

LINCOLNSHIRE'S EVOLVING OPPORTUNITIES

WHO WE ARE AND WHAT WE DO

The Greater Lincolnshire LEP works with the public, private and voluntary sectors to drive sustainable economic growth.

We help our businesses increase productivity and innovation, create new employment opportunities, and develop infrastructure solutions that support this. We are the voice of the local business community, ensuring that the economic interests of the area are properly represented.

We believe that Greater Lincolnshire is alive with opportunities and a truly great place to live, work and do business.

This is why we are developing a Local Modern Industrial Strategy which will unlock post-Brexit funding, deliver our ambitious plans for growth, improve quality of life for all, and ensure the business community of Greater Lincolnshire is distinct and promoted.

GREATER LINCOLNSHIRE'S EVOLVING OPPORTUNITIES

OUR VISION

**FUTURE
PROOFING
THE
AGRI-FOOD
INDUSTRY**

**A HIGH-
QUALITY
INCLUSIVE
VISITOR
ECONOMY**

**A RURAL
INNOVATION
TEST BED FOR
ENERGY &
WATER**

**SUPPORTING
PEOPLE TO LIVE
WELL FOR LONGER
IN RURAL AREAS**

**AN ADAPTIVE
PORTS & LOGISTICS
INDUSTRY
DRIVING GREATER
CONNECTIVITY**

**SKILLS TRANSITION INTO A
CHANGING WORK ENVIRONMENT**

**MAXIMISE THE HOUSING
CONTRIBUTION TO THE ECONOMY**

OUR COMPETITIVE STRENGTHS

AGRI-FOOD

A cutting edge agri-food sector supporting local agri-tech businesses, driving productivity, investment and innovation.

VISITOR ECONOMY

Welcoming more than 34 million visitors to our world-class visitor attractions in 2017, an important and vibrant visitor economy dominated by a wide range of small businesses.

MANUFACTURING

Home to the RAF and birth place of the tank and Sir Isaac Newton, our manufacturing sector has produced a legacy of sites and skills, creating investment, supply chains and high profile manufacturing businesses.

LOW CARBON

Supporting many jobs in the manufacturing and energy sectors making significant progress in adopting clean technologies in energy, waste and water management.

HEALTH & CARE

Holding vast capacity and potential to create the right environment for local research, innovation and technology.

PORTS & LOGISTICS

Home to the busiest ports in the UK. Paired with an established logistics industry, a growing airport, and fast connection to the A1 for people and goods, as a growing necessity.

LOCAL INDUSTRIAL STRATEGY

WHY WE ARE DOING THIS?

We see a bright future for Greater Lincolnshire by generating opportunities and becoming leaders in excellence in some nationally important areas.

This is the place where innovation meets heritage, and where community is strong. Home to the Royal Air Force (RAF), birth place of the tank and Sir Isaac Newton, site of the largest and most progressive agri-food sector, offering the historically important Lincoln Castle and Cathedral, the beautiful Lincolnshire Wolds and vibrant coastal resorts, we know that we have significant and distinctive strengths.

With global competition increasing, and technological innovation driving significant change at an ever-increasing rate there has never been a more crucial time to reconsider our economic futures. So, as a national step change unfolds, our aim is to set out Greater Lincolnshire's areas of industry excellence and leadership, to showcase our Evolving Opportunities. These will form our basis to develop a long-term and distinctive Local Industrial Strategy with Government.

By working in partnership with Government, local Government, education providers and local businesses, **we have helped to create 1,324 jobs, built 419 homes, supported 6,679 businesses and trained 11,162 people.** This is allowing investments in new schemes such as the Lincoln School of Medicine and the infrastructure to unlock three Food Enterprise Zones in Holbeach, Hemswell Cliff and Grimsby.

There are some important factors which make this a great place to live and work. We play an important role in the UK economy: we feed the country through our expertise in food production and agri-tech; power the country through our low carbon and power engineering; and entertain through our thriving visitor economy.

We can boast an historic city, vibrant market towns and the UK's largest port by tonnage. We offer an unrivalled lifestyle for the cost of living and excellent career opportunities within innovative companies, and our thriving universities are some of the fastest growing in the UK – providing a growing talent pool, fuelling academia and providing a skilled workforce.

