

A Vision for Greater Lincolnshire

A flourishing future for all

Greater Lincolnshire has a unique place in the future success of our nation as the source of clean energy, carbon capture opportunities and food security. This vision is our chance to set a new standard for what a good life is in the 21st century.

We are a diverse place of places powering and feeding the nation, home to 1.1m people, with 60% of us living in our many market towns, seaside settlements and historic Lincoln city. We have a unique place in the future success of our nation as the source of clean energy, carbon capture opportunities and food security.

We have top-rated education, a visitor economy worth over £2 billion, and are leaders in ports, logistics, defence, engineering, food production, and energy production. Many of us enjoy easy access to our beautiful countryside, miles of coast and our wide beaches. From the Humber to the Wash, life is good for many.

Yet the economy doesn't work for everyone and the potential of Lincolnshire is more significant than what is currently realised. Around

150,000 people are economically inactive, and the proportion of economically inactive people who want a job is 17% higher in Greater Lincolnshire than nationally. Only 29% of our working age residents have a level 4 qualification or above, which is 32% lower than nationally, and we are ambitious to support all working age adults to have opportunities to enhance their skill level.

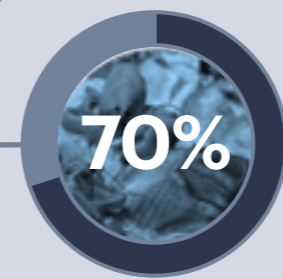
Our lack of public transport connectivity and infrastructure holds back our economy, contributes far too much air pollution and compounds isolation and loneliness for some of our more vulnerable residents. Services are expensive to deliver and Lincolnshire does not get its fair share of government funding to deliver services across our large area, which creates a risk that too many people are dependent upon the state or

Greater Lincolnshire gives more than it takes

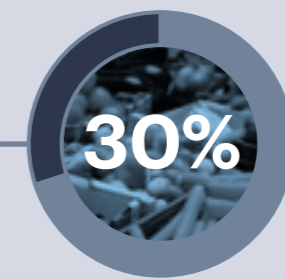
1.1 m people in Greater Lincolnshire

£2bn contribution from our visitor economy

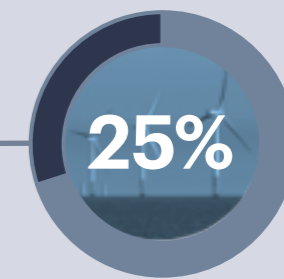
9.1 m jobs in the agri-food sector



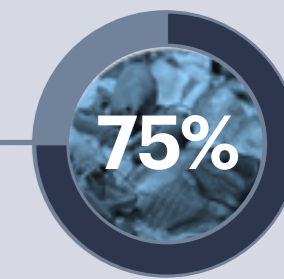
of our seafood is processed in **North and North East Lincolnshire**



