EAST LINDSEY ECONOMIC ACTION PLAN

SEPTEMBER 2018

SUPPORTING ECONOMIC GROWTH FOR THE FUTURE

East Lindsey District Council has been clear in its commitment to regeneration and growth on both the coast and inland. The Council strives to achieve a healthy economy across the District with a skilled workforce that has access to a range of sustainable job opportunities. The Council also wants to ensure that inland and coastal communities thrive, are attractive and remain popular as visitor destinations.

The Council has signed up to the Greater Lincolnshire LEP (GLLEP) Strategic Economic Plan. The LEP is the catalyst of Greater Lincolnshire's economy for the benefit of people in the area and as a significant contributor to UK economic growth. The GLLEP's Economic Plan sets out the following ambitions:

- Seeks to set the right conditions for growth.
- Promote infrastructure that has delivered and sustains economic growth.
- Ensure there is a successful mix of large multinational retailers and smaller niche shops.
- Have sustained growth in the strongest key sectors.
- Be a UK leader in Rural & Coastal Enterprise.

The GLLEP has specific objectives for the coast, which faces many of its own challenges:

- To sustain and grow coastal businesses and the economy
- To sustain and develop coastal prosperity through infrastructure
- To protect and sustain the coastal environment

WORKING TOGETHER FOR POSITIVE RESULTS

East Lindsey District Council, working with its delivery partners in both the public and private sectors, aims to ensure that coastal communities will be seen as good opportunities for investment because of secure water supply and coastal management, planning policy that supports growth and the environment, and a thriving visitor economy that benefits local communities and visitors alike.

East Lindsey District Council and its partners will publish a programme that sets out major work and investments that are underway and on the horizon for the District. The District Council will coordinate, monitor and manage that programme through a rolling 5 year action plan; maximizing the use of our resources and skills and using the most up to date and robust evidence to assist us in decision making. The delivery partners will take responsibility for their individual projects but will work towards common objectives.

KEY

ONGOING

EMERGING

COMPLETE

PROJECT	LEAD	PARTNERS	PORTFOLIO	DESCRIPTION	BENEFIT	START	FUNDING GAP	DELIVERY UPDATE
		PARTNERS	PORTFULIO	DESCRIPTION	DEINELTI	SIAKI	FUNDING GAP	DELIVERY UPDATE
ONGOING PRO Support the development of the Skegness Neighbourhood Plan	ELDC - Anne Shorland	Lincolnshire County Council	Cllr T Ashton	Skegness Town Council are progressing with an economically driven NDP.	This NDP could establish pro economic planning policies which would support economic growth in Skegness. This could make it easier for supported business to obtain planning permission.	June 2016 – The town Council have applied for neighbourhood designation and started work on their plan.	Officer time as and when needed. Legal requirement for the Council to fund the examination and referendum – estimated cost £15K. There is the ability to bid in for Gov't funding for this work.	Currently working on Stage 3 of a 4 stage process. Stage 1 (complete) was familiarisation, training for members, town profile and an initial feasibility to determine whether to proceed Stage 2 (complete) was a 3 month consultation with the public (carried out on our behalf by Natter Ltd) and an assessment of whether there was enough interest and areas of issue to proceed Stage 3 (current) To develop a vision and objectives – summer workshop (nearly complete just feeding back on detail) b)To liaise with ELDC regarding the objectives (consultants instructed to organise this) c)To gather evidence in support of the objectives (once these have been finally signed off) d)Any further consultation required Stage 4 is to Write the Neighbourhood Plan Any further consultation and follow the approval process.
Skegness Foreshore Improvement Plan	Gary Sargeant	Relevant stakeholders in the Foreshore, LCC (officer to be nominated)	Cllr R Fry, Cllr S Kirk	ELDC is the main landowner along the Skegness foreshore – a review of assets with a plan setting out the aspirations for growth and development along the foreshore will assist in attracting new business to this part of the coast.	The Skegness Foreshore is a main tourist attraction in the town and its improved vibrancy will attract more visitors and create jobs	There is an existing Skegness foreshore development brief that will need refreshing.	Internal funding is required to update the Foreshore Masterplan to reflect the recent registration as an historic Park & Garden.	Adopted new asset framework, will be revisiting the masterplan of the foreshore because of the high level of interest from operators. 20/02/18 – Focus Consultants have been appointed by ELDC under an ESPO Framework. The commission will help the Council work with local stakeholders to produce an updated design manual to influence future investment and grant funding opportunities along the Foreshore (linked to the recent Historic England Listing) Project inception meeting held on March 6th. Media Briefing held on 21st February. Progress meeting held on the 24 th May. 15 th July, draft report received but has gone back to the consultants for more work to be done on it including layout and content. A meeting has been organised with the consultant to discuss.
Hotel Development, North Parade, Skegness	ELDC – Gary Sargeant	KCS Developments Ltd	Cllr R Fry	Proposed development of 80 bedroom hotel with restaurant , adjoining addition al drive through and associated car parking	£870,000pa uplift in visitor expenditure. 43 gross fte jobs once operational. 7 net additional fte leisure and tourism related jobs. 40 jobs in restaurant and drive through.	The scheme will be developed out in 2017, subject to planning approval.	Fully funded by private sector	Planning application approved in September 2016. 1/8/18 Work is progressing well, up to fourth floor level.

