



East Lindsey Economic Baseline 2021

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Document prepared by:



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Executive Summary



The East Lindsey Economic Baseline 2021 forms part of the evidence base for East Lindsey District Council's Local Plan review. It also provides an update to the previous Economic Baseline, produced in 2016. It presents data on a range of topics, as well as identifying challenges and opportunities for future growth in the District. The work to inform the 2021 Economic Baseline has been undertaken against the backdrop of the Covid-19 pandemic, which has severely impacted the global economy. The impact of the pandemic is referenced throughout the report.

This Executive Summary provides a snapshot of key statistics and information presented in the Baseline.

Strategic Context

The Baseline looks at strategic documents and plans which support investment and growth in the East Lindsey economy. The main points to emerge are as follows:

- **National level:** As part of its Build Back Better Strategy, the UK Government aims to build on what it considers the three core pillars of growth, namely infrastructure; skills; and innovation. In addition, ten Sector Deals have been created to address sector-specific issues, including the Tourism Sector Deal, which sets out how the Government and industry will work in partnership to support destinations to enhance their visitor offer.
- **Midlands Engine:** The Partnership's objectives include enhancing quality of life in order to attract and retain skilled workers, as well as fostering the local tourist economy.

- **Greater Lincolnshire Local Enterprise Partnership:** The Local Enterprise Partnership (LEP) has a number of strategic objectives, including to grow the agri-food, manufacturing, low carbon and visitor economy sectors. The health & care and ports & logistics sectors are also identified as future growth sectors. It also puts a focus on the energy and defence sectors.
- **Lincolnshire County Council:** Over a five-year period between 2017 and 2022, Lincolnshire County Council aims to invest £3million in the Lincolnshire Coastal area. Biodiversity and safeguarding the coastal environment are key areas of focus in Lincolnshire.
- **East Lindsey:** The Council's 2020 Destination Strategy outlines a series of interventions to grow the tourism sector. The Council has also been successful in securing funding from the Government's Towns Fund for Mablethorpe (£23.9million) and Skegness (£24.5million) to support future growth aspirations.

Employment And Business Base

The Baseline presents a profile of East Lindsey's labour market and business base. The key points to emerge from this analysis are:

- **Employment:** Jobs in East Lindsey have been increasing in recent years at a faster rate of growth than seen in the region and the Greater Lincolnshire LEP area. Public administration, education and health is the largest sector in East Lindsey followed by the wholesale and retail sector. The District also has a considerably higher proportion of jobs in the accommodation & food and agricultural sectors when compared to the proportion regionally and nationally. Looking at the LEP's priority sectors, East Lindsey has specialisms in the visitor economy and low carbon when compared to Great Britain.
- **Businesses:** Over the last decade, the number of firms in the District grew at a considerably slower rate than LEP, the region and the UK. Agriculture, mining and utilities is the sector with the highest proportion of businesses in East Lindsey, accounting for almost one fifth of the total. The District has a higher rate of 2-year, 3-year, 4-year and 5-year business survival than Lincolnshire, the East Midlands and the UK, however the proportion of business start-ups is lower.
- **The Visitor Economy:** East Lindsey's visitor economy generated expenditure of just over £733million in 2019. Expenditure in the District's visitor economy increased by 67.1% between 2009 and 2019.

People And Communities

The Baseline presents demographic data on East Lindsey's population and communities, the main findings of which are:

- **Population:** East Lindsey's population is just over 141,700. Between 2011 and 2019, the population of the District increased at a slower rate than the region and Great Britain. Just under a third of East Lindsey's population are aged 65 and over, a higher proportion than the LEP, the East Midlands and the UK and this age cohort has driven past population growth in the District. Over the past decade, East Lindsey has consistently seen lower levels of international migration but higher levels of internal migration (within the UK) than Lincolnshire and the East Midlands.
- **Unemployment & Economic Activity:** The employment rate in East Lindsey has decreased between 2010 and 2019. Despite a drop in 2017, the unemployment rate in East Lindsey is significantly higher than the rate seen in the comparator areas. There was a sharp rise in the claimant count in East Lindsey and the comparator areas in April and May 2020 due to the impact of Covid-19. The proportion of claimants in the District has historically been higher than the LEP, regional and national figures.
- **Travel to Work Patterns:** East Lindsey has a net outflow of just under 12,800 commuters travelling out of the District each day to work. The main work destinations are North West Lincolnshire, Boston, Lincoln and North Kesteven. More workers in East Lindsey rely on their own car or van to travel to work when compared to the national average. A higher proportion of workers in the District work mainly from home when compared to the LEP, the East Midlands and England.
- **Skills & Occupations:** East Lindsey has a lower proportion of residents aged 16-64 with a degree level qualification or higher and a higher proportion of people with no qualifications than the East Midlands and the UK. The District has a higher proportion of people in skilled trade occupations; sales and customer service occupations; and elementary occupations than the comparator areas.
- **Inclusion & Deprivation:** East Lindsey is the 30th most deprived district in England, falling just inside the top 10% of most deprived districts in the Country according to the 2019 Index of Multiple Deprivation (IMD). Since the 2015 IMD, deprivation in the District has got slightly worse, with its overall rank going from 33 to 30. The increase in deprivation is most prominent along the Coast.

Economic Comparator Analysis

The economic comparator analysis presented in the Baseline considers the sustainability and functionality of East Lindsey's towns and smaller settlements, and benchmarks them against other comparator areas in the East Midlands and England. The smaller towns in East Lindsey included in the comparison are Mablethorpe, Alford, Horncastle, Conningsby, Spilsby and the large villages of Wragby and Wainfleet. Other small settlements included in the comparison in different local authority districts are Crowland, Oundle and Bolsover. East Lindsey's two largest or 'Hub' towns – Skegness and Louth – have been compared with fourteen other settlements across England. The analysis concludes that:

- As in the 2016 Baseline, the Hub Towns of Louth and Skegness perform relatively poorly, in 14th and 15th place respectively when compared with the same set of 14 comparator towns (16 in total). Wantage in Oxfordshire and Froome in Somerset are the top 2 ranked towns.
- Among the District's small towns, Horncastle and Conningsby perform best overall with Spilsby also performing above the national average in two out of four domains measured.
- For their overall domain scores, Alford, Conningsby, Horncastle and Spilsby perform at or above the national average.
- Wainfleet and Mablethorpe are the poorest performing of the small towns and all score below the national average for their domains overall.

Future Growth In East Lindsey

The Baseline also looks at future growth in East Lindsey, providing analysis of the latest Office for National Statistics (ONS) population projections and drawing on forecasts produced by Cambridge Econometrics. The conclusions of this analysis are as follows:

- East Lindsey's population is expected to increase between 2020 and 2040 at a faster rate than the LEP, the East Midlands region and England. The projected rise in East Lindsey's population is driven almost entirely by an increase in the number of people aged 65 and above, while the 0-15 age cohort is projected to decline and the 16-64 age cohort is expected to see a modest growth over the same time period.
- Employment in East Lindsey is also forecast to grow between 2020 and 2040, although at a slower rate than the East Midlands and the UK over the same timeframe. Looking at future sector growth in East Lindsey, accommodation & food services and construction are forecast to see the largest increases in employment in the District over the 20 years in absolute terms.
- Of the 250 companies who responded to the business survey, 19% said they expect employee numbers to increase in the next year and 74% expect them to remain the same. Just over 40% of respondents expect turnover to increase in the next year, while 37.6% of firms believe their profitability will increase. These findings suggest that growth in companies over the next 12 months is likely to be driven mainly by the existing employee base.

Sustainable Economic Growth

The 2021 Baseline provides an overview of the sustainable development of East Lindsey and looks at data relating to energy needs, housing needs, business premises, transport/infrastructure and broadband. The main findings of this overview are:

- **Demand for Energy:** East Lindsey performs poorly on fuel poverty and is the second most fuel poor local authority in the East Midlands. In recent years, the District has seen significant investment in wind energy. There are 51 onshore wind turbines in the District, and more than 300 are located offshore (this includes Triton Knoll offshore wind farm, which is due to be operational in 2022). Carbon emissions in East Lindsey have been decreasing since 2005. This trend is similar to that witnessed in Lincolnshire and England.
- **Housing:** Since the end of the recession in 2011, house prices have risen rapidly in the East Midlands and nationwide, but at a slower rate in East Lindsey and Lincolnshire. Median house prices in East Lindsey are lower than they are in Lincolnshire and England. Housing has become less affordable in the District since the previous Baseline, although East Lindsey is still more affordable than the national average.
- **Transport Infrastructure & Digital Connectivity:** East Lindsey has no motorways and only a limited rail network and bus service. Due to the sparsely populated nature of the District, residents of East Lindsey travel on average more than 3km to access banks and dentists, and 2km to access supermarkets and petrol stations. The average broadband download speed in East Lindsey has more than doubled since the 2016 Baseline, however it still lags significantly behind other urban areas. More than half the companies who responded to the business survey were either very satisfied or quite satisfied with their broadband connection, while just under a quarter were quite dissatisfied or very dissatisfied with it.

- **East Lindsey as a Place to do Business:** Results from the business survey indicate that having access to customers is the most positive aspect of East Lindsey as a place to do business, while the cost of premises/rents/business rates and access to suppliers are also viewed fairly positively by companies in the District. The availability of appropriately skilled staff emerged as the most common obstacle to business growth. When asked which factors would help their business to grow, the most common responses included: access to funding; the availability of local training; and availability of high skilled staff.
- **Employment Land & Business Premises:** The 2016 Employment Sites Assessment concludes that there is limited demand for employment land in the District. The local authority-run Fairfield Enterprise Centre has a high occupancy rate of 88%, while occupancy at the Mablethorpe Business Centre is lower at 70%.

Challenges And Opportunities For East Lindsey

This chapter draws together the findings from a number of the chapters in the Baseline and looks at the main challenges and opportunities for the East Lindsey economy. Many of the issues that emerged from the 2016 baseline remain relevant for the 2021 update.

Challenges

- **Ageing Population:** The ageing population in East Lindsey will impact on labour market participation and will also lead to increasing demand for healthcare and other public services in the District. East Lindsey's housing offer will also need to adapt to its changing demographic profile.
- **Future Labour Supply:** There may still be a gap between the stock of jobs in East Lindsey and the number of economically active residents that are available to fill them in the future. This links back to the ageing population challenge, in terms of being able to attract and retain economically active people.
- **Skills:** The low skills offer in the District impacts on the ability of local employers to recruit employees that meet the needs of their business, which is one of the findings to emerge from the business survey. East Lindsey is also faced with a 'brain drain' of young people to higher education institutions elsewhere.

- **Transport Connectivity:** Many residents remain reliant on the use of private vehicles for commuting and accessing local services, and while this finding is based largely on data from the 2011 Census it seems unlikely that the situation will have changed significantly since it was identified in the previous Baseline.
- **Broadband Supply:** Average broadband speeds have improved since the 2016 Economic Baseline, however, the availability of broadband remains an issue of concern, especially when speeds are compared with those in more urban areas. Improved broadband connections have the potential to reduce the disadvantage of distance in rural areas, providing residents with the opportunity to access a wide range of government services, and businesses with access to a wider market and supplier base.
- **Flood Risk:** According to the most recent flood risk assessment, 38% of the District is at risk of coastal flooding with additional risk of flooding from watercourses, drains and localised flooding. The level of flood risk and its impact on the development of East Lindsey's Coast is an ongoing challenge, and one that is likely to remain with climate change bringing the possibility of more frequent flood events.
- **Productivity:** The productivity gap at a County (and District) level is related to the under-representation of high value-added sectors such as business and financial services, as well the lower percentage of people with higher level skills. Narrowing the gap remains a significant challenge for East Lindsey and the wider County.

Opportunities

- **Quality of life and strong communities:** The profile of East Lindsey as a place that offers a high quality and community-based way of life could be better marketed. East Lindsey could potentially benefit from more people moving away from cities and working from home in the aftermath of the Covid-19 pandemic.
- **Quality of environment:** East Lindsey is home to a large area of the Lincolnshire Wolds, the only Area of Outstanding National Beauty (AONB) in the East Midlands. This landscape asset has considerable potential to inform the economic development agenda in the District, enhancing the inland tourism offer and quality of life for local communities and businesses, for example.

- **Towns Fund:** East Lindsey has been successful in securing more than £40million of funding from the Government's Towns Fund, with £24.5million being awarded to Skegness and £23.9million being awarded to Mablethorpe. The funding presents significant opportunities to boost key sectors such as the visitor economy, as well as enhancing the town centre offer and boosting skills provision in the District.
- **Visitor Economy:** The visitor economy remains an important sector for East Lindsey. It will have been impacted by the Covid-19 pandemic, however the opportunity to grow the sector in the long-term still remains, especially if more people choose to holiday domestically in the future because of the pandemic.
- **Agri-Food:** As noted in the LEP's emerging Local Industrial Strategy, there is an opportunity for the LEP area to increase the international competitiveness of the agri-food sector for it become the UK's Food Valley.
- **Manufacturing:** The manufacturing sector and its subsectors are an asset to East Lindsey and supporting them should be a priority – which includes marketing/promoting manufacturing as a sector that can provide well paid and high-skilled employment opportunities.
- **Space to Grow and Low Cost of Premises:** If East Lindsey is to continue growing its labour market and attract more economically active people to the area (to address the ageing population challenge), the availability of suitable employment land and premises is an important issue to address.

Implications

The findings of the Baseline research have been used to assess the potential long-term implications for East Lindsey from a socio-economic perspective. Implications are presented for two scenarios. Scenario 1 is a policy-off scenario which looks at the future of the District if the current trajectory continues and scenario 2 is a policy-on scenario which gives an idea of what East Lindsey could look like by the end of the Local Plan period if policy interventions are put in place to address the main challenges faced by the District. The conclusion of each scenario by the end of the Local Plan period is as follows:

- **Scenario 1 – policy off:** East Lindsey's economy remains relatively stable with many of the key social, environmental and economic indicators still lagging behind the regional and national comparators.
- **Scenario 2 – policy on:** East Lindsey's economy is growing, the levels of deprivation have decreased significantly and the gap between Coast and Rural Inland has closed.

1. Introduction



The East Lindsey Economic Baseline 2021 forms part of the evidence base for East Lindsey District Council's Local Plan review. It also provides an update to the previous Economic Baseline, produced in 2016. It presents data on a range of topics, as well as identifying challenges and opportunities for future growth in the District. The report is based on a review of publicly available data, in addition to a business survey of 250 companies in East Lindsey that was undertaken in January 2021. Findings from the business survey are included in the relevant sections of the Economic Baseline.

The work to inform the 2021 Economic Baseline has been undertaken against the backdrop of the coronavirus pandemic, which has severely impacted the global economy. A number of the topics discussed in the Baseline have been affected by the pandemic, notably unemployment, and this is discussed in further detail where relevant.

Geography of East Lindsey

East Lindsey is the tenth largest local authority by area in England¹, covering 183,086 hectares. The Department for Environment, Food and Rural Affairs (Defra) categorises the District as 'a predominantly rural local authority' with over 80% of its population living in rural areas². East Lindsey has more than one centre, with towns and large villages widely distributed across its geography. Skegness is the largest town with a Built Up Area population of 25,641 in 2019, followed by Louth with a Built Up Area population of 17,413 in 2019. A significant proportion of the District is covered by the Lincolnshire Wolds Area of Outstanding Natural Beauty.

There is a distinctive split between the Coastal and Rural Inland area of East Lindsey and, where possible, data are presented for these two areas. Figure 1.2 shows the Coastal Zone as detailed in East Lindsey Council's adopted Local Plan.

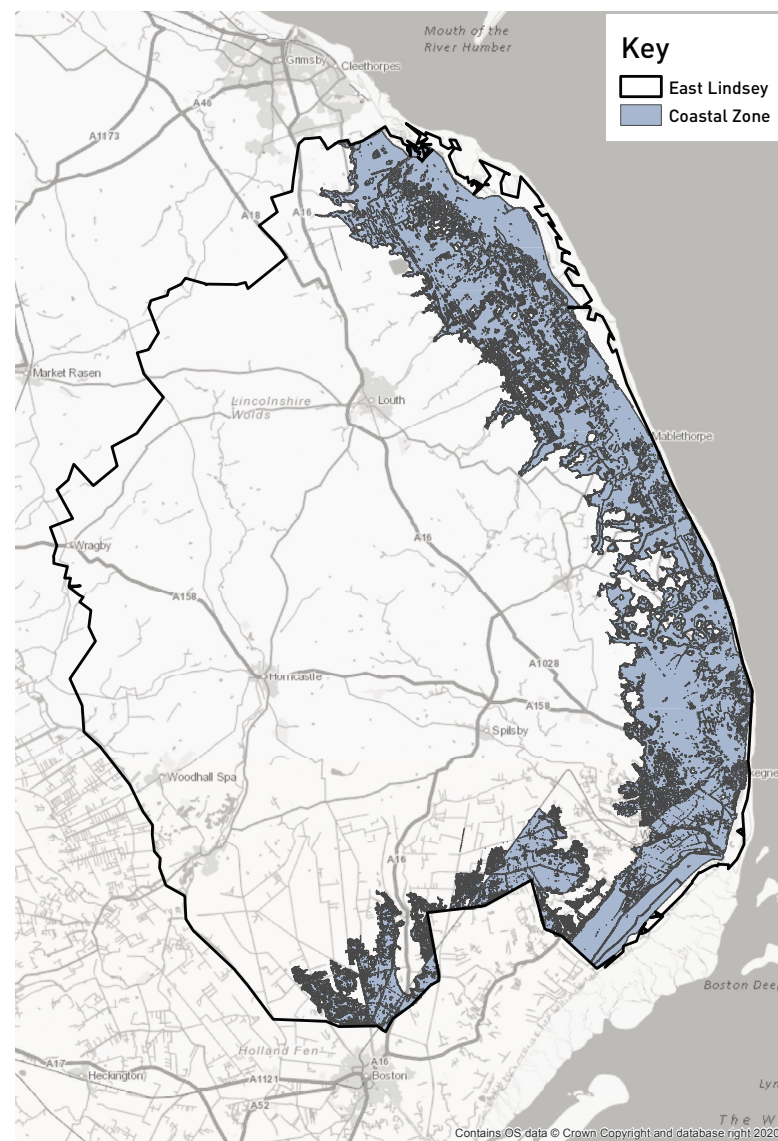
Figure 1.1: East Lindsey District



Source: East Lindsey District Council

In order to analyse data for the Rural Inland and Coastal areas of the District, a best fit approach has been used to determine the middle super output areas (MSOAs) that make up each geography. A number of MSOAs cover both geographies. Where this is the case, the predominant geography within that MSOA has been used for the analysis. Figure 1.3 presents the MSOAs that have been selected to make up the Rural Inland and Coastal areas of the District for data analysis purposes.