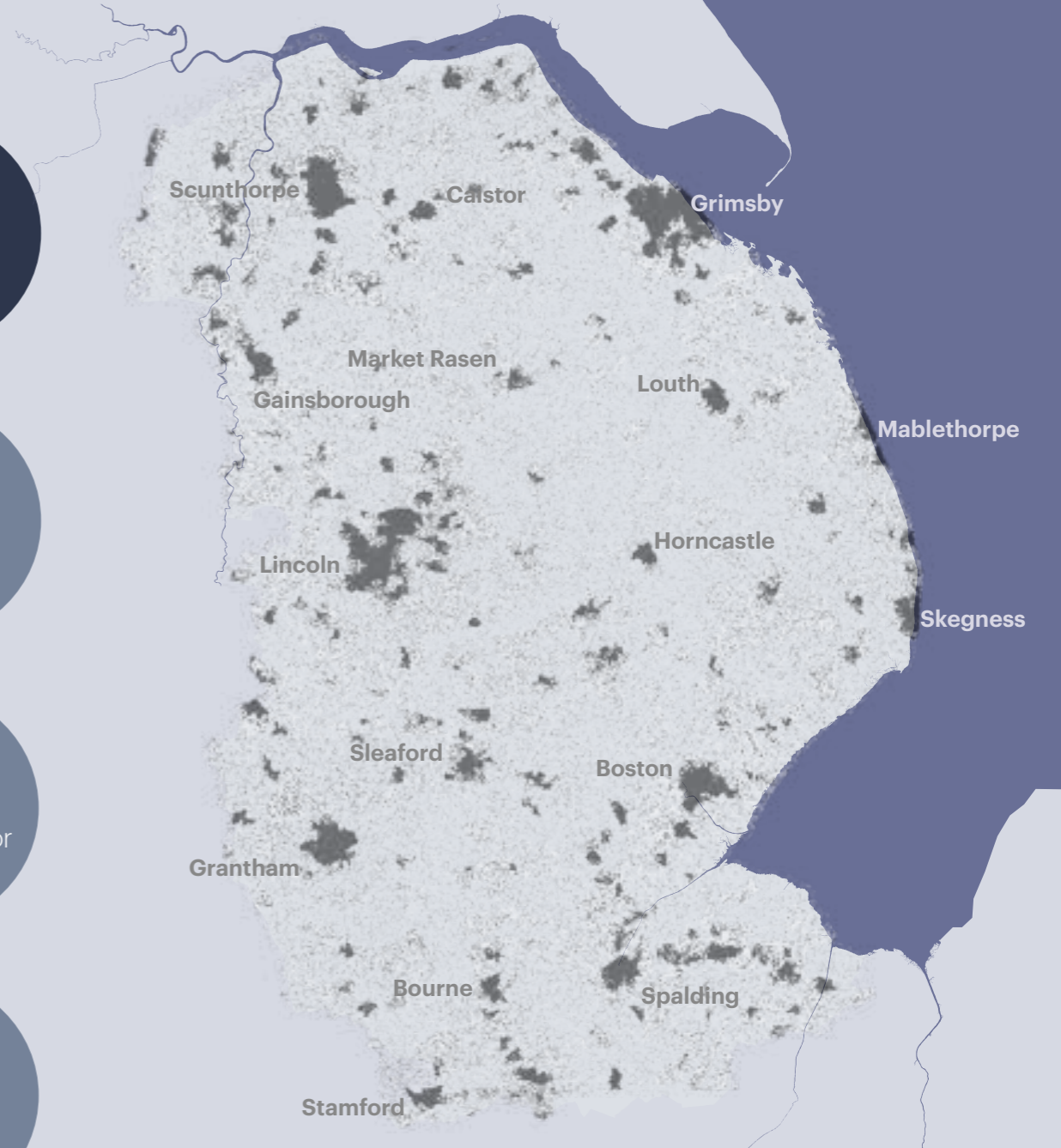
of our nation's vegetables come from **Lincolnshire's food valley**



of the **UK's energy** is generated on **Lincolnshire's shores**



of the UK can be served within **4 hours** of our ports and logistics hubs



We have always been pioneers. From Isaac Newton's role in the enlightenment and modern science, to draining the fens and agricultural mechanisation which has enabled us to feed the nation. Now we are on the cusp of a unique innovation-led economy that will help solve climate change and hunger. It is time to harness our creativity and ingenuity together to make the most of our natural assets.



charitable donations. Thousands of our homes and businesses, and hectares of productive land are at risk of coastal erosion, sea level rise and flooding.

As we come out through a global pandemic, we need to reframe our ambitions. Lincolnshire's many assets, not least our population, huge areas of productive land and unique natural environment can be harnessed. They can help create a future that works for every one of us living here whilst being at the forefront of respecting and enhancing the wellbeing of the planet.

Greater Lincolnshire's vision is to create a flourishing future for all. We will do this by drawing on our great natural assets, common purpose and history of ingenuity. We will harness our vibrant areas while setting new standards for a regenerative economy:

a system where we give much more than we take. Together, we are connected place of places powering and feeding the nation. Together, we enable our residents to be independent and achieve wealth and good health. Together, we protect and enhance the wellbeing of the world.

In 2050 we will look back to a turning point in the 2020s where we asked, "what does a good life look like for everyone?". We will be proud to have taken rapid and decisive action to deploy technologies, policies, and our collective skills to set us on a path to meet our own, local version of the UN sustainable development goals set out in this vision. The moves we made put Greater Lincolnshire first by realised our needs through a strategy that also placed us central to UK innovation and independence post-Brexit.



Lincoln is a historic cathedral City with a thriving economic and cultural life. The City is the focus for innovation and development within the sub-region. It has a high jobs density and serves a travel to work catchment of more than 350,000.

4 <https://www.plumplot.co.uk/Lincolnshire-population.html>

5 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/88150/greater-lincolnshire.pdf

6 NOMIS

7 https://www.greaterlincolnshirelep.co.uk/assets/documents/Greater_Lincolnshire_Local_Skills_Report_April_2021.pdf

WHAT IS IN A VISION?

This is the first 2050 vision for Greater Lincolnshire covering from Humber to the Wash. This vision draws on many sources of information and inspiration including our public health responses to the pandemic and associated challenges, our LEP Economic Recovery and Renewal plan and engagement with business. It draws upon work with service providers and citizen engagement.

From this collaboration it has never been clearer that the complex challenges we face as a society can only be solved through working together, tackling them in partnership with one another, and drawing on our strengths to create a whole that is greater than the sum of its parts. In order to guide our journey, we need to know our destination. It is that destination that is described here.