Saltfleet to Gibraltar Point Funding Gap Group	ELDC – Anne Shorland	Environment Agency and LCC	Clir T Ashton	This is a working group examining all the different types of funding options with regard to seeking a solution to the funding gap around the Saltfleet to Gibraltar Point Strategy. This gap is created by the funding process itself in that partnership funding is required for anything other than a basic flood risk strategy	The economic benefit of not only retaining a beach in association with flood risk but there is the possibility of using the flood defences to create economic growth along the coast	Commenced	Officer time.	This work is part of the Saltfleet to Gibraltar Point Strategy Review. The work is awaiting costing of the necessary works which will be available after public consultation in the early summer 2018. Meeting with the EA on the 8/1/18 discussed funding, after the consultation on options for the Strategy, the EA have said they will produce a paper setting out the cost of the preferred option and the top and bottom line for funding including any gap. A meeting will then be arranged with ELDC to discuss, including LCC – this was hoped that it would take place in the summer, this is being chased up.
Extension to Fairfield Industrial Estate			Cllr A Grist	The project will provide enabling infrastructure to unlock the expansion of the Fairfield Industrial Estate in Louth. It will allow future phased of employment land to drive business growth and expansion.	Delivery of the project will ensure a suitable supply of serviced employment sites is maintained within the District and encourage private sector investment which will support expansion and diversification of the local business base. The project will make a direct contribution towards the objectives of the GLLEP Strategic Economic Plan (SEP) to grow local businesses and supporting 22,000 businesses by 2030.	Commenced	Grant/growth funding opportunities to be explored as part of full business case development. Early cost estimate: £6million for 21ha of employment land. This will cover a range of activities including: Levelling and decontamination work Vehicle access works Site roads and drainage Telecommunications Water and electricity Any diversionary works Professional fees Contingency costs	Included in Asset Management Plan for East Lindsey: May 2018 – Acon through the Perfect Circle Framework has been appointed to undertake Stage 1 feasibility and technical design works to extend the supply of serviced employment land in Louth into an immediate area of 10 acres (off Nottingham Road). The site is in ELDC ownership and will release an estimated 8 acres of additional employment land (estimated 3-4 years supply). Costs now back, report to MT and then Portfolio, then EB
Skegness Countryside Business Park	LCC - Mike Reed	Lead Officer for ELDC – Jon Burgess	Cllr S Kirk	The project will provide the necessary infrastructure works that are required to bring forward a new business park in Skegness. The project partners will fund the construction of new estate roads into the Business Park from a new roundabout access off the A52.	The availability of employment land is a vital ingredient in ensuring that we have the right facilities in place to help local businesses expand and attract new businesses to the area. The new investment and year-round employment opportunities that can now be attracted to the coast on the back of monies that have been secured for this project will have a really positive impact in the local economy.	Commenced	No financial commitment from ELDC	07/06/18 - LCC are reviewing funding and delivery options with the Greater Lincolnshire LEP to determine the most appropriate schedule for bringing allocated serviced land forward to market. 16/8/18 - Update from LCC, discussions are ongoing.

