

## Town Investment Plan – Progress, Programme & Emerging Vision

### Progress

Since the first meeting of the board, the following milestones have been achieved:

- Analysis and final report on evidence base and stakeholder consultation
- Convening of Delivery Board and workshop sessions to identify high level vision, outcomes and priorities for further development with associated leads
- Project proforma and scoring criteria for high level assessment developed & circulated
- Wider stakeholder consultation taking place via Citizen Panel (virtual) reaching 600 residents in March 2020

### Programme

Proposed programme to meet accelerated timeline, allowing for development of high-level project proposals and appraisal, stakeholder consultation and internal reporting to meet Lead Council requirement.

Milestone	Date
Delivery Board	12 Feb 2020
Leads to complete project proformas	12-26 Feb
Town Deal Board	27 Feb
Appraisal of project proformas	3-9 Mar
Public consultation via Citizen Panel	3-31 Mar
CoL CMT (approve draft Exec Report)	3 Mar
Delivery Board meeting to review project scoring	9-13 Mar
Growth Conference	11 Mar
Report Deadline CoL Exec	12 Mar
CoL Exec	23 Mar
Drafting final TIP	24 Mar – 30 Apr
Approval of final TIP	May 2020

# Lincoln - Town Deal Programme – High Level Vision & Outcomes

Vision



A world class heritage city with a diverse and dynamic economy; where harnessing the power of digitalisation drives investment, productivity, skills, innovation, business growth and employment to improve service delivery and raise the quality of life for all, securing Lincoln’s future as a successful and sustainable, smart and prosperous city where people want to be.

Outcomes



Lincoln will realise its full potential as a vibrant Cathedral city through effective digital promotion and continued investment in its cultural, leisure and heritage assets. The regeneration of strategic sites will further strengthen the urban core through the development of high quality, sustainable workspace and city living to satisfy a growing demand.

Building on its strengths as a centre for learning and research, Lincoln will position itself as a Living Lab – the Lincoln Living Lab - where organisations can collaborate, co-design and test innovative products and services to enable smart growth.

The delivery of a Sustainable Transport Strategy, underpinned by digital technology, will enable efficient movement through the city and work with partners will strengthen the already strong inter-city connections to and from Lincoln.

Investment in training will be tailored to serve industry, the key growth sectors and to address skills gaps. Lincoln will seek to secure the local delivery of specialist training (such as digital coding) to improve workforce skills and support a transition to a higher skill, higher wage economy in which everyone can participate.

Target Outputs

Top 10% in UK for productivity  
A high wage economy

Top 10 in UK for lifestyle offer  
Top 10 in UK for start-up growth

Top 10 in UK for graduate retention  
Higher than average skills levels

Baseline



Lincoln is the focus for growth in Greater Lincolnshire, with 2 universities, FDI and strong business growth (20% between 2008-13). The city is an established visitor destination with an expanding cultural offer, digital and creative sector. Lincoln has benefited from major investment in transport, educational and cultural assets in recent times but remains predominantly a low-wage economy. GVA per head is above regional average but the City is underperforming relative to other cities. Lincoln is one of 10 districts with lowest salaries in the country and wage growth lags behind neighbouring districts. The City ranks 68<sup>th</sup> most deprived district/317 with health & education of particular concern. 10 LSOAs are in the top 10% most deprived; life expectancy has decreased and only 24.2% of the population qualified to NVQ 4. Growth & investment have brought optimism but there are significant barriers to growth both in terms of infrastructure and workforce skills.

# Lincoln - Town Investment Plan - Proposed Phase 1 Delivery

L3 – Lincoln Living Lab – The City is the place to test your technology, pilot your innovations, trial concepts, develop your ideas in a collaborative, supportive environment as part of a public-private-people partnership.

Overarching Concept

↑  
Key Delivery Areas

↑  
Town Fund Focus

↑

Emerging Activities & Projects

## Digital Connectivity: Hard & Soft Infrastructure

**Initiatives that support the growth of the digital sector:** Attracting national and international digital investment, maximise private sector leverage, support new business start-up, SME development & sustainability, retain graduates.

**Initiatives that support key business sectors utilising digitalisation** to improve productivity, develop more sustainable business models, drive innovation and business growth.

- Real-life pilot demo of Living Lab approach to support bid
- Development of apps to build demand & prove case for investment in hard infrastructure
- Business Infrastructure/space
- Digital place-marketing – live, work, invest, visit
- Digitalisation of non-digital business

## Transport Connectivity: Lincoln Transport Strategy

**Connectivity Initiatives:** Utilising digitalisation to support delivery of the Lincoln Transport Strategy objectives centred on promoting non-car usage and sustainable movement options – particularly around the use of digital information to inform customer choice.

- Development & delivery of mobility hubs in existing communities and the city centre
- Bus priority
- Cycling/walking links in and around the city centre (e.g. Broadgate & Wigford Way)
- Development & delivery of digital packages supporting transport/movement

## Skills

**Initiatives that develop the skills required to support the digitalisation agenda:** improving digital based skills, using digital to deliver skills/learning quicker and more flexibly to create an agile and flexible workforce.

- Potential for coding academy
- Potential for International Tourism/ Hospitality college
- Sincil bank community skills & business incubation
- Development of flexible bespoke training tailored to business

## City Centre Vibrancy & Urban Regeneration

**Regeneration of strategic sites to strengthen the urban core** to satisfy demand for workspace, commercial & leisure uses and city living – all contributing to growth and prosperity as part of an enhanced 'lifestyle offer'

- Central Market, Cornhill & City Square
- Barbican Production & Makers Hub
- Tentercroft Street
- LSIP
- WGC
- Digital place-marketing