



**Prosperous Communities  
Committee**

**Tuesday, 15 July 2025**

**Subject: WLDC Economic Growth Strategy 2025-2030**

Report by:	Director of Planning, Regeneration & Communities
Contact Officer:	James Makinson-Sanders Economic Growth Team Manager  James.ms@west-lindsey.gov.uk
Purpose / Summary:	To present the West Lindsey Economic Growth Strategy 2025-2030 (and draft Action Plan) for approval.

**RECOMMENDATION(S):**

- (1) Prosperous Communities Committee approve the Economic Growth Strategy 2025-2030 (and draft Action Plan).
- (2) Prosperous Communities Committee note that an annual infographic update on progress against the strategy is circulated via the Members Newsletter.
- (3) Prosperous Communities Committee disband the Economic Growth Strategy Task and Finish Group.

## IMPLICATIONS

**Legal:** There are **no** direct legal implications linked to the composition of the Economic Growth Strategy 2025-2030. Legal implications may be identified for specific interventions/projects identified as part of the delivery of the Action Plan, but those will be subject to separate governance as part of business case development, committee approval and the delivery process for that specific activity.

Where there is a requirement to commission and/or procure goods and services - this will be subject to WLDC's agreed procurement and contract procedures, requiring corporate sign-off. Subsidy Controls will be observed where required.

### **Financial: FIN/46/26/PC/SST**

There are **no** financial implications arising from the composition of the Economic Growth Strategy 2025-2030.

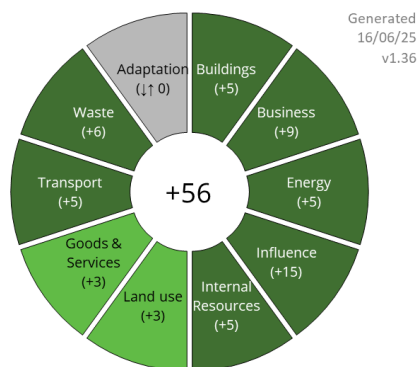
**Staffing:** There are **no** staffing implications arising from the composition of the Economic Growth Strategy 2025-2030. The majority of projects identified in the Action Plan will be co-ordinated and delivered by the current Growth Team (or other teams within the Council and/or external partners). Where additional resources or skills are required to deliver specific projects these will be subject to separate governance as part of business case development, committee approval and the delivery process for that specific activity.

**Equality and Diversity including Human Rights:** The Economic Growth Strategy 2025-2030 has been designed to promote/support 'inclusive growth' to ensure all residents have opportunities to live the best lives they can and to help our businesses and economies to thrive.

Although there are **no** direct EQI implications arising from the composition of the Economic Growth Strategy 2025-2030, WLDC has a statutory public sector equality duty under the Equality Act 2010 (this is enshrined in the Council's Equality, Diversity and Inclusion Policy). Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows: A public authority must, in the exercise of its functions, have due regard to the need to: (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it. Where practicable, interventions/projects identified as part of the delivery of the Action Plan will include an assessment of equality considerations and how to tackle potential inequalities linked to accessing growth opportunities.

**Data Protection Implications:** Although there are **no** data protection implications arising from the composition of the Economic Growth Strategy 2025-2030, WLDC has a statutory public sector duty under the Data Protection Act 2018 to ensure that any personal data obtained in connection with delivering Action Plan activities are handled in compliance with the Act. Data is likely to be collected in relation to assisting customers to access grant funding, deliver projects and to process any enquiries. Data may be shared with external partners and/or consultants (employed or contracted by WLDC to assist in the delivery of Action Plan projects) and internal departments such as Finance to process grant payments. WLDC's Data Protection Officer will ensure that any process employed which collects personal data respects the persons rights and follows prescribed law.

**Climate Related Risks and Opportunities:** As part of the development of the Economic Growth Strategy 2025-2030 the Climate Environment and Sustainability Impact Assessment Tool has been used to consider the environmental impact of the strategy: (in the broader context of the West Lindsey economy):



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v1.36

West Lindsey District Council will be net zero by 2050 (24 years and 6 months away).