Micro Growth Grants	ELDC – Jon Burgess	Business across the District	Cllr A Grist/Cllr S Kirk	East Lindsey based micro businesses can apply for grant funding to help them develop their business. Applications are limited to 50% of total eligible project costs; up to a maximum of £3,000 (whichever amount is the lesser). The grant can be used for a range of activities, including: staff training, marketing, web design / development and more.	The project aims to encourage the development and growth of micro businesses in East Lindsey in order to support smaller scale, entrepreneurial activity within the district.	Commenced	£75k is allocated in the 2016/17 from the Community and Culture Reserve. ED team are managing these resources.	To date, 21 projects have been awarded grant through the MBG, with one further applications pending panel assessment. The total value of grants awarded is £51,775 toward total project investment of £106,374. Seven applications have been rejected and one withdrawn. Including pending applications, £21,933 remains available to new businesses to bid in for from the original allocation of £75,000.
Community Led Housing Project	ELDC – Sem Neal and Helen Forman	Towns and Parishes of the District	Cllr W Bowkett	The Government have granted the Council £2.5m to develop housing utilising community led schemes	Buy in from the local community for housing, and additional affordable housing for the District	Commenced May 2017	£2.5m funding from the Government	A community led housing facilitator has been appointed and is currently working with communities to draw up suitable projects. Presentations were given to Area Forums in September 2017 and publicity has been carried out in the Messenger, Parish newsletter and Members bulletin. There are currently 5 sites being progressed and the Council. 3 of these villages have started their working groups (Carlton, Sutton on Sea and Tattershall) and 1 is currently carrying out a call for land before proceeding. A Housing Needs Survey is being carried out in New Bolingbroke before setting up a working group. 2 of the original 7 schemes are currently on hold for different reasons. Manby has stalled due to issues relating to support/revenue funding from LCC and Stickney Charities have asked to delay their project for further consideration. Further communities are now being approached to identify the next communities to work with. The next round of funding has been announced. The first phase is open to community groups who are already established and the criteria would not be suitable for ELDC. The 2 nd round may be suitable and further details are due to be announced in the Autumn. It is anticipated that ELDC would need to have committed or spent its original allocation prior to bidding for further funding.
Skegness Town Hall Redevelopment North Parade, Skegness	ELDC – Duncan Hollingsworth	Lincolnshire One Public Estate	Cllr R Fry	ELDC owned asset. Potential for refurbishment to provide a public sector hub.	Economic benefits during construction stage. Enhanced customer service provision.	Likely to be a 2-3 year proposal.	Initial feasibility funding of £10,000 secured through the One Public Estate (now complete).	Project had been identified in the One Public Estate Programme which could not be taken forward because the co-location partner unable to secure funding approval. 1/8/18 – still considering options with regard to the site, this is one of the major projects the Commercial Team will be looking at.
Redevelopment of the Pavilion building, Tower Gardens Skegness	Skegness Town Council – Steve Larner	Lead Officer for ELDC – Gary Sargent	Clir R Fry/Clir S Kirk	ELDC owned asset. £50,000 funding received for feasibility work now undertaken. Proposal by Skegness Town Council to demolish current buildings and redevelop as a community hub with Town Council offices. Asset transfer to Town Council required.	Job creation during construction phase. Estimated 10 jobs created once operational	1-2 year development programme subject to funding, planning, etc.	Approx. £1.2 million funding requirement majority of which is currently being sought.	Coastal Communities funding bid unsuccessful. Town Council exploring alternative sources of funding and a smaller scheme, they are still actively pursuing the project. Town Council now looking at borrowing to fund the project through the Public Works Loan Board. Focus Consultants appointed to project manage the demolition works and ensure that the site is left in a suitable condition for development by the Town Council. Funding for work approved and added to the

