

# HOTEL FACT FILE 2018/19





# WELCOME TO LINCOLNSHIRE!

Lincolnshire is changing! This dynamic and flourishing region is currently going through an unprecedented era of growth. We are undoubtedly one of the investment hotspots of the UK with more and more businesses discovering how refreshingly undemanding and profitable it is to run a business from here. It offers real, tangible space to invest and grow.

The county has a fully rounded economy which generates travellers for commerce, leisure, conventions and events year round. The buoyant and beautiful Cathedral City of Lincoln is not a seasonal destination with an August peak; it's a flourishing destination where hotels enjoy year-round occupancy.

The University of Lincoln is now ranked in the top 50 in the UK and is one of the fastest growing universities in the UK. The corporate market is ever expanding with more companies than ever investing in Lincolnshire, and the MoD's continued investment in Lincolnshire continues to fuel the demand for hotel rooms.

The vision for the county is an ambitious one; 100,000 new homes planned by 2031 and an array of infrastructure projects in the pipeline or coming into fruition. Alongside this the visitor economy is booming and continues to grow. Between 2012 and 2017 the tourism sector increased in value by a third. The economic impact of the tourism sector in Lincolnshire in 2017 was £1.47bn, a 7.3% increase on 2016; 20.45m people visited showing a 5.4% rise in staying visitors.

The county has also seen much investment in its tourism product and this is ongoing. The £22m investment in Lincoln Castle produced a multi-award winning attraction that in year three after its reopening is still showing strong growth and consolidation.

More recent openings have included the International Bomber Command Centre and the North Sea Observatory and 2020 will see the completion of the £16m investment in Lincoln Cathedral's visitor facilities. Numerous other attractions and accommodation have also seen investment in the quality of their offer. The county enjoys a diverse all year round events programme – from the Steam Punk convention to more traditional events such as the Lincolnshire Show; they attract visitors from far and wide.

All this is leading to an increase in demand for hotel accommodation across the county and in particular to diversify the current accommodation on offer. Hotels are a key driver of the visitor economy and therefore are one of the priorities for the Greater Lincolnshire LEP, who are able to assist with the facilitating of bringing new hotels to the region. In 2017 the Greater Lincolnshire LEP commissioned a hotel feasibility study to ascertain the need for additional hotel accommodation across the region. The results concluded that there is a real demand for more hotels – and this need is set to continue as both investment and population continues to grow. In fact there has never been a more optimum time for hotel developers to consider Lincolnshire as its next destination.



# LINCOLNSHIRE'S CURRENT HOTEL PROVISION

- › The most significant supply is in Lincoln
- › Grantham has a sizeable hotel stock for a town of its size
- › Other concentrations of hotels in Grimsby, Skegness, and Scunthorpe
- › There is very limited hotel provision in Gainsborough and Sleaford
- › The current hotel stock consists predominantly of 3 star hotels – of mixed quality
- › Very few 4 star and boutique hotels
- › However the past few years has seen a growing stock of budget hotels.



**110**  
HOTELS



**4,700**  
BEDROOMS

CAPACITY FOR

**3.4**  
MILLION  
OVERNIGHT STAYS  
PER YEAR



# LINCOLN - THE EAST MIDLANDS RISING STAR

The beautiful historic city of Lincoln is undoubtedly the key market for hotel developers. The estimated population of the City of Lincoln urban area is 106,000. This looks set to increase with the ambitious growth plans in the pipeline.

## LINCOLN

The city has undergone considerable growth and investment over the past decade; with major infrastructure projects such as the East-West Link Road, the Western Growth Corridor, the Transport Hub and the regeneration of the Brayford unlocking new opportunities.

The University of Lincoln is now ranked in the top 50 in the UK and is one of the fastest growing universities in the UK. The introduction of the Lincoln Science and Innovation Park as well as the School of Engineering have further boosted the corporate market, and the RAF's continued investment in Lincolnshire continues to fuel the demand for hotel rooms.

## GROWING THE HOTEL MARKET

Lincoln is the obvious choice for the major hotel developers and the priority here is to attract hotel products and brands that will help to grow the Lincoln hotel market such as:

- › A branded boutique hotel
- › A branded aparthotel
- › A budget boutique hotel.

For larger hotel groups Lincoln currently has two key sites within the city Centre. These are:

- › The St Marks Development
- › The Cornhill Development.

Both sites offer fantastic potential to develop a 100 + bedroom hotel/serviced apartments. Lincolnshire County Council and its district councils are keen to work with hotel developers and investors to facilitate future hotel investment by investing heavily in the following areas:

- › Office and business park development
- › Support for destination marketing
- › Supporting the development of visitor attractions
- › Supporting the development and promotion of off-peak events.

## CURRENT HOTEL SUPPLY AND PERFORMANCE

Lincoln currently has 23 hotels with a total of 1,142 letting bedrooms. This current hotel supply is split between Lincoln City Centre, Uphill Lincoln and the outskirts of the city. 44% of the city's hotel supply is of a 3 star standard. Lincoln only has one 4 star hotel and three small, independent boutique hotels. It does not have the sort of luxury or branded boutique hotel offer that is available in other heritage cities such as Bath, York, Oxford, Cambridge, Winchester, and Canterbury. Lincoln has a comparatively low supply of budget hotels, with just one Premier Inn budget hotel, a Holiday Inn Express upper-tier budget hotel in the city centre, and a new Travelodge adjacent to the East-West Link Road and in close proximity to Lincoln Central Train Station.