What is this vision?

- An ambition for life in Greater Lincolnshire in 2050
- A focus on Humber to the Wash, cherishing that we are a place of places, powering and feeding the nation
- Something that grapples with the big issues and ensures we are well prepared for change, together
- Something to inspire and invoke courage and innovation
- Something that helps us harness local assets and resources in ways that help us achieve our shared goals

What is it not?

- A plan to override all other plans, but it can act as a guiding light
- Just about place or economy, but rather it is first and foremost about people
- Owned by just one organisation, or just the public authorities – ownership lies with us all including employers, the third sector and every citizen.
- Perfect or something that has all the answers

OUR PLACE, OUR HISTORY, OUR ASSETS



Lincolnshire has a rich history of innovation and independence of mind. Isaac Newton's family home is famously situated here and was the location for many of his truly groundbreaking experiments. The story of the pilgrim separatist movement that founded the United States started in Gainsborough and Boston. Our county was at the forefront of mechanising agriculture through the invention of the tractor, which later revolutionised our national security with the adaptation of tractors to tanks.



We have been the birthplace of many reformers from political leaders such as Margaret Thatcher to Edith Smith, the UK's first female Police Constable. Our towns feature in British literary classics by world renowned authors including D. H. Lawrence and George Elliot. Stamford's Georgian architecture is so outstanding that it was designated the UK's first conservation town. We can even claim the world's first rock festival, with Jimmy Hendrix headlining Spalding's Barbeque 67, two years before Woodstock.



In the early 2020s our economy was worth more than £20bn per annum. The strengths and opportunities in specific sectors were agri-foods, energy and water, ports & logistics, the digital economy, visitor economy, and health & care. In all these sectors, GLLEP were experiencing positive jobs growth and positive business birth rates. We were increasingly recognised as an agri-food centre of excellence and our ports and logistics hubs already acted as gateway to other regions including the Northern Powerhouse.



Our history has shaped the communities that have settled here and our local economy. Many places in Lincolnshire have a long association with the RAF, including bases at Cranwell, Waddington and Digby to name but a few. Relatively low house prices and an outstanding natural environment make Lincolnshire a very attractive place to call home.

A CASE FOR CHANGE

Every great place faces challenges. Every great vision makes the big calls to tackle threats head on and capture opportunities arising from its assets and the changing world we live in.

Coastal erosion, extreme weather patterns and sea level rise.



“

I'm worried about stories of floods. I want to keep our home, and hopefully one day extend it as our family grows.

”

The threat of coastal erosion, extreme weather patterns and sea level rise also presents an opportunity to be a global leader in climate adaptation. Forecasts indicate that without mitigation, nearly one third of Greater Lincolnshire including Grimsby, Mablethorpe, Skegness, Boston as well as parts of Cleethorpes, Lincoln, Scunthorpe, Gainsborough, Woodhall Spa, Immingham and more are at risk of being below annual flood level in 2050. This could translate to hundreds of thousands of homes, businesses, livelihoods, and productive land at risk and could create a negative spiral of decline and retreat. Our natural assets in these areas are a positive which we want to protect. In the past Lincolnshire has made a virtue of low lying areas and managing it through dams, dikes, ditches, and pumps to create fertile land to feed our nation. We will invest in exceptional water management alongside renewable energy technologies and become a global leader in the field of climate adaptation, an industry that is worth billions of pounds.

The cost of public services is growing.



Lincolnshire has 20-26% higher levels of inactivity among people over 55 than the rest of England, which is one of the top risk factors for preventable disability.

The underlying cost per person is higher in rural areas than cities. OECD rural studies suggest transport service provision becomes more expensive in areas with lower population densities. This is also true of the cost of providing social care, which is higher in rural areas than urban areas. We must rethink how services are provided, what preventative measures are in place for certain families, where and how future populations live. We can be world-leading in innovation of the delivery of digital rural health and care. A thriving economy is also vital ensuring, and how we capture that growth locally for reinvestment is crucial.

A CASE FOR CHANGE

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Aging population



“

Since my health issues impacted my mobility, I have socialised a lot less. I'm often waiting for family to visit as I can't get out and about like I used to.

”

We have an aging population that needs care. The aging population in Lincolnshire has increased 30% faster than the rest of the UK rate since 2020. Within 20 years, over half of East Lindsey's population will be 65 or older. This is similar in West Lindsey, South Holland, Boston, North Kesteven and South Kesteven. Older populations often increasingly suffer from loneliness and contribute less to the economy. We can become a leader in innovation and research in the delivery of healthcare in rural communities, linked to our aging better programme. To avoid a negative economic spiral, we can tackle isolation and loneliness, focus on the right support, and simultaneously make efforts to attract more young people to stay or set up in Lincs. We will work together to understand challenges faced and tackle them head on, for example by encouraging intergenerational support, more people to start a family and working for world leading businesses to grow a better economy.