								Capital Programme. The anticipated completion date is the end of October 2018. Town Council will then be submitted a planning application in for a replacement building.
Danelaw cycle/footpath - opening up a path from Louth to the Coast	ELDC – James Makinson- Sanders	To be completed	Cllr A Grist	The delivery of a Multi-User Path (MUP) which extends from the East Lindsey coastline along the Louth Navigation and then connects with the Water Rail Way MUP (potentially via the disused GNR Louth to Bardney train line), providing access for pedestrian, cycle, equestrian and disabled users and would bring multiple economic, social and environmental benefits to local residents and visitors to the area. The project is linked to all elements of the ELEAP that are focussed on improving the extent of EL's tourism offer. Secondary benefit, linked to the creation of additional footfall, will provide commercial opportunities for local supply chain.	Intended to support diversification of local visitor economy as key LEP sector. Feasibility/Business Case estimated that the MUP has the potential to generate income of over £26m for the local economy over 30 years usage	Commenced	Sustrans have estimated that the MUP would cost over £8.5m to construct.	We have completed the initial feasibility and business case development work to support the delivery of a new Multi User Path (MUP) through East Lincolnshire. 95% of the general public and other representative stakeholders were supportive of the idea. Following the initial feasibility works and business case, there are a number of preparatory works which would need to be undertaken before any physical development could take place. We are currently exploring the potential for working in partnership with LCC to develop a Local Cycling and Walking Infrastructure Plan (LCWIP) for East Lincolnshire. Paper will be presented to the Portfolio Holder in October for consideration.
Investigate LDOs on largest coastal sites	ELDC – Anne Shorland with support from Kay Turton, Senior Policy Officer	Environment Agency	Cllr T Ashton	Local Development Orders free up large sites from the burdens of planning but given a blanket zoned approach to development. By working with at least one of the largest sites on the coast this will allow them to develop as they want without constantly referring to the planning system.	A freedom to expand and development economically could allow for the creation of more jobs on these sites and boost the coastal economy.	Commenced	Officer time – estimated to be eight days over a 12 month period	Meetings now taking place and work has begun on one of the LDOs for one major site on the coast. ELDC have written to the one major site which it is presently working with on and LDO to ask them if they wish to continue with the work – no reply as of the 16/2/18. Going to offer the service through the Coastal Developers Forum for one other major site to be considered.
Mablethorpe Station Sports Development	ELDC – Gary Sargeant	Magna Vita	Cllr R Fry & Cllr T Ashton	Current Station Sports facility coming to the end of useful life. Options appraisal required to consider replacement facility.	To provide relevant facilities to local resident population in the Mablethorpe area.	Not yet commenced	Internal funding required to undertake options appraisal work	Project not yet commenced but could be one of the projects in the work with Magna Vitae.
Car Parking review	ELDC - Duncan Hollingworth	LCC	Cllr Sandra Harrison	The car Parking report was approved by the Executive on the 19/4/17 and there were a number of recommendations in that report that touched upon the economic agenda (see final column).	Car Parking arrangements that support the economy of the District whist maintaining this as an important income stream to support the Council's services.	Underway	Internal funding	The recommendations in the report were as follows; • Undertake a service asset challenge of the Council's car parking estate • Lobby LCC for more coordinated approach to highways management and enforcement • Undertake a review of directional and promotional signage • Introduce one trial EV charging installation point in Skegness