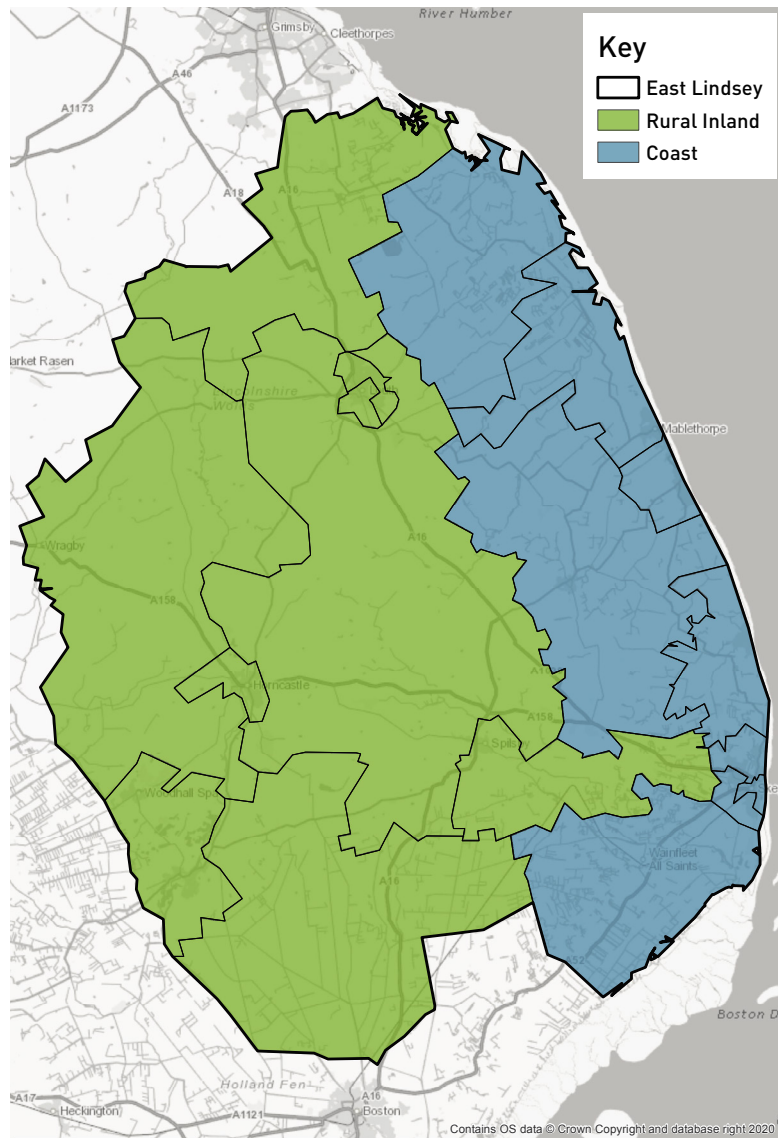
Figure 1.2: East Lindsey's Coastal Zone



¹ Standard Area Measurements (SAM) for the administrative areas in the United Kingdom as at 31 December 2020. Office for National Statistics.

² 2011 Rural Urban Classification. Department for Environment, Food and Rural Affairs.

Figure 1.3: Rural Inland and Coast MSOAs



Structure of the Report

The report is structured as follows:

Chapter 2 provides an overview of the strategic documents and plans which support investment and growth in the East Lindsey economy.

Chapter 3 presents a profile of East Lindsey's labour market and business base.

Chapter 4 presents demographic data on East Lindsey's population and communities.

Chapter 5 considers the sustainability and functionality of East Lindsey's towns and smaller settlements, and benchmarks them against other comparator areas in the East Midlands and England.

Chapter 6 looks at future growth in East Lindsey, providing analysis of the latest population projections produced by the Office for National Statistics. It also looks at future growth in employment, drawing on forecasts produced by Cambridge Econometrics.

Chapter 7 provides an overview of the sustainable development of East Lindsey and looks at data relating to energy needs, housing needs, business premises, transport/infrastructure and broadband.

Chapter 8 draws together Chapters 2-7 to identify the overarching challenges and opportunities facing the East Lindsey economy.

Chapter 9 offers two scenarios for the future development of the East Lindsey economy and takes up some challenges and opportunities presented in Chapter 8, as well as the view of businesses based in the District.

2. Strategic Context



Summary

- At a **national level**, the 2017 UK Industrial Strategy sets out the long-term vision for how the country can build on its economic strengths, improve productivity, embrace technological change and boost the earning power of people across the country. Following on from the release of the Industrial Strategy, ten Sector Deals have been created to address sector-specific issues. Of particular significance to East Lindsey is the Tourism Sector Deal, which sets out how the government and industry will work in partnership to support destinations to enhance their visitor offer.
- The **Midlands Engine** partnership brings together public sector partners and businesses to complement the activity of local and combined authorities; local enterprise partnerships (LEPs); universities; businesses; and others in the Midlands. Its objectives include enhancing quality of life in order to attract and retain skilled workers, as well as fostering the local tourist economy.
- The **Greater Lincolnshire Local Enterprise Partnership's Strategic Economic Plan** covers the period up to 2030 and has a number of strategic objectives, including to grow the agri-food, manufacturing, low carbon and visitor economy sectors. The health & care and ports & logistics sectors are also identified as future growth sectors. The emerging Local Industrial Strategy being prepared by the LEP is another key strategic document. It aligns with the SEP in terms of targeting similar growth sectors, although it also includes a focus on the energy and defence sectors.

- At a **Lincolnshire County** level, the Lincolnshire Coast Destination Business Improvement District was established in 2017 and over a five-year period it aims to invest £3million in the Lincolnshire Coastal area. Events supported by the BID in East Lindsey include the Skegness Reggae Festival and the Skegness Vintage Seaside Festival, both of which were last held in 2019. Biodiversity and safeguarding the coastal environment are key areas of focus in Lincolnshire, as evidenced in the County's Biodiversity Action Plan and the Lincolnshire Coast and Marshes National Character Area Profile.
- There are a number of important strategic documents relating to **East Lindsey**, including the Council's 2020 Destination Strategy which outlines a series of interventions to grow the tourism sector. The Council has also been successful in securing funding from the Government's Towns Fund for Mablethorpe (£23.9million) and Skegness (£24.5million) to support future growth aspirations.

This chapter looks at the strategic documents and plans which support investment and growth in the East Lindsey economy. It is organised according to the following spatial areas:

- I. National Agenda.
- II. Midlands Engine.
- III. Greater Lincolnshire Local Enterprise Partnership.
- IV. Lincolnshire County.
- V. East Lindsey.

National Agenda Industrial Strategy and Sector Deals

In November 2017, the government published its Industrial Strategy White Paper³: 'Building a Britain fit for the future' which sets out the long-term vision for how the country can build on its economic strengths, improve productivity, embrace technological change and boost the earning power of people across the UK.

Following on from the release of the Industrial Strategy, ten Sector Deals have been created to address sector-specific issues. They represent partnerships between the government and industry and Table 2.1 provides further details on the Deals.

Table 2.1: Sector Deals Overview

Sector	Overview of Sector Deal
Aerospace	Aims to position the UK to take advantage of the global move towards hybrid-electric and electric propulsion and to exploit valuable emerging markets such as drones and Urban Air Mobility.
Artificial Intelligence	Sets out actions to promote the adoption and use of AI in the UK, and delivers on the recommendations of the independent AI review, 'Growing the AI industry in the UK', led by Professor Dame Wendy Hall and Jérôme Pesenti.
Automotive	As a result of the Sector Deal, both government and industry will invest around a quarter of a billion pounds to develop and manufacture electric vehicles. The deal also aims to create a world-leading testing environment for Connected and Autonomous Vehicles.
Construction	The government and the construction sector, through the Construction Leadership Council, have developed a Sector Deal which aims to substantially boost the sector's productivity, through greater investment in innovation and skills, creating new and well-paid jobs and maximising its export potential. This should also reduce the environmental impact, improve the efficiency and reduce whole life cost of new projects and buildings.

Creative Industries	<p>The Sector Deal will invest more than £150 million across the lifecycle of creative businesses, including:</p> <ul style="list-style-type: none"> ■ Places of the future – by funding leading creative clusters to compete globally. ■ Technologies and content of the future – via research into augmented reality and virtual reality. ■ Creative skills of the future – via a careers programme that will open up creative jobs to people of every background.
Life Sciences	Two Sector Deals have been developed, the first in 2017 and the second in 2018. The first Deal set out a series of joint commitments between the government and the sector to invest in the UK's life sciences landscape, with the second Deal deepens partnerships with industry, universities and charities.
Nuclear	Aims to ensure that the UK's nuclear sector remains cost competitive with other forms of low-carbon technologies. Through adopting new construction techniques and innovative approaches to manufacturing, the Sector Deal aims to reduce the costs of building new reactors in a way that builds domestic supply chain capability and skills.
Offshore Wind	The Sector Deal aims to drive the transformation of offshore wind generation, making it an integral part of a low-cost, low-carbon, flexible grid system and boost the productivity and competitiveness of the UK supply chain. The focus is on building the capability of the UK supply chain to allow companies to play a greater role in offshore wind generation while enhancing their competitiveness internationally. These ambitions will be realised through an industry investment into the Offshore Wind Growth Partnership of up to £250 million, supporting better, high-paying jobs across the UK.

³ Industrial Strategy – Building a Britain fit for the Future: HM Government, November 2017.

⁴ Build Back Better – our plan for growth. HM Government, March 2021.

Rail	The Sector Deal sets out a new approach to the rail industry and the government working in partnership to transform the rail sector by taking actions to increase the use of digital technology, boost productivity, improve the service received by those who use our railways and build the skills of the UK workforce to capitalise on these opportunities.
Tourism	The Sector Deal sets out how the government and industry will work in partnership to boost productivity, develop the skills of the UK workforce and support destinations to enhance their visitor offer. Tourism Zones will be established as part of the Deal, bringing businesses and local organisations together to establish a coordinated strategy for growth in their local visitor economy and to increase off-season visits.

Build Back Better

The Government announced in March 2021 that its Industrial Strategy will be replaced by a plan for growth, which is entitled "Build Back Better"⁴. It is unclear how this will impact the Sector Deals, hence they have been included above for completeness.

As part of Build Back Better, the government will build on three core pillars of growth:

- **Infrastructure:** This will include investing in broadband, road and rail and investing in local areas via the Levelling Up Fund and UK Shared Prosperity Fund.
- **Skills:** This includes a focus on supporting productivity growth through high-quality skills and training, along with improving the apprenticeship system for employers.
- **Innovation:** As part of the third pillar, the government will develop the regulatory system in a way that supports innovation, in addition to supporting 100,000 SMEs to adopt productivity-enhancing software through its Help to Grow: Digital programme.

The Midlands Engine

The Midlands Engine partnership brings together public sector partners and businesses to complement the activity of local and combined authorities; Local Enterprise Partnerships (LEPs); universities; businesses; and others in the Midlands. In the Midlands Engine Strategy, published in 2017, five objectives are identified:

- **Improving connectivity in order to raise productivity.**
- **Strengthening skills in order to make the Midlands a more attractive location for businesses.**
- **Supporting enterprise and innovation in order to foster a more dynamic regional economy.**
- **Promoting the Midlands nationally and internationally in order to maximise trade and investment in the region.**
- **Enhancing quality of life in order to attract and retain skilled workers, as well as to foster the local tourist economy.**

To support delivery of these objectives, a total of £392million was allocated to Local Enterprise Partnerships in the Midlands to invest between 2017 and 2021/22. The Greater Lincolnshire LEP was allocated £29million of this funding.

Greater Lincolnshire Local Enterprise Partnership

Strategic Economic Plan

The Greater Lincolnshire LEP has a Strategic Economic Plan (SEP) that was originally published in 2014. A refresh was produced in 2016, covering the period up to 2030 and setting out how the LEP is going to support the long-term growth of the area. The SEP identifies five priorities and drivers for success:

- To drive the growth of the area's defining and strongest sectors, which offer the most competitive advantage:
 - Agri-food
 - Advanced manufacturing & engineering
 - The low carbon economy, with a particular focus on renewable energy
 - Visitor economy
- To grow specific opportunities identified as future defining features of the area:
 - Health & care sector
 - Ports & logistics
- To drive this growth by putting: expansion into new markets; modern telecommunications; infrastructure improvements; and the skills of individuals and business owners, at the forefront of what the LEP does.
- To promote Greater Lincolnshire as a place for sustainable growth through improved transport infrastructure to connect the area with national and international markets, enabling wider enjoyment of its world-class heritage sites, culture and strong communities.
- To recognise the need for new housing for the existing local population and potential movers to the area, and support balanced housing and economic development through promoting the area's capacity to deliver high-quality growth.

Building on the priorities and drivers for success, the SEP outlines five outcomes and strategies through which it will support growth in Greater Lincolnshire. Table 2.2 provides a summary of each.

Table 2.2: Outcomes & Strategies in Greater Lincolnshire SEP, 2014-30

Outcome	LEP Strategy to Achieve Outcome
Growing Greater Lincolnshire's Homes & Communities	The LEP will support housing growth and promote the county effectively by providing sector leadership in: <ul style="list-style-type: none"> ■ Housing ■ A place to invest ■ Conditions for retailers ■ Market towns ■ Communities
Growing Greater Lincolnshire's Important Sectors	The LEP will deliver strategies in: <ul style="list-style-type: none"> ■ Agri-food: An opportunity exists to build on pre-eminence in agri-food providing low carbon footprint food from farm to fork and trawler to table. ■ Visitor economy: Promoting Greater Lincolnshire as a great place to live and visit. ■ Power engineering: Promoting Greater Lincolnshire at the national forefront in this sector.
Growing Greater Lincolnshire's Emerging Sectors	The sectors and business types below can become nationally important increasing, wealth and job opportunities. The LEP will provide support to: <ul style="list-style-type: none"> ■ Care and health ■ Ports and logistics ■ Low carbon initiatives.

<p>Growing Greater Lincolnshire's Businesses</p>	<p>To ensure that Greater Lincolnshire's businesses and communities are not left behind the LEP will promote tailored activity in:</p> <ul style="list-style-type: none"> ■ Skills ■ Innovation ■ Advanced telecommunications ■ A place to invest ■ Small businesses ■ Foreign owned businesses.
<p>Making Greater Lincolnshire a Location for Investors</p>	<p>So that Greater Lincolnshire remains attractive to investors, based on the strength of its rural nature, the LEP will champion activity in the spheres of:</p> <ul style="list-style-type: none"> ■ Transport ■ Water management ■ Utilities ■ Environment and heritage ■ Housing and communities.

Local Industrial Strategy

As already noted in the review of national strategic documents, the government has replaced the Industry Strategy with its plan for growth as part of the "Build Back Better" agenda. It remains to be seen how this impacts on Local Industrial Strategies (LISs), however the emerging LIS (January 2021) is the most recent economic development strategy available and it is useful to consider its key points. The LIS has been developed by the LEP and identifies priorities for six sectors in Greater Lincolnshire⁵. The priorities are:

- **Agri-food:** Increase the international competitiveness of the Agri-food sector by championing automation and resource efficiency, to become the UK's Food Valley and contribute to reducing the UK's reliance on food imports.
- **Energy:** Greater Lincolnshire will pioneer industrial decarbonisation, creating a template for other areas. It will be a test bed for technologies in clean energy generation, storage and distribution.
- **Ports & Logistics:** Maximise the strategic advantages of the area's ports by leading their transformation into one of the most smart, clean and efficient port clusters in the world, leveraging greater value from the ports by handling increasing volumes of trade and attracting more value-add manufacturing activity.
- **Defence:** Create a cluster of innovation focused defence companies, and ensure Greater Lincolnshire is a highly attractive, first-choice destination for defence-related industries, service leavers and their families.
- **Health & Care:** Develop new efficient and innovative models of care for a dispersed and ageing economy, building a cluster of local businesses to support active ageing.
- **Visitor Economy:** Develop the tourism sector, levelling up and supporting some of the more deprived parts of the region by providing higher-quality and more reliable employment for workers in the sector.

Other LEP Documents

The LEP has a repository of key data and other documents about the area. Documents relevant to East Lindsey include:

- **Greater Lincolnshire Destination Management Plan 2013–2020 (2013):** This remains the most recent version of the DMP which recognises the distinctive tourism features of East Lindsey, for Rural Inland and Coast areas. It contains overall priorities which are important in an East Lindsey context including: the quality of the tourism offer in each area; routes to market; skills and training; image and branding; and performance and impact monitoring.
- **Greater Lincolnshire Agri-food Sector Plan 2014–2020 (2014):** The Plan includes a vision for the Agri-Food sector to double its contribution to the economy by 2030 through a programme of investment (for example, and industry-led food board, building upon existing clusters in the food chain, developing a sector skills plan, implementing a 25-year water management plan and investing in transport infrastructure). The Plan references companies based in East Lindsey, including Woldmarsh HQ in Louth and Tong Peel Engineering HQ in Spilsby.
- **Greater Lincolnshire AgriFood Sector Plan Refresh 2017–2020 (2017):** This paper updates the previous 2014 Sector Plan. Recommendations made in the Plan Refresh include: the AgriFood sector should work with education providers to develop a programme of integrated skills and innovation; companies should be supported to increase their exports and develop new markets; and Greater Lincolnshire should work with partners to promote the need for continued investment in transport infrastructure to support growth of the food chain.
- **Productivity in Greater Lincolnshire (2018):** The document presents data on employment and productivity measures, benchmarking the Greater Lincolnshire LEP against the other LEPs in England. The analysis indicates that Greater Lincolnshire is in the bottom 10 LEP areas for productivity, with growth in productivity levels between 2013 and 2016 being below that seen at a national level. Experimental figures for productivity at sector level suggest that there is “headroom” (i.e. productivity levels are below those seen in comparator areas and nationally) across most sectors in Greater Lincolnshire.

- **Annual State of the Economy Report 2018:** The document draws on data published largely in 2017 and 2018 to provide a summary on the state of the Greater Lincolnshire economy. Key findings include: GVA growth is evident, although it was weaker than seen nationally; Greater Lincolnshire has seen positive employment growth, particularly in sectors such as agri-food the visitor economy; and the area has lower wages relative to the UK.

Lincolnshire

There are a number of documents at a County level that are relevant to East Lindsey and these are summarised below:

- **Lincolnshire Coast Destination Business Improvement District 2017–2022:** The BID was established in 2017 and over a 5-year period aims to invest £3million in the Lincolnshire Coast. A BID is an arrangement whereby businesses and organisations in a defined location get together, decide what additional improvements they want to make in their area, how they are going to manage and deliver those improvements and what it will cost them. This goes into a Business Plan which is voted on by all those businesses who contribute and pay a BID levy. Events supported by the BID in East Lindsey include the Skegness Reggae Festival and the Skegness Vintage Seaside Festival, both of which were last held in 2019.
- **Lincolnshire Biodiversity Action Plan (3rd Edition) 2011–20 (Revised in 2015):** The Biodiversity Action Plan (BAP) has a number of priorities for action, including ensuring that biodiversity is recognised as an essential element of life in the historic county of Lincolnshire including its contributions to: health and wellbeing; the economy; recreation and tourism; and provision of ecosystem services (such as flood protection, retention of water resources, carbon storage and crop pollination).
- **Lincolnshire Coast and Marshes National Character Area Profile (2015):** Produced by Natural England, National Character Area (NCA) profiles are guidance documents which can help communities to inform their decision-making about the places that they live in and care for. Most settlement in the NCA is concentrated on the coast, around Grimsby and the resorts of Skegness, Mablethorpe and Cleethorpes. The Profile identifies a number of opportunities for the area, including: safeguarding, managing and enhancing the coastal landscape; encouraging approaches which contribute towards green tourism; and conserving and enhancing the character of the traditional seaside resorts.

- **Lincolnshire Quarterly Economic Survey (QES):** The British Chambers of Commerce, together with the accredited Chamber Network, including Lincolnshire Chamber of Commerce, run the QES. Results from each QES at a Chamber of Commerce level are available from the respective websites of each Chamber. At the time of updating the Economic Baseline report, the latest results available from the Lincolnshire Chamber of Commerce are for the final quarter of 2020. The data gives an indication on a number of topics, including business confidence, recruitment activity and investment plans.

East Lindsey

This Economic Baseline Study forms part of the evidence base for the Local Plan review, however it is helpful to summarise the main points from the existing Plan from an economic development perspective. The **East Lindsey Local Plan Core Strategy (2018)** identifies a number of employment issues in the District over the next 15 years, including a high inward migration of elderly, economically inactive people and a high outward migration of young adults; a relatively low percentage of employees working full-time but a high percentage of self-employed workers, when compared nationally; a lack of skilled workers deterring inward investment; the reliance of two dominant industries, agriculture and tourism, both of which are seasonal employers; a lack of fast communication networks, such as broadband, will slow down any potential opportunities for further expansion of small, footloose and home based businesses; coastal settlements where the need for regeneration has been identified are also at the greatest risk of flooding.

Opportunities have been identified which also include the expansion of IT and electronic communication providing opportunities for further expansion for small, footloose and home-based businesses; and there could be a wider tourism offer through greener, more sustainable tourism.

The document outlines six objectives, which run through the policies within the Local Plan. In relation to employment, the Local Plan outlines that by 2031 the District will be a growing and diversified economy that not only builds on, and extends the important agriculture and tourism base, but also supports the creation of all types of employment. This will be achieved by encouraging and enabling businesses to locate and expand within the District; encouraging and enabling rural and farm diversification schemes; and widening and supporting opportunities for high quality, sustainable tourism throughout the District.