Room occupancies are very high (around 80%) for branded budget, 3 and 4 star hotels in Lincoln City Centre. These hotels are frequently full and turning business away.

Lincoln is a strong weekend break destination. Demand is predominantly from the empty nester and retired market. Lincoln is not currently attracting the Generation Y market, although the Lincolnshire Visitor Profiling research completed in 2016 showed strong interest from this age group, which will only increase with the expansion of the University and its ever-growing alumni.

Midweek breaks are a key market for some hotels in Uphill Lincoln, and a market that city centre hotels are also attracting. Corporate demand is the main source of midweek business for most hotels, but corporate rates are not particularly high in the city. This appears to be a function of a competitive corporate hotel market in the city, the quality of some hotels, and Lincoln companies not being used to paying higher prices for hotel rooms. However in line with the current investment that's taking place in the city, this indicates corporate room rates will increase.

“Lincoln is undoubtedly the key market. The estimated population of the City of Lincoln urban area is 106,000. This looks set to increase with the ambitious growth plans in the pipeline.”

## THE POTENTIAL FOR GROWTH IN LINCOLN'S HOTEL MARKET

There are good prospects for future growth in Lincoln's hotel market:

- › UK and overseas tourist demand should continue to grow strongly given the recent pipeline and planned improvements to the city's visitor offer. Lincoln is now firmly on the map as a heritage city destination and should benefit from the projected growth in domestic and inbound overseas tourism.
- › Corporate demand for hotel accommodation should increase as Lincoln's economy develops, existing companies expand, and new companies are attracted to the strategic employment sites.
- › Contractor demand for budget hotel accommodation is set to grow strongly as major construction projects are progressed.
- › The continuing expansion of Lincoln's universities will generate increased demand for hotel accommodation from university visitors, students' parents visiting, and for graduation ceremonies.
- › There could be scope for Lincoln to develop as a conference destination. Further research is required to establish the city's potential in this market.
- › Demand for hotel rooms from people staying over after a night out in the city is likely to grow as Lincoln's evening offer develops and new budget hotels open in the city centre.
- › Population growth should fuel increased demand for hotel accommodation from people attending weddings and other family occasions, and those visiting their friends and relatives in the city.

## THE PRIORITIES FOR HOTEL DEVELOPMENT IN LINCOLN IN THE NEXT FIVE YEARS

Lincoln is set to see an increase in hotel supply in the next two years, with the extensions to the Doubletree by Hilton now completed, Holiday Inn and city centre Premier Inn, and the opening of a new Travelodge budget hotel in the city centre. Beyond this additional hotel supply, the immediate priority for the city is the development of luxury boutique hotels to match the boutique hotel offer of competitor heritage city destinations. In terms of a sizeable new hotel, the city's hotel market should grow sufficiently to support a new hotel by 2022. The priority at this stage will be a hotel that can help to attract new business to the city, in terms of a branded boutique hotel, budget boutique or lifestyle hotel and potentially also an aparthotel. The St Marks redevelopment scheme provides the strongest opportunity for such hotels given the mix of other uses here, as well as the Cornhill Development.





# OPPORTUNITIES FOR HOTEL DEVELOPMENT ACROSS GREATER LINCOLNSHIRE

The hotel feasibility study revealed that Lincoln is not the only area in the region which is in need of additional hotel accommodation; it also revealed that its market towns would also benefit.

The study also revealed there is interest for upper-tier budget hotels with potential opportunities at the proposed Scunthorpe United football stadium, Grimsby and the Grantham Designer Outlet Village.

Grantham offers huge potential for hotel developers. Just one hour from London by train Grantham is the gateway to Lincolnshire and enjoys unrivalled connections with the Midlands and the South East. It is the focal point of sustainable housing and employment growth.

Two sustainable urban extensions and a new £80 million relief road are just the start of Grantham's plans to bring forward an exciting portfolio of regeneration projects. This will include new investment in the town centre, thousands of new homes, office and retail space including the new designer outlet village, which has been given the go-ahead and construction is due to start in 2019. Plans are also in place for a new hotel to support the increase in demand for accommodation, with a sites identified in the town centre.

The idyllic market town of Stamford has also revealed potential for further boutique hotels. This Georgian town which sits adjacent to the A1 attracts a vast number of tourists each year, as well as being the home of the famous Burghley Horse Trials.

The public sector is keen to work with developers and brands to bring hotel investment across Lincolnshire to the forefront. From help with pre-planning advice to fulfil growth aspirations, to introducing investors to the key companies in the area who can deliver corporate business.

# CURRENT HOTEL SUPPLY

There are currently 110 hotels across Greater Lincolnshire, with a total of almost 4,700 letting bedrooms, providing a total capacity for around 3.4 million overnight stays per year.

Lincoln has the most significant hotel supply – 23 hotels and 1,142 letting bedrooms, equating to a quarter of Greater Lincolnshire's hotel supply. Grantham has a sizeable hotel stock for a town of its size – 11 hotels and over 700 letting bedrooms. Other concentrations of hotels are in Grimsby, Skegness and Scunthorpe. There is very little hotel provision currently in Gainsborough and Sleaford.

Greater Lincolnshire's hotel supply is predominantly made up of 3 star hotels of varying quality, with a growing stock of budget hotels. 4 star and boutique hotel provision is more limited.