WE HAVE ALREADY HELPED TO DELIVER:

**£20
BILLION
CONTRIBUTION
TO THE UK
ECONOMY**

**£307
MILLION
IN NEW FUNDING**

OUR VISION

Our vision is to:

- > Be home to a world leading agri-food industry, developing and demonstrating new technologies and being the envy of our global competitors.
- > Drive our remarkable energy resources to act as a test bed for energy and water, reduce costs and improve environmental performance, and identify cutting edge solutions for new commercial models of energy generation and storage, with new approaches to grid management and sustainable water storage.
- > Further develop and implement new ways to support the health and care of people who live in hard-to-reach areas, and support people through innovative ways to live well and independently for longer.
- > Support a high-profile, high-quality tourism industry, supporting innovation across tourism services and facilities to transform into a modern, culturally and creatively vibrant visitor economy.
- > Drive an efficient, highly skilled ports and logistics industry through developments in technology and automation with new methods of delivering goods and services emerging, supported by a strong workforce including technicians, programmers and engineers.

To achieve this we are dedicated to equipping everyone in Greater Lincolnshire to transition into this increasingly automated, digital, and fast-changing environment, where digital advances and automation will be game changing.

A CALL FOR EVIDENCE

We want your help to inform local choices, prioritise local action, and inform decisions at a national level.

By focusing our collaborative energies, we can achieve great things for Greater Lincolnshire. We therefore encourage you to share your own priorities and thoughts on both barriers that we need to overcome and the opportunities we need to embrace and hope that the emerging themes in this document will inspire you to engage in our discussion.

Visit www.greaterlincolnshirelep.co.uk/call-for-evidence to learn more and post your views which will be open to Spring 2019.

FIND OUT MORE

This summary has been developed based on detailed data analysis as well as significant dialogue with local stakeholders and partners. The resulting evolving visions and themes are framed around areas that are distinctive to Greater Lincolnshire and which will make a specific contribution to the UK economy.

This summary outlines the vision for Greater Lincolnshire which we are championing through our Local Modern Industrial Strategy and which is explicitly intended to identify our local and very specific competitive opportunities. It is important to state that it is not a strategy for all Greater Lincolnshire's priority sectors and themes, which remain supported through the Greater Lincolnshire Strategic Economic Plan (SEP).

LOCAL MODERN INDUSTRIAL STRATEGY

The development of a Local Modern Industrial Strategy will build on significant investment already driven through the Greater Lincolnshire LEP. With the UK's planned exit from the EU, the political context remains unclear but our goal remains the same: to increase productivity and quality of life by creating innovative commercial and employment opportunities across Greater Lincolnshire.

Within the Modern Industrial Strategy, the Government stated that it would work in partnership with defined areas across England to develop and agree our own Local Industrial Strategies to establish new ways of working between national and local leaders in the public and private sectors. These will be long-term and based on clear evidence, and will align to the Modern Industrial Strategy. They will also inform the allocation of any future local growth funding deployed through Local Enterprise Partnerships (LEPs).

£77
MILLION
OF EUROPEAN
FUNDING
COMMITTED



VISION ONE FUTURE PROOFING THE AGRI-FOOD INDUSTRY

Greater Lincolnshire supports the UK's largest and most progressive agri-food sector, based on dynamic businesses, strong innovation, and well developed supply chains.

Our local businesses are national leaders in this growing sector and the University of Lincoln now has the largest agri-food robotics team in Europe.

Today, Greater Lincolnshire produces a quarter of the country's vegetables and is the leading area for food production and innovation in the country.

As the leading area in the UK for food production, and home to the National Centre for Food Manufacturing, we aspire to be a world leader in the future of the sector, with major export opportunities for food and drink, and the technology and systems which underpin this.

Three Food Enterprise Zones are being developed to enhance Greater Lincolnshire's status as a world leader in the agri-food and agri-tech industries and will unleash food entrepreneurs, bring together researchers, farmers, manufacturers, distributors and retailers to improve productivity and benefit local communities through new jobs and housing opportunities.