There are two specific policies relating to inland and coastal employment which focuses employment allocations at the inland towns and safeguards existing employment land in Skegness and Mablethorpe. The policies also encourage additional employment land in and adjoining large villages and other settlements where appropriate; and strengthening the rural economy through the provision of local employment opportunities in large, medium and small villages and supporting farm diversification.

Other key documents relating to East Lindsey are summarised below:

- **Corporate Strategy – Looking to the Future 2020–2030:** The Council's Corporate Plan provides a framework for its ambitions up to 2030. The strategic aims outlined in the Plan are as follows: help enable a supply of homes that meet need and aspirations; support town centres to remain vital and viable as shopping habits change; adapt to meet the challenge of a changing natural environment; maximise health and active lives; create an environment that helps businesses to survive and grow; and improve equality of opportunity across the District and in target areas.
- **Destination Strategy for East Lindsey 2020–2025:** This document identifies the best growth-market opportunities for the District's tourism sector and the priority interventions needed to realise that potential. Priorities highlighted in the Strategy include: taking the combination of the Wolds and Natural Coast to higher-value growth market segments; developing tourism sustainably by increasing spend and extending the season; targeted marketing; and market-focused investment in new experiences, facilities and public realm.



- **Skegness Foreshore Masterplan (2018):** In late 2017, areas of Skegness Foreshore were awarded 'Registered Park and Garden Status'. A detailed Masterplan has subsequently been developed for the Foreshore, identifying a number of potential projects such as the bowling greens on South Parade being developed as an outdoor flexible event space and the former Festival Pavilion site as a location for a landmark structure.
- **East Lindsey Quality of Life Health & Wellbeing Strategy 2017/18:** Produced by the East Lindsey Health & Wellbeing Partnership, the document has three priorities: Priority 1: working together to help local people improve their wellbeing and resilience; Priority 2: promoting healthy lifestyles; and Priority 3: tackling social and economic determinants.
- **East Lindsey Strategic Flood Risk Assessment (March 2017):** The assessment identifies that 38% of the District is at risk of coastal flooding with additional risk of flooding from watercourses, drains and localised flooding. The coastal zone is the primary area at threat from tidal flooding. The Flamborough Head to Gibraltar Point Shoreline Management Plan (SMP) along with the Humber Estuary and the Wash SMPs promote a policy of maintaining the current line of defence along the Lincolnshire coast. The management plans range to limited realignment to the north of Theddlethorpe; hardened defences and beach nourishment to protect the stretch between Skegness and Mablethorpe against a 1 in 200 year (0.5% in any year) tidal flood; and accretion south of Skegness. In the Coastal Zone, the Council's policy is to limit new housing development in the most hazardous zones to sustain population levels so that risk to life and property is not significantly increased.
- **East Lindsey Infrastructure Delivery Plan (January 2017):** The document identifies the future infrastructure and service requirements up until 2031 and the need to work with developers to secure Section 106 payments and stakeholders to provide timely delivery of infrastructure. The biggest need identified is both primary and secondary educational facilities. It also identifies severe overcrowding during the summer months on the 'Poacher' line (Nottingham-Grantham-Boston-Skegness rail line); lack of capacity in Water Recycling Centres (although early developer engagement can help sewage undertakers plan for future capacity); predominance of copper telecommunications infrastructure and slower internet speeds further away from the exchange.
- **East Lindsey Employment Sites Assessment 2016:** The 2016 assessment identifies that there is limited demand for additional employment land at Alford, Coningsby and Spilsby; there is a lack of demand at Mablethorpe; the Louth and Horncastle estates have seen considerable growth and although there is significant space of service land (approx. 22ha) at Louth and there is limited space at Horncastle (1.09ha) and therefore further allocation is required; the existing provision in Skegness is sufficient to meet likely future demand; and there is no evidence to suggest the requirement for future allocations in the large villages.
- **Affordable Housing Needs Assessment Update 2016:** The document identifies a need to provide 2,825 additional affordable homes over the Local Plan period 2016-2031, which is translated into Local Plan policy. In terms of rental properties and weekly rents, for all property sizes, the median private rent is highest followed by maximum Local Housing Allowance the Affordable Rent (based on 80% of median private rent. The data on home ownership identifies that the weekly cost of Starter Homes is notably higher than shared ownership (40% equity) and also much higher than median private rents.
- **East Lindsey Strategic Housing Land Availability Assessment 2016:** The document identifies the potential supply of land that could be made available for housing development in East Lindsey up to 2031. The SHLAA provides key evidence to help the Council make decisions about housing allocations in the Plan. It assesses whether sites are broadly suitable for housing development, for example: that the land is not required for other purposes; that it is not at serious risk of flooding or that reasonable means of access can be provided; and identifies any constraints that might have to be overcome. It also looks at whether sites are likely to be made available by their owners and if there are any significant problems that could mean that they are not viable.

- **Coastal Lincolnshire Housing Market Area Local Investment Plan 2011-2026:** The document identifies that the majority of the Lincolnshire coastline falls within East Lindsey. It attracts a significant number of tourists and has a large number of low paid, seasonal workers who are unable to find permanent employment during the winter season. The plan highlights the importance of the tourist economy to the Coastal Lincolnshire HMA as it generates a large amount of income. It also identifies that East Lindsey has a major issue with regard to deprivation, low wages and a need to improve skills. It identifies a number of key projects and investment opportunities to improve the economy, tourism and culture of the area including the Lincolnshire Coastal Grazing Marshes Project; Lincolnshire Coastal Country Park; Centre of Excellence, Skegness; Alford, Skegness and Horncastle Industrial Estates extensions; Wildcoast Gateway, Mablethorpe; Cadwell Park engineering facility; improving quality of hotel offer; and find industrial land in Coningsby.

In addition to the documents outlined above, East Lindsey Council has been successful in securing funding from the Government's Towns Fund for Mablethorpe (£23.9million) and Skegness (£24.5million). A number of schemes will be delivered with these funds as set out in the Town Investment Plans (TIPs) published as part of the Towns Fund bid process. Further details on each TIP are provided below.

Mablethorpe Town Investment Plan (October 2020)

The Mablethorpe Town Investment Plan (TIP) puts forward the following projects to invest the £23.9million of funding from the Council's successful Towns Fund bid:

- **Sutton-on-Sea Colonnade:** This project will see the construction of landmark building that will introduce new café, restaurant, gallery and exhibition spaces, with viewing decks overlooking the adjacent beach, paddling pool and Pleasure Gardens. A row of 15 day-let beach huts and six overnight holiday lodges will also be built along the Promenade. The construction works will provide a further row of 21 sheltered spaces on the landward side. These will provide popup spaces for commercial, heritage interpretation, arts, crafts and events. This is in line with Magna Vitae's Cultural and Development audit recommendations to increase visibility, engagement and participation in a long-term programme of cultural activity as a driver for community wellbeing.
- **Campus for Future Living:** The Centre will provide a base for the development and testing of medi-tech applications, continuing professional development of clinicians, and both clinical and non-clinical medical placements linked to the Medical School at the University of Lincoln, the training and development of care entrepreneurs (self-employed carer network) and a social enterprise café.
- **National Trust, Sandilands:** The National Trust purchased the former Sandilands clubhouse and golf course in March 2020, with a commitment to transform it into a nature reserve and visitor centre. The centre will be an accessible, eco-friendly and sustainable Visitor Hub to explore the Sandilands Nature Reserve and coast. It will provide a flexible space with a local Food & Beverage offer, toilet and changing facilities, along with a visitor reception.
- **Leisure and Learning Centre:** The project will deliver the construction of new purpose built leisure centre and digital learning complex on the site of the current Station Sports Centre in Mablethorpe. It will involve the construction of a new modern 3,000 sq. m. purpose built centre with greater visibility and high street frontage on a gateway site into Mablethorpe. There will also be training and educational space to accommodate new digital and remote based learning opportunities within the building.



- **Mobi-Hub:** This project will see delivery of a new multi-modal and multi-functional mobility facility at the heart of the town. It will be a year-round facility, tailored to meet the specific needs of both residents and visitors, and closely linked to the other projects in the Town. It will include: a hub building (providing retail, learning, healthcare commercial space etc.); mobility services and infrastructure; electric vehicle charging points; and an improved public realm.
- **Town Centre (part of the Mobi-Hub):** Alongside a package of high street shop front investments and the refurbishment of the two key car parks in Mablethorpe, which connect the resort to the soft coast this project will make access into and out of the town more effective. The project also aims to make the most significant assets around retail and the beach more accessible and better presented.

Skegness Town Investment Plan (October 2020)

The Skegness TIP puts forward the following projects to invest the £24.5million of funding from the Council's successful Towns Fund bid:

- **Foreshore:** The Skegness Foreshore Masterplan was adopted in December 2018 following 10 months of local stakeholder consultation. Developing the existing structures around the Southern Boating Lake will create an outdoor events arena for activities such as concerts, light festivals and outdoor cinema, linked to a coordinated investment programme to extend and diversify the range of year round arts and cultural activities available for people and communities.
- **Railway Station Upgrade:** The project proposes a full renovation of the main station building, the old Red Star building, the Station internal concourse and the Canopy at Skegness station. The emphasis will be on creating a gateway to Skegness town.
- **Town Centre Transformation:** The project will offer grants to building owners to invest in their buildings, as well as directly funding public realm and green space improvements.
- **Police Training Centre:** The refurbishment of the former Magistrates Court in Skegness will provide Lincolnshire Police with new learning and development training facilities, as well as providing a new conference and meeting venue for the town and office accommodation.
- **Multi-User Trail:** This project will deliver a one mile long, 2.4m wide multi-user trail for cycling and walking.
- **Learning Campus:** This project will see a new learning campus developed, offering Further and Higher Education with leisure facilities and park and ride to connect to the town.
- **Cultural Skegness:** This project will see new activities delivered by the Embassy Theatre and also as part of Skegness Foreshore, with the aim of improving the arts, cultural and heritage offer in the area.

3. Employment and Business Base



This section presents a profile of East Lindsey's labour market and business base. Where possible, data has been presented for the rural inland and Coastal areas of the district (split by MSOA) as well as the comparator areas of Greater Lincolnshire Local Enterprise Partnership (LEP) area, the East Midlands region and national (Great Britain/UK) comparators.

Summary

Employment

- **Total employment:** Employment in East Lindsey stood at 50,000 in 2019. Jobs in the District have increased in recent years at a faster rate than the growth seen in the East Midlands and the Greater Lincolnshire Local Enterprise Partnership (LEP) area.
- **Employment by sector:** Public administration, education and health is the largest sector in East Lindsey followed by the wholesale and retail sector. The District has a considerably higher proportion of jobs in the agriculture, utilities and mining sectors and the accommodation and food sector when compared to the proportion regionally and nationally.
- **Priority sectors:** Greater Lincolnshire LEP's Strategic Economic Plan (SEP) identifies three strong sectors: agri-food; manufacturing; and the visitor economy and three potential growth sectors: Ports & Logistics; Health & Care; and Low Carbon. Of these six sectors, East Lindsey has specialisms in the visitor economy and low carbon when compared to Great Britain.
- **Costal and Rural Inland Comparisons:** East Lindsey's Rural Inland area has a considerably higher proportion of the District's information and communication; manufacturing; and transport and storage jobs than the Coastal area. The Coast has a higher proportion of employment in the accommodation and food services and the arts, entertainment, recreation and other services sectors.

Businesses

- **Total businesses:** East Lindsey has just over 6,400 businesses. Between 2010 and 2020 the number of firms in the District grew at a considerably slower rate than LEP, the region and the UK.
- **Businesses by sector:** Agriculture, mining and utilities is the sector with the highest proportion of businesses in East Lindsey, accounting for almost one fifth of the total, followed by the business, financial and professional services sector and the wholesale and retail sector.
- **Businesses by size:** East Lindsey has a higher proportion of micro and small businesses and a lower proportion of medium and large businesses than the sub-regional, regional and national comparator areas.
- **Productivity:** Lincolnshire has consistently had a lower GVA (a proxy for economic output) per head than the East Midland and the UK. Wages in East Lindsey are also lower than the regional and national comparators for both part-time and full-time workers in the District. In terms of hours worked, East Lindsey has both a part-time and a long hours economy when compared to the wider areas, potentially reflecting the different demands of key sectors such as the visitor economy, care and agri-food.
- **Self-employment:** East Lindsey has a higher proportion of people in self-employment than the Lincolnshire, regional and national averages.
- **Business creation and survival:** The District has a higher rate of 2-year, 3-year, 4-year and 5-year business survival than Lincolnshire, the East Midlands and the UK, however business start-ups as a proportion of all active enterprises and per 10,000 working age people were lower in East Lindsey in 2019 than in all the comparator areas.

The Visitor Economy

- STEAM data show that in 2019 total expenditure in East Lindsey's visitor economy was just over £733million. Expenditure in the District's visitor economy increased by 67.1% between 2009 and 2019.
- Visitors staying in non-serviced accommodation accounted for over two thirds of the total expenditure in the visitor economy in 2019. The non-serviced accommodation sub-sector also saw the largest increase in expenditure over the ten years from 2009 to 2019 of £198million.

Employment

Based on data from the 2019 Business Register & Employment Survey (BRES), published by ONS, there are 50,000 jobs in East Lindsey – including self-employment. Between 2015 and 2019, employment in East Lindsey grew by 4.2% – representing 2,000 additional jobs. This growth rate was slightly lower than the increase seen in Great Britain over the same period (4.3% – 1,269,000) but above the rate of growth seen in all the other comparator areas presented in Figure 3.1.

When East Lindsey is split into the Rural Inland and Coast areas (the definition for which can be found in Figure 1.3, Chapter 1) employment in the Rural Inland area increased by 750 between 2015 and 2019 (3.2%), whereas the Coastal area's employment decreased by 450 (2.1%) over the same period.

It should be noted that although the Rural Inland and Coast geographies cover the whole of East Lindsey, the employment data for the MSOAs does not sum to the data for the whole local authority. Discussions with ONS indicate that this is because the BRES MSAO data exclude farm agriculture (SIC subclass 01000), whereas the District level data includes DEFRA information on farm agriculture. Therefore, although the BRES MSAO data is useful to assess broad employment trends, it excludes a key sector for the District, therefore it should not be given too much weight.

BRES data is available from ONS up to 2019, therefore it does not account for the impact of the Covid-19 pandemic. The effects of the pandemic are likely to be seen in the labour 2020 figures when they are released towards the end of 2021.

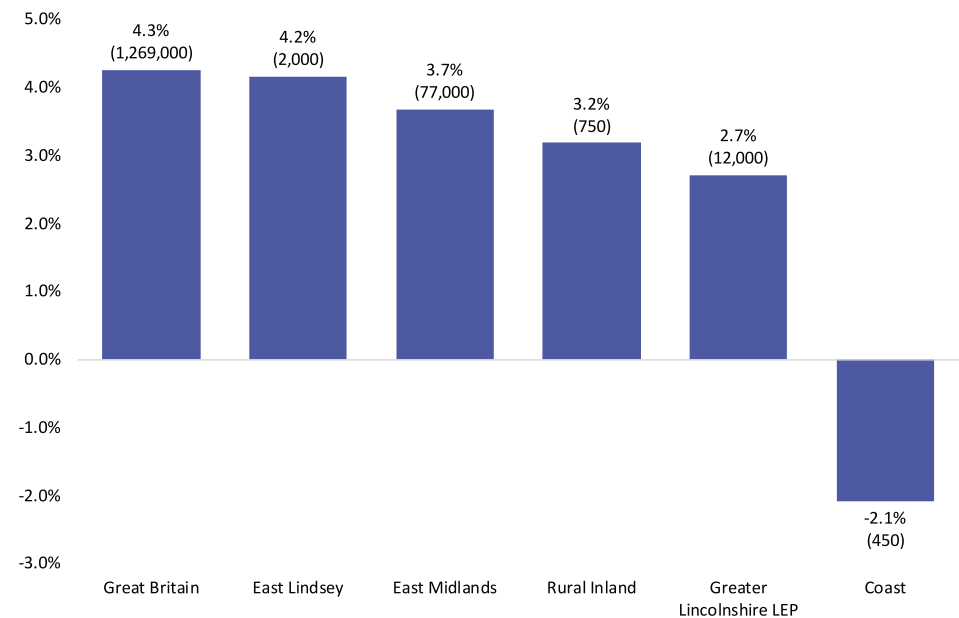


Figure 3.1: Employment Change, 2015-19

Source: ONS, Business Register & Employment Survey

Figure 3.2 presents job density in East Lindsey and the comparator areas in 2015 and 2019. Jobs density represents the total number of jobs in an area compared with the working age population. Areas with a high jobs density are likely to attract in-commuters, while those with a low jobs density might have low levels of economic activity and/or high levels of out commuting. Looking at the 2019 data, East Lindsey has a lower jobs density ratio (0.64) when compared to that of the Greater Lincolnshire Local Enterprise Partnership (LEP) area (0.70), the region (0.72) and Great Britain (0.77). Although the Coastal area has a jobs density in line with that of the whole District, it is the only geography presented to see a decrease in the jobs density ratio between 2015 and 2019.

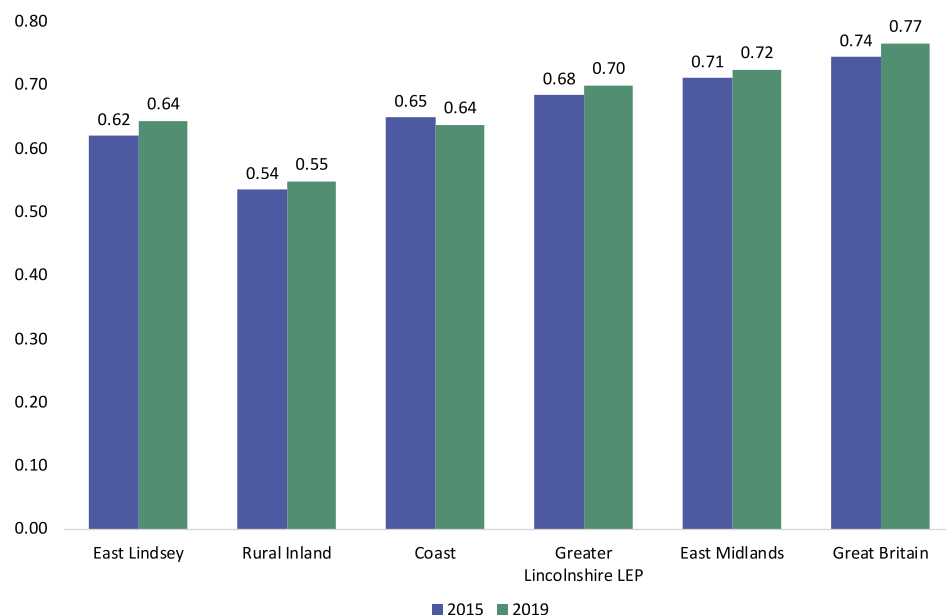


Figure 3.2: Job Density, 2015 & 2019

Source: ONS, Business Register & Employment Survey & Population Estimates

Employment by Sector

The largest sector in East Lindsey as of 2019 is public administration, education and health with 10,250 jobs – representing 20.8% of total employment. Despite being the largest sector, it saw no overall change in jobs between 2015 and 2019. Wholesale and retail is the second largest sector in East Lindsey, supporting 8,250 jobs in the District (16.8% of total jobs). This is a higher share of jobs for the wholesale and retail sector than the LEP area (15.3%), the region (15.0%) and Great Britain (13.2%). Between 2015 and 2019, jobs in East Lindsey’s wholesale and retail sector increased by 750 (10.0%).

There are two more sectors in East Lindsey that make up a notably large proportion of total employment when compared to the sub-regional, regional and national comparator geographies, these sectors are: agriculture, mining & utilities; and accommodation and food services:

- Agriculture, mining and utilities accounts for 9.9% of total employment in East Lindsey, well above the employment share in the Greater Lincolnshire LEP area (5.6%) and more than double the corresponding shares in the East Midlands (3.5%) and Great Britain (2.9%). Jobs in the sector increased in East Lindsey by 600 (14.0%) between 2015 and 2019.
- The accommodation and food services sector is the third largest sector in East Lindsey and also accounts for more than double the proportion of total jobs (16.2%) than the LEP area (7.4%), the East Midlands (6.8%) and Great Britain (7.8%). The sector is particularly strong in the Coastal part of the District, where it accounts for over a quarter (25.4%) of all jobs. Between 2015 and 2019, jobs in the accommodation and food services sector in East Lindsey increased by 1,000 (14.3%).