Digital High Street Pilot	ELDC – James Makinson- Sanders	ELDC, Loughborough University, IMRG, Digital Towns, local stakeholders	Cllr A Grist	To provide a digital platform for Louth businesses to sell goods /services. The pathfinder will provide a branded town website/app(s) which Louth businesses can use to promote their goods/services and a digital wallet to facilitate purchases – no direct costs are incurred by the businesses.	Facilitation of bottom-up e-commerce which can contribute to the long term sustainability of local businesses through the development of local and new markets.	Q3 2018 (for approximately one year)	£12k (ELDC) and officer time.	Invest in parking machines to enable contactless and note payments The work to bring these forward now commenced. LCC doing car park signage review –ELDC hope to work with them on the project, awaiting costs information. Following corporate project approval and procurement of services via EDN, project delivery team formed and platform development on-going. Platform completion likely in late summer with formal programme launch in late Q3 2018.
Shop Front Grants	ELDC – Sam Phillips		Cllr S Kirk and Cllr A Grist	A grant scheme to support shop fronts	The scheme is to assist with economic growth.	Funding approved	£120,000 Internal funding	Scheme now launched with interest already being shown.
Manufacturing Growth Incentive	ELDC – Sam Phillips		Cllr S Kirk and Cllr A Grist	A grant scheme to support growth in the manufacturing sector across the District	The scheme is to assist with economic growth.	Council approval sought in July 2018	Up to £750k	Draft terms and conditions sent to Legal Services Lincolnshire for comment and endorsement. Scheme to formally launch in October 2018 for new applicants.
Chapel St Leonards Foreshore improvements	ELDC – James Gilbert	Chapel St Leonards Parish Council/Ward Councillors	Cllr S Kirk	Feasibility works looking at a range of foreshore improvements to be taken forward by the Parish Council	To assist with the tourism economy of Chapel St Leonards,	May 2018	n/a	Funding bids to deliver the identified works to be progressed by the Parish Council. LCC commissioned by ELDC to undertake works. Report back now with Chapel parish council, now at stage of identifying street furniture.
Wolds Destination Plan	ELDC – James Gilbert and Karen Edwards	West Lindsey DC and Business Community	Cllr A Grist	Review of Wolds Destination Plan activity plan	To raise the profile of the Wolds as a visitor destination and improve quality of offer	May 2018		Review underway, including supporting consultation meeting with West Lindsey to plan a conference in November for key businesses.
Colonade, Sutton on Sea	ELDC – James Gilbert	Mablethorpe Town Council	Cllr S Kirk	A redevelopment scheme, subject to public consultation following works which established that the Colonade as a building had come to the end of its life.	To assist with the tourism economy of Sutton on Sea	Funding bids to be submitted at the appropriate time	To be determined	Work is ongoing to arrange to have the beach huts on the top of the Colonade removed because the weight has to be minimised due to safety of the structure. A consultation will take place by December 2018.
Development of exemplar/mod el mitigated against flood risk	ELDC –Jon Burgess	Environment Agency, LCC – Mike Reid	Cllr S Kirk/Cllr T Ashton	The investigation into the development of a model small scale chalet park which can open 12 months of the year and be fully mitigated against flood risk. This scheme will set out to evidence that visitor accommodation of this type can be viable in a 12 month a year visitor economy.	Job creation and the evidence could lead to other park owners using the template to create similar schemes – boosting the 12 month visitor economy.	The scheme will be developed over the next 3 years.	Officer time – estimated to be 12 days over 24 months. Cost of feasibility work estimated £20K	May 2018 – Perfect Circle appointed to undertake stage 1 feasibility works. The first stage of the feasibility work should be complete by the end of September.