At this stage, CESIA has been used to summarise the likely broader positive impact the strategy could have through a commitment to champion sustainable business practices, as well as stimulating commercial investment linked to the green transition and supporting the growth of sectors that contribute to country's net-zero ambitions.

**Section 17 Crime and Disorder Considerations:** Although there are **no** section 17 crime and disorder considerations arising from the composition of the Economic Growth Strategy 2025-2030, interventions/projects identified as part of the delivery of the Action Plan have the potential to create sustainable employment opportunities negating the need to undertake criminal activity. Regeneration investments are likely to reduce anti-social behaviour and increase a sense of community and pride in self/place.

**Health Implications:** Although there are **no** direct health implications arising from the composition of the Economic Growth Strategy 2025-2030, interventions/projects identified as part of the delivery of the Action Plan have the potential to support the local economy to grow and create sustainable employment opportunities which have a broad positive impact on resident well-being.

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

More information relating the Economic Growth Strategy 2025-2030 Consultation (including results) can be accessed at: <https://www.west-lindsey.gov.uk/council-democracy/have-your-say/consultations/previous-consultations/economic-growth-strategy-2025-2030-consultation>

The current Economic Growth Strategy 2014-2034 can be accessed at: <https://www.west-lindsey.gov.uk/growth-regeneration/economic-strategy>

The Economic Recovery Plan 2021-2024 can be accessed at: <https://www.west-lindsey.gov.uk/growth-regeneration/economic-recovery-plan>

**Risk Assessment:** There are **no** significant risks associated with the composition of the Economic Growth Strategy 2025-2030. Individual risk assessments may be identified for specific interventions/projects identified as part of the delivery of the Action Plan, but those will be subject to separate governance as part of business case development, committee approval and the delivery process for that specific activity.

**Call in and Urgency:**

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

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes**

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**No**

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**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes**

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**No**

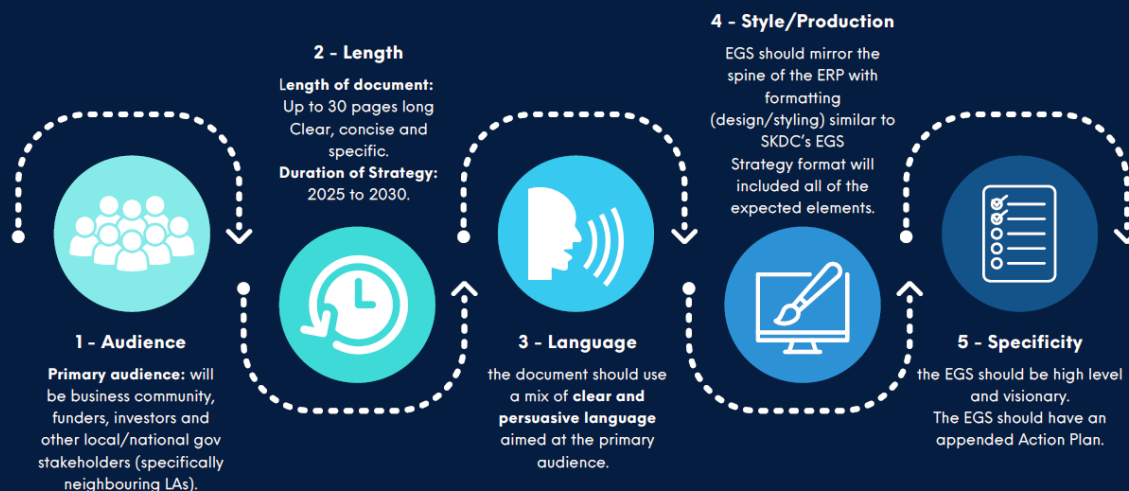
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## **1 Introduction**

- 1.1 West Lindsey District Council new Economic Growth Strategy will run from 2025 to 2030. The aim of this strategy is to build on the successes of the Economic Recovery Plan 2021 to 2024 and foster a dynamic, vibrant, resilient and inclusive economy that supports sustainable growth, meets the challenges of climate change and fulfils the economic potential of the district, benefiting all of our communities and confirming West Lindsey's role in the wider regional economy.