Figure 3.3 presents the employment share by sector in further detail.

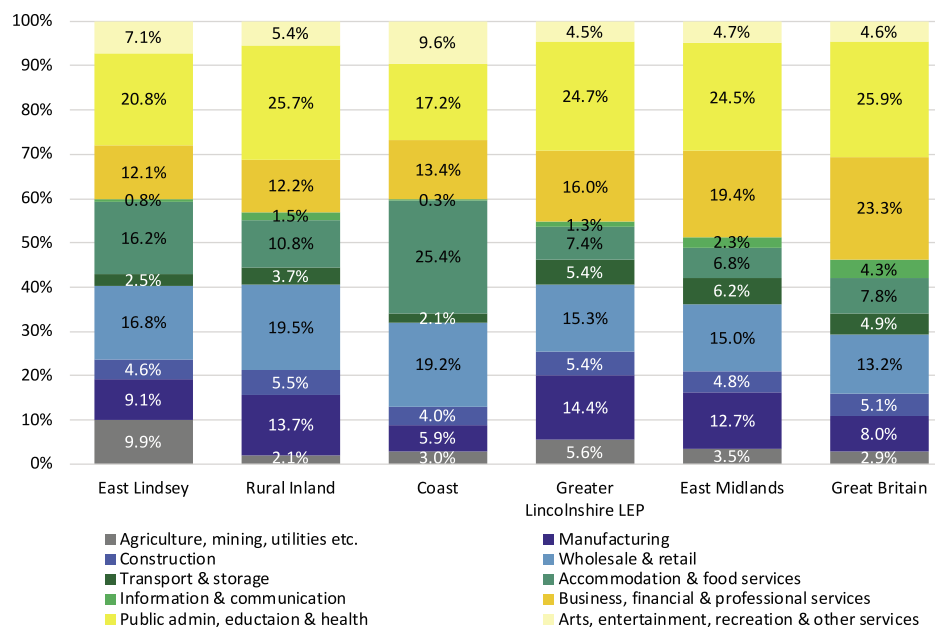


Figure 3.3: Employment by sector, 2019

Source: ONS, Business Register & Employment Survey

Employment Concentration by Sector

This section looks at sector specialisms in East Lindsey by analysing Location Quotients (LQs). The LQ of a sector is an analytical statistic that measures an area's industrial specialisation relative to a benchmark (in this case Great Britain). LQs are calculated by comparing the sector's share of employment with its share of GB employment. For example, an LQ above 1 for a particular sector in East Lindsey would mean that the local authority has a higher concentration of jobs than the national average and, therefore, a level of specialism for that particular sector.

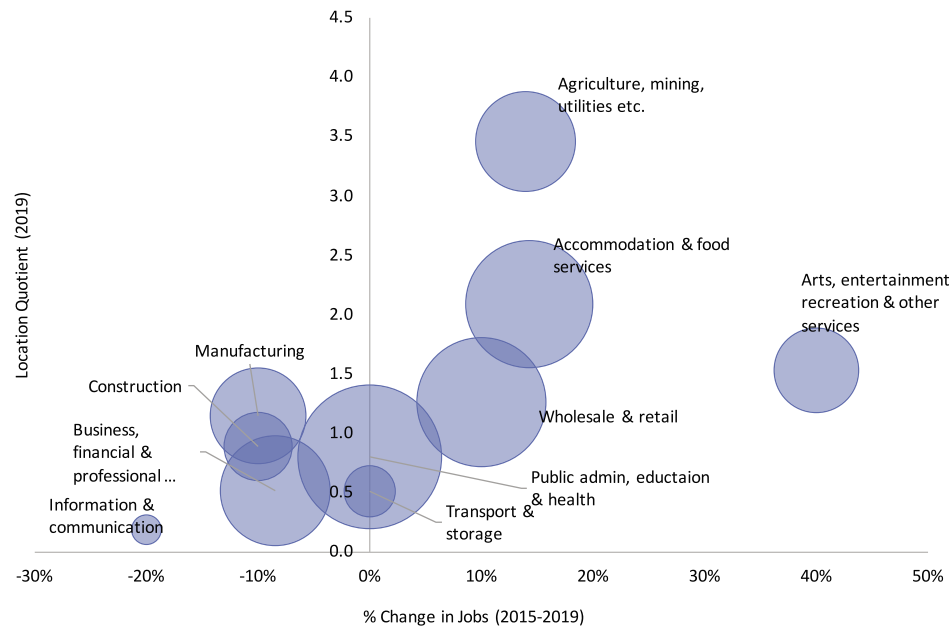


Figure 3.4: Sector Employment and Location Quotients for East Lindsey 2019

Source: ONS, Business Register & Employment Survey

Figure 3.4 shows the LQ and rate of employment growth for each sector, together with the number of jobs (which are represented by the size of the bubbles). It shows that East Lindsey has the highest level of specialism in the agriculture, mining and utilities sector (with a LQ of 3.5); followed by the accommodation and food services sector (2.1); arts, entertainment, recreation and other services (1.5); and wholesale and retail (1.3). All four of these sectors experienced an increase in employment between 2015 and 2019.

Priority Sectors

As detailed in Chapter 2 of this report, the Greater Lincolnshire LEP's Strategic Economic Plan (SEP) identifies six priority sectors, three of which are identified as strong sectors: agri-food; manufacturing; and the visitor economy. Three further sectors are identified in the SEP as having the potential to grow in the future: Ports & Logistics; Health & Care; and Low Carbon.

Figure 3.5 shows that in East Lindsey, there are sector specialisms in the visitor economy and the low carbon sectors with LQs of 2.39 and 2.66 respectively. Both the agri-food and manufacturing sectors are more in line with Great Britain, with LQs of 1.18 and 1.03 respectively, although it should be noted that Agri food has the highest number of total jobs (8,730) of all the priority sectors presented. Overall, between 2015 and 2019 jobs increased in the following sectors: visitor economy (23.0% – 1,510 jobs); ports & logistics (7.9% – 65 jobs); agri-food (5.0% – 415 jobs); and manufacturing (3.0% – 65 jobs), whereas jobs decreased in the health & care (13.7% – a loss of 720 jobs) and low carbon (42.4% – 195 jobs) sectors.

Definitions of the 4-digit SIC codes used to make up each sector can be found in Appendix 1.

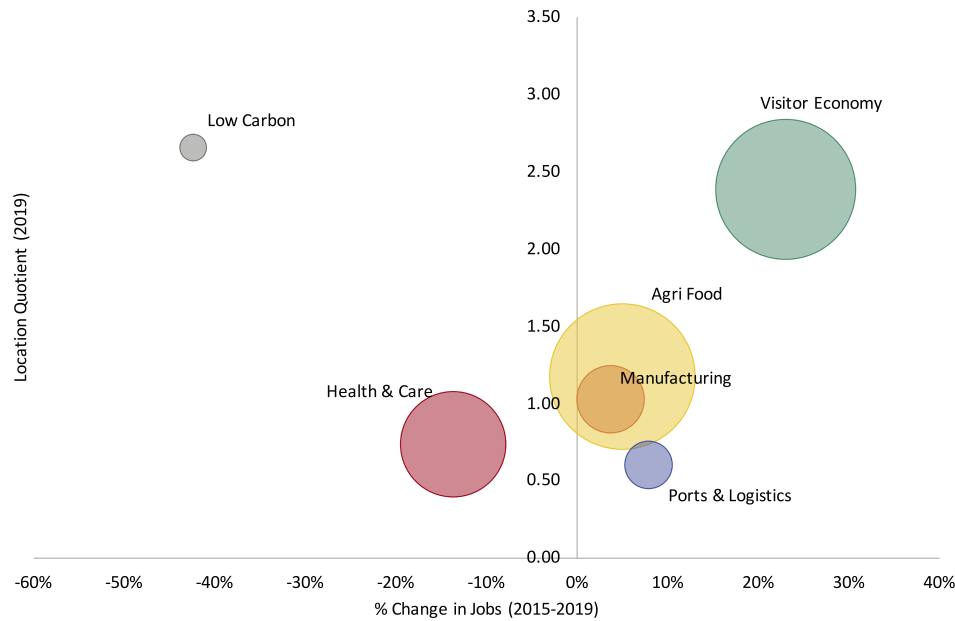


Figure 3.5: Sector Employment and Location Quotients for Priority Sectors in East Lindsey

Source: ONS, Business Register & Employment Survey

Figure 3.6 presents the LQs of the sub-sectors that make up the agri-food sector in East Lindsey. The District has a particular specialism in primary production, with a LQ of 6.02. Retail accounts for the largest share of jobs in the agri-food sector (67.8% – 5,920 jobs), followed by wholesale (24.9% – 2,175 jobs). Despite accounting for the majority of jobs in the agri-food sector, retail jobs decreased in East Lindsey between 2015 and 2019 by 2.0% (120 jobs).

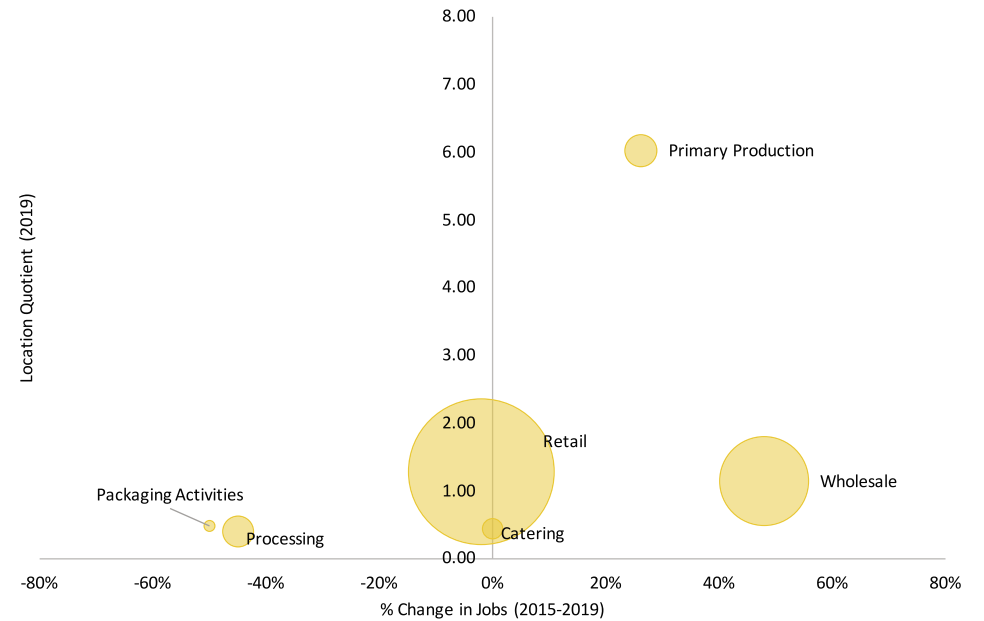


Figure 3.6: Sector Employment and Location Quotients in Agri-Food

Source: ONS, Business Register & Employment Survey

Figure 3.7 presents the LQs of the sub-sectors of the manufacturing sector. It shows that East Lindsey has specialisms in the manufacture of textiles and workwear (with an LQ of 3.94), printing (1.97) and the manufacture of wood/wood products. The manufacturing of textiles and workwear accounts for the largest share of jobs in the manufacturing sector (22.2% – 405 jobs), followed by furniture manufacturing (19.7% – 360 jobs). Jobs in the textiles and workwear manufacturing sector increased the most between 2015 and 2019 in both relative and absolute terms (153.1% – 245 jobs).

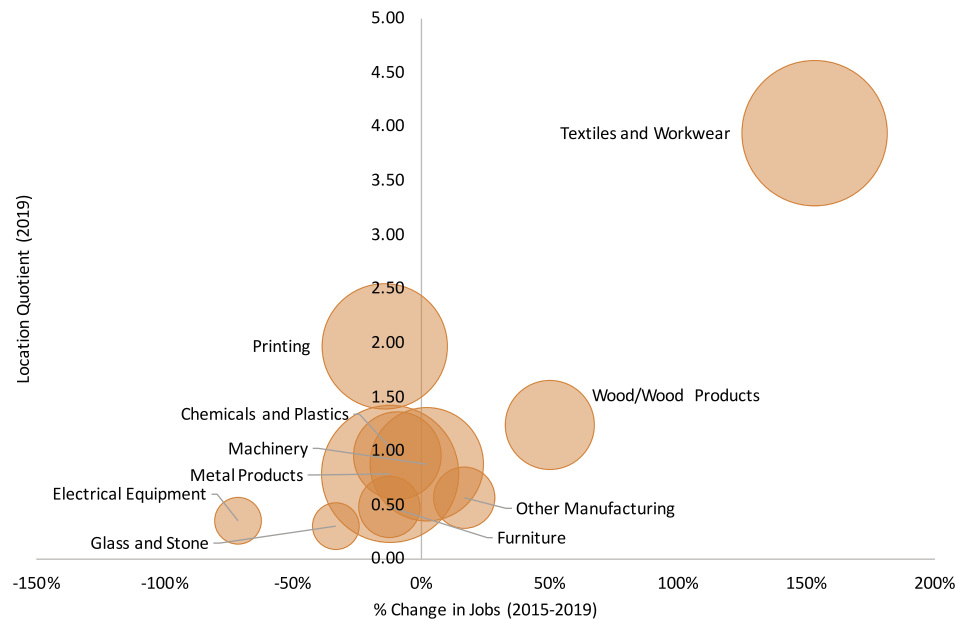


Figure 3.7: Sector Employment and Location Quotients in Manufacturing

Source: ONS, Business Register & Employment Survey

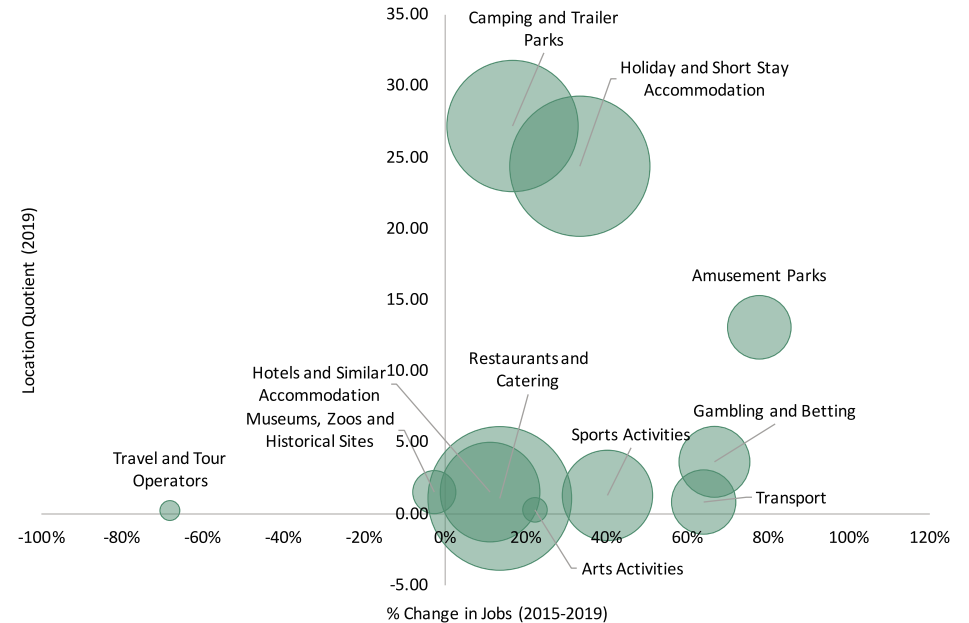


Figure 3.8: Sector Employment and Location Quotients in the Visitor Economy

Source: ONS, Business Register & Employment Survey

Figure 3.8 presents the LQs of the sub-sectors that make up East Lindsey's visitor economy. The District has specialisms in 8 of the 11 sub-sectors, with the top three being: camping and trailer parks (with an LQ of 27.20); holiday and short-stay accommodation (24.38); and amusement parks (13.09). Restaurants and catering accounts for the largest share of jobs in the sector (22.7% – 2,100 jobs), closely followed by the holiday and short-stay accommodation sub-sector (21.6% – 2,000 jobs). In relative terms, the amusement park sub-sector grew at the fastest rate between 2015 and 2019 (77.8% – 175 jobs) and the holiday and short-stay accommodation sub-sector grew by the most in absolute terms (500 jobs – 33.3%).

Figure 3.9 presents the LQs of the sub-sectors in the ports & logistics sector. The 2019 data indicate that the District has no specialisms in this sector with the highest LQ being 0.89 (for the freight transport by road sub-sector). The freight and transport by road sub-sector also accounts for the highest proportion of jobs in the ports & logistics sector (44.9% – 400 jobs). Two of the four sub-sectors saw no change in jobs between 2015 and 2019 (freight and transport by road and transport support services). The warehousing and storage sector saw jobs increase by 33.3% (50 jobs) and jobs in postal and courier activities increased by 6.4% (15 jobs) over the same time period.

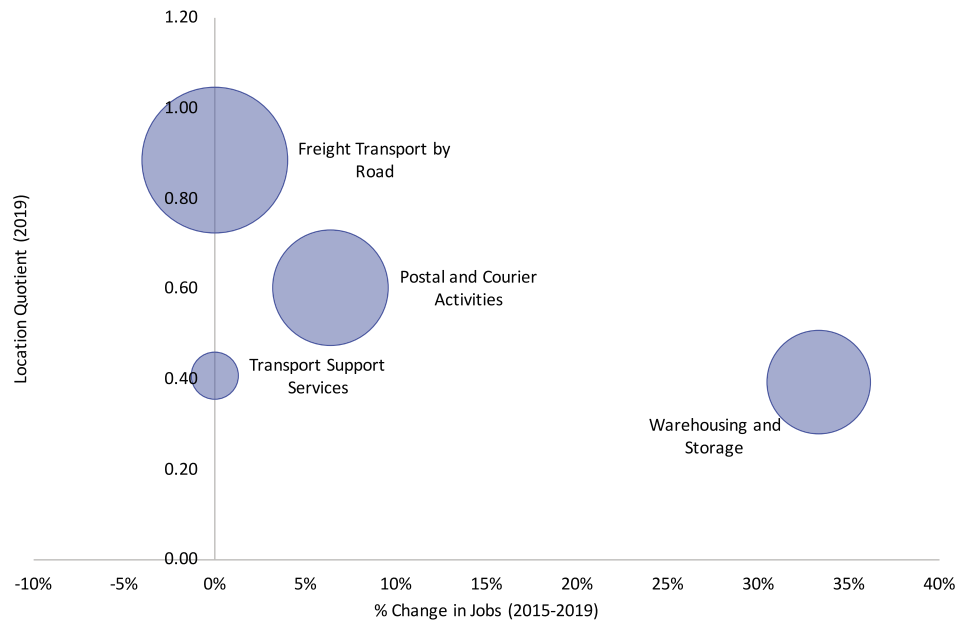


Figure 3.9: Sector Employment and Location Quotients in Ports & Logistics

Source: ONS, Business Register & Employment Survey

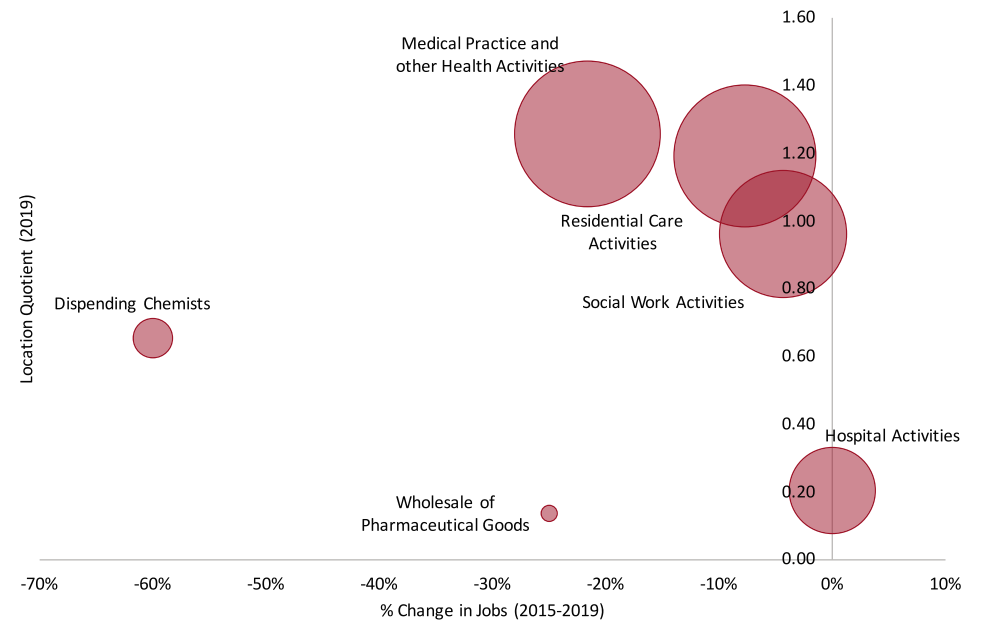


Figure 3.10: Sector Employment and Location Quotients in Health & Care

Source: ONS, Business Register & Employment Survey

Figure 3.10 presents the LQs of the sub-sectors that make up the health & care sector in East Lindsey. The District has some level of specialism in the medical practice and other health activities sub-sector, with a LQ of 1.36. This sector also accounts for the highest proportion of total jobs in the sector (1,450 – 31.9%). The residential care activities sector has a LQ of 1.19 and accounts for the second highest share of jobs in the health & care sector at 30.3% (1,375 jobs). All of the sub-sectors saw jobs decline between 2015 and 2019, except the hospital activities sub-sector in which jobs remained static over the four years.