We are undergoing rapid change in technologies.



Over 16,000 Lincolnshire residents are employed in a digital role with over 8,250 specifically within the digital sector experiencing a 17% increase in just three years

Cloud computing, artificial intelligence, robotics, and gene editing are changing industries and the world of work. Some jobs can be done from anywhere. As more activities are automated some jobs won't exist. This will challenge some traditional industries and livelihoods. However, technology has the potential to transform Greater Lincolnshire's core industrial sectors of farming, food, ports and logistics, manufacturing, and water management. In the food, agriculture and tourism sectors, highly physical work can be unsuitable for people in later life, but new technology can support an older workforce in these industries. Greater Lincolnshire has an opportunity to place itself at the forefront of the 4th Industrial revolution.

OUR VISION FOR GREATER LINCOLNSHIRE IS TO CREATE A FLOURISHING FUTURE FOR ALL.

We embrace the 21st century and set new standards for a regenerative economy: we give so much more than we take. We are critical to the success of the UK. Our uniqueness creates opportunities for all.

Together we are **an interconnected place of places powering and feeding the nation.**

Together our residents have good lives, with **independence, wealth and good health.**

Together we ensure **national food security and clean energy supply** to power the UK's homes and economy.

Together we **protect and enhance the wellbeing of the world.**

Our missions



We will achieve this by simultaneously protecting our ecosystem and making good use of our great natural assets, including miles of coast and vast areas of productive land.

Through ground-breaking sustainable water management, leading the transition to clean

energy, locally grown healthy produce and an increasingly circular economic model we have a net-positive ecological impact.

We will help the wellbeing of the world through the shift to renewable energy, slowing of sea level rise, and provision of food technology.

COMMUNITY

Our focus on boosting community means we have citizen-led transformation in our market towns, city, seaside resorts and rural hamlets. We are renown for our ingenuity, shared values and mindset that have driven positive change, reinforced self-help and community-led solutions, and helped us all live a great life.

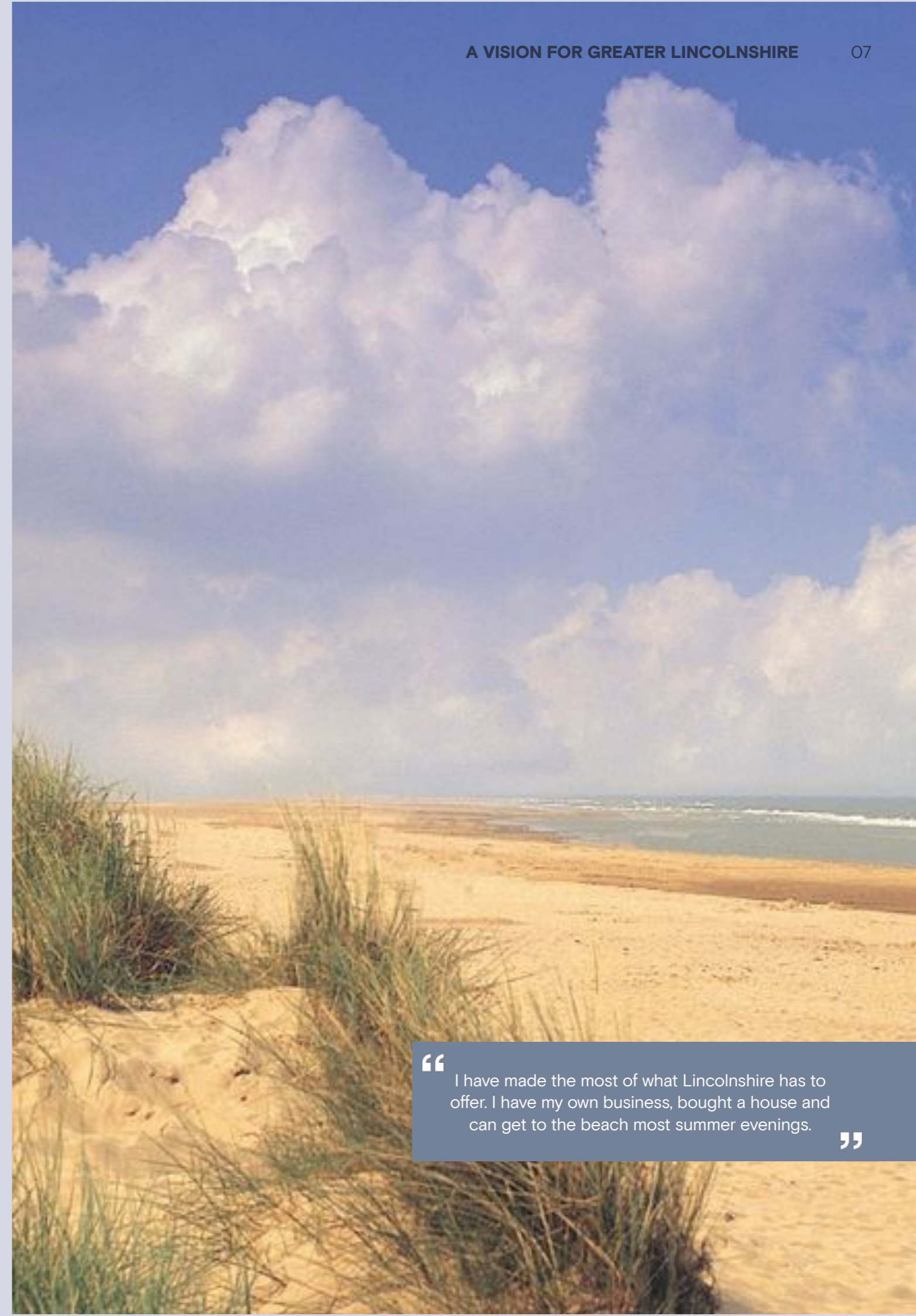
Our past our local heroes give us great inspiration and confidence that we can achieve great changes.