**LINCOLNSHIRE
FEEDS
THE UK**

Growing 25% of
England's vegetables

Processing 70% of its fish

**THE UNIVERSITY
OF LINCOLN NOW
HAS THE LARGEST
AGRI-FOOD
ROBOTICS
TEAM IN EUROPE**

**THREE FOOD
ENTERPRISE
ZONES (FEZ)
ARE BEING DEVELOPED**

to enhance Greater
Lincolnshire's status as a
world leader in the agri-food
and agri-tech industries

VISION TWO A RURAL INNOVATION TEST BED FOR ENERGY AND WATER

We propose Greater Lincolnshire as a test area for rural energy and water technologies. This translates as offshore wind farms, coastal flood protection, and an efficient ports and logistics industry hub in the north of the region.

The area supports many jobs in the manufacturing and energy sectors and we are already making significant progress in adopting clean technologies. Born out of our strong engineering heritage, this is already resulting in effective and cutting edge solutions to the supply and management of energy, waste and water.

"Grimsby produces enough wind energy to supply 1/4 of the annual power needs of more than 14 million homes, cutting carbon emission by 25 million tonnes a year."

But supplying sufficient power and water to new commercial and housing sites is a fundamental challenge. We want to bring forward innovative, local solutions to unlock potential alongside the urgent need for new energy solutions to tackle climate change.

Greater Lincolnshire has the physical and research assets needed, and is collaborating with other areas and partners to seek innovative solutions. Development of a rural smart grid programme offers the opportunity to combine these elements and offer a flexible energy supply with the potential to reduce costs and improve environmental performance. Links are particularly strong with the food sector offering water and energy synergies by flexing when water is pumped to balance the grid, offering Greater Lincolnshire a significant and exciting opportunity.

The Humber estuary
is fundamentally
connected with at least

**25% OF THE
UK'S ENERGY
PRODUCTION**

There is enough energy
produced through
anaerobic digestion within a

**25 MILE
RADIUS OF
LINCOLN TO
POWER
THE CITY
TWICE OVER**

VISION THREE SUPPORTING PEOPLE TO LIVE WELL FOR LONGER IN RURAL AREAS

We aim to develop and implement new ways to support the health and care of people who live in hard-to-reach areas, and to support people through innovative ways to live well and independently for longer.

The health and care sector is vast and reaching capacity, and over the next 20 years our over-75 generation is projected to increase by over double the anticipated rate of increase in England.

Significant market opportunities exist for new products and services to support independent living for an ageing population, and those requiring care and support. Greater Lincolnshire has made huge developments in the field of the future of health and care in recent years, including the Centre for Rural Health, the Joseph Banks Laboratories at the Lincoln Science and Innovation Park, and the development of a new Medical School.

Since demand will increase across the care sector, extraordinary opportunities exist in this field in the race to find innovative and cost-efficient solutions. Greater Lincolnshire hosts a thriving SME market in medical technology, working in partnership to deliver health and care. Our goal is to develop a workforce which self-manages and a society which is healthier and more effective, lives longer independently, and results in a more efficient use of public resources.

GREATER LINCOLNSHIRE'S
OVER 75 YEARS' POPULATION IS PROJECTED TO INCREASE BY NEARLY 70,000

This would be a 65% increase, over double the anticipated rate of increase in England

HEALTH & CARE SECTOR
WORTH NEARLY
£2 BILLION
EMPLOYS 58,000 PEOPLE



VISION FOUR A HIGH-QUALITY, INCLUSIVE VISITOR ECONOMY

We welcomed more than 34 million visitors to our world-class visitor attractions in 2017 and the sector has continually grown at a faster rate than the wider economy.

It is vital to explore the impact of tourism innovation on the sector if we are to create a modern and vibrant visitor economy.

Greater Lincolnshire has established itself as a national food destination with high-quality restaurants, accommodation, and entertainment. This is the place to visit to reconnect with nature, immerse in centuries of heritage, and be entertained by our vibrant creative and cultural scene.

But the visitor economy in Greater Lincolnshire is concentrated across some specific areas, in particular

on the coast. The work here is often highly seasonal, leading to fluctuating unemployment rates. Many of these areas share the highest levels of employment with a high deprivation status and so there is also a social and inclusion challenge in areas where this sector dominates.