LOCATION	4 STAR		BOUTIQUE		3 STAR		BUDGET		2 STAR/ LOWER GRADE		TOTAL	
	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS
Lincoln	1	115	3	31	13	501	6	495	-	-	23	1142
Grantham	2	225	-	-	4	249	4	215	1	18	11	707
Grimsby	1	58	-	-	7	321	2	138	-	-	10	517
Skegness	-	-	-	-	7	278	-	-	7	201	14	479
Scunthorpe	1	188	1	14	1	45	3	149	3	54	9	450
Boston	-	-	-	-	5	147	1	73	-	-	6	220
Cleethorpes	-	-	-	-	3	84	1	80	-	-	4	164
Woodhall Spa	-	-	-	-	4	150	-	-	-	-	4	150
Stamford	1	47	2	55	-	-	-	-	-	-	3	102
Humberside Airport	-	-	-	-	-	-	2	203	-	-	2	203
Spalding	-	-	-	-	1	17	1	43	2	31	4	91
Louth	-	-	-	-	3	76	-	-	-	-	3	76
Brigg	-	-	-	-	-	-	-	-	2	66	2	66
South Humber Bank	-	-	-	-	2	61	-	-	-	-	2	61
Sleaford	-	-	-	-	1	13	1	40	-	-	2	53
Gainsborough	1	29	-	-	-	-	-	-	2	21	3	50
Mablethorpe	-	-	-	-	2	43	-	-	-	-	2	43
Bourne	-	-	-	-	2	32	-	-	-	-	2	32
Horncastle	-	-	-	-	1	31	-	-	-	-	1	31
Market Rasen	-	-	1	10	-	-	-	-	1	17	2	27
<b>TOTAL</b>	<b>7</b>	<b>662</b>	<b>7</b>	<b>110</b>	<b>56</b>	<b>2048</b>	<b>21</b>	<b>1436</b>	<b>18</b>	<b>408</b>	<b>109</b>	<b>4664</b>

# HOTEL PROPOSALS AND SITES

## LINCOLN

### EAST-WEST LINK CORRIDOR

The completion of the new East-West Link Road in 2016 has opened up a number of potential hotel sites along the road corridor. Travelodge have just opened a new hotel in autumn 2018.

### ST MARKS, LINCOLN

The redevelopment plans for the St Marks shopping centre include a hotel of up to 130 bedrooms.

Considered to be one of the premium sites in Lincoln for a boutique hotel/4 star hotel or aparthotel. The development benefits from a fantastic position in the city. With direct proximity to the University of Lincoln, and within walking distance of the train station and High Street and boasting incredible views of the Cathedral.

The redevelopment which is due to commence in 2019 will include new restaurants, retail, accommodation and an attractive public realm area. St Marks enjoys a waterside position making it an attractive destination for residents and visitors alike.

### CORNHILL DEVELOPMENT

The Cornhill Quarter Development represents the most significant refurbishment and new build retail and leisure development in the heart of the city centre in recent times, giving the opportunity to deliver modern, well configured space not available elsewhere in the city centre. Anchored by a 4-screen Everyman Cinema.

It offers an unrivalled location for a hotel. For more information visit [www.cornhillquarter.co.uk](http://www.cornhillquarter.co.uk)

### WESTERN GROWTH CORRIDOR

A hotel is being considered as part of the Leisure Village planned for the Western Growth Corridor. A planning application is currently being worked up for submission by 2019.

### TEAL PARK

Teal Park is one of the East Midlands most premier employment sites, enjoying an enviable position adjacent to the A46 providing close access to the A1. Siemens are the main anchor tenant having invested in a large site and office space – cementing their commitment to Lincoln. The area benefits from being in close proximity to a wide range of businesses and leisure facilities.

A frontage site is available for a hotel on the Teal Park business park that is currently developing to the south of Lincoln.

Lincoln has been on our radar for quite some time and we have carried out a lot of research into the market. There is a strong, thriving and growing leisure market in the city, and we believe that our 11 bedroom apartment hotel will be just the start of a growing presence in Lincoln."



## GRIMSBY

### CARTERGATE

North East Lincolnshire Council is actively promoting its site at Cartergate as its preferred location for a new hotel. The site is allocated in the local plan for a 100-bedroom hotel. The Council's aspiration is for a full-service hotel.

### BASS DEPOT, BIRCHIN WAY

Planning consent approved with conditions in 2012 for a 132-bedroom hotel.

### EUROPARC GRIMSBY

The Europarc Village site has outline planning consent for a range of business support uses including a hotel, pub, restaurants, gym and day nursery.

## CLEETHORPES

### SITE F1

(LAND TO THE REAR OF THE DOLPHIN HOTEL)

The Grimsby and Cleethorpes Town Centres Investment Plan identifies a hotel as a possible use for the redevelopment of this site.

## SCUNTHORPE

### LINCOLNSHIRE LAKES

#### SCUNTHORPE UNITED FC FOOTBALL STADIUM

Scunthorpe United FC is progressing plans for a 96-bedroom hotel as part of its planned new football stadium at Lincolnshire Lakes.

### SCUNTHORPE TOWN CENTRE

North Lincolnshire Council is about to embark on work to develop a masterplan for Scunthorpe Town Centre, which will include consideration of opportunities for hotel development. No specific hotel sites have been identified at this stage.

### CIVIC CENTRE

North Lincolnshire Council has identified a hotel as a possible use for the Civic Centre in Scunthorpe, which it is planning to vacate to move to new offices.