We are even more inspired by today's heroes. They are the carer, the conservationist, the shop keeper, the fisherman, the farmer, the world leading environmental engineer, the local architect, the artist, the digital entrepreneur, the firefighter, and the emergency care volunteer.

We cherish the diversity of the many unique places from Humber to the Wash. The historic beauty of Stamford and Lincoln, connectivity of Grantham

and grand past of Gainsborough make us proud. The shared family holidays in Skegness, Mablethorpe, and Cleethorpes bring us closer together. The world-leading, high-tech industries of the Humber bank and Boston inspire us.

We cherish the diversity of the people in our places, the skills they bring, the kindness they show and the stories they tell. Together we are helping each other lead a good life. Together we are feeding and giving energy to the UK. Together we are supporting the wellbeing of the world.



“

I have made the most of what Lincolnshire has to offer. I have my own business, bought a house and can get to the beach most summer evenings.

”

MISSION TARGETS



CULTURE

All citizens and visitors are provided with a high-quality, diverse art and cultural offering. Several towns are renowned for their culture and arts scene. Young people and all our children become acquainted with art and culture.



“ I have been spending time in nature after it was prescribed by the GP. Meeting people along the way helps me feel part of a wider community. ”



COMMUNITY RESILIENCE

People are proud of the places they live and their fellow citizens. We work together with a spirit of high trust, care and focus on wellbeing. Inequalities no longer exist.



INDEPENDENCE

People enjoy their independence, promote diversity, participation, collaboration and reciprocity.



IMPROVED OUTCOMES

We have reset a new relationship with our communities.



VOICE

Citizens have an increased say, involvement and role in deciding what happens and how it gets implemented.



HERITAGE

Fixing up historic buildings and assets – making the most of what we have (rarely knocking down and starting new).

