategy to support businesses capable of benefitting directly from the implementation of the paths.

In terms of the package of investment in the individual market towns we have identified the following risks – the detail of how we intend to mitigate them is set out in the attached risk register:

- Ensuring the individual project sponsors have the capacity to let and manage the contracts
- Achieving the necessary consents to implement the programme
- Ensuing all the statutory consents are in place
- Identifying effective contractors
- Establishing an effective business plan for the project
- Managing the risk of cost over runs and matched funding

Mitigating actions involve:

- A detailed capacity audit identifying areas of delivery support required for each stakeholder
- Identification of a lead individual as an account manager to support each organisation
- Access to the local authority's contracting framework and client management services
- Cash flow support to manage unforeseen delivery challenges
- Direct support from the council's economic development and tourism functions for the businesses planning associated with each project

6.3f Has a risk register been appended to your bid?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

East Lindsey District Council maintains a significant capital economic development programme. Whilst not a statutory player in terms of the transport elements of this bid it has agreed a memorandum of understanding with Lincolnshire County Council which has provided capacity support directly and through WSP to develop this bid and on an ongoing basis to manage its implementation in relation to the development of the two paths at the core of the proposal.

In terms of the market town investment the Council itself has significant capital capacity. It has a dedicated capital manger and supporting team. It is currently delivering the programme of £48 million investment associated with the Towns Fund for Skegness and Mablethorpe which are complementary to the Levelling Up proposal. More widely the council manages a portfolio of economic development properties along with other assets including visitor attractions and its currently

managing the relocation of its main offices from Manby to Horncastle as part of a major re-development of Horncastle as a hub town for the district. The council also has an arms length investment vehicle which supports the commercial development of its assets and a very significant portfolio of leisure and cultural assets including the Embassy Theatre in Skegness.

6.3h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

For larger transport projects (between £20m - £50m) please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews. (Limit 250 words)

This is not a larger transport project. In terms of wider assurance systems the Council has committed to follow the local assurance arrangements in respect of each individual project which follow the model just adopted for the Towns Fund and set out in the text and diagram below:

Stage 1 – Capacity of each project to progress to a Full Business Case considered based on the Outline Business Case form through a dialogue with the Towns Fund staff

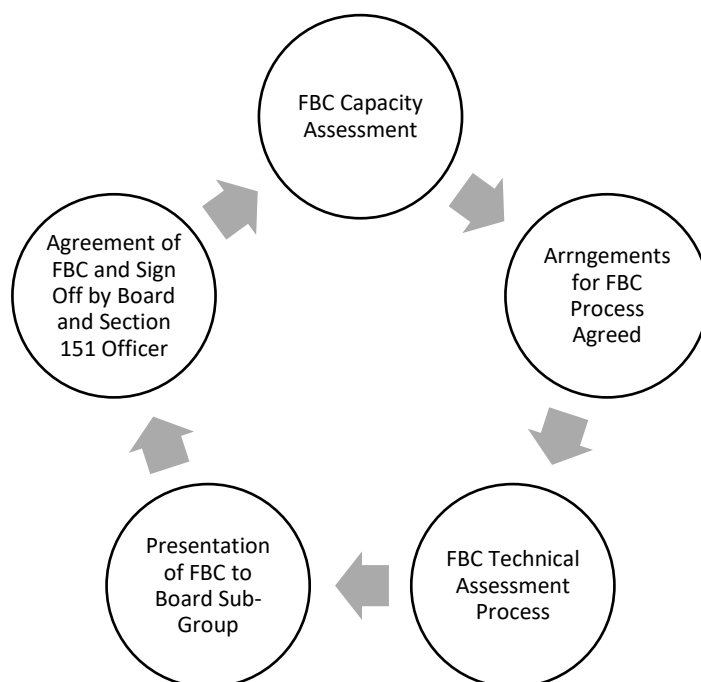
Stage 2 – Agreement of the process to achieve the Full Business Case

Stage 3 – Engagement of specialist agency to support completion of technical aspects of the Business case particularly the Benefit Cost Ratio element

Stage 4 – Presentation of Full Business Case to Council

Stage 5 – Agreement of FBC via Board and sign off by Section 151 Officer

A flow chart showing the process set out above is shown below:



6.4 Monitoring and Evaluation

See technical note Section 4 and Table 1 for further guidance.