Rockery Gardens, Skegness Foreshore	ELDC – James Makinson- Sanders		Cllr S Kirk	The restoration of Skegness's 'Rockery Gardens' through the reinstatement of historical features and sympathetic modernisation to ensure the garden's long-term future and deliver linked economic and community benefits.	To provide a catalyst for the wider regeneration of Skegness' Foreshore by increasing local footfall to improve the viability of emerging commercial sites/economic opportunities.	Ongoing	£71.4k (£50k CRF grant, £21.4k ELDC)	Coastal Revival Fund bid submitted in July 2018 – decision likely in Autumn 2018 with delivery, if successful, in Q1 2019.
Coastal Housing Reference Group	ELDC - Anne Shorland	Environment Agency, Lincolnshire County Council, at least one or two coastal developers to ensure an industry perspective.	Clir T Ashton	A working group to examine ways in which housing could be permitted in the coast without significantly increasing the population. This would include reviewing existing legislation and working toward possible new legislation around rescinding commenced planning permissions which were stalled or permissions not started but constantly renewed. This group will also examine possible flood mitigation design in order to build into the review of the Local Plan a flood design policy for new development to complement any legislative changes that could be made.	Overall this project would not particularly affect the economy of the coast. It would allow for some more choice in the housing offer on the coast than at present which is limited to the 1308 existing commitments.	The group would start to meet around August 2016. This matter is for the review of the local plan; the full five years will be required particularly if there are recommendati ons around possible legislative changes.	Officer time estimated over a 24 month period 11 days and funding for work on designs – estimated cost of this -£20k	Report went to Planning Policy Committee on the 23 rd March with the terms of reference and membership makeup. First meeting to be arranged after the timetable for the review work agreed with Members. LCC will provide a nominated officer for this meeting.
Caravan Occupancy Period Reference group	ELDC - Anne Shorland Support Officer - Alex Murphy Policy Officer	Environment Agency, LCC, Emergency Planning and British Holiday Homes and Parks Association	Clir T Ashton	A working group to examine whether the occupancy period for caravans along the coast can be extended to include Christmas. This group will examine the economic benefits, emergency planning issues and design of caravans. This group will also examine the relationship between different accommodation types in the coast and try to seek a clearer picture about the relationship of the economy, environment and population demographic of the coast to try and understand why the economy is growing but deprivation is not going down. The formation of this working group came out of a meeting with the British Holiday and Park Homes Association – they are willing to find a	The overall economic impact has not yet been established and part of the remit of the group is to examine this and look for additionality in the economy of the coast through an extended occupancy period for caravans and if there is anything else that can be done to either extend the season or change the nature of the coastal economy.	once the Local	Officer time estimated over a 24 month period 11 days and funding for work on designs – estimated cost of this £10k Consultancy work - £20k	Report went to Planning Policy Committee on the 23rd March with the terms of reference and membership makeup. First meeting to be arranged after the timetable for the review work agreed with Members. LCC will provide a nominated officer for this meeting.

Education capacity in Louth and Horncastle	Simon Challis – LCC Education	Alex Murphy – Senior Policy Officer	ELDC and Cllr T Ashton	volunteers from their membership to work with partners on this project. This will mean a more inclusive result and we will be able to draw on their experience of the industry. A project looking at education capacity and resources in Louth for primary education to resolve	Louth is the most sustainable inland town and it is important for its	Part of the review work of the Local plan	Officer time estimated to be over a 24 month period to be 12 days	Meetings and liaison with LCC will be arranged to set the brief of the project, officers are arranging the necessary meetings.
				future need	growth/future employment that there is enough education capacity in the town			
Coastal Highway	LCC	ELDC For ELDC – Jon Burgess	Cllr S Kirk/Cllr T Ashton	Investigation into the effectiveness of coastal access to establish where the blockages are, what needs to be done to mitigate them and the cost of works and to set out the priorities for the works to be carried out. Setting a list of costed priority schemes	If it is found that coastal access is a major issue and blockage to expansion of the economic growth of the coast, setting out a list of priority costed schemes will assist in ensuring `oven` ready` prioritised schemes can be put forward more effectively toward funding bids.	Ongoing work, started with the Horncastle Traffic Study. The evidence base for this work should be completed with the next two years to enable possible bids to go forward for funding leading up to the review of the local plan.	Officer time - Funding to be agreed	ELDC commitment to work with LCC to explore feasibility of potential route and enabling development work / costs Regeneris appointed by LCC to develop initial business case for improved connectivity between Lincoln and Skegness LCC have approved work and are now working up appraisals on a list of projects.
Coastal Marina Project	Environment Agency is working on the review of the Saltfleet to Gibraltar Point Strategy – this work requires dove-tailing with their work including consultation.	Lincolnshire County Council and ELDC For ELDC - Anne Shorland and Jon Burgess	Cllr S Kirk	Examining the use of hard coastal flood defences to create a marina on the coast.	This would attract visitors to the coast, it would be an attraction, form part of the tourism offer and create jobs.	May 2016 – this project needs to fit in with the Saltfleet to Gibraltar Point Strategy.	Costs could range from £500m (with control structures) to £1 billion (open beach nourishment). The lower cost of £500m has a much higher upfront element over the first 13 years of £294.5m. These will also depend on the option chosen during the review of the	Meetings have commenced with the Environment Agency around the progress of the strategy, including a meeting with their communications officer to ensure comms and publicity is co-ordinated and partners are content with the process. 3/11/16 Member workshop was held with the EA on the review of the Strategy. Members were supportive. Brief done with regard to the technical feasibility of a coastal marina and economic use of groynes in either
Economic use of Coastal Flood Risk Management	Environment Agency is working on the review of the Saltfleet to Gibraltar Point Strategy – this work requires dove-tailing with their work including consultation.	Lincolnshire County Council and ELDC For ELDC – Anne Shorland and Jon Burgess	Cllr S Kirk/Cllr T Ashton and Cllr R Fry	Examining the use of hard coastal flood defences to support economic tourism units, form walkways out into the sea, link the coastline more effectively with the sea.	This would attract visitors to the coast, it would be an attraction, form part of the tourism offer and create jobs.	May 2016 – this project needs to fit in with the Saltfleet to Gibraltar Point Strategy.	Saltfleet to Gibraltar Point Strategy. These costs are just for hard flood defences and could increase if other capital works are required for the creation of a marina.	Skegness or Mablethorpe, meeting to be arranged with the EA and the consultants working on the technical feasibility. Consultation out on the Strategy until 22/3/18. Meeting held with the EA on the 8/2/18, brief discussed for the Mariner, trying to arrange for EA consultants to come and speak about the work.
Exemplar sustainable holiday	ELDC – Jon Burgess	Lead Officer for ELDC – Jon Burgess	Cllr A Grist	To encourage the development of exemplar design and build within	Diversification of visitor economy and continued growth of	Likely to be 3- 5 year proposal	Subject to technical design/feasibility and site investigation	Project will follow on from exemplar holiday chalet accommodation