## BRIGG

### THE GROVE, SCAWBY

The Grove is a Grade II listed rural residence that is owned by North Lincolnshire Council. It is currently leased to a school, but could have potential for conversion to a wedding venue with accommodation or a country house hotel.

## GRANTHAM

### GRANTHAM DESIGNER OUTLET VILLAGE

Grantham is the gateway to the A1 and the south east of the UK. Just an hour on the train to London it is a key commuter area, and has recently been identified by the Government as a 'Garden Village' due to the extensive new housing development which is currently underway.

Grantham is also set to develop a major 'Bicester' style outlet centre, which is anticipated will significantly increase the number of visitors to the region. Consequently planning permission has been granted for a new 80-bedroom hotel for the town.

### HUNTINGTOWER ROAD

South Kesteven District Council granted planning permission in April 2016 for the conversion of a former children's home into a 20-bedroom aparthotel.

## STAMFORD

### EXETER FIELDS

A mixed-use development totalling 25 acres has been designated in the indicative masterplan. The site is located to the west of Stamford bounded by the A1. The mixed-use element includes employment, retail, doctors surgery and residential.



## GAINSBOROUGH

### THE GUILDHALL

West Lindsey District Council in discussions with developers regarding a scheme to redevelop the Council's former offices at The Guildhall into a mixed-use leisure scheme with a cinema, restaurant and 50-bedroom hotel.

### PING/GAINSBOROUGH GOLF COURSE

Plans have been mooted for a number of years for a hotel at PING's Gainsborough Golf Course. The company hosts a large number of international visitors each year and have expressed an interest in the past to work with a developer to provide accommodation for their clients.

## SLEAFORD

### SLEAFORD WEST

The current outline planning application for the Sleaford West SUE includes provision for a 40-bedroom hotel alongside a family pub/restaurant.

### SLEAFORD ENTERPRISE PARK

Heckington-based Melbourne Holdings were granted planning permission in June 2015 for a 21-bedroom hotel and restaurant on Pride Parkway on Sleaford Enterprise Park, in the Sleaford Employment Area.

## SKEGNESS

### SKEGNESS FORESHORE

East Lindsey District Council has identified a number of Council-owned sites on Skegness Foreshore that could have potential for hotel development. The Pier Field site is now being progressed by Premier Inn. The Festival Pavilion and Suncastle sites are strong hotel sites, however there are other potential sites that could be considered on the Foreshore.

### SKEGNESS COUNTRYSIDE BUSINESS PARK

The proposals for the business park include an 84-bedroom hotel.

## INGOLDMELLS

### GRAYS FARM, ANCHOR LANE

Hardys Farm Ltd submitted a hybrid planning application to East Lindsey District Council in December 2016 for a new tourism and recreation development comprising an outline application for commercial uses to include a petrol filling station, hotel, family pub, fast food outlet and business centre, and an application for the change of use of land for holiday accommodation, including caravan holiday homes, holiday lodges and touring caravan and camping pitches.

## BOSTON

### THE QUADRANT

The planning consent for Phase 1 (Q1) includes provision for a hotel.

### WATERFALL PLAZA

County Hall Hotel Ltd submitted a planning application in May 2017 for the development of a 33-bedroom hotel above the Waterfall Plaza shopping centre in Boston town centre.

## SPALDING

### LINCS GATEWAY

Business park scheme that includes a hotel, family pub/restaurant, petrol filling station, drive-thru restaurants and conference centre.

### WOODHOUSE FARM LODGE

The owners of what is currently a 9-bedroom luxury B&B are understood to have plans to develop this property into a 20-30 bedroom luxury hotel and spa, to include an indoor spa, sauna, steam room, treatment rooms, gym, conference facilities and restaurant.

# GROWTH DRIVERS

## LINCOLN

### GROWTH TARGETS

<b>JOBS</b>	37 ha of employment land to be brought forward by 2036 across four Sustainable Urban Extensions (SUEs)
<b>HOUSING</b>	23,654 new homes in and around Lincoln by 2036. Including 9,700 across the four SUEs
<b>CURRENT POPULATION</b>	106,000

### GROWTH DRIVERS

#### VISITOR ECONOMY

Lincoln is one of England's key heritage cities. The opening up and development of Lincoln Castle and Magna Carta 800 celebrations provided a massive boost to the city's visitor economy in 2015. Further planned investments in the city's visitor offer, Lincoln Cathedral, Lincoln's retail offer, and the aviation heritage product, will see continuing growth in the city's visitor numbers. Lincoln attracted 4.14 million visitors in 2015, who spent £190 million in the city. 303,000 staying visitors spent 709,000 nights and £55 million, staying for an average of 2.3 nights. Visitor numbers increased by 8.6% in 2015, while visitor spending rose by 7.6%.

#### LINCOLN CASTLE REVEALED

The £22 million restoration and development of Lincoln Castle was completed in April 2015. The project allows free visitor access through the Castle, and included a new vault and exhibition for the Magna Carta, a complete Wall Walk around the Castle walls, a refurbished and reimagined Victorian Prison visitor experience, and a new shop and café. An independent assessment concluded that the project could lead to a 29-55% increase in the value of tourism to the city.