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

The implementation of the Levelling Up proposals in the Wolds will be a powerful component of the overall regeneration agenda for the area. It will align, through the theory of change around which it is planned with the Towns Fund to provide a complementary regeneration pillar to the investments in the East Lindsey Coast ensuring a more even pattern and connected portfolio across the wider local authority area. This will help the Wolds overcome a faulty market and become a more sustainable landscape, re-grasping its long term importance as a nationally recognised living, heritage and cultural landscape.

Quantifying the actions set out in the theory of change will involve establishing a series of credible baselines for each of the key interventions which have been prepared to address the regeneration of the town. We have set the details out in the spreadsheet which accompanies this proposal. These involve the following baselines:

Inputs

Construction – work programme with key deadlines and deliverables (see tab E in accompanying spreadsheet)

Outputs

Enhanced townscape and new and upgraded heritage assets (market places in Louth, Alford, Spilsby and Horncastle) - number of visitors and domestic users of paths and attractions in this area. New Upgraded Cycle or Waking Paths – footfall user counts, New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth – also footfall analysis based on local data collection

Outcomes

Improved and more accessible town centre assets – Local economic benefits, reduced transport carbon emissions, number of current users of heritage and civic facilities in the towns in scope. Current stock of jobs and overall commercial

building occupancy. Current footfall in town centres and landscape visits based on AONB data and STEAM, Modal shift based on current Local Transport Plan (LTP) data and information on the number visitors and their mode of travel collected on a bespoke basis. Local economic benefits – STEAM data and distribution of tourism related jobs in the area and their scale/trend profile.

Data collection arrangements for each aspect of the programme delivery is set out in the table below:

Data collection methods	Frequency of data collection
Inputs	
Progress against deliverables set out in the contracted arrangements with the delivery bodies procured	On bespoke basis running through the RIBA stages set out on the delivery milestones tab
Outputs	
Rostered "footfall" counts	Quarterly
Rostered footfall counts and quarterly attitude surveys of users	Quarterly
Outcomes	
Path User Counts	Half Yearly
Rostered footfall counts and quarterly attitude surveys of users - plus STEAM data	Quarterly/STEAM annually
Attraction footfall and STEAM/BRES data	Quarterly/STEAM annually
Impacts	
Footfall, visitor rates, occupancy rates, land values and STEAM data	Twice a Year

In relation to measuring impacts the agreement of Levelling Up Funding will be the catalyst for the development of an impact measurement dashboard in conjunction with the two areas identified namely: better functioning markets and the development of a more sustainable town. By this we mean a geography that is not just dependent on domestic consumption, but which has a wider core relevance within the Hinterland of Lincolnshire. To establish progress in this regard we will establish a prosperity dashboard. It will be fed by the baselines linked to our planned interventions and measurement approach set out above. Once the baselines have been confirmed we will create a codifying framework which will involve six monthly collection of data on: footfall, visitor rates, commercial premises occupancy rates, modal share/shift and as secondary data sources STEAM and BRES data.

Governance will be undertaken by the creation of a new Wolds Place Reference Team, comprising representatives from key groups such as the AONB, Local Authorities (including Parish and Town Councils) and VCS Sector, which will provide a long term positive legacy for the economic regeneration of the Wolds.

The group will support the day to day management of the programme by ELDC's economic development function. This team will be tasked to both develop a reporting framework based on the key deliverables in the Levelling Up offer and to oversee the leverage of the outcomes from the programme to maximise its impact for the Wolds. They will be responsible for quarterly reporting to the Place Reference Team. The information provided will be used to both inform the Wolds Levelling Up strategy and to meet the deliverables and other reporting requirements to Government.

