

Heritage Assets



Cartergate Development



Cleethorpes



Delivered by Big Lottery Fund on behalf of UK Government and the Devolved Administrations in Northern Ireland, Scotland and Wales.



Past, present, future.....



Grimsby West urban extension





SHIIP



Ambition, Aspiration, Opportunity ?

- Coastal economic community
- Proud seafaring and fishing heritage but.....
- Deprivation is not a badge of honour
- Low aspiration
- A community next to the water but with its back to it
- It's not about the Council, it's about the place

The Legoland effect

- Pride in our place
- Seek out and engage the happy few and the non-believers
- Develop an ambition and strategy for growth in partnership (that's the trick)
- Don't beg build – relationships, confidence, credibility
- Preparedness to invest and take risk (lead by example)
- Community is key , “done with” breeds success (Cleethorpes)
- Build a programme of projects that evidences public / private partnership / community engagement / capacity and ambition to deliver TOGETHER
- Be brave and send the right message– National Armed Forces day hosts 2016

If you build it.....

- DONG Energy 6.8bn investment in the Humber incl. the Grimsby hub (jobs, skills, aspiration)
- Largest port by tonnage in the UK
- 60% of fish consumed nationwide arrives via Grimsby
- Major petro-chemical presence
- Dominant players in the UK and wider chilled seafood sector
- Rejuvenated relationship with a major port operator
- A thriving resort town and a Great British High Street contender



Key messages

- Don't forget where you came from (we did for a while)
- Partnership is essential – play to strengths – visible and joined up external profile and leadership is key
- Believe ! (and back up that belief with an inclusive strategy for economic and community growth)