Figure 3.11 presents the LQs of the sub-sectors for the low carbon sector in East Lindsey. The District has specialisms in the wholesale of waste and scrap sector (with an LQ of 7.07) and the recovery of sorted material sub-sector (2.83). Both of these sectors also account for the highest shares of employment at 27.2% (125 jobs) and 37.7% (100 jobs) respectively. Despite being a sub-sector specialism in the District, jobs in the recovery of sorted materials sector decreased between 2015 and 2019 by 71.4% (250 jobs).

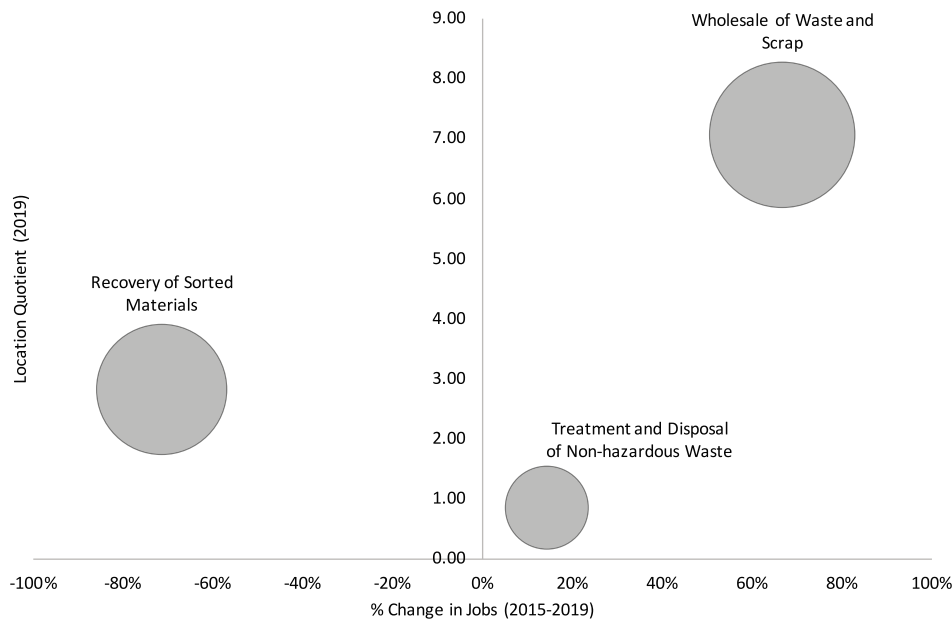


Figure 3.11: Sector Employment and Location Quotients in Low Carbon

Source: ONS, Business Register & Employment Survey

Costal and Rural Inland Comparisons

The distribution of employment across the broad sectors is not even between the Rural Inland and Coastal geographies of East Lindsey. Figure 3.12 presents the share of the total jobs for each sector across the two geographies. The key findings can be summarised as follows:

- The Rural Inland area has a much higher proportion of jobs in the information and communication sector at 83.9%.
- Rural Inland East Lindsey also has a higher proportion of jobs in manufacturing (72.2%); transport and storage (66.9%); public administration, education and health (60.5%); and construction (60.5%).

- The wholesale and retail sector and the business, financial and professional services sector both have a broadly even split of jobs between the Rural Inland and Coastal geographies of 53.2% / 46.8% and 50.4% / 49.6% respectively.
- The Coastal geography has a higher proportion of jobs in the agriculture, mining and utilities sector (56.3%); the arts, entertainment, recreation and other services sector (61.6%) and the accommodation and food services sector (67.7%).

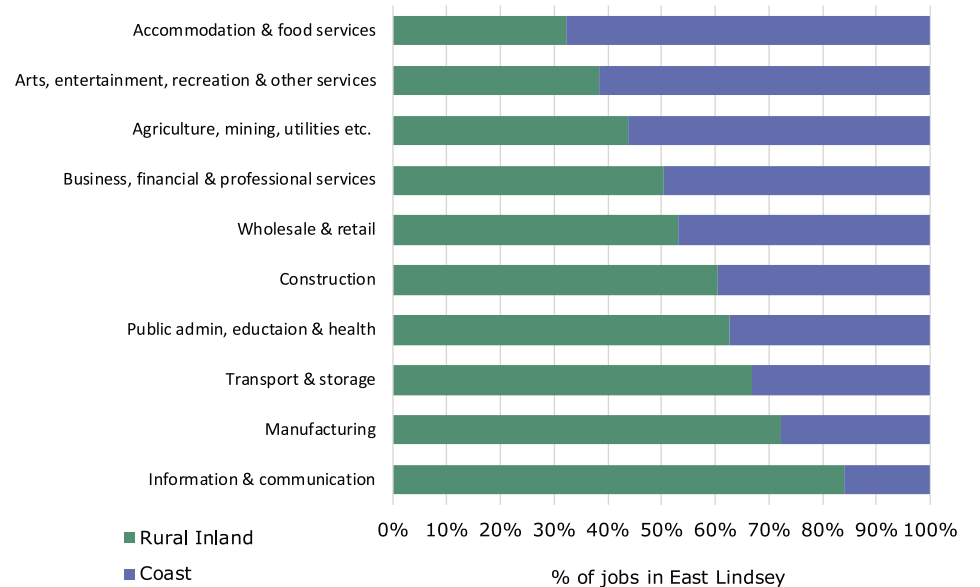


Figure 3.12: Employment by Industry – Rural Inland & Coast

Source: ONS, Business Register & Employment Survey

Business Base

There are just over 6,400 businesses in East Lindsey, as of 2020. This figure has increased by 195 since 2010 (3.1% growth), but it is below the rises seen in the Greater Lincolnshire LEP area (10.3%), the East Midlands (22.6%) and the UK (24.8%) over the same timeframe (see Table 3.1).

Table 3.1: Change in business numbers, 2010–20

Area	2010	2020	Absolute Change	% Change
East Lindsey	6,240	6,435	195	3.1%
Greater Lincolnshire LEP	41,460	45,750	4,290	10.3%
East Midlands	174,700	214,160	39,460	22.6%
United Kingdom	2,574,225	3,212,780	638,555	24.8%

Source: ONS, UK Business Count

Business Base by Sector

Figure 3.13 presents the number of businesses by broad industrial sector in East Lindsey. The agriculture, mining and utilities sector accounts for the highest proportion of businesses in the District at 1,225 (19.8% of the total), followed by the business, financial and professional services sector with 1,045 businesses (16.9%).

In line with the high proportion of employment in East Lindsey's wholesale & retail and accommodation & food services sectors, both sectors account for a high proportion of businesses, at 15.8% and 11.0% respectively.

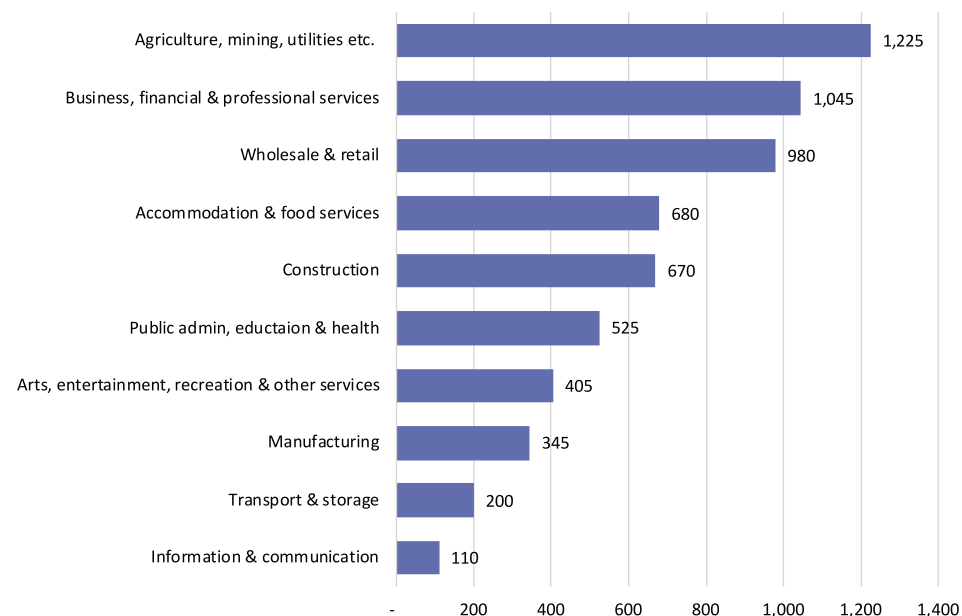


Figure 3.13: Number of Businesses in East Lindsey by Sector (2020)

Source: ONS, UK Business Count

Business Base by Size

In terms of business size, East Lindsey has a slightly higher proportion of micro businesses (between 0 and 9 employees – 84.1%) than the LEP area (83.1%) and the East Midlands (83.9%), but a slightly lower proportion than the UK (84.5%). The Coast geography has a lower proportion of micro businesses (87.1%) than the Rural Inland area, which has the highest percentage of micro businesses out of all of the areas presented in Table 3.2 (89.5%). East Lindsey has a lower proportion of medium (50–249 employees – 2.1%) and large (250+ employees – 0.2%) than the sub-regional, regional and national comparator areas (see Table 3.2).

Table 3.2: Business share by size, 2020

Area	Micro (0 to 9)	Small (10 to 49)	Medium- sized (50 to 249)	Large (250+)
Rural Inland	89.5%	9.4%	1.0%	0.0%
Coast	87.1%	11.0%	1.9%	0.0%
East Lindsey	84.1%	13.9%	2.1%	0.2%
Greater Lincolnshire LEP	83.1%	13.8%	3.3%	0.3%
East Midlands	83.9%	13.0%	3.3%	0.4%
United Kingdom	84.5%	12.5%	3.1%	0.4%

Source: ONS, UK Business Count

Productivity

Figure 3.14 presents gross value added (GVA) per head in Lincolnshire, the East Midlands and the UK. GVA is a common measure for economic output. It should be noted that East Lindsey has not been analysed as data are unavailable at a smaller geographical level than Lincolnshire County.

The data show that Lincolnshire has the lowest GVA per head in 2018 of just over £19,800, followed by the East Midlands (£22,700) and the UK (£28,700). Looking at the change in GVA per head between 2008 and 2018, Lincolnshire had the lowest percentage increase of 18.7% (growth of over £3,100), followed by the East Midlands with growth of 21.3% (just under £4,000). The UK has the highest increase in GVA per head in both relative and absolute terms (23.5% – just under £5,500).

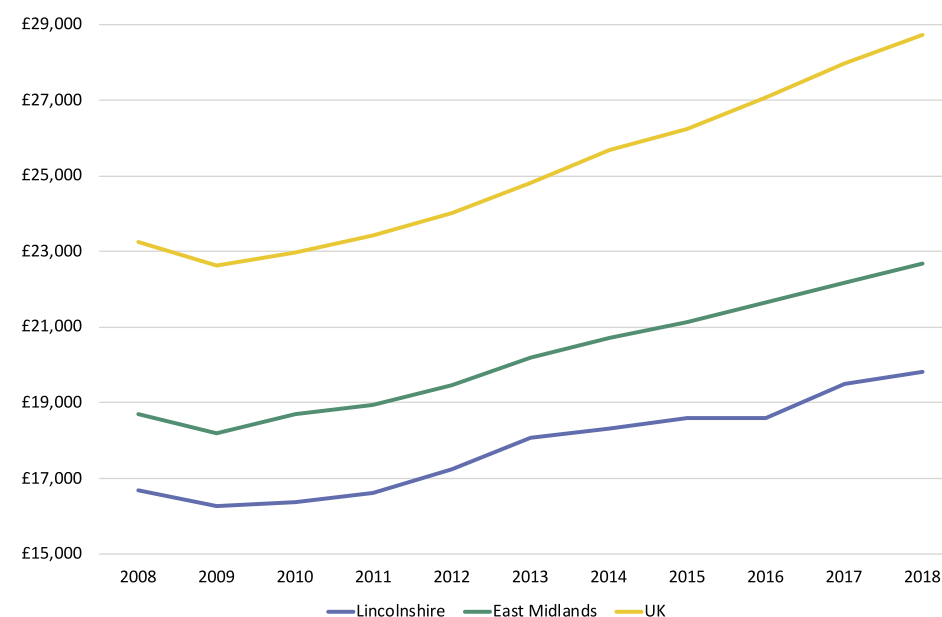


Figure 3.14: GVA per Head (2008-2018)

Source: ONS, Regional Gross Value Added (balanced); ONS Population Estimates

Figure 3.15 presents the average gross median annual wage for full-time workers from 2010 to 2020 in East Lindsey and the comparator areas. East Lindsey data for the year 2015 have been suppressed (removed from the dataset, usually for confidentiality reasons) therefore cannot be presented. In 2020, East Lindsey has the lowest gross median annual wage for full-time workers of £26,531, below the wage in Lincolnshire (£27,722), the East Midlands (£29,102) and the UK (£31,461). Despite having the lowest 2020 wage, East Lindsey saw the highest increase in the gross median full-time wage for workers between 2010 and 2020 in both relative and absolute terms (over £6,000, representing an increase of 29.3%).

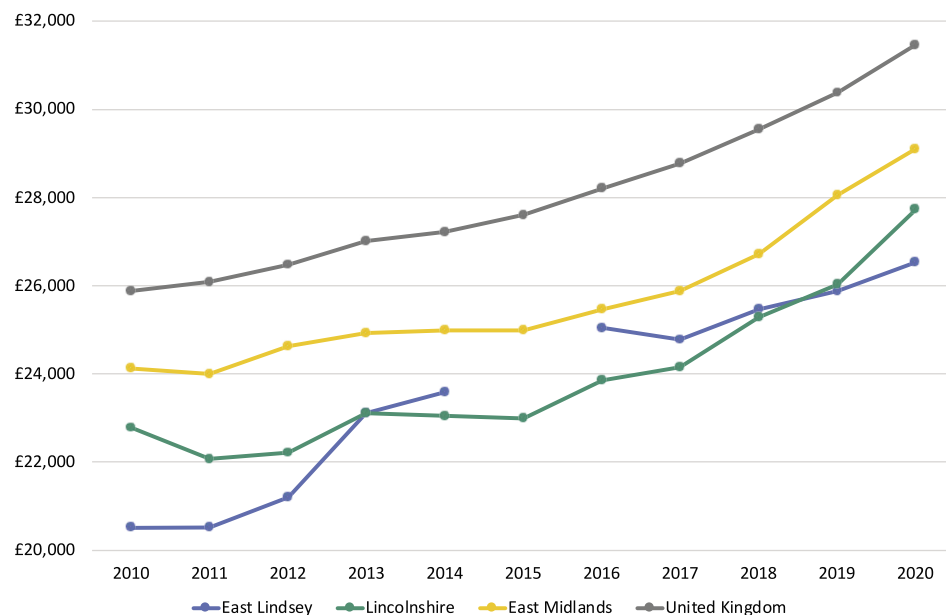


Figure 3.15: Average Wages for Full-Time Workers (2010-2020)

Source: ONS, Annual Survey of Hours and Earnings

Figure 3.16 presents the average gross median annual wage for part-time workers from 2010 to 2020 in East Lindsey and the comparator areas. East Lindsey data for the years 2013 and 2019 and the Lincolnshire data for 2019 have been suppressed, therefore cannot be presented. As with the full-time wage data, in 2020, East Lindsey has the lowest gross median annual wage for part-time workers of £9,450, below the wage in Lincolnshire (£10,472), the East Midlands (£11,051) and the UK (£11,234). East Lindsey also saw the lowest increase in the gross median part-time wage between 2010 and 2020 in both relative and absolute terms at 17.0% (just under £1,400) compared to 34.5% in Lincolnshire (£2,700), 36.9% in the East Midlands (£3,000) and 31.8% in the UK (£2,700).

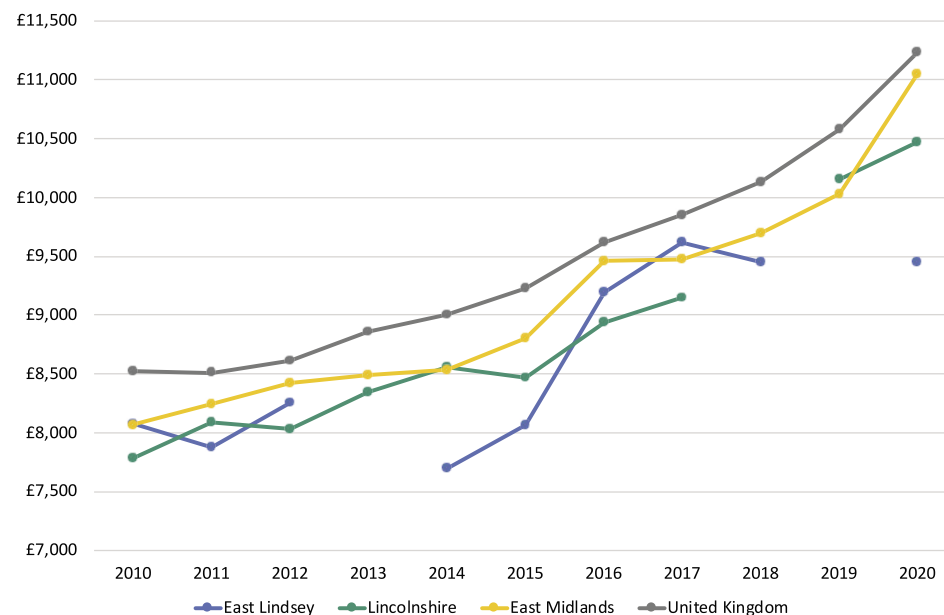


Figure 3.16: Average Wages for Part-Time Workers (2010-2020)

Source: ONS, Annual Survey of Hours and Earnings

Just over a third (33.1%) of the workforce in East Lindsey works part-time (fewer than 30 hours per week). Part-time workers make up a higher proportion of the Coast geography (35.0%) than the Rural Inland area (31.8%). The proportion of part-time workers in the District is above the proportion in the LEP area (30.2%), the East Midlands (29.6%) and England (29.0%). East Lindsey also has a greater proportion of people working 49 hours or more per week at 16.0% than the comparator areas, with the Rural Inland geography having a higher proportion of people working these hours (26.4%) than the coast (15.4%). Overall, this shows that East Lindsey has both a part-time and a long hours economy, perhaps reflecting the different demands of key sectors such as the visitor economy and care (associated with part-time employment) and agri-food (often associated with long hours).