#### LINCOLN CATHEDRAL CONNECTED

Lincoln Cathedral is currently progressing a £16 million project to develop a new visitor centre, café, shop and exhibition, and open up the Dean's Garden to the public. The Cathedral has just received an £11.4 million grant from the Heritage Lottery Fund, which allowed it to progress for a scheduled completion in 2020. The project is expected to attract an additional 250,000 visitors to the Cathedral each year.

#### UPHILL LINCOLN

Further projects are being progressed in addition to the Castle and Cathedral programme to develop the Uphill Lincoln visitor offer. The Lawn has recently been developed into a new headquarters for Stokes Tea & Coffee to include an in-house coffee roastery with a viewing area, café, restaurant, offices, barista training centre, and additional car parking. Lincolnshire County Council is progressing plans to expand the Museum of Lincolnshire Life.

#### INTERNATIONAL BOMBER COMMAND CENTRE

A new visitor centre telling the story of the World War II Bomber Command opened at Canwick Hill in Lincoln in Summer 2017, alongside the steel spire memorial that opened at the site in 2015. It is expected to attract 60,000 visitors per year.

#### AVIATION HERITAGE

Lincolnshire boasts a number of interesting aviation attractions, concentrated around Lincoln, which are collectively marketed to individual and group visitors by the Lincolnshire Heritage Aviation Partnership. There was a total of 117,420 visits to the county's aviation heritage attractions in 2015/16.

#### SCAMPTON AIR SHOW

The first Scampton Air Show took place on 9-10 September 2017 at RAF Scampton to the north of Lincoln. It effectively replaces the previously highly successful Waddington Air Show.



## ANNIVERSARY CELEBRATIONS

The celebration of key anniversaries is an important focus on the destination marketing strategy for Lincoln. RAF 100 was a key focus in 2018, and in 2020 Lincoln will take part in the Mayflower 400 celebrations, commemorating the setting sail of the Pilgrim Fathers in 1620.

## LINCOLN CHRISTMAS MARKET

Lincoln Christmas Market is an established major annual event held over a four-day period at the beginning of December. It attracts about 260,000 visitors each year and generates £10 million for the local economy.

## RETAIL

Lincoln has a rapidly expanding and improving retail offer and is growing as a sub-regional shopping destination.

## THE CORNHILL QUARTER

Lincolnshire Co-operative Society is currently progressing plans to redevelop the Cornhill Quarter in Lincoln City Centre, with new retail floor-space, restaurants, bars and cafés; new public spaces; and direct access to the Lincoln Transport Hub and new multi-storey car park. This first development, including the multi-million Transport Hub is now open, and is already enhancing Lincoln as a shopping destination. Everyman Cinema are now developing a brand new cinema within the development and the site offers superb potential for a new 4 star/boutique hotel with waterside views and car parking

## ST MARKS, LINCOLN

Plans were unveiled in 2016 for a £150 million redevelopment of the St Marks shopping centre to include 485,000 sq. ft. of new retail and leisure floor space, 150 residential apartments, student accommodation, a 130-bedroom hotel, car parking, public open spaces, and possibly a cinema. Subject to planning consent, work on the scheme could start in 2020, for completion towards the end of 2023 or early 2024.

## UNIVERSITIES

Lincoln has two expanding universities:

### University of Lincoln, Brayford Campus

The University continues to expand, with the aim of becoming a Top 40 UK university. It is currently ranked 52nd. The University's Brayford Campus Masterplan will see more than £100m invested in new buildings by 2022. Planning permission was granted in 2012 for a further 106,500 sq m of floor space for academic buildings, student accommodation, offices, retail units, restaurants and cafés, a hotel and car parking.

### Bishop Grosseteste University

Bishop Grosseteste University is Lincoln's second university, with an established reputation as a teacher training college. The University's expansion plans aim to grow student numbers to 2,800 by 2020/21 (from 2,000 currently).

## ECONOMIC DEVELOPMENT AND BUSINESS GROWTH

Lincoln's economy continues to expand with the development of a number of employment sites, the expansion of companies and the attraction of new employers.

## LINCOLN SCIENCE AND INNOVATION PARK

The University of Lincoln and Lincolnshire Co-operative Society are currently progressing the development of a site to the south west of the University campus for science, innovation and R&D uses. The first phase, completed in 2014, included the redevelopment of two buildings to house the University's Schools of Chemistry, Life Sciences and Pharmacy. The site also includes the Think Tank business innovation centre. The £6.8m Boole Technology Centre, opened in Spring 2017 provides premium office and laboratory space for up to 20 small to medium-sized technology company. Phase 2 will offer sites and buildings for innovation-led companies seeking single occupancy premises.

## TEAL PARK

Teal Park is an 87.5 acre strategic employment site to the south west of Lincoln. Siemens relocated its gas turbine servicing department to the site in 2013. Plans include a pub/restaurant, hotel and leisure uses on frontage sites.

## LINCOLNSHIRE SHOWGROUND (CENTRAL LINCOLNSHIRE FOOD ENTERPRISE ZONE)

Lincolnshire Showground (together with the Hemswell Cliff Business Park) was identified in 2015 as a location for the development of a new Food Enterprise Zone. Plans include the further development of the £13 million Riseholme College Campus for rural sciences, which opened in September 2015; food and farming business incubation space; additional conference facilities and exhibition space at the Showground; and potentially a hotel.

## WESTERN GROWTH CORRIDOR

City of Lincoln Council has unveiled plans for the development of the 240 ha Lincoln Western Growth Corridor over the next 20-25 years. The plans envisage the development of 3,200 new homes, 20 ha of employment space, a new 12,000-seater stadium for Lincoln City FC, new road connections, a hotel, and an 11 ha leisure village, together with a primary school, health centre, green spaces and sports pitches.