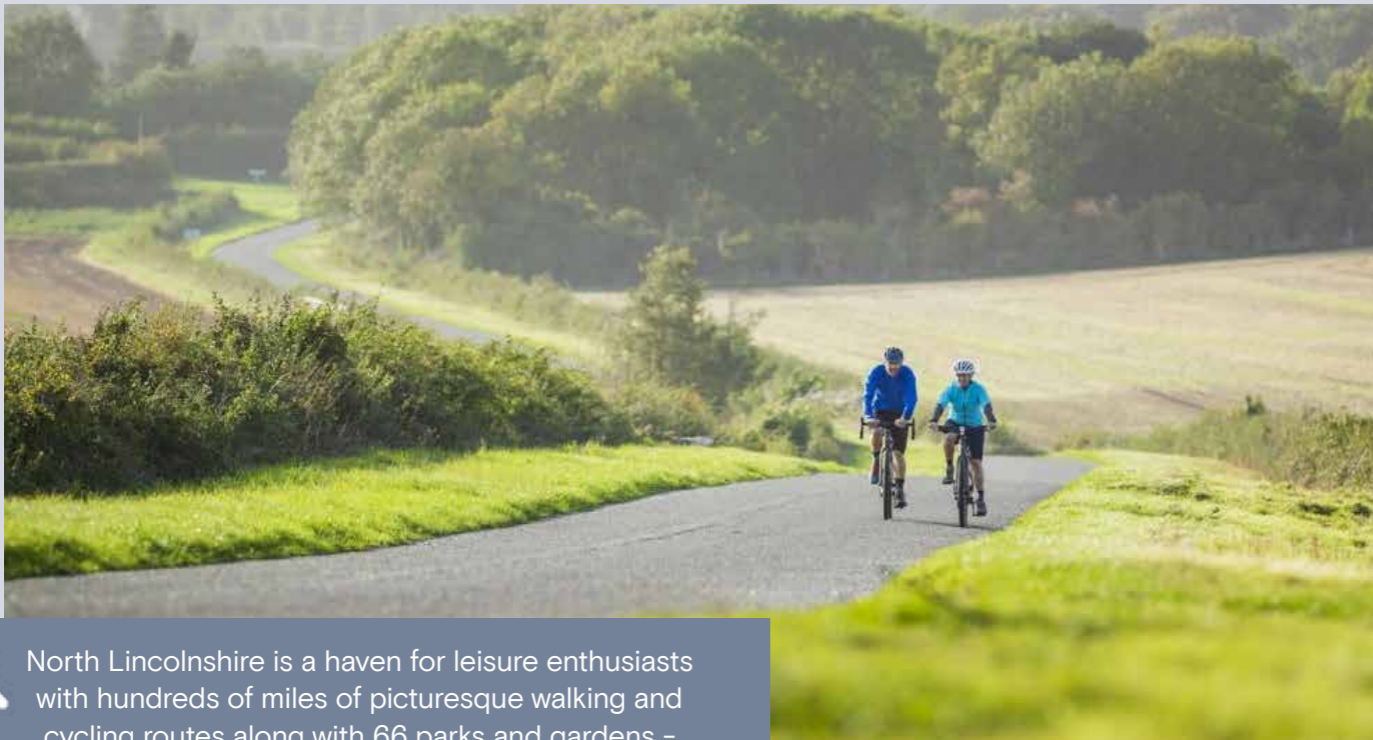


PEACE & JUSTICE

Every town is a safe and livable for residents and visitor.

MOVING & LIVING WELL

Our great places are connected by zero-carbon public transport. Neighbourhoods fulfil everyone's needs by providing places to meet and build our networks, homes, places to work and fair access to the services we need, including digital connections. All of which gives us independence and joy. Active travel is the norm and there is a well embedded infrastructure to encourage it. Our towns, villages and city, resorts and ports, and high-tech hub are accessible and interconnected within Greater Lincolnshire, to the UK and the world.



North Lincolnshire is a haven for leisure enthusiasts with hundreds of miles of picturesque walking and cycling routes along with 66 parks and gardens - including five holding the prestigious green flag award.

Travel solutions are abundant, sustainable and green. Trains have been upgraded, are more frequent and we've invested in other modes such as rapid bus transit schemes. Zero emission cars are available to all. Hydrogen powered vehicles move freight rapidly between producers, ports and consumers using a network of modern infrastructure. Cycleways are very well used because most of us use our e-bike or walk for journeys less than a mile. This means we have vastly reduced congestion and our air is always clean. This has reinforced Lincolnshire as an active, health, independent population.

We live in great towns and neighbourhoods that fulfil most of our regular needs within a modest walking distance. With everything easily accessible and great places to socialise, we have eradicated loneliness, our community spirit is considered the best in the country, and we all have a huge amount of independence, self-sufficiency and joy.

We have capitalised on our assets and brought buildings back into use to strengthen our communities. New homes, streets, parks, the places we work and our civic buildings are all well designed, developed at a 'human scale' with minimal impact on the local

or global ecosystem. We have renewed our neighborhoods and regenerated our town centres.

Our towns, villages and city high streets are hives of activity. They are great places for people to meet, and for young and old spend their leisure time safely together. We have seen the creative reuse of buildings like department stores into spaces to live, work, and play, which seamlessly blending marketplaces and co-working space. New entrepreneurs are starting out on their journey, taking advantage of the creative community, digital connectivity, inspired by their work-live opportunities. Our seaside is renown as the best promenades in the UK, rivalling any in Europe.

We have all the homes that people need, in the right place. We have deployed clever thinking, new material, and the wise use of technology to create new types of beautiful, affordable housing. People take pride in their homes so the building we do have are well maintained, decent, safe, and warm places to live.

Our buildings and streets are fitted with the latest smart devices to help those who need it. Our streets, waste, lighting, transport systems are all monitored and guided by smart

technology, helping ensure public services are well directed and timely. Everything is transparent so citizens are able to see the information and help themselves. Community pride means we all look after our public spaces.

We don't take access to the countryside for granted or inadvertently neglect our urban spaces. We've planted trees in every street. Our parks are well maintained. Some things haven't changed. We still cherish our neighbourhoods in bloom. We still love leaning over the fence to catch up with our neighbours. However, our renewed towns, villages, and city are healthy, safe, beautiful, and welcoming for every user.