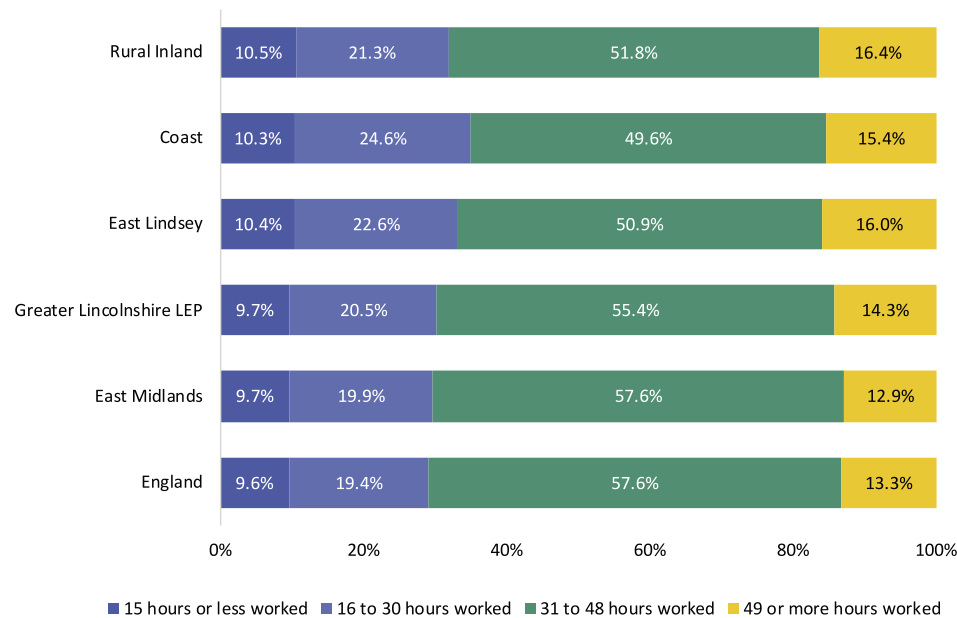


Figure 3.17: Hours Worked by those aged 16-74, 2011

Source: 2011 Census

Enterprise Self-Employment

Historically, East Lindsey has had a higher proportion of people in self-employment than the Lincolnshire, regional and national averages. For example, in 2020, the percentage of people self-employed in the District was 15.8% compared to 13.2% in the LEP, 12.9% in the East Midlands and 13.7% in the UK – see Figure 3.18. Despite having the highest proportion of self-employed, East Lindsey saw a decrease in the total number of self-employed aged 16-64 between 2010 and 2020 of 2.4% (200 people) compared to increases in the three comparator areas of 10.6% in the LEP area (5,900 people), 22.3% in the East Midlands (53,100 people) and 17.2% in the UK (625,900 people).

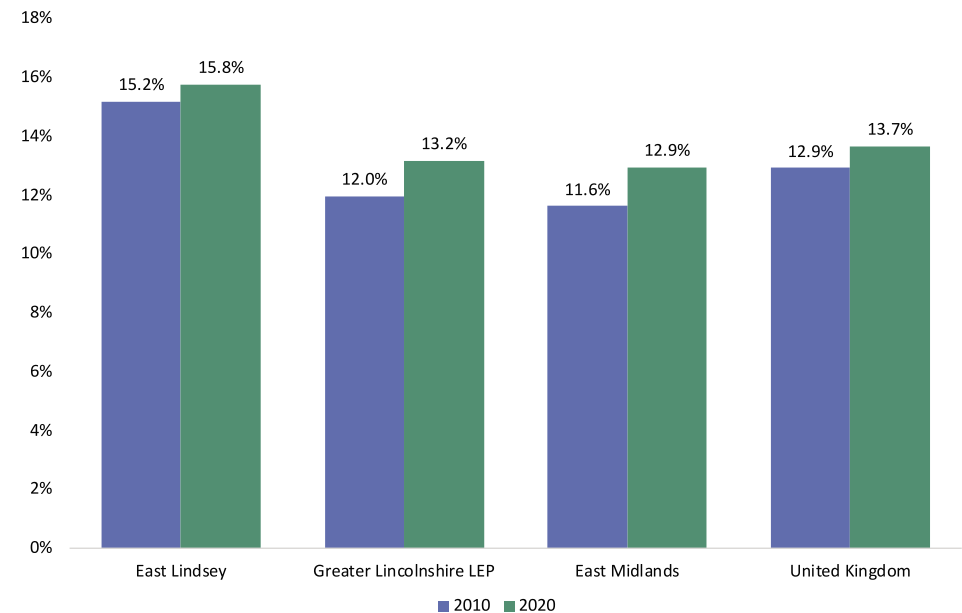


Figure 3.18: Changes in Self-Employment 2010-2020

Source: ONS, Annual Population Survey

Business Creation and Survival

Figure 3.19 shows that based on 2019 business demography published by ONS, East Lindsey has a higher percentage of 2-year (77.8%), 3-year (65.5%), 4-year (51.1%) and 5-year (44.4%) survival than the comparator areas. The District has a 1-year survival rate (92.2%) slightly below that of the region (93.3%) but in line with the figure for Lincolnshire (92.0%) and the UK (92.2%).

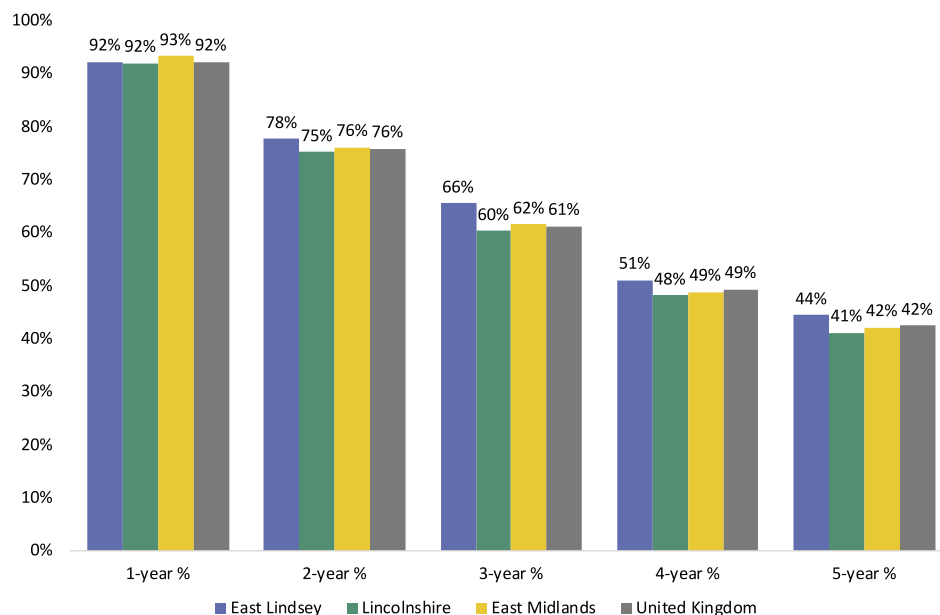


Figure 3.19: Survival of Newly Born Enterprises in 2019

Source: ONS Business Demography, 2019

In 2019, East Lindsey had a relatively low business start-up rate, at 9.2% of all active enterprises when compared to the sub-regional (11.0%), regional (12.5%) and national (13.5%) figures. The District also had a low business death rate, at 8.5% of all active enterprises, lower than Lincolnshire (9.9%), the East Midlands (10.4%) and the UK (11.2% – see Figure 3.20).

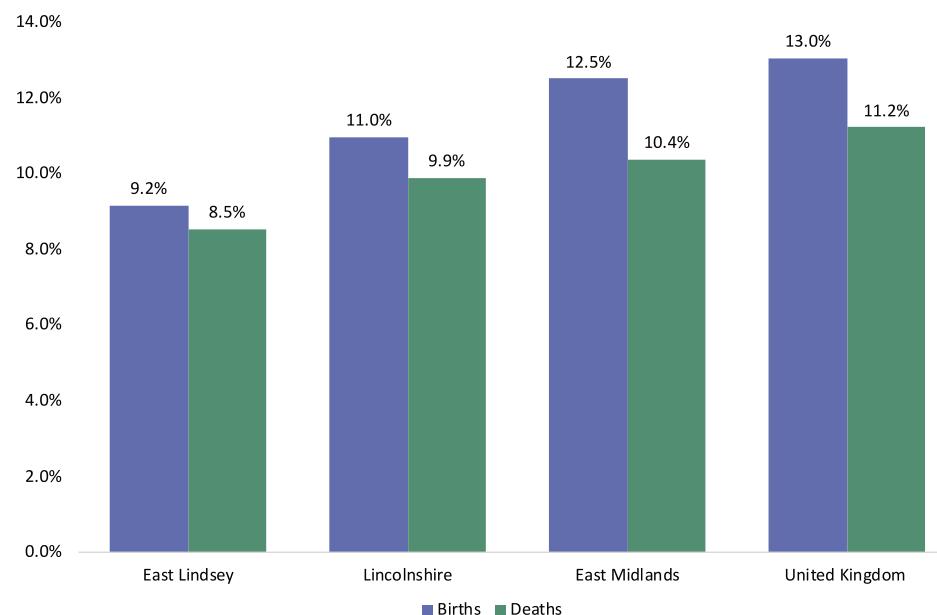


Figure 3.20: Business Births and Deaths, 2019

Source: ONS Business Demography, 2019

Figure 3.21 shows the number of business start-ups, per 10,000 people of working age (16-64) from 2010 to 2019 for East Lindsey, the East Midlands and the UK. It shows that East Lindsey has historically had lower business start-up rates per 10,000 people than the region and the UK. In 2019, business start-ups in the District were around 56 per 10,000 working age people, below the regional (75) and national (90) averages. East Lindsey also saw the lowest growth in business start-ups per 10,000 people aged 16-64 between 2010 and 2019 of 30.7% (13 additional start-ups), compared to an increase of 52.7% in the East Midlands (26 more start-ups) and 56.4% in the UK (33 more start-ups).

⁶ The job numbers presented in the table are not comparable with the other employment data presented in this baseline report.

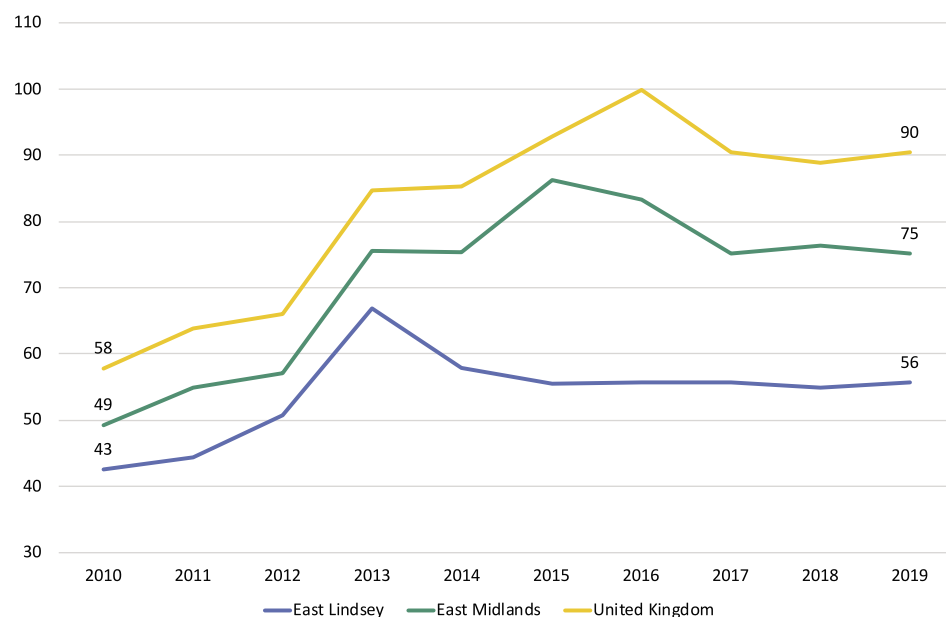


Figure 3.21: Business Start-ups per 10,000 working age people, 2010-19

Source: ONS, Mid-year Population Estimates and Business Demography

The Visitor Economy

Data from the STEAM final trend report for 2009-2019 for East Lindsey are presented in Table 3.3. Over the ten-year period, total expenditure in the District's visitor economy increased by just under £295million, representing growth of 67.1%. Looking at the five individual sectors that comprise the visitor economy in the STEAM data, the accommodation sector saw the largest relative increase in economic impact between 2009 and 2019 of 64.1% (£39million). The shopping sector saw the largest increase over the ten years in absolute terms of just under £48million (58.8%).

Table 3.3: Economic Impact of the Visitor Economy in East Lindsey (2009-2019 – £ million)

Area	2009	2019	Change	% Change
Accommodation	£61	£100	£39.16	64.1%
Food and Drink	£76	£121	£44.70	58.9%
Recreation	£29	£46	£17.27	60.6%
Shopping	£81	£129	£47.79	58.8%
Transport	£36	£57	£21.26	59.3%
Direct Expenditure	£325	£543	£218.32	67.2%
Indirect Expenditure	£114	£190	£76.28	67.0%
Total Expenditure	£439	£733	£294.61	67.1%

Source: STEAM

Table 3.4 presents employment in East Lindsey's visitor economy in full-time equivalent (FTE) jobs. Between 2009 and 2019 jobs in the sector overall increased by 1,500 (19.6%). In combination, the food and drink and the shopping sub-sectors accounted for over half (50.9%) of the total employment increase over the decade at 387 FTEs and 376 FTEs respectively. The recreation sub-sector saw the largest increase between 2009 and 2019 in relative terms of 27.2% (185 additional FTEs).

Table 3.4: Employment in East Lindsey's Visitor Economy (2009-2019 – FTEs)

Area	2009	2019	Change	% Change
Accommodation	2,205	2,271	66	3.0%
Food and Drink	1,490	1,877	387	26.0%
Recreation	680	865	185	27.2%
Shopping	1,455	1,831	376	25.8%
Transport	314	397	83	26.4%
Direct Employment	6,145	7,240	1,095	17.8%
Indirect Employment	1,506	1,911	405	26.9%
Total Employment	7,651	9,151	1,500	19.6%

Source: STEAM⁶

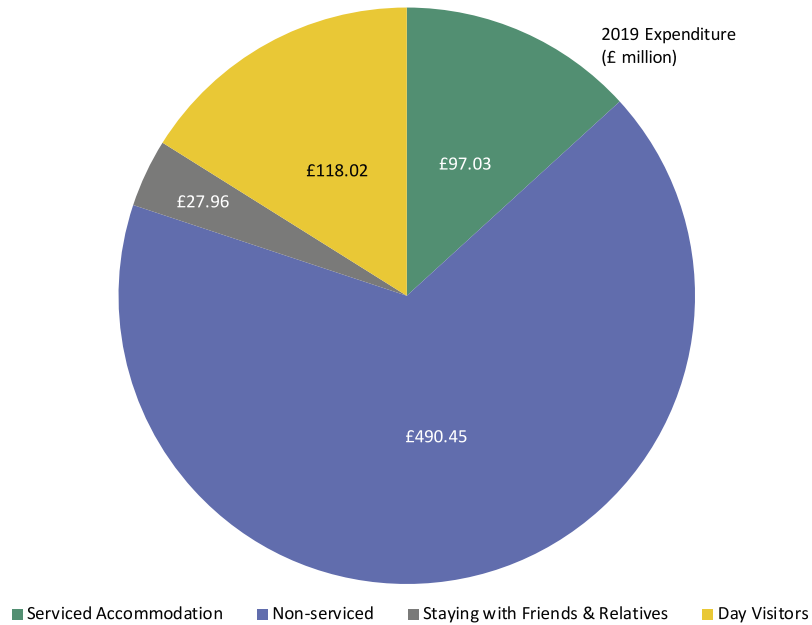


Figure 3.22: Economic Impact of Tourism by Day Visitors & Accommodation of Staying Visitors

Source: STEAM

Figure 3.22 presents the share of expenditure by day visitors and the accommodation type of staying visitors in East Lindsey in 2019. It shows that staying visitors in non-serviced accommodation account for over two thirds (66.9% – over £490million) of total expenditure, followed by day visitors at 16.1% (£118million), visitors staying in serviced accommodation (13.2% – £97million) and finally visitors staying with friends and relatives (3.8% – £28million).

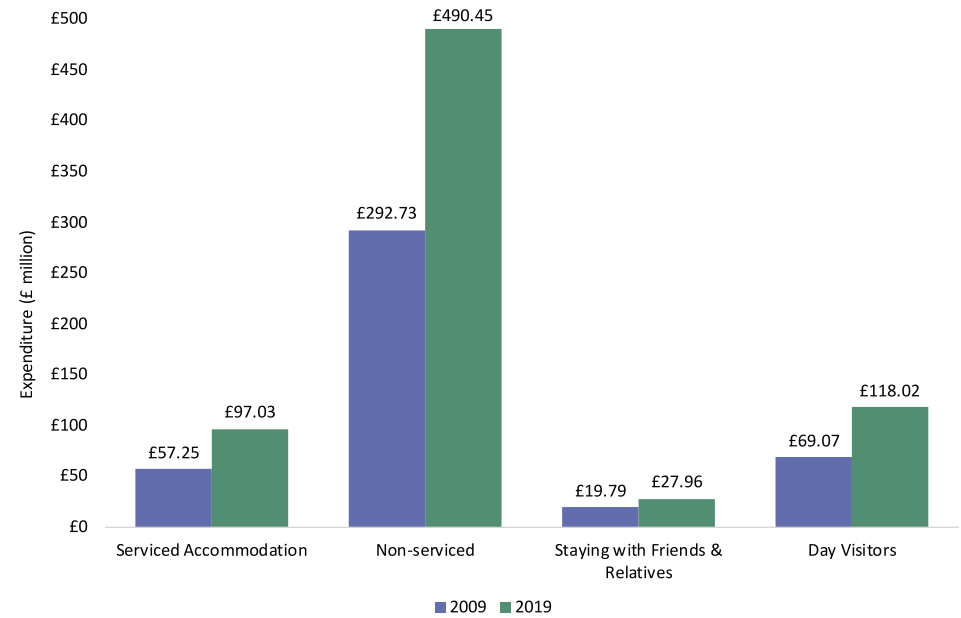


Figure 3.23: Economic Impact of Tourism by Accommodation Type (2009-2019 – £ million)

Source: STEAM

Figure 3.23 presents the change in the economic impact of day visitors and by the accommodation type of staying visitors between 2009 and 2019 (in £ million). All four of the elements presented saw an increase in economic impact over the decade. In absolute terms, serviced accommodation saw the largest increase from 2009 to 2019 of just under £198million (67.5%). In relative terms, day visitors saw the largest increase in economic impact of 70.9% (£49million), followed by serviced accommodation with a 69.5% increase (£40million).

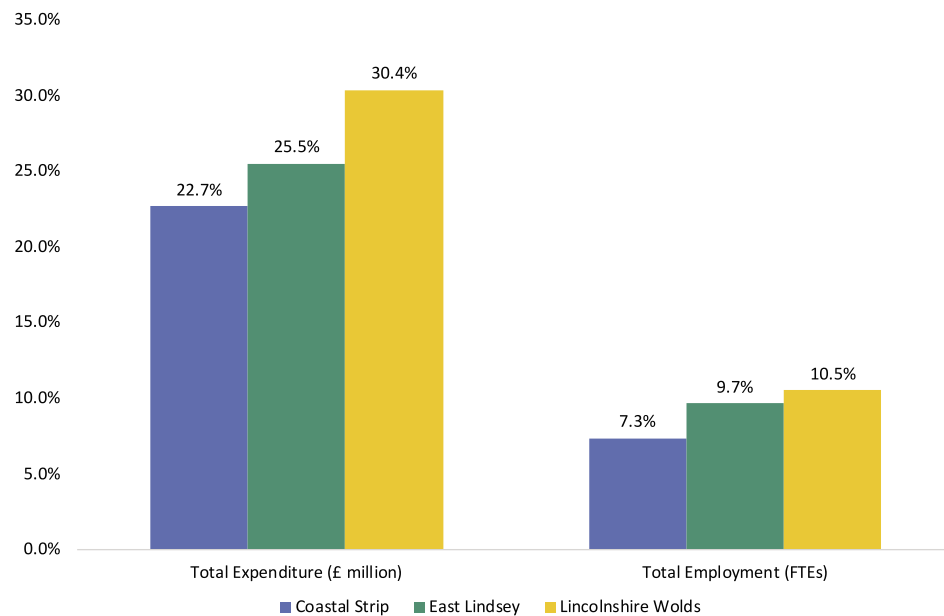


Figure 3.24: % Change in Expenditure and Employment in the Visitor Economies for East Lindsey, East Lindsey’s Coastal Strip and the Lincolnshire Wolds Development Plan Area (2015–2019)

Source: STEAM

STEAM data are also available for the Coastal strip of East Lindsey from 2015 to 2019 and the Lincolnshire Wolds Development Plan Area from 2014 to 2019. In 2019, East Lindsey’s coastal strip accounted for 74.0% of the total visitor expenditure in the District’s visitor economy in 2019 (£543million) and 70.3% of the total employment in the visitor economy for East Lindsey in 2019 (6,435 jobs).