## COMPANY EXPANSIONS AND DEVELOPMENT PROJECTS

Company expansion projects in 2016/17 have included the following:

- › US owned creative and media company Rockstar moved to Lincoln in 2015, creating 50 jobs, and is planning to expand to take on another 50 employees
- › Business intelligence and software company Orderwise has moved into a £1.3m extension of its offices in Saxilby, more than doubling its workforce from 80 to 165 staff
- › Middleby Corporation, the US owners of the Lincat catering equipment manufacturer have invested in the expansion of the company's Lincoln site to create 25 new jobs
- › Ryvita will opened a £55m baking and distribution site in Bardney in 2018, creating over 100 jobs.



# GRIMSBY & CLEETHORPES (NORTH EAST LINCOLNSHIRE)

## GROWTH TARGETS

### JOBS

2,900 new jobs by 2020/8,800 new jobs by 2032 – equivalent to a 13.7% increase in employment between 2013 and 2032

### HOUSING

The Local Plan makes provision for the allocation of land for 10-13,000 new homes over the period to 2031, including three sustainable urban extensions around Grimsby that could deliver 6,300 new homes

## GROWTH DRIVERS

### OFFSHORE WIND ENERGY

The Humber is at the forefront of the UK offshore wind energy sector, which is set to invest up to £60bn by 2030 in wind farm sites in the North Sea.

### PORT OF GRIMSBY WIND FARM CONSTRUCTION AND MAINTENANCE

The Port of Grimsby is experiencing transformational investment in the renewable energy sector. It is now home to a broad range of companies that will be involved in the construction and servicing of wind farms in the North Seas for at least the next 25 years. So far, more than £30 million has been invested in the Port of Grimsby. In 2016, DONG confirmed that the Port of Grimsby will be the location for the UK's largest offshore wind farm operations and maintenance hub. It is anticipated that DONG will invest £6 billion in the Humber by 2019, and it is expected that the supply chain around the wind farm industry will grow, creating further new jobs and generating additional investment.

### PORTS AND LOGISTICS

The Port of Grimsby and Immingham is the largest UK port complex and the fourth largest in Europe. It provides the main gateway to Europe for the Northern Powerhouse and Midlands Engine.

### SOUTH HUMBER INDUSTRIAL INVESTMENT PROGRAMME (SHIIP)

North East Lincolnshire Council is investing £15m to bring forward a series of employment sites to attract companies in the area's priority target sectors, including ports and logistics, renewable energy, and chemical processing.

### FOOD AND SEAFOOD PROCESSING

Grimsby is the UK's primary centre for food and seafood processing. It accounts for 70% of all seafood processed in the UK and is a major centre for chilled meal production. There are over 500 companies involved in this sector of Grimsby's economy, based mainly on the Europarc business park.

### EUROPARC

Outline planning consent is in place for a further 630,000 sq ft of office space and industrial units. Plans are being worked up for a fourth phase of development to provide a Food Enterprise Zone of up to 300,000 sq m of employment space for food cluster businesses, potentially creating a further 3,500 jobs.

### STALLINGBOROUGH INTERCHANGE

North East Lincolnshire Council is bringing forward this 64 ha strategic employment site to attract ports, logistics and manufacturing companies. Road infrastructure improvements are currently underway to unlock the first phase of development (13.6ha). The site has Enterprise Zone status.



## GRIMSBY TOWN CENTRE

The North East Lincolnshire Local Plan identifies five opportunity sites in Grimsby Town Centre for retail, residential, leisure and office development. Key schemes include an entertainment hub at Riverhead Square, to include a cinema and branded family restaurants (with a planning application expected imminently); new offices, retail units and a hotel at Cartergate and a residential-led mixed-use scheme at Alexandra Docks.

## GRIMSBY TOWN FC FOOTBALL STADIUM

Grimsby Town FC and Extreme Leisure have unveiled plans for a £200 million development at Peaks Parkway to include a new £55 million, 14,000-seater football stadium, an ice rink, leisure facilities, retail units, fast food outlets, and housing.

## CLEETHORPES

Cleethorpes remains a popular holiday destination for people living in South Yorkshire and the East Midlands, and a significant draw for day visitors. It attracts over 9 million visitors per year. North East Lincolnshire Council's Investment Plan for Cleethorpes includes the redevelopment of a number of key sites on the High Street, at Cleethorpes Station and on North Promenade for leisure, retail and residential uses. The Council is currently progressing a Townscape Heritage programme to capitalise on the resort's Victorian heritage. It is also bidding to the Coastal Communities Fund for £360k to enhance the marketing of Cleethorpes and Grimsby as visitor destinations and the development of a year-round events programme.

# SCUNTHORPE

## GROWTH TARGETS

<b>EMPLOYMENT LAND</b>	71ha
<b>HOUSING</b>	9,900 new homes by 2026
<b>CURRENT POPULATION</b>	80,000

## GROWTH DRIVERS

### TOWN CENTRE DEVELOPMENT

Plans have been unveiled for a £60 million transformation of Scunthorpe Town Centre. They include a new £5.8 million headquarters office for Ongo Homes, a £15 million university centre for around 1,500 students, new homes and accommodation for NHS staff, £1 million refurbishment of the Central Library, and £4 million of improvements to make the town centre look more attractive.

