

Appendix 2

Strategic Context and Alignment with Investment Plan

Greater Lincolnshire Local Industrial Strategy (LIS) June 2020 and Greater Lincolnshire Strategic Economic Plan (SEP) https://www.greaterlincolnshirelep.co.uk/priorities-and-plans/strategies-and-plans/	
Ambition; Future proofing the UK's major agrifood economy, capitalising on its businesses, land and people to create a productive, resilient and low-carbon economy	
Aims: LIS/SEP To support all parts of the economy across the National Industrial Strategy's five foundations of productivity; ideas, people, infrastructure, Business environment and Place Targets, outcomes, needs To grow the Greater Lincolnshire £20.7bn economy, by adding £3.2bn to GVA by 2030. Targets the following sectors for support and growth: - Manufacturing and engineering - Low carbon - Visitor economy - Health and Care	Aims: Lincoln Investment Plan Vision – As the sub region's main urban centre with headroom for significant growth delivering the City's full potential as a world class heritage city with a diverse and dynamic economy, targeting digitalisation to drive investment, productivity, skills, innovation, business growth and employment will have a high impact on the Greater Lincolnshire LIS economy and contribute significantly to the sub region's GVA targets. Digital – building on Lincoln's strength as a centre for learning and research, and promotion of a tech-friendly environment, and business cluster will address the low innovation challenges and maximise the identified opportunities for growth centred around University and Lincoln Science and Innovation Park. Transport – the delivery of a Sustainable Transport Strategy, enabling efficient movement and improved connectivity, improved accessibility

Identifies the need to invest and promote skills, employment and innovation and invest in infrastructure. Challenges identified around low innovation and human capital, and opportunities for growth and potential for a defence cluster business park and workspace units at Lincoln Science and Innovation Park. For Greater Lincoln identifies Health and Care and the visitor economy as the leading strategic opportunities and identifies sustainable housing and innovation drivers as the key requirements for growth.	and the use of smart technologies will achieve network capacity to support the City's/LIS's ambitions for growth. Opportunities to link infrastructure investment with technical solutions and carbon reduction targets supports the wider Lis objectives. Skills – investment in training tailored to raise the skill levels of SMEs and citizens, building in resilience in the transition to the new digital economy and enabling benefit from the opportunities it can bring, addresses the identified need to invest in skills. focusing on upskilling within the Visitor Economy and Health and Care Sectors aligns with LIS identified key sectors Urban Regeneration to support Arts, Culture, Heritage and Enterprise Infrastructure – realising the potential for creating a dynamic and contemporary place, through effective digital promotion and investment in key cultural, leisure and heritage assets strengthens the foundations of productivity and is an opportunity to deliver new facilities to drive growth in the priority sectors of health and care and visitor economy. Regeneration of strategic sites strengthens the vibrancy of the city centre secures Lincoln as a place attractive to international investors and high skill businesses.
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Central Lincolnshire Local Plan adopted 2016

<https://www.n-kesteven.gov.uk/central-lincolnshire/local-plan/>

Ambition: A prosperous, stronger and sustainable Central Lincolnshire

Aims: Local Plan

- Housing growth target of 36,960 new homes by 2036 across Central Lincolnshire and 13,167 within the Lincoln Principle Urban Area
- Development of 4 Sustainable Urban Extensions (SUEs). The Western Growth Corridor SUE, is less than a mile from the City centre, planned for 3200 new houses and 20 ha of employment land.
- An economically assessed need for 11,894 new jobs.
- Policy to protect existing employment sites and land for Strategic employment including Lincoln Science and Innovation Park.
- City Centre policy aims to develop a balanced mix of uses – retail, commercial, cultural and residential - promote good design and protect the historic fabric.

The pre-covid **Local Plan Economic Needs Assessment review 2020** forecast for next 22 years:

- Jobs growth for Lincoln Accommodation and Food services (108 pa) Health and Social Work (142 pa) Arts, entertainment,

Aims: Lincoln Investment Plan

Vision – As the principle settlement within Central Lincolnshire the Town Deal growth and development ambition for Lincoln will have a high impact on delivering the Central Lincolnshire ambition for wider prosperity, resilience and sustainability.

Digital –maximising opportunities for development of digital technologies to support sustainable growth and community access to services, supports the Local Plan Policy sustainability objectives. The Policy objective for development of the University/Lincoln Science and Innovation Park as a strategic employment site is also supported through the Town Deal’s digital objective.

Transport – the delivery of a Sustainable Transport Strategy is a shared objective of the Local Plan sustainability and Transport policy. Improving connectivity within and to the City Centre, prioritising sustainable travel and relieving network congestion aligns with Local Plan requirement for infrastructure capacity to meet housing and employment growth.