Due to the dates of the data sets for the different geographies, it is only possible to compare the change in expenditure and employment between 2015 and 2019 (see Figure 3.24). For total expenditure in the visitor economy, the Lincolnshire Wolds area saw the highest increase between 2015 and 2019 of 30.4% (£46.5million), followed by East Lindsey with an increase of 25.5% (£149million – the largest increase in absolute terms of the three areas) and then the Coastal strip with an increase of 22.7% (£100.5million) over the four years. The same trend is evident for employment with the Lincolnshire Wolds seeing the largest increase in relative terms of 10.5% (252 additional FTEs), closely followed by East Lindsey with growth of 9.7% (807 additional FTEs – the largest increase in absolute terms) and then East Lindsey’s coastal strip, which saw growth of 7.3% (440 FTEs) over the four years.



4. People and Communities

This section presents demographic data on East Lindsey's population and communities in comparison to the Rural Inland and Coastal areas of the District (where data is available), Greater Lincolnshire LEP, the East Midlands and the UK/Great Britain.

Summary

Population

- **Population structure:** East Lindsey's population is just over 141,700. Just under 56% of this population live in the District's Rural Inland area and 44% live on the Coast. Between 2011 and 2019, the population of East Lindsey increased at a slower rate than the region and Great Britain.
- **Population by age:** Just under a third of East Lindsey's population are aged 65 and over, a higher proportion than the LEP, the East Midlands and the UK and people aged 65+ have driven past population growth in the District, while the number of 16-64-year-olds has decreased in recent years.
- **Migration:** Over the past decade, East Lindsey has consistently seen lower levels of international migration but higher levels of internal migration (within the UK) than Lincolnshire and the East Midlands. Whilst there has been no significant overall change in the proportion of net international migrants in the District, internal migration has increased.

Unemployment & Economic Activity

- **Employment Rate:** Between 2010 and 2019 the employment rate in East Lindsey decreased, while the rate in the LEP, the region and the UK increased over the same time period.
- **Unemployment:** Despite a drop in 2017, the unemployment rate in East Lindsey is significantly higher than the rate seen in the comparator areas.
- **Claimant count:** In December 2018, the claimant count in East Lindsey was 1.3% and by December 2020 it had risen to 6.5% following a sharp rise in April and May 2020 due to the impact Covid-19. The proportion of claimants in the District has historically been consistently higher than the LEP, regional and national figures.

Travel to Work Patterns

- **Commuting:** East Lindsey has a net outflow of just under 12,800 commuters travelling out of the District each day to work. The main work destinations are North West Lincolnshire, Boston, Lincoln and North Kesteven.
- **Method of travel to work:** More workers in East Lindsey rely on their own car or van to travel to work when compared to the national average. Use of public transport is very low, although the District has a higher proportion of workers travelling by bicycle and on foot when compared to the national figures.
- **Home working:** A higher proportion of workers in the District work mainly from home when compared to the LEP, the East Midlands and England.

Skills & Occupations

- School aged attainment:** Lincolnshire has a slightly lower percentage of key stage 2 students reaching both the expected standard and a higher standard in reading, writing and maths than in the East Midlands and England. Over the last four years, Lincolnshire has seen a higher proportion of key stage 4 students achieving grades 9-5 (A*-C grade) than the East Midlands but a lower proportion than in the whole of England.
- Adult skill levels:** East Lindsey has a lower proportion of residents aged 16-64 with a degree level qualification or higher and a higher proportion of people with no qualifications than the East Midlands and the UK. The proportion of people with no qualifications has remained the same in the District in recent years, while it has decreased in comparator areas.
- Occupations:** A lower proportion of workers in East Lindsey are in higher value occupations (higher value occupations include: managers, directors and senior officials; professional occupations; associate professional & technical occupations) than in the region and the UK. The District has a higher proportion of people in skilled trade occupations; sales and customer service occupations; and elementary occupations than the comparator areas.

Inclusion & Deprivation

- Deprivation:** East Lindsey has an average IMD rank of 22,178, making it the 30th most deprived district in England (falling just inside the top 10% of most deprived districts in the country). Since the 2015 Index of Multiple Deprivation, deprivation in the District has got slightly worse with the overall rank of the District going from 33 (just outside the top 10% of deprived districts across England) to 30 (just inside the top 10% of most deprived districts). The increase in deprivation is most noticeable along the Coast.

Population Structure

Data published by the Office for National Statistics (ONS) for 2019 indicate that the population of East Lindsey is just over 141,700. Around 55.8% of the District's population live in the Rural Inland area (79,100 people) and 44.2% live on the Coast (62,700 people). Figure 4.1 presents the indexed population change between 2011 and 2019⁷. Over this timeframe, East Lindsey's population increased by 3.7% – equating to an additional 5,000 people. The rate of population growth was lower on the Coast over the eight years at 2.1% (1,300 people) and higher in the Rural Inland area of the District at 5.0% (over 3,700 people). Population growth in the East Midlands and Great Britain was considerably higher over the same time period at 6.6% (298,000 people) and 5.6% (3.4 million people) respectively.

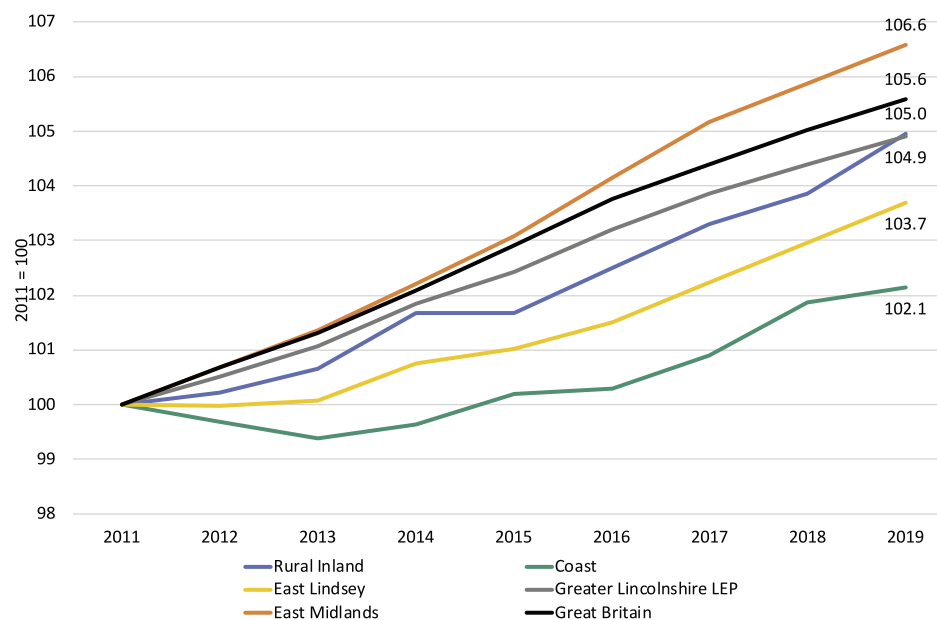


Figure 4.1: Population change, 2011-19

Source: ONS, Mid-Year Population Estimates

Note: MSOA level data are only available from 2011 onwards

⁷ Population data at an MSOA level is only available from 2011.

Population by Age

Figure 4.2 presents the share of East Lindsey's population by more detailed age groups, alongside the comparator areas. It shows that East Lindsey has a higher proportion of people aged 65+ at 30.0% (42,500 people) than the LEP area (22.8% – 249,300 people), the region (19.5% – 944,100 people) and Great Britain (18.6% – 12.1 million people). The Coast of East Lindsey has a noticeably older population with 32.7% of people over the age of 65. Conversely, East Lindsey has a lower proportion of people in the 0-15 and 16-64 age cohorts than the LEP, the region and Great Britain.

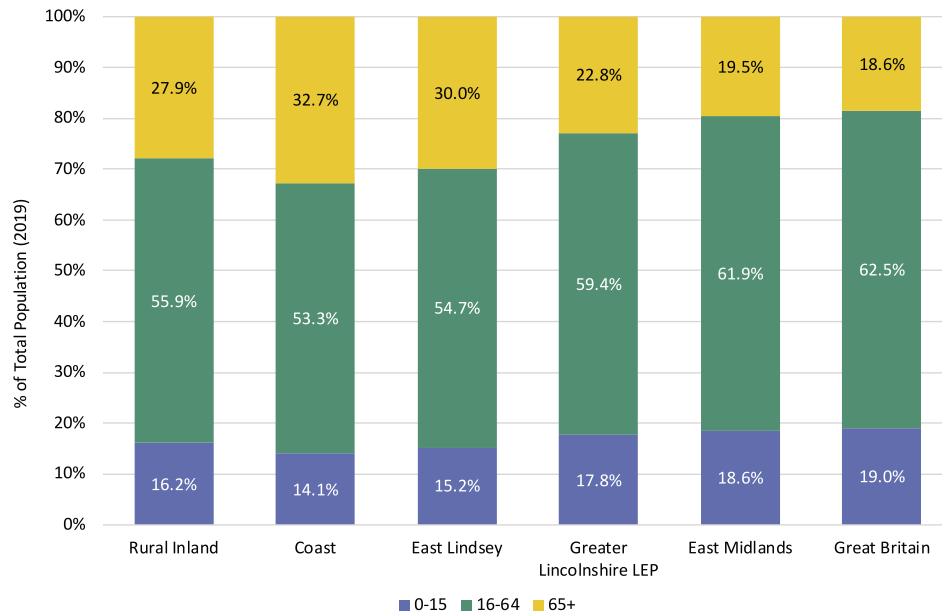


Figure 4.2: Population share by age group, 2019

Source: Office for National Statistics – Mid-Year Population estimates

Data on population change by age in East Lindsey show that from 2011 to 2019, the young dependant population group (aged 0-15) increased by around 600 (2.9%), the number of people aged 16-64 (a common proxy for economically active people) decreased by 2,300 (2.9%) and people aged 65+ increased by approximately 6,700 (a rise of 18.8% – see Figure 4.3). In relative terms, the Coast experienced the largest decrease in people aged 16-64 between 2011 and 2019 of 4.6% (1,600 people), while the Rural Inland area saw a high relative increase in people aged over 65 at 20.3% (3,700 people). All three age groups experienced growth over the same timeframe in the East Midlands and Great Britain, although the 65+ cohort grew fastest in both areas – by 21.1% in the region and 18.3% nationally.

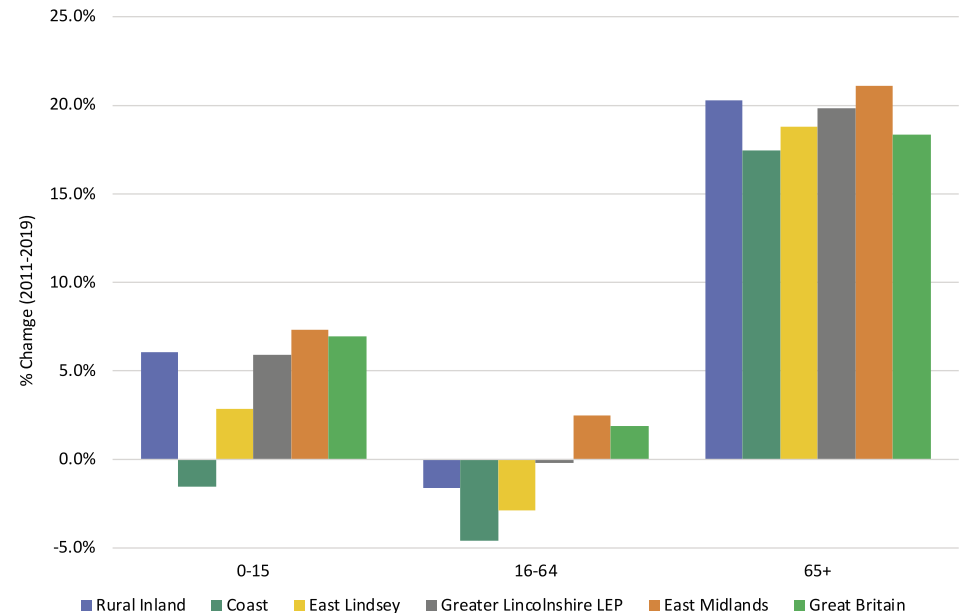


Figure 4.3: Change in Population by broad age cohort, 2011-19

Source: ONS, Mid-Year Population Estimates

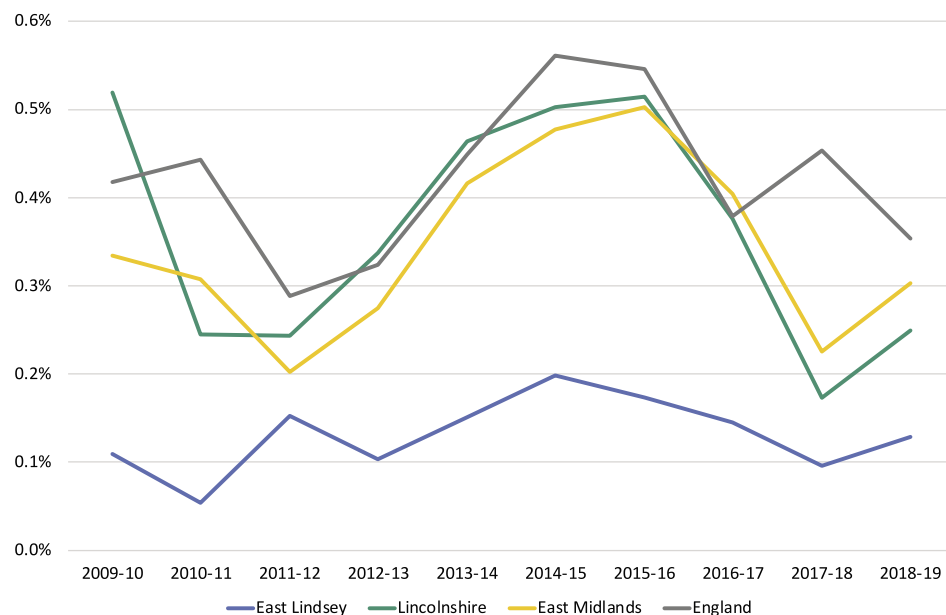


Figure 4.4: Net International Migration as a proportion of total population, 2009-2019
 Source: ONS, Mid-Year Population Estimates – components of population change

Migration

It is also useful to assess the past trends in net migration for East Lindsey, as these feed into the ONS population projections presented in Chapter 5 of this report. Figure 4.4 presents the change in net international migrants as a proportion of the total population in the District and comparator areas from 2009 to 2019. It shows that international migrants have consistently made up a lower proportion of the population in East Lindsey (0.1% in 2018/19) than in Lincolnshire (0.2%), the East Midlands (0.3%) and England (0.4%). There has been no significant overall change in the proportion of international migrants in the District, the region or England between 2009/10 and 2018/19, although in Lincolnshire County international migrants decreased by 0.27 percentage points over the decade.

Figure 4.5 presents the change in net internal migrants (within the UK) as a proportion of the total population in the District and comparator areas from 2009 to 2019. Lincolnshire data for the year 2011/12 have been suppressed therefore can not be presented. Unlike the international migration trend, the proportion of net internal migrants in East Lindsey has been consistently higher than the comparator areas. In 2018/19, the proportion of net internal migrants in the District was 1.1% compared to 0.6% in Lincolnshire and 0.2% in the East Midlands. Over the decade, the proportion of net internal migrants has increased by 0.37 percentage points in East Lindsey compared to 0.2 percentage points in Lincolnshire and 0.09 percentage points in the region.

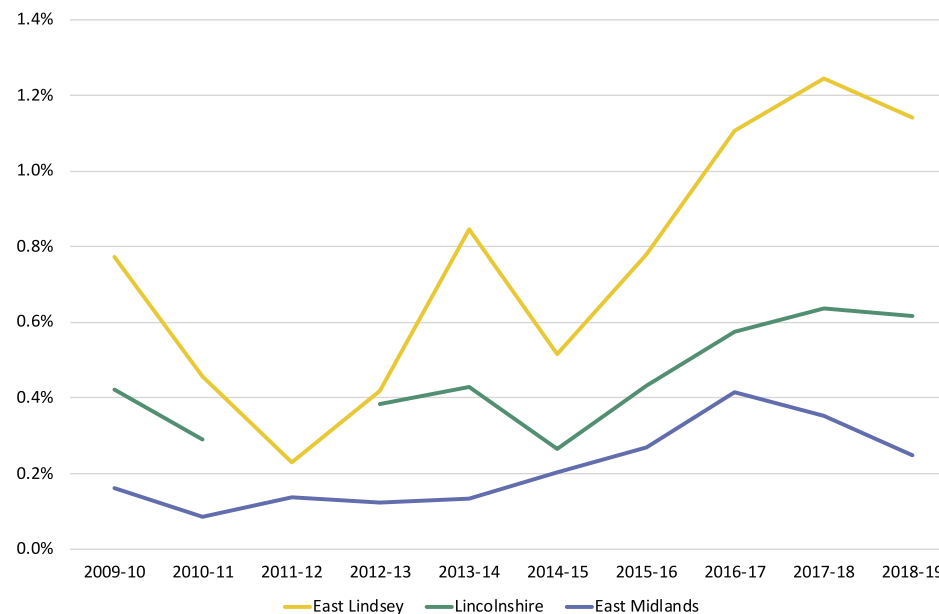


Figure 4.5: Net Internal Migration as a proportion of total population, 2009-2019
 Source: ONS, Mid-Year Population Estimates – components of population change
 Note: Data for Lincolnshire in 2011-12 have been suppressed and are not shown on the chart

Ethnicity

Data from the 2011 Census show that there is very little ethnic diversity across the whole county of Lincolnshire where 97.6% of people are white. In East Lindsey 98.5% of the population are white and there is no significant variation between the Rural Inland and Coast geographies.

Despite the relatively homogenous ethnic population of East Lindsey, the ten year period between 2001 and 2011 saw some growth in the population of ethnic minority groups. As Figure 4.6 shows, East Lindsey saw strong percentage growth in individuals from Asian (an additional 408 residents or a 107.1% growth) and Black (134 additional residents – 103.1%) backgrounds.