### LINCOLNSHIRE LAKES

One of the North of England's largest mixed-use development projects. A £1.2 billion transformational project that will deliver high quality residential, business and recreation environment, centred around a network of lakes. The scheme is projected to create 7,700 new homes in six new village settlements, five lakes with opportunities for leisure and recreation, new schools, community facilities, and sports pitches, restaurants, cafés, pubs, and entertainment facilities, and a new football stadium with a hotel.

### SCUNTHORPE UNITED FOOTBALL STADIUM

Scunthorpe United FC has unveiled plans for a new 12,000-seater football stadium on land to the south of Lincolnshire Lakes. The plans also include a 96-bedroom hotel, gym, multi-use indoor arena, indoor and outdoor crown green bowling centre, community sports pitches and offices. As well as football matches, the new stadium will be able to host concerts and other events. It will also include conference and banqueting facilities.

### NORMANBY ENTERPRISE PARK

North Lincolnshire Council has secured £1m of funding from the Greater Lincolnshire LEP's Northern Powerhouse Fund to facilitate the development of Normanby Enterprise Park into a significant employment site to the north of Scunthorpe.

### SANDTOFT BUSINESS PARK

Plans are being progressed for a 55.3 ha logistics park.

## SOUTH HUMBER GATEWAY

### GROWTH TARGETS

#### JOBS

The development of the offshore wind energy, North Sea gas and logistics sectors in the South Humber Gateway could create up to 10,000 new jobs

### GROWTH DRIVERS

#### OFFSHORE WIND ENERGY

The offshore wind sector has identified the South Humber Gateway as a premier site for offshore wind development and investment. It will play a key role in the development of the three largest Round 3 offshore wind farms in the North Sea, transforming the local economy through the development of a world-class engineering industry on which the area's long-term prosperity will be based.

#### ABLE MARINE ENERGY PARK

A unique 367ha super-site capable of attracting an offshore cluster of international companies to produce wind turbines, components and foundations together with a purpose-built base for their deployment. The state of the art development will provide 1,279 metres of quayside facilities purpose built for the manufacture, assembly and deployment of offshore renewable technologies.

#### ABLE LOGISTICS PARK

A 497 ha site with full planning permission for 1.7 million sq m of warehousing and a business park.

#### SOUTHERN NORTH SEA GAS

The South Humber Gateway is an emerging hub for the Southern North Sea gas fields, with £2 billion of gas investment planned off the Humber Coast.

## HUMBERSIDE AIRPORT

### GROWTH DRIVERS

#### NORTH SEA OFFSHORE ENERGY AND RENEWABLES SECTOR

Humberside Airport is the UK's second largest helicopter hub and is fast growing into the premier aviation centre serving the southern North Sea oil, gas and offshore wind energy sectors.

#### HUMBERSIDE AIRPORT ENTERPRISE ZONE

Plans are being progressed for a 17.2 ha business park and logistics hub at the airport, with Enterprise Zone status. A further 12 ha extension of the business park has been allocated, which will be released once the majority of the business park land has been committed.

#### AIRCRAFT MAINTENANCE ACADEMY

The £5 million Aircraft Maintenance Academy opened at Humberside Airport in 2015. Operated by BAE Systems, it provides training for 60 apprentices per year to learn how to work at air force bases around the world. The Nightel hotel is being used to accommodate the apprentices.

## GRANTHAM

### GROWTH TARGETS

<b>JOBS</b>	4,000 new jobs by 2026
<b>HOUSING</b>	7,000 new homes by 2026
<b>CURRENT POPULATION</b>	43,000

### GROWTH DRIVERS

#### SPITALGATE HEATH

Lincolnshire County Council, South Kesteven District Council, and landowner Buckminster Estates are progressing plans for the Spitalgate Heath Sustainable Urban Extension to the south of Grantham that will deliver up to 4,000 new homes, a major new employment area, and an East/West Relief Road connecting the A1 to the A52.

#### GRANTHAM DESIGNER OUTLET VILLAGE

Rioja Developments and Buckminster Estates have unveiled plans for a £100 million designer outlet shopping centre, with 130 shops, restaurants, cafés, and potentially a hotel, adjacent to the A1, with access from the new Grantham Southern Relief Road that is currently under construction. The developers are claiming that the development will create 1,500 jobs and could attract up to 3.5 million visitors per year. Construction due to start in 2019, with the first phase of shops opening in Spring 2020.

#### GRAVITY FIELDS

This unique festival creatively explores science, arts and heritage through events. It is a celebration of Grantham's close links with one of the world's greatest thinkers, Sir Isaac Newton.

#### ST PETER'S HILL CINEMA DEVELOPMENT

The purpose of this £5.9 million development is to promote market town regeneration and to attract significant inward investment to the Grantham area. The development will add to the local leisure offer and act as an attractor for Grantham's town centre. The scope of the project includes construction of five new cinema screens (14,122 sq ft), demolition and site clearance of the existing two screen cinema and construction of A3 restaurant space (6,250 sq ft) at ground floor levels attached to the new cinema. The first floor will be approximately 9,200 sq ft of flexible space for other leisure, A3 or office use to meet the demands of the market. Landscaping and public realm works will be carried out adjacent to the new building.