The resourcing cost of the team will be met by the Local Authority. The actions of the initiative will also be carefully managed to ensure that it does not engender undue negative competition in the area and the state aid status of its activities will be monitored very carefully by the Place Reference Team and technical advisers procured to support the council in this context.

The Team and its wider stakeholders will also harness intelligence from the outcomes it is generating to enable at least 2 strategy half days to share good practice and keep the overall progress of the programme under close scrutiny. Based on the accountabilities in the delivery plan each individual will follow Prince 2 style programme management. They will set up a Project Initiation Document for each new project which will be used to structure the engagement and confirm the deliverables required. Progress will be reported on an exceptions basis to the Board which will act as the Project Board for the implementation of the whole programme. Once each delivery task is completed the PID will be updated and signed off as a whole at the culmination of the activities underpinning it. The Delivery Plan identifies the key individuals who be responsible for the delivery of the bid. They are set out below:

Lydia Rusling – Assistant Director (Lead Responsible Officer for LUF Implementation)

Lydia has vast knowledge and experience of supporting the visitor economy in Lincolnshire and beyond in partnership with local businesses and lead sector representatives.

Neil Cucksey - Strategic Capital Project Development;

Qualified architect with over 30 years' experience of delivering capital growth schemes across Lincolnshire.

Jon Burgess – Economic Development Manager

Jon has over 20 years experience of delivering economic development projects in East Lindsey and managing externally funded programmes under available Government funds and previous European Structural Funds Assistance.

Samantha Phillips – Economic Development Officer

Samantha has managed the delivery of the Council's Vital and Viable programme across four inland market towns, in partnership with local communities.

PART 7 DECLARATIONS

7.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for East Lindsey's levelling up fund bid – the Connected Wolds – hereby submit this request for approval to UKG on behalf of East Lindsey District Council and confirm that I have the necessary authority to do so.

I confirm that East Lindsey District Council will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

Name:

Michelle Sacks, Deputy Chief Executive (Place) and Monitoring Officer

Signed:



7.2 Chief Finance Officer Declaration

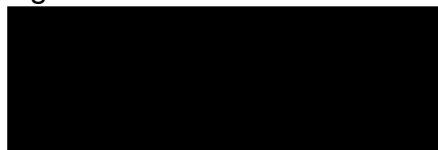
As Chief Finance Officer for East Lindsey District Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that East Lindsey District Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

Name:

Adrian Sibley, Section 151 Officer

Signed:



7.3 Data Protection

Please note that the The Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way.

Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

You can find more information about how the Department deals with your data [here](#).

Annex A - Project One Summary (only required for a package bid)

Project 1	
A1. Project Name	
Connected Wolds (Danelaw) and Connected Coast (Coastal Access Path)	
A2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
These two paths (Danelaw and Coastal Access) are the green corridors, which through the creation of new access to the Lincolnshire Wolds open up the economic potential of the core hinterland of East Lindsey. They are planned to support the economic development of the market towns in scope and enable positive modal shift particularly for visitors to the area.	
A3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
The area of bid coverage is the Lincolnshire Wolds stretching across East Lindsey.	
A4. OS Grid Reference	As these routes cover a significant geographical span it is not possible to include a simple grid reference or postcode a map however has been attached above.
A5. Postcode	
A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	East Lindsey
A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
A8. Project theme Please select the project theme	<input checked="" type="checkbox"/> Transport investment <input checked="" type="checkbox"/> Regeneration and town centre investment <input checked="" type="checkbox"/> Cultural investment
A9. Value of capital grant being requested for this project (£):	£12,717,587.00
A10. Value of match funding and sources (£):	£600,000 XXXXXXXXXX
A11. Value for Money	