## **2 The Economic Growth Strategy Task and Finish Group (EGSTFG)**

- 2.1 Informal discussions took place at Leaders Panel on 29/01/24 around the development of a new economic growth strategy (to replace WLDC's economic growth strategy 2014-2034 and Economic Recovery Plan 2021-2024). New strategy development was required to position WLDC, and the local economy, to take advantage of emerging opportunities while concurrently mitigating operational challenges experienced by both local businesses and public sector stakeholders.
- 2.2 Leaders Panel, reflecting on the development of recent strategic documents, suggested that a collaborative approach to the strategy's development should be adopted via the establishment of a task and finish group with 'consensus direction' at key decision points to inform and shape the composition of the strategy.
- 2.3 Terms of reference were developed for the group and on 19/03/24 Prosperous Communities Committee approved the formation of the EGSTFG.
- 2.4 Membership of the EGSTFG was cross-party and cross-district. The purpose of the group, made up of WLDC officers and members, was to provide an informal steering/collaboration forum for the development of the emerging economic growth strategy – exploring and identifying direction at each identified 'collaboration point' (CP) to inform the composition of the next element of the strategy. The EGSTFG was intended as a discussion/steering forum only and did not have authority to approve elements of strategy as they were produced.
- 2.5 The EGSTFG met on five occasions and discussions included:
- (1) Strategy 'Look and Feel';
  - (2) Strategic Priorities;
  - (3) SWOT Analysis;
  - (4) Consultation;
  - (5) District Profile and Performance Metrics; and;
  - (6) Composition of final Strategy.
- 2.6 An example of the collaborative development that took place, focussed on the specific nature of the final document can be found below:



- 2.7 The concluding EGSTFG meeting took place on 17/06/25, where members reflected on the work of the EGSTFG to date and made observations linked to final working draft strategy and draft Action Plan.
- 2.8 The EGSTFG recommended that upon approval of the Economic Growth Strategy 2025-2030, officers produce a condensed version of the strategy that is more accessible to a wider audience and publish this version on WLDC's corporate website.
- 2.9 The meeting identified in 2.7 represented the final meeting of the EGSTFG and as per 3.6 of the EGSTFG terms of reference ('the EGSTFG will be disbanded following submission of a closure report to its parent committee'), this paper serves as the closure report and the EGSTFG will now be disbanded.
- 2.10 Officers would like to extend their thanks to members for their support and direction as part of the EGSTFG process.

### 3 Consultation on the Economic Growth Strategy

- 3.1 In Q3 2024, the EGSTFG confirmed strategic priorities for growth and agreed that officers should consult with stakeholders on these priorities.
- 3.2 The consultation identified that the strategy would be delivered through a fluid Action Plan linked to five distinct themes: (1) Inclusive Growth and Regeneration; (2) Business Environment; (3) Investment; (4) Employment and Skills; and; (5) Sustainability and the Green Economy.
- 3.3 Between 28th October 2024 and 6th December 2024, WLDC sought feedback on these strategic themes. Additionally, the consultation also asked consultees to reflect on the challenges and opportunities for the local economy – now and over the next five years. This approach ensured that stakeholders were involved at the start of the strategic planning process and meant consultees responses could be integrated into the final composition of the strategy.