development in the AONB				AONB. ELDC may lead or work with existing investor to incorporate as part of private sector development	year round visitor numbers			
Horncastle Industrial Estate - Extension	LCC	ELDC and stakeholders on the Industrial Estate	Cllr A Grist	To extend the Industrial Estate	Provide more opportunities for employment in Horncastle and the surrounding areas	Likely to be a 3 – 5 year proposal	Subject to prioritisation and feasibility work which LCC are presently exploring	LCC are exploring prioritisation and will keep ELDC informed of progress.
COMPLETE P	ROJECTS							
Greater Lincolnshire Utilities Study	LCC – Andy Brookes	Lead Officer for ELDC – Jon Burgess	Cllr A Grist/Cllr S Kirk	To provide an overview of the current and future provision of electricity, water (supply and drainage) and gas infrastructure in Greater Lincolnshire.	The report will estimate the costs associated with servicing existing and newly proposed development sites and provide recommendations on how any shortfalls in capacity could be remedied, together with budget costs	Final report November 2017	£75K study to be funded by LCC and GL LEP. £2k contribution from ELDC	Contribution from ELDC of £2k made toward this project – ELDC had a place on the Steering Group and Atkins Ltd were appointed to take the work forward. Final report received January 2018. Study recommendations likely to be progressed at LEP/Minister level as part of a wider energy strategy for Greater Lincolnshire (using £40K BEIS funding) to take forward key issues around supply, demand and local solutions. LCC are trying to get Anglian Water engaged in the process there still appears to be a disconnection between Utilities and Capital Projects.
Pre care and after care for site development	ELDC – Anne Shorland and Chris Panton	Private Sector Developers	Cllr T Ashton, Cllr A Grist, Cllr S Kirk	To develop a process that provides for, and monitors a coordinated corporate response to non-domestic development in the district.	To encourage and demonstrate to business that the District is positive in its approach to planning and development	Completed	Officer time	A growth team within the Council has been formed to provide a more co-ordinated approach to business and economic development.
Louth Navigation Trust Warehouse Purchase	ELDC – James Makinson- Sanders		Cllr A Grist					Officers attending the Trusts meetings and showing positive support from the Council. Louth Navigation Warehouse purchased by the Council in September 2017 are now working with the occupiers to secure the building for future use. Development of waterway is a long term aspiration for the Navigation Trust – the Council will continue to support this aspiration.
Review of ELDC assets and creation of an Asset Management Plan	ELDC – Jon Burgess/Gary Sargeant		Cllr R Fry	To provide a clearer understanding of all the assets the Council owns and set out a strategy and action plan for their future management and maintenance.	The Councils assets form part of the economic landscape of the District and their effective management can help to boost and sustain economic growth particularly on the coast.	Completed.	The Policy/Strategy was developed by CIPFA working alongside officers and a Scrutiny Panel and has now been adopted by Council	Asset Management Policy and strategy is complete and approved by Council. The Action Plan of the review forms part of the Asset Strategy.
Car parking review – charges to support local trade	ELDC – Jon Burgess	Town and Parish Councils	Cllr S Kirk	To establish an updated tariff regime and service model which closely reflects the needs and circumstances of each respective community, rather than a one size fits all approach;	Provide evidence based recommendations in regard to how parking tariffs could support local economic prosperity, balanced with the need to fund the maintenance of car	Completed	Officer time 30 days (team leader) and 15 days (officer support) plus £10k funded by core ED budget	Consultation completed with approximately 1300 responses. Report went to Executive Board Briefing on 8th March Media briefing: 10th March – followed by release of final report online. Formal approval and adoption of recommendations: 19th April at the Councils Executive Board meeting.