<p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word)</p>	
<p>See 5.5 above</p>	
<p>A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.</p>	
<p>See 5.5 above</p>	
<p>A13. Where available, please provide the BCR for this project</p>	<p>Connected Wolds (Danelaw) 3.38 Connected Coast (Coastal Access) 3.13</p>
<p>A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.</p>	<p>See 5.5b above</p>
<p>A15. Deliverability Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
<p>Planning approval</p>	
<p>A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</p> <p>As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22</p>	
<p>A17. Does this project includes plans for some LUF expenditure in 2021-22?</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?</p>	<p><input checked="" type="checkbox"/> Yes</p>

	<input type="checkbox"/> No
A19. Please provide evidence	This project is self contained and can be delivered as independently from the other elements of this proposal. It has no interdependencies with the other two elements in terms of construction, consents or financing. It has been programmed as a stand alone element of the proposal at tab E of the LUF spreadsheet.
A20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
A21. Please provide evidence	Please see spend programme in attached annex which is linked to fees and some key site acquisition and clearance activities.
Statutory Powers and Consents	
A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	
A23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	Planning approval 2021

Annex B - Project Two description and funding profile (only required for package bid)

Project 2	
B1. Project Name	Market Town Investment Package – Lincolnshire Wolds
<p>B2. Strategic Linkage to bid:</p> <p>Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)</p> <p>This aspect of the programme provides the physical visitor infrastructure and townscape investment required to ensure that the impact of the routing of visitors accessing the area through the new paths is maximised. It involves: provision of a built extension to Alford Manor House, asset transfer and refurbishment of Alford Mill, creation of a new Millwright museum and investment in the market place. It also involves the development of a new theatre in Spilsby with associated market place investments and a package of market place investments in Louth and Horncastle.</p>	
<p>B3. Geographical area:</p> <p>Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)</p> <p>The geographical area covered by these investments comprises the market towns of: Alford, Spilsby, Louth and Horncastle</p>	
B4. OS Grid Reference	As these towns cover a significant geographical span it is not possible to include a simple grid reference or postcode a map however has been attached above.
B5. Postcode	
B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	East Lindsey
<p>B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.</p>	
<p>B8. Project theme</p> <p>Please select the project theme</p>	<input type="checkbox"/> Transport investment <input checked="" type="checkbox"/> Regeneration and town centre investment <input checked="" type="checkbox"/> Cultural investment
B9. Value of capital grant being requested for this project (£):	£6,249,500.00

B10. Value of match funding and sources (£):	£2,164,900
<p>B11. Value for Money</p> <p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment</p>	
See 5.5 above	
<p>B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.</p>	
See 5.5 above	
B13. Where available, please provide the BCR for this project	3.93
B14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.	See 5.5b above
<p>B15. Deliverability</p> <p>Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
Planning Permission	
<p>B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</p> <p>As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22</p>	
B17. Does this project includes plans for some LUF expenditure in 2021-22?	<input checked="checked" type="checkbox"/> Yes <input type="checkbox"/> No

B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
B19. Please provide evidence	This project is self contained and can be delivered as independently from the other elements of this proposal. It has no interdependencies with the other two elements in terms of construction, consents or financing. It has been programmed as a stand alone element of the proposal at tab E of the LUF spreadsheet.
B20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
B21. Please provide evidence	Individual investments associated with each of the market town projects have been programmed to deliver spend in 2021/22 – see profiled spend in phasing on attached spreadsheet.
Statutory Powers and Consents	
B22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	
B23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	Planning Permission

ANNEX D - Check List Great Britain Local Authorities

Questions	Y/N	Comments
4.1a Member of Parliament support		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Y	
Part 4.2 Stakeholder Engagement and Support		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	Y	
Part 4.3 The Case for Investment		
For Transport Bids: Have you provided an Option Assessment Report (OAR)	Y	
Part 6.1 Financial		
Have you appended copies of confirmed match funding?	Y	
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land. Have you appended a letter to support this case?		
Part 6.3 Management		
Has a delivery plan been appended to your bid?	Y	
Has a letter relating to land acquisition been appended?	Y	
Have you attached a copy of your Risk Register?	Y	
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	Y	