Skills – investment in training to raise the skills levels of SMEs and citizens, will support Central Lincolnshire to meet it’s business/job growth forecasts, particularly with regard to Accommodation and Food, Health and Wellbeing and Arts Entertainment and Professional scientific

recreation & other services (35 pa) Professional, scientific & technical (21 pa) - Job losses to be in Wholesale & retail trade (-53 pa) - Over half of all new jobs will require office space (around 97,500sqm across CL) - Overall stock of floorspace has grown over last 5 years and vacancy has reduced. Latent capacity provided by businesses' occupation of vacant space is exhausted and further growth in employment will need to be additional floorspace or a more intensive use of existing space.	and Technical sectors. Investment in existing education facilities (Universities and Further Education Colleges) within an accessible and serviced settlement aligns with Local Plan sustainability, access, community provision Policy objectives. Urban Regeneration to support Arts, Culture, Heritage and Enterprise Infrastructure – realising the potential for creating a dynamic and contemporary place, supports Local Plan City Centre policy objectives around mixed use - city centre living, improved cultural offer and meeting the need for new commercial premises. Investment in Arts, Culture and Heritage supports local plan policy objectives around sustainable communities and protecting the historic assets.
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Lincoln City Centre Masterplan revised 2013

<https://www.lincoln.gov.uk/resident/lincoln-redevelopment-growth-1/5>

Ambition ; to make the City of Lincoln a great city to live, work and visit

To create

- A city with a dynamic, resilient, inclusive and carbon neutral economy
- An attractive, vibrant centre of connectivity, creativity and innovation
- A city renowned for its culture, heritage, learning and special character
- A city with a compact settlement structure growing through sustainable urban extensions
- A green and healthy city with a holistic approach to the urban eco-system and with sustainable sources of energy
- A place of advanced social progress with a high degree of social cohesion
- A city of cultural, generational and ethnic diversity
- A city with governance systems capable of building shared visions and reconciling competing needs

Aims: Masterplan

- Need to Strengthen and improve legibility along north-south routes to the east and west of the High Street.
- Need to address the changing face of retail
- Need to maximise destination offer
- Need to strength the cultural offer

Identified priority Intervention Sites including;

- High Street
- Wigford Way
- Civic quarter

Aims: Lincoln Investment Plan

Vision – The vibrancy of the City Centre as defined by the City Centre Masterplan ambition is key to securing the Town Deal vision for Lincoln’s future as a successful and sustainable, smart and prosperous city.

Digital – The City Centre is a key area for the Town deal investment to maximise opportunities for development of digital technologies to support sustainable growth, improve community/visitor access to services, and gain efficiencies in environmental management. As such the Town Deal digital aims align with City Centre Masterplan objectives.

- Free School lane - City Square - Tentercroft Steet	Transport – the benefits of Sustainable Transport measures within the City Centre is a clear objective of the City Centre Masterplan and runs through many of the proposed intervention sites. There are clear opportunities for intervention that align with the Town Deal Transport aims, particularly the need to strengthen east west links to and address High Street severance issues. Skills – investment in training to raise the skills levels of SMEs and citizens, is an opportunity to align with City Centre Masterplan objectives around vibrancy , innovation, social cohesion and improving the destination offer. Urban Regeneration to support Arts, Culture, Heritage and Enterprise Infrastructure – clear linkages with the City Centre Masterplan and Town Deal aims of realising the potential for creating a dynamic and contemporary place, through effective digital promotion and investment in key cultural, leisure and heritage assets. There are opportunities for Town Fund investment to maintain momentum in City Centre investment dan support the identified priority intervention site priorities.
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Lincoln Transport Strategy 2020-2036

<https://www.lincolnshire.gov.uk/directory-record/64728/lincoln-transport-strategy>

Ambition; ‘By 2036, having delivered on its ambitious growth aspirations, Lincoln will be a more prosperous, attractive and healthy place to live, learn, work and visit. This will be supported by an inclusive and collective approach to accessibility and movement across all communities enabling businesses to succeed, carbon emissions to be reduced, new advances in technology to be embraced and will provide an improved quality of life for all. Links between the cultural, civic, retail and university quarters will be strengthened, and its urban extensions will have exemplar sustainable infrastructure to integrate with the city. There will be a change of focus in movement across the strategy area, with walking and cycling at the heart of the city’s movement network. This will be supported by a network of green corridors, multi-occupancy and shared passenger transport options and reductions in traffic within the urban area. Transport connections to satellite conurbations will be enhanced and the strategic network will be efficient in driving the city’s economic growth and prosperity’

Targets, outcomes, needs

- To reduce traffic in the urban area.
- To deliver inclusive access by ensuring a customer-focussed approach and providing a wider choice in whether, when and how people travel.
- To prepare the strategy area for future mobility including electric, shared, connected and automated mobility as well as the business models that support them.
- Promote technologies to allow more people the ability to work, learn, manage health care, shop and socialise without the need to travel.
- To support and help grow Lincoln’s economy by improving access to employment, education, resources and markets.
- To increase partnership working and shared responsibility for the improvement of accessibility and transport.

Alignment with Lincoln’s Town Deal Vision and Aims

Vision – The growth and prosperity ambitions of the Transport Strategy and Town Deal align. There is also a shared ambition for driving and embracing technological change, carbon reduction and liveability.