“ My proudest achievement is that I do not own a car, and don't intend to. I'm making the most of my bike and the limited public transport available. It would be good if we could have more ”

MISSION TARGETS



DESIGN QUALITY

Gentle density - for example, semi-detached homes, rowhouses, stacked townhouses, etc - beautiful architecture, and spaces in between.



MOBILITY

Every town is accessible to everyone via public transport, in a safe and sustainable way.



CONNECTIVITY

A digitally connected place where the infrastructure is as important as any basic utility and citizen skills are outstanding so we are all connected to the world.



HOMES

There are enough of the homes that people need, which are affordable to them and decent and dignified to live in.



HEALTH

All citizens have an equal chance of living a healthy life, regardless of socioeconomic status, or background.



FOOD

All citizens have access to healthy food choices that are affordable to them.

INNOVATION-LED ECONOMY AND SHARED PROSPERITY

We are world leading in energy, green technology, digital technology, and water management. We have ensured the UK has decarbonised and is self-sufficient in food and energy. Everyone has a well-paid, fulfilling job. Our modernised infrastructure no longer holds back growth, it only holds back the water.

Our renewable energy derived from wind, sun and tidal movement, alongside new hydrogen fuel technology, is powering production in our local economy and the UK as a whole. We export our expertise all over the world to tackle climate change and this has driven up GDP. Thanks to investment and innovation in our world class ports and logistic sector, seafood and food industries through the Food Valley and A15 agri-tech growth corridor initiatives we are feeding the nation and the nation is a net exporter of agricultural services and produce.

We are proud to have turned the very real local risk of sea level rise into an opportunity using our spirit of ingenuity and embracing new technology. This includes AI, robotics and genomics in industry. It includes adopting new materials and construction techniques. In taking decisive action in the 2020s to save our local homes, business premises and productive land from sea level rise,

we developed the means to save the wellbeing of billions of people across the planet.

Being at the forefront of the fourth industrial revolution means we have created a high growth, high-wage economy that is the envy of the country. We have made sure it has benefited everyone through outstanding school education and expanded post-16 skills training. Fully integrated work between universities, colleges and employers is the norm and technology transfer is driving innovation. Lincoln University has expended into many local towns. Branches of other world-leading universities have set up in our area.

Every school is outstanding and our university is a global leader in research and teaching. No one is left without a well-paid, fulfilling job. Food banks are thing of the past that we look back on with dismay. All but the most vulnerable are self-reliant



The low carbon economy and energy production across Lincolnshire are already worth £1.2bn per annum to the economy.

and independent, and we have taken extraordinary measures to focus on early intervention and preventative support for those people. Community resilience coupled with a successful economy means there is always help and support for the vulnerable among us.

We have created an entrepreneur's paradise and are considered the number one best environment to set up and grow small businesses. The digital connectivity is second to none. That means people have chosen to move to Lincolnshire to enjoy our work life balance. It is the access to nature, wide beaches and big skies that remains an outstanding part of the draw to the most talented people. Our town centres are hubs of cultural activities, there is a vibrant night-time

economy and historical buildings have been carefully repurposed for work and pleasure. This has attracted young people to stay after university and inspired local young people to stay and build their career. They take advantage of good value homes and great prospects of working in fulfilling jobs.

We are one of the top tourist destinations including food tourism. Our visitor economy has been transformed through investment and benefits from more reliable employment for workers in the sector. Our attractions and unique landscape make us a regular feature in international tourist guides. We are the ongoing subject of a globally popular Netflix series about innovation-led economy.

MISSION TARGETS



JOBS

Everyone enjoys a fulfilling job.



EDUCATION

Every child receives an excellent education, in a high quality environment. Every adult is able to refresh and improve their skills in order stay actively employed.



75k employees in farm to factory gate supply chain which is, proportionally to the total number of jobs, 3x higher than national figures



INCOME

Everyone is financially secure, enabling them to be independent and support their loved ones. They will be supported on occasions where they cannot provide for themselves.



WORLD LEADING FOOD & FARMING

World leading provider of food, associated technological innovation, enabling the UK to reach food security and exporting our produce, technology and skills to the world.



CLEAN, GREEN ENERGY

World leading provider in renewable and clean energy providing the UK with energy security and exporting our energy and skills to the world.



WORLD-LEADING WATER MANAGEMENT

World leader in water management ensuring Greater Lincolnshire's industry and residents are resilience to flooding and we are exporting our skills to the world.



TOURISM

Destinations are thriving and prize-winning. Secure at least one truly world-beating attraction that makes it into every Tourist Guide to the UK/ Europe.