- 3.4 The consultation was fully aligned with WLDC's consultation strategy 'Moving Forwards Together: Empowering Community Voices' which emphasises empowering communities, fostering inclusivity and ensuring transparency in decision-making.
- 3.5 In order to ensure alignment, acknowledging that all residents have a stake in a dynamic, vibrant, resilient and inclusive economy, the EGSTFG targeted the consultation at the 'whole community' to ensure we captured both the views of our core strategy audience e.g. businesses, partner organisations, as well as secondary stakeholders such as employees etc.
- 3.6 The consultation was undertaken using both online and paper surveys and the EGSTFG targeted stakeholders via multiple routes (directing stakeholders to the consultation web-page) including:
- (1) Town and Parish Council newsletter;
  - (2) Member newsletter;
  - (3) Citizens Panel;
  - (4) Press release;
  - (5) Social media;
  - (6) Business Ebrief;
  - (7) Email contacts;
  - (8) Resident Ebrief; and;
  - (9) WLDC Officers.
- 3.7 This inclusive approach returned 389 consultation responses, representing businesses, partners, employees and other stakeholders.
- 3.8 Respondents were overwhelming supportive of the themes identified. For full results, please see appendix 3.
- 3.9 With respect to challenges, overall respondents identified a wide range of challenges facing the West Lindsey economy - with a strong emphasis on provision of funding, improved infrastructure, workforce development and community support. There was a call for practical, accessible and meaningful solutions to address these challenges and support sustainable economic growth.
- 3.10 With respect to opportunities, overall respondents identified opportunities with a strong focus on sustainability, innovation and collaboration. Respondents confirmed the need for practical, accessible and meaningful support to help realize these opportunities and drive local economic growth.

#### **4. Economic Growth Strategy 2025-2030**

- 4.1 West Lindsey District Council's Economic Growth Strategy 2025-2030 (appendix 1) sets out our vision and ambition for the future growth and development of West Lindsey's economy.
- 4.2 West Lindsey stands at a pivotal moment in its economic development. The broader economy, at both macro and micro levels, is constantly evolving and often complex and ambiguous. Businesses are exposed to multiple, volatile market forces which, while presenting opportunities also impact upon the bottom line.
- 4.3 The Economic Growth Strategy 2025-2030 aims to drive sustainable prosperity in West Lindsey, ensuring businesses, residents and investors thrive through innovation, collaboration and long-term sustainability. The strategy emphasises inclusive growth and regeneration,

supporting market towns, rural enterprises and emerging growth sectors. The strategy includes the following priorities and opportunities:

Strategic Priorities:

1. Inclusive Growth and Regeneration
2. Business Environment
3. Investment
4. Employment and Skills
5. Sustainability and the Green Economy

Key Opportunities:

1. Clean Energy (STEP Fusion)
2. Agri-Tech
3. Defence and Security
4. Visitor Economy
5. Town Centre Regeneration
6. Digital Economy
7. Housing
8. Transport Infrastructure Development

- 4.4 The strategy has been developed logically (utilising a structured approach to evidence gathering, strategy definition, opportunity identification etc.) and fully aligned with emerging, over-arching strategy and funding opportunities (e.g. alignment with the Greater Lincolnshire Combined County Authority's strategic approach). WLDC have been acknowledged by partners for applying this best practice approach to strategy development.
- 4.5 The strategy, a whole organisation commitment, will be delivered through collaboration, place leadership and evidence-led approaches. Monitoring and evaluation of the fluid Action Plan will ensure progress and impact are tracked, with annual reviews to support adaptation to changing economic circumstances.

## **5. Monitoring and Evaluation**

- 5.1 Delivery of this strategy will be focused around a rolling medium-term Action Plan (draft attached at appendix 2) - linked to the strategic themes identified within this strategy.
- 5.2 In alignment with the strategy, the Action Plan is intended to be dynamic in order to react to changing economic circumstances and flexible to capitalise on emerging opportunities.
- 5.3 The Action Plan will be reviewed annually and amended as appropriate - both in terms of composition and delivery timescales.
- 5.4 To track delivery progress, impact monitoring and evaluation will be undertaken using both over-arching economic metrics which we have developed with strategic partners (the Greater Lincolnshire Local Enterprise Partnership) and project specific analysis which will animate the broader outcome(s) of our interventions.
- 5.5 Metrics will measure data, direction of travel and performance versus comparators. These metrics will also be reviewed annually and updated where required.
- 5.6 Progress updates will be reported back to stakeholders annually via summary info-graphics and case studies where pertinent.



## **6. Conclusion**

- 6.1 The Economic Growth Strategy 2025-2030 represents an ambitious plan to support the development of a thriving West Lindsey economy leading into Local Government Reorganisation. The strategy is also realistic (achievable) and provides an overarching framework for economic development in the district, supported by a flexible Action Plan which is adaptable to change and opportunity.