Our enduring vision is to build a future-focused, high-quality and inclusive visitor economy, with an extended tourist season which can address the challenges and find solutions.

**34.3 MILLION
PEOPLE VISITED
GREATER
LINCOLNSHIRE
DURING 2017**

increasing by nearly
10% in 3 years

**RAPIDLY GROWING
VISITOR
ECONOMY
IN 2017 WORTH
£2.24 BILLION**

6.6 % up on 2016

**ONLY
64 MIN
JOURNEY TIME
TO LONDON**

By train from Grantham
on East Coast Main Line

VISION FIVE AN ADAPTIVE PORTS AND LOGISTICS INDUSTRY DRIVING GREATER CONNECTIVITY

Greater Lincolnshire's central location ensures that we can serve over 75% of the UK population within a four hour drive time which creates a natural hub for the UK's logistics sector.

The ports of Grimsby and Immingham are the busiest in the UK and paired with access to Humberstone Airport, the A1 and East Coast Main Line, our ports and logistics businesses will continue to underpin growth elsewhere, as well as generating new opportunities.

The future of infrastructure is changing as a result of developments in technology and artificial intelligence (AI) with new methods of delivering goods and services emerging. In Greater Lincolnshire we need to meet the challenge of delivering this across a dispersed area and we see opportunities for the industry to benefit from increased digitalisation and automation, leading to improved connectivity across Lincolnshire.

We aspire to enable an efficient, highly skilled ports and logistics industry through developments in technology and automation, supported by a strong workforce including technicians, programmers and engineers.

PORTS & LOGISTICS

Greater Lincolnshire's ports account for over **25% of UK rail freight** and its central location ensures over 75% of the UK can be reached **within a four hour drive time**

**THE PORT OF
IMMINGHAM
IS THE UK'S
LARGEST PORT
BY TONNAGE**

handling around
55 million tonnes



**VISIONARY CHALLENGE:
EQUIP PEOPLE IN GREATER
LINCOLNSHIRE TO TRANSITION INTO
A CHANGING WORK ENVIRONMENT
AND TAKE ADVANTAGE OF THE
OPPORTUNITIES IT HAS TO OFFER**

Skills are at the heart of achieving a Local Modern Industrial Strategy; they cut across all aspirations and industries and are a fundamental challenge to deliver on all opportunities.

WE ENDORSE:

- > Progression: Supporting students and adults to progress in their qualifications and technical knowledge; to level 3, 4 and beyond.
- > Retraining the existing workforce: Technology, global competition and new working practices will determine that the existing workforce requires significant support to adapt in response to sustained disruption.
- > Partnering with businesses to help them adapt and compete: Sector collaboration is important to help businesses prepare and adapt to the challenges and opportunities of technological change.

**WITHIN
20 YEARS,
90%
OF ALL JOBS
WILL REQUIRE
DIGITAL SKILLS**

**AROUND
2/3RDS
OF CHILDREN
IN PRIMARY SCHOOL TODAY
WILL WORK IN
JOBS WHICH DO
NOT EXIST YET**

**OVER
100,000
NEW HOMES
ARE PLANNED
ACROSS GREATER
LINCOLNSHIRE**
up to 2036

**AVERAGE HOUSE
PRICES ARE
25%
LOWER
IN LINCOLNSHIRE
THAN THE NATIONAL
AVERAGE**

**VISIONARY CHALLENGE:
MAXIMISE THE CONTRIBUTION WHICH
HOUSING CAN MAKE TO THE GROWTH
OF OUR ECONOMY**

Offering the right mix of available and attractive homes is critical to labour mobility and housing plays an integral part across all of our opportunities.

WE ENDORSE:

- > New technologies and techniques: Off-site construction as well as harnessing digitalisation and automation.
- > Skills for innovative construction: Linking with national programmes and identifying routes to support training at a local level.
- > Design to fit the population and geographical needs of Greater Lincolnshire: To drive new innovation and business opportunities.

TO FIND OUT MORE AND JOIN THE DISCUSSION VISIT
WWW.GREATERLINCOLNSHIRELEP.CO.UK/CALL-FOR-EVIDENCE



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Lincolnshire**

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