## STAMFORD

### GROWTH DRIVERS

#### VISITOR ECONOMY

Stamford is an attractive, historic, stone-built town with strong visitor appeal. Burghley House is one of England's finest Elizabethan houses, attracting over 100,000 visitors per year. It also holds a programme of special events throughout the year, most notably the Burghley Horse Trials at the beginning of September.

#### STAMFORD GEORGIAN FESTIVAL

The Stamford Georgian Festival first ran in 2013 as a biennial event. It is a triumph of colour, entertainment and fun set amidst the ancient streets of Stamford's historic stone town. Engaging over 53,000 visitors over the weekend, it is a great boost for local businesses creating an additional economic impact of £1 million within the local area. The festival celebrates literature, drama, music, markets and street entertainment of the period, complete with a re-enactment of the notorious bull run from Stamford's history.



## GAINSBOROUGH

### GROWTH TARGETS

<b>JOBS</b>	3,000 new jobs by 2036
<b>HOUSING</b>	4,435 new homes by 2036, including 2,150 in two new SUEs
<b>CURRENT POPULATION</b>	21,787 (2014)

### GROWTH DRIVERS

West Lindsey District Council is progressing a strategy for significant population, employment and economic growth focused on the regeneration of the town centre and riverside, including residential, retail and leisure uses, and a new 200-berth marina; two Sustainable Urban Extensions that will eventually deliver 3,250 new homes, community facilities and additional employment land; the further development of the Somerby Park strategic employment sites, and a Food Enterprise Zone at Hemswell Cliff.

## SLEAFORD

### GROWTH TARGETS

<b>HOUSING</b>	4,435 new homes by 2036, including 2,850 in two new SUEs (Sleaford South Quadrant and Sleaford West Quadrant)
<b>CURRENT POPULATION</b>	17,671 (2011)

### GROWTH DRIVERS

#### SLEAFORD WEST SUSTAINABLE URBAN EXTENSION

An outline planning application was submitted to North Kesteven District Council in April 2016 for the development of the Sleaford West SUE, to include 1,400 new homes, 3 ha of offices and industrial units, a family pub restaurant, 40-bedroom hotel, schools and community facilities.

## SKEGNESS

### GROWTH DRIVERS

#### VISITOR ECONOMY

Skegness is the UK's fourth most popular holiday resort. It continues to attract strong holiday demand from its core catchment markets of the East Midlands and South Yorkshire and is a popular day visit destination. Recent and current investment in the Skegness visitor offer include the Sky Pier complex, currently under construction on the seafront, which includes an ice rink, roller disco, bars and restaurant; a £3.5 million project to redevelop Tower Gardens Pavilion, to include a new tourist information centre, art gallery, tea room and enterprise units; plans progressing for a new Premier

Inn, pub/restaurant and fast food outlets on Pier Field on the Foreshore; the opening in June 2017 of the UK's first purpose-built marine observatory at the new Coastal Country Park at Chapel St Leonards; continuing investment in the Butlins Skegness holiday resort; and the launch in 2016 of a new visitor centre at the Gibraltar Point National Nature Reserve. East Lindsey District Council has earmarked a series of Council-owned sites on Skegness Foreshore for disposal for redevelopment.



## SPALDING

### GROWTH TARGETS

**JOBS** 13,800 new jobs 2011-2036 (South Holland)

**HOUSING** 5,720 new homes by 2036, including a Sustainable Urban Extension to provide 4,000 dwellings

### GROWTH DRIVERS

#### LINCS GATEWAY

A new 51 acre business park providing a range of offices, warehouses and industrial units, together with a 550 seat conference centre, family pub/restaurant and hotel. The scheme is projected to create up to 1,000 new jobs over the next 10 years.

#### SPALDING RAIL-FREIGHT INTERCHANGE

The South East Lincolnshire Local Plan includes an allocation of 112 ha of land south of Spalding for a £240 million rail freight interchange, to include 10 ha for an operational terminal and 50 ha of employment land for rail freight related development.

#### HOLBEACH FOOD ENTERPRISE ZONE

Lincolnshire County Council is progressing plans for the development of a 10 ha site close to the National Centre for Food Manufacturing at Holbeach to create a Food Enterprise Zone to support the added value food chain in the South Holland District. The site will provide an opportunity for a variety of food industries to co-locate. It is expected to include a mix of research and development, production, processing, packaging and logistics uses, as well as support services such as quality assurance and food engineering. The scheme is expected to attract £13 million of investment by the food industry and to create 700 new jobs. The University of Lincoln has submitted a planning application to move part of its existing Holbeach campus to a new purpose-built facility within the FEZ.

## CONTACTS FOR FURTHER INFORMATION

### **NICOLA SHEPHEARD**

SENIOR GROWTH OFFICER  
Economic Development Services  
Lincolnshire County Council

**T:** 01522 550618

**E:** [nicola.shepherd@lincolnshire.gov.uk](mailto:nicola.shepherd@lincolnshire.gov.uk)

### **LYNN THOMASON**

Hotel Solutions

**T:** 01522 811255

**E:** [lynn@hotelsolutions.org.uk](mailto:lynn@hotelsolutions.org.uk)



Lancaster House | 36 Orchard Street  
Lincoln | LN1 1XX

**T:** 01522 550540

**E:** [greaterlincslep@lincolnshire.gov.uk](mailto:greaterlincslep@lincolnshire.gov.uk)

 GreaterLincsLEP

**[WWW.GREATERLINCOLNSHIRELEP.CO.UK](http://WWW.GREATERLINCOLNSHIRELEP.CO.UK)**