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| <b>PRCC.43 14/15</b>                       |
| <b>Committee: Prosperous Communities</b>   |
| <b>Date: 16<sup>th</sup> December 2014</b> |



**Subject: Hemswell Cliff Masterplan**

Report by:

Chief Executive

Contact Officer:

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Purpose / Summary:

To seek approval to progress with a Masterplan exercise for Hemswell Cliff which will inform the future development of the area as well as providing a marketing tool to help promote development options in the area.

**RECOMMENDATION(S):**

- 1. That Members approve the proposal to commission a Masterplan for Hemswell Cliff in partnership with Lincolnshire County Council**

## IMPLICATIONS

**Legal:** N/A

**Financial:** It is anticipated that the proposed Masterplan will cost between £30-50,000. Part of this funding is being pursued via Lincolnshire County Council however there is no guarantee that this will be secured. If WLDC is to fund the full project cost, it can be funded through a combination of:

1) The savings projected in 14/15 through vacancies and consequent salary savings (£25k) subject to approval for underspends to be carried forward to 15/16 when spend is likely to occur.

2) Reserve set aside for the Gainsborough Masterplan refresh – current balance £91,500.

Financial Reference: FIN/89/15

**Staffing:** None as a result of this report. The management of this project will be carried out by the temporary Team Manager (covering for the maternity leave period).

**Equality and Diversity including Human Rights:** These issues will be considered as part of the Masterplan development process.

**Risk Assessment:** Key risks and mitigation measures are outlined below.

Insufficient staffing resources to deliver scheme internally – Temporary Team Manager to be recruited prior to departure of existing Team Manager to allow for continuity of scheme.

Unable to secure funds from LCC – LCC have indicated their support for the scheme but there is no guarantee of this funding. If WLDC is to fund the project 100%, a budget has been identified for this work.

Unable to appoint suitably qualified consultants to carry out the work – a full tender process will be carried out to ensure VFM and an appropriate consultancy firm can be appointed to carry out the work. The Council has previous experience of commissioning and delivering such schemes (e.g. Gainsborough) so this is not anticipated to be an issue.

**Climate Related Risks and Opportunities:** These issues will be considered as part of the masterplan development process.

**Title and Location of any Background Papers used in the preparation of this report:**

N/A

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

Yes  No

**Key Decision:**

Yes  No

- 1. **Background**
- 1.1 The regeneration of our former MoD communities is an identified priority for the Council and a number of engagement and research activities have been carried out to identify the various issues and opportunities on these sites.

- 1.2 Over the past 3 months, the Growth & Projects Team has carried out further consultation with key landowners and businesses on the sites at Hemswell, Newtoft and Brookenby.
- 1.3 Meetings have also been held with colleagues at Lincolnshire County Council, and with the Central Lincolnshire Authorities in order to understand how these former MoD communities can play a part in the development and growth of the area, which will be defined in planning policy terms by the new Local Plan.
- 1.4 Evidence from our research has highlighted the potential for growth and development at Hemswell Cliff in particular. The site is strategically located close to the A15 affording relative ease of access to Lincoln in the south and the motorway network/Humber to the north. It is already home to a number of growth businesses providing circa 550 jobs, and there is little room for development within the existing site.
- 1.5 Initial research suggests that there is a potential need and demand for the expansion of the business park area to the west of the existing hangars, on the area of land which previously housed the airfield runway. An expanded park would enable the expansion of some of the existing businesses as well as attracting new business which supply some of the larger operators on the site (and possibly supply chain companies serving those on the Humber bank).
- 1.6 In the interests of sustainability, the potential for a certain level of residential growth may also be considered, in order to support an expanded range of local services which would benefit the existing settlement. Obviously this will need to be considered in the context of the existing community and local needs. A Living Environment Survey is currently being carried out to gain an insight into the key issues of concern amongst the existing residential community and evidence from this survey will be fed in to the Masterplan process.

## **2. Proposal**

- 2.1 In order to fully appraise and develop the concept of expansion, it is proposed to undertake a masterplan exercise for Hemswell Cliff, which will provide a spatial planning framework for the area and support the Local Plan policy-making process. The masterplan will also be used to help lever in funds for infrastructure development and will be used as an investment marketing tool for business growth.
- 2.2 From past experience it is anticipated that the cost of developing a masterplan will be in the region of £30-50k. This will be subject to a proper procurement exercise to ensure value and quality are achieved. Whilst this is a significant undertaking, the masterplan has the potential to unlock development by providing a credible evidence base and framework for growth, helping to attract both public and private sector investment for the area.
- 2.3 Hemswell Cliff is regarded as a strategic location not just for West Lindsey but for the Greater Lincolnshire area as a whole. For this reason, Lincolnshire County Council have indicated their willingness to work on this project in

partnership and there is a possibility of a contribution towards the project costs (although this is not guaranteed).

- 2.4 Subject to Member approval, this work will be commissioned in the New Year, with consultants appointed by mid-February, concluding the work by summer 2015.

### 3. Approach at Newtoft and Brookenby

- 3.1 Consultation and engagement has also taken place at the sites at Newtoft and Brookenby. Officers are working with businesses on these sites collectively and on a 1-2-1 basis in order to support their development however it is felt that a full-scale masterplan exercise is not required for these sites at the present time for the following reasons:

- **Newtoft** is a much smaller-scale community which is more difficult to access and therefore has much more limited scope for development. Development options will be considered through the Local Plan process. Alongside this, Officers will work on a number of 'quick-win' initiatives to support the community and businesses including:
  - o New signage for the business park
  - o Road re-surfacing to the business park
  - o Bespoke support to individual businesses to help them access funds to expand
  - o Ongoing work with the community through the Localism team which includes support for a new community hub
  
- **Brookenby** – whilst the area is close to the major urban area of Grimsby and the Humber bank, growth prospects in terms of business development are limited by the road infrastructure and topography immediately surrounding the site, and the fact that the site is within the Lincolnshire Wolds AONB. There is also significant room for investment and development within the existing business park. The G4 group, which now owns a large proportion of the park has already started to refurbish the various spaces and has shown a commitment to continue this process. The approach proposed for this site is therefore:
  - o Support to G4 group and other landowners to enable the development of the existing site
  - o Quick-win projects such as re-branding of the space and new signage
  - o Bespoke support to individual businesses with growth potential
  - o Ongoing work with the community through the Localism team