					parks and deliver associated service			
Development of Destination Plan (including brand and website) for the Lincolnshire Wolds	ELDC - Karen Edwards	Project completed	Cllr A Grist	Aims to maximise the 'untapped potential' of the Lincolnshire Wolds as a visitor destination. The Plan has been developed in partnership with the business community and East Lindsey, West Lindsey, North and North East Lincolnshire Councils, and sets out a programme of actions that seek to develop the visitor offer in the Lincolnshire Wolds and further promote what the area has to offer.	Tap into the potential of the Wolds as a visitor destination to improve the economy of that area of the District	Delivery underway	Completed	Launched on 24th November along with the Love Lincolnshire Wolds website. • The Wolds Tourism Group continues to grow in size – with independent and larger businesses now joining. The Group meets every couple of months to discuss plans and put forward ideas. If • The Love Lincolnshire Wolds website and social media feeds are growing in popularity – www.lovelincolnshirewolds.com • The Council has commissioned a specific piece of research into the visitor economy in the Lincolnshire Wolds that will cover visitor spend, employment in tourism and visitor numbers. This research is being backdated to 2015 so will provide a good baseline to measure the Destination Plan against as it's delivered. • The Council has recently commissioned Lincoln based film Agency, Electric Egg, to produce three films for the Lincolnshire Wolds – one focused on the Active Outdoors (cycling, walking etc); one on Heritage and Culture and a more general film. These will be used as part of the digital marketing activity planned for later this year. • Market Deeping-based Zazzle Media has just been appointed to deliver a digital marketing brief that covers the Active Outdoors (specifically cycling and walking), Tennyson connections (Oct 6 is the 125th anniversary of his death) and the wild/natural coast. The campaigns will be very targeted to the relevant markets. • Lincoln-based Shooting Star PR has just been appointed to work with us from June 17 to January 2018 to deliver a PR focused brief, which is about ensuring the Lincolnshire Wolds receives an increased amount of national and regional profile in newspapers and online. Again, the focus of the effort will be on the Active Outdoors (specifically cycling and walking), Tennyson connections (Oct 6 is the 125th anniversary of his death) and the wild/natural coast. • We are in the process of developing our image library for the Wolds/Coast. As well as using our in-house resource to take some new images, we're working with Electric Egg to secure a new suite of images that we will be abl
Beach Chalets Mablethorpe and Sutton on Sea Renovation and redevelopment	ELDC – Gary Sargeant	Mablethorpe & Sutton Town Council	Cllr S Kirk	Refurbishment of beach chalets on Central Promenade and at Queens Park, Mablethorpe.	Enhanced Promenade to encourage tourism visitors	Completed	£50,000 funding from Coastal Communities plus ELDC funding	Project complete