Digital – the Transport Strategy identified need to prepare Lincoln for the technological changes in mobility and how people access work, learning, health and social needs aligns with the Town deal aim for driving digital and use of digital technologies. Opportunity for around innovation and testing to improve transport service delivery.

Transport – Transport Strategy and Town Deal Transport aims are strongly mutually aligned. and support the partnership working objective and modal shift objectives. Opportunity to deliver through the Town deal the priority interventions identified in the Transport Strategy.

- To improve rural accessibility to the wider strategy area and beyond. - To provide an efficient strategic road and rail network for long-distance connections to other major centres and international gateways. - To rebalance movement towards walking, cycling and multi-occupancy, shared mobility and passenger transport options. - To increase access to education while reducing the impacts of physical access to schools, colleges and universities. - To enhance the health and wellbeing of communities through improved air quality increased physical activity and safety. - To protect and enhance the historic and cultural environment of Lincoln. - To minimise the impact of transport on the natural environment and improve access to open space, particularly with green corridors. - To reduce carbon emissions to enable the county council to reach its zero emission target in 2050 and mitigate the impacts of climate change. - To manage and support new housing and employment sites, including the sustainable urban extensions, ensuring that they mitigate their impacts whilst also delivering exemplar sustainable infrastructure to connect with the wider strategy area.	Skills – Investment in existing education facilities (Universities and Further Education Colleges) within an accessible and serviced settlement enables the Transport Strategy’s sustainable travel objectives. Investment in training to raise the skills levels of SMEs and citizens, will indirectly support the ability of people to work, learn, manage health care, shop and socialise without the need to travel Urban Regeneration to support Arts, Culture, Heritage and Enterprise Infrastructure – Focussing the Town Deal regeneration investment around the City’s new Transport hub will maximise alignment and opportunities for aligning with Transport Strategy aims of reducing traffic within the urban area.
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- Identifies Public realm and environmental improvements To Broadgate and Wigford Way/St Mary's Street as a Primary infrastructure intervention need. - Identifies the need to support the transport elements of the Sincil Bank regeneration project, including speed limit reductions, residents only parking zones, and improving the public realm as a Secondary supporting interventions.	
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Lincoln Digital Strategy Powered by Lincoln 2020

Ambition : to drive Lincoln’s transition to a City that embraces the opportunities presented by the digital economy, through a balanced portfolio of pilot actions that can be deployed, evaluated for impact and scaled to underpin renewal and sustainable growth.

Aims: Powered By

- Powered by Lincoln provides an aspirational framework for the City, its citizens and its businesses.
- includes ambitious pilot actions that have the potential to truly transform Lincoln and enable it to embrace the digitisation of the economy.
- actions are designed to provide an environment that is agile and large enough to attract ideas, capital, talent and other resources in sufficient quantities and to enable them to flow
- presents the opportunity of Lincoln as a hub for the wider region, intertwining new digital opportunities with existing societal and business needs.

4 objectives are identified to:

- Design and deploy a tech-friendly environment that builds on Lincoln’s infrastructure, tech and data assets to attract key technology players and start-ups and increase Lincoln’s tech profile
- Explore the value of technology and innovative approaches and source innovative solutions to policy and social challenges underpin the growth of Lincoln tech ecosystem.

Aims: Lincoln Investment Plan

Vision – Driving the need to drive the opportunities for embracing the technological and smarter solutions across the intervention programme is at the heart of the vision for the Town Deal and Lincoln Digital Strategy.

Digital – There are opportunities for development and integration of the Digital Strategy pilot actions with the Town Deal intervention capital programme, adding benefit in terms resource and outcomes.

Transport – Driving Lincolns transition to a City that embraces the opportunities presented by the digital economy aligns with Town Deal objectives for supporting a sustainable Transport strategy and the need to prepare Lincoln for the technological changes in mobility and how people access work, learning, health and social needs. Opportunity for aligning testing of innovative approaches to improve transport and access with the Lincoln Town Strategy.

Skills – the Lincoln Made Smarter intervention identified in Digital Strategy aligns directly with the Town Deal aim for upskilling and educating the community and business sector to the opportunities of the digital economy objective.

- Raise the capacity of SMEs and citizens to adopt digital technologies, to build resilience in the transition to the new digital economy and enable them to benefit from the opportunities it can bring. - Attract new investments in intelligent connected infrastructure and technology to support productivity growth while attracting and retaining talent. - Includes a Lincoln Made Smarter intervention A scheme to accelerate the development and diffusion of industrial digital technologies (IDTs) through focused support to SMEs.	Urban Regeneration to support Arts, Culture, Heritage and Enterprise Infrastructure –The Town Deal capital programme is an opportunity for aligning pilot tech solutions into the delivery and access of the City’s cultural and heritage offer. There are also opportunities and added benefit to align technological infrastructure capital needs with the evolving Digital test bed programme.
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