ENTREPRENEURS & ENTERPRISE

Entrepreneurs enjoy an outstanding business environment with a great range of facilities, infrastructure, access to finance, and focus on environmental and social impact.

ECOLOGY & ECOSYSTEM

We will achieve our vision by simultaneously protecting our ecosystem and making good use of our great natural assets. Through ground-breaking sustainable water management, leading the transition to clean energy, locally grown healthy produce and an increasingly circular economic model we have a net-positive ecological impact. We will help the wellbeing of the world.

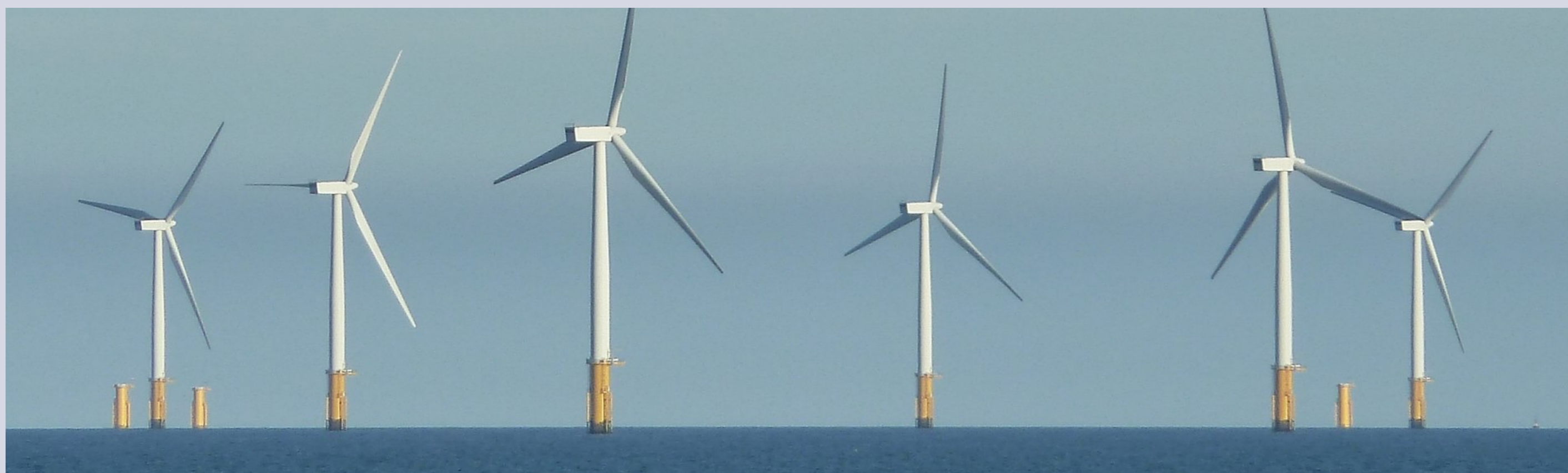
Lincolnshire's natural environment is our biggest asset. The sun, wind, and waves have powered our renewable future. The sea keeps us connected to global markets, supporting our economy, which in turn supports a good life for all. The verdant, fertile land and access to the sea enables us to feed the nation. Our coastal Salt Marshes stores more carbon per unit of area than rainforests. They also reduce wave energy as a natural defense against flooding. The beaches attract people to live here and visitors to spend time and money here. We know how precious this resource is, hence, we treat it with the utmost respect.

Habitats are protected and have been enhanced. We have primarily built our homes and industry on previously used land and deployed clever technologies and policies that led to

rapid decarbonisation in the 2020s. It was in our interest to be good global citizens and meet our commitments in the Paris Accord to keep global temperature rises to 1.5c.

Our economic growth sectors have thrived on strong environmental and social agenda.

For example, our food production focuses on making us well, through whole foods and better nutrition rather than fatty, high-sugar fast food. It's also the thousands of small things that have mattered. We have planted street trees, cherished our parks, shifted our waste management to a circular economic model through community-led change. Zero food waste schemes bring unloved food together in community projects that promote cooking classes, bringing people, together to tackle loneliness and provide meals for people that cannot provide for themselves.





MISSION TARGETS



DECARBONISATION & AIR POLLUTION

Meet our Paris commitments through taking rapid action and working within carbon budgets. Manage ozone depletion. Reduce air pollution from all harmful sources.



COASTAL EROSION

Learn to effectively protect our coast and areas at risk of flooding and in doing so become world leaders.




SUSTAINABLE LAND USE

Concentrate on sustainable forms of development and land use.



PROTECT OUR WATER

Curb excessive use of fertilizer, reduce carbon emissions to address ocean acidification and only use the fresh water we need.

 Greater Lincolnshire is a key player in the global green energy revolution, within an eco-system that supports hundreds of high-skilled, well-paid, sustainable jobs.