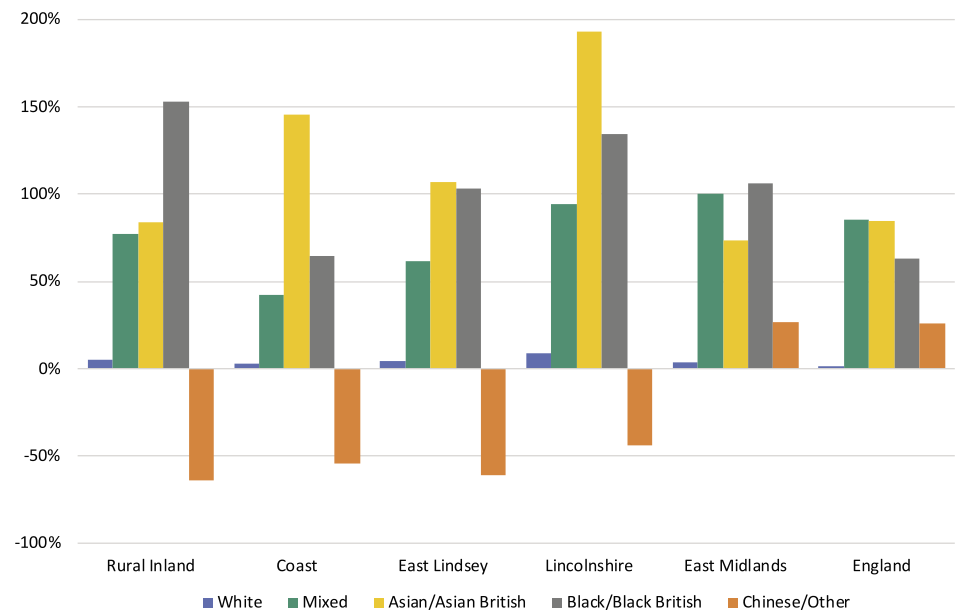


Figure 4.6: % Change in Population in each Ethnic Group, 2001-2011

Source: 2001 and 2011 Census

Table 4.1: Ethnicity, 2011

Area	White	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group
Rural Inland	98.4%	0.7%	0.6%	0.2%	0.1%
Coast	98.5%	0.7%	0.6%	0.2%	0.1%
East Lindsey	98.5%	0.7%	0.6%	0.2%	0.1%
Lincolnshire	97.6%	0.9%	1.0%	0.4%	0.2%
East Midlands	89.3%	1.9%	6.5%	1.8%	0.6%
England	85.4%	2.3%	7.8%	3.5%	1.0%

Source: 2011 Census

The Labour Market Employment Rate

Between 2010 and 2019, the employment rate in East Lindsey decreased from 70.0% to 68.1%. It now sits well below the LEP (70.4%), regional (75.7%) and national averages (74.9%). The employment rate in the three comparator areas increased over the same time period (see Figure 4.7).

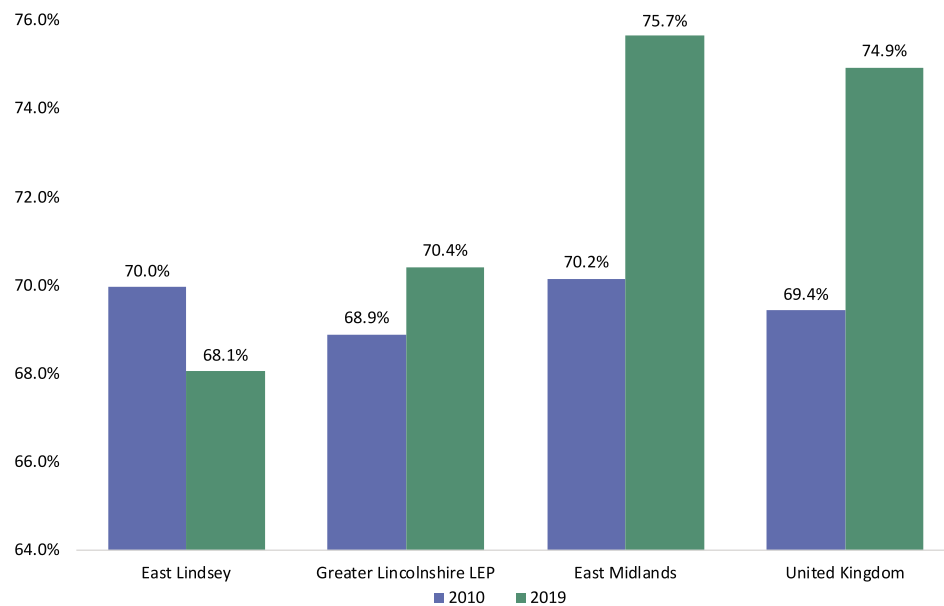


Figure 4.7: Employment rate as % of working age population, 2010–2019

Source: ONS, Annual Population Survey

Unemployment

As of 2020, the unemployment rate for people aged 16–64 in East Lindsey is 7.8%. This represents an increase of 3.3 percentage points on the 2010 figure of 4.5%. Despite a decrease in the unemployment rate in the District to 3.6% in 2017, it is now higher than the LEP (4.9%), the East Midlands (4.3%) and the UK (4.1%). Figure 4.8 shows unemployment trends over the past decade in further detail.

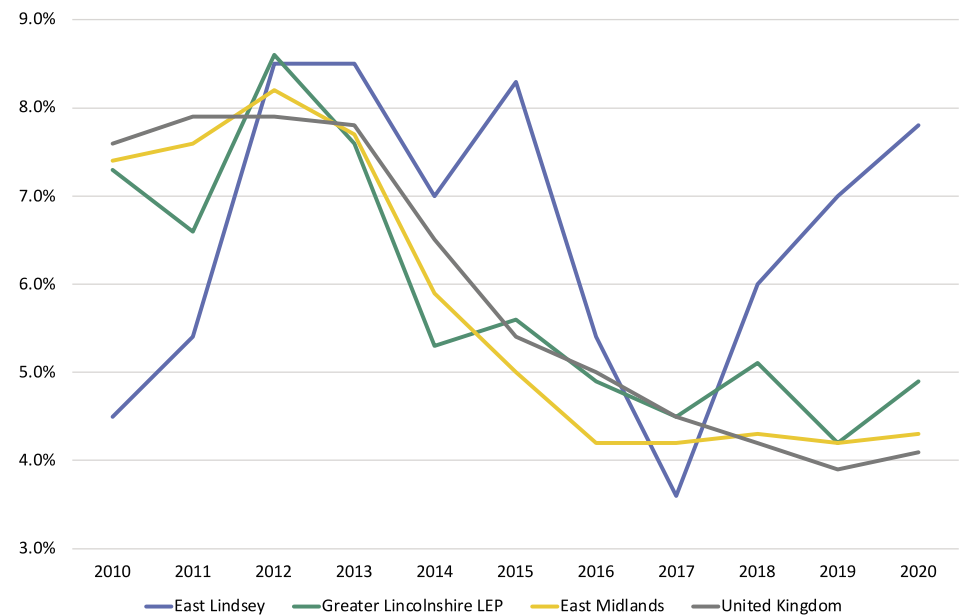


Figure 4.8: Unemployment Rate (16–64), 2010–2020

Source: ONS, Annual Population Survey

Claimant Count

The most accurate measure of unemployment at the current time is the claimant count, which counts the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work.

ONS state that enhancements to Universal Credit as part of the UK Government's response to Covid-19 mean that an increasing number of people became eligible for unemployment-related benefit support despite still being in work. Consequently, changes in the claimant count will not be wholly because of changes in the number of people who are not in work. It is not possible to identify to what extent people who are employed or unemployed have affected the numbers.

Figure 4.9 shows the claimant count in East Lindsey for every month from December 2018–December 2020, expressed as a proportion of residents aged 16–64. For East Lindsey and all comparator areas, a sharp rise is evident in April and May 2020 then remaining relatively consistent up to December 2020. The sharp rise in claimants will be down to the impact of Covid-19.

In December 2018, the claimant count in East Lindsey was 1.3% and by December 2020 it had risen to 6.5%. This represents an increase of just over 2,700 more people who are claiming Jobseeker's Allowance or Universal Credit and are required to seek work and be available for work. East Lindsey has historically had a higher claimant count than the LEP, the region and Great Britain.

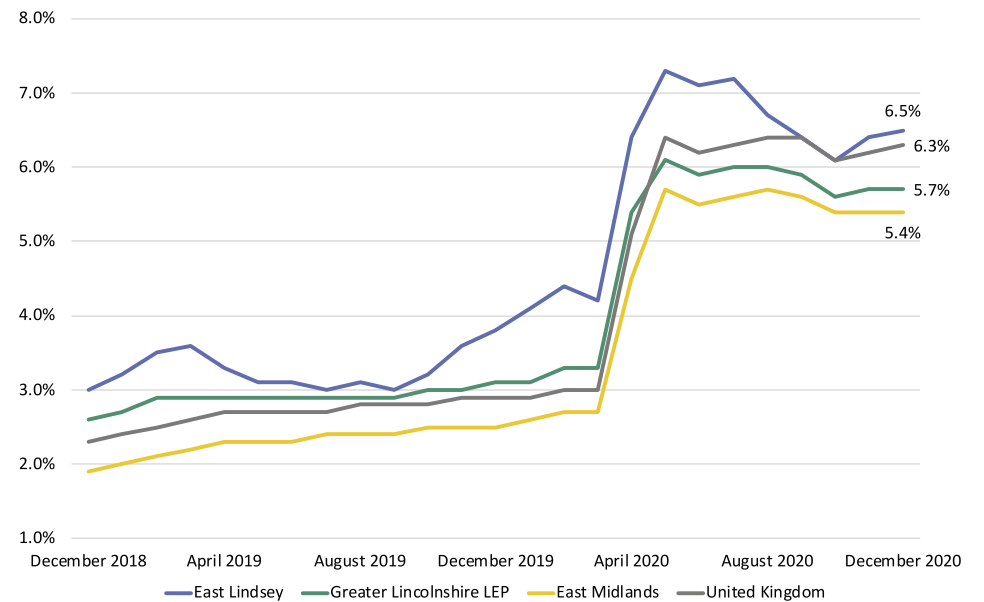


Figure 4.9: Claimant Count as % of Residents aged 16–64, 2018–20

Source: NOMIS

Economic Activity

Economic activity in East Lindsey (the proportion of the working age population in, or seeking work) is 71.9%. This is below the economic activity rate in Greater Lincolnshire LEP (76.7%), the East Midlands (79.7%) and the UK (78.9% – see Figure 4.10). East Lindsey's Economic activity rate has fluctuated over the past decade, but the current rate is only 0.6 percentage points higher than the 2010 rate of 71.3%.

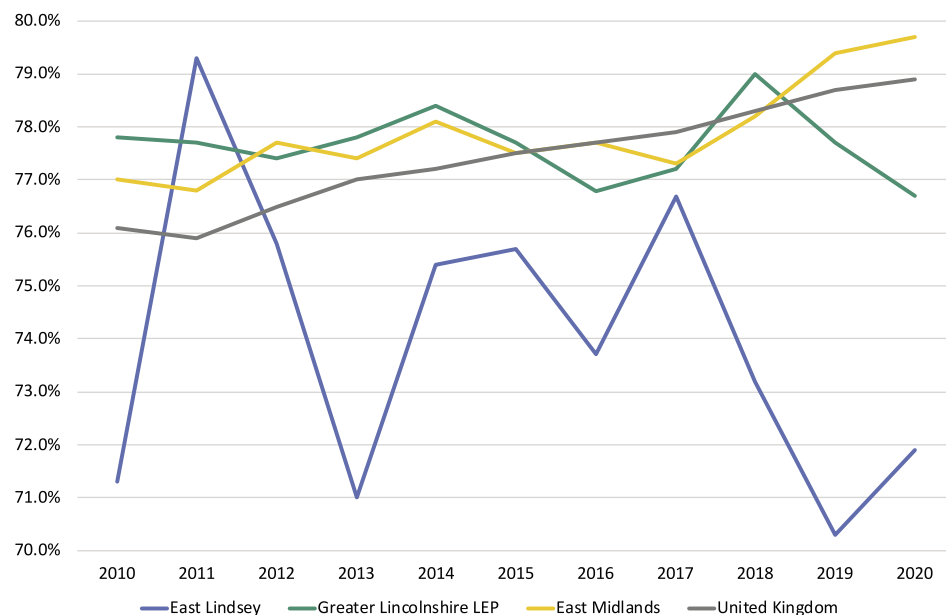


Figure 4.10: Economic Activity Rate (16-64), 2010-2020

Source: ONS, Annual Population Survey

Travel to Work Patterns Commuting

Data from the 2011 Census show that just under 30,500 people both live and work in East Lindsey. There are a substantial number of people travelling into East Lindsey from surrounding/neighbouring areas to work. This includes over 1,400 people from Boston, 1,400 from North Kesteven, 1,300 people from North East Lincolnshire and 900 from West Lindsey.

There are also a high number of residents commuting out for work. This includes around 3,300 people travelling to North West Lincolnshire, 3,300 going to Boston, 1,500 to Lincoln and 1,100 going to North Kesteven.

The overall figure for out-commuters (12,760) is higher than the figure for in-commuters (8,412), giving a net outflow of 12,760 commuters travelling out of the District each day to work.

Delving deeper into the trend of out-commuting in the District, Table 4.2 shows the commuting patterns of workers who are residents of East Lindsey. It shows that 6.8% of workers in the District travel outside of the East Midlands to work. This is likely people travelling to neighbouring North East Lincolnshire which sits within the Yorkshire and the Humber region. Looking internally, the majority of workers living in East Lindsey's Rural Inland also work there (51.9%) and the same applies to the Coastal geography (64.5%). For the District as a whole, slightly more residents work in the Rural Inland area (42.3%) than the Coast (36.1%).

Table 4.2: Commuting Patterns for workers resident in East Lindsey, 2011

	Rural Inland	Coast	East Lindsey	Rest of Lincolnshire	Other East Midlands	Rest of UK
Rural Inland	51.9%	11.3%	63.1%	21.0%	0.9%	15.0%
Coast	17.5%	64.5%	82.0%	10.0%	1.0%	7.0%
East Lindsey	42.3%	36.1%	78.4%	12.5%	2.3%	6.8%

Source: 2011 Census

⁸ Public transport includes the following three categories: train; bus, minibus or coach; and underground, metro, light rail, tram.

A high proportion of workers in East Lindsey (64.5%) rely on their own car or van to travel to work, compared with the national average of 57.0%. Use of public transport⁸ is very low at just 2.3%, compared with 16.9% in England, although the proportion of people using public transport is slightly higher on the Coast (3.1%). By contrast, East Lindsey has a higher proportion of workers who travel to work by bicycle (3.7%) and foot (15.1%) compared with the national averages (3.0% and 10.7% respectively).

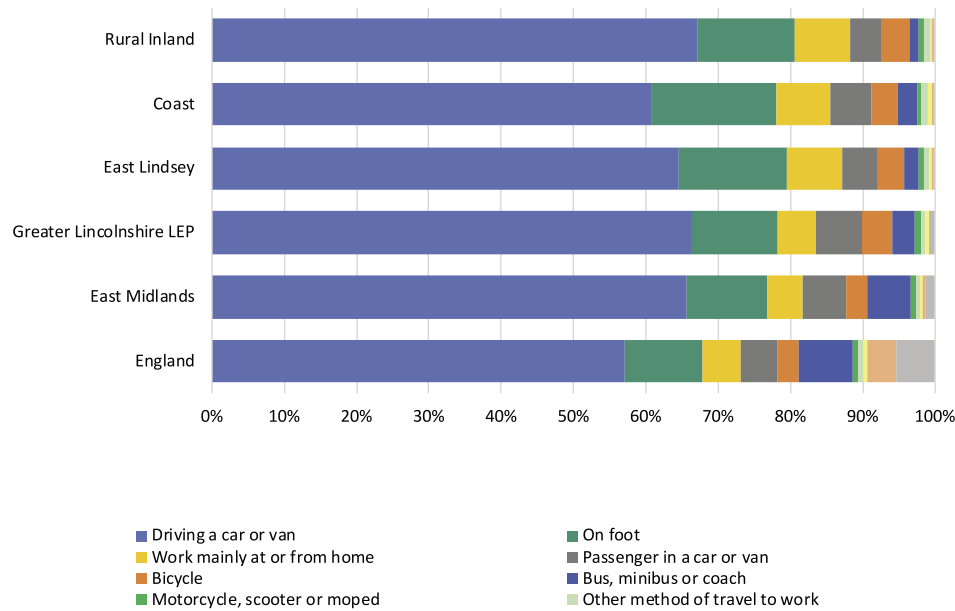


Figure 4.11: Method of Travel to Work, 2011

Source: 2011 Census

The Census data on travel to work patterns indicate that 7.6% of workers in East Lindsey mainly work from home. This figure is 7.7% for the Rural Inland area and 7.5% for the Coast. This reflects a much high proportion of home workers than in the LEP area (5.2%), the East Midlands region (5.1%) and in England (5.4% – see Figure 4.12).

It is important to note that the Covid-19 pandemic will have had a significant impact both on people's commuting patterns and on the proportion of people working from home. It is reasonable to assume that new ways of working will continue in the future. Therefore, although it is the most up-to-date source of information available, the 2011 census data is unlikely to represent an wholly accurate picture.

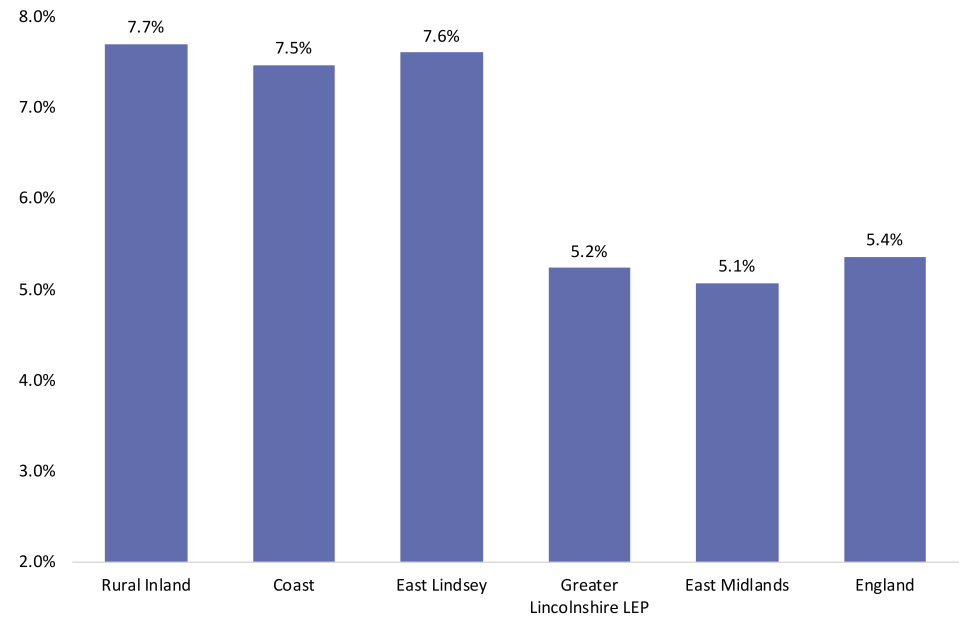


Figure 4.12: Home Working, 2011

Source: 2011 Census

Skills & Occupations

Table 4.3 presents the 2019 figures for the percentage of students attaining the expected standard and the percentage reaching a higher standard in key stage 2 reading, writing and maths. Data are unavailable at the District level, therefore Lincolnshire data have been presented alongside the regional and national comparator areas. The data show that a lower proportion of students in Lincolnshire achieved the expected standard in reading, writing and maths at 61% than students in the whole of the East Midlands (63%) and England (65%). A similar story is evident for students reaching a higher standard at key stage 2 with 9% in Lincolnshire, 10% in the region and 11% in England.

Table 4.3: Attainment at the end of key stage 2 in reading, writing and maths, 2019

	Percentage of pupils reaching the expected standard in reading, writing and maths (2019)	Percentage of pupils reaching a higher standard in reading, writing and maths (2019)
Lincolnshire	61%	9%
East Midlands	63%	10%
England	65%	11%

Source: Department for Education

Figure 4.13 presents data on the percentage of students achieving grades 9-5 in English and maths at key stage 4 from the academic year 2016/17 to 2019/20. AQA⁹ state that grade 5 is a 'strong pass' and equivalent to a high C and low B on the old grading system and grade 9 is the highest grade, set above the previous A*. Earlier data are unavailable as the grades were given for the first time in 2017. From 2019, all GCSE results are given using the new system.

The data show that the percentage of students achieving grades 9-5 remained fairly constant for all areas until 2019/20 when the proportion increased significantly. This is due to the impact of the Covid-19 pandemic on the education system with the Government using school-assessed grades for the majority of school/students¹⁰. Regardless of the change in pupils achieving grades 9-5, the proportion in Lincolnshire has consistently remained above that of the East Midlands but below that of England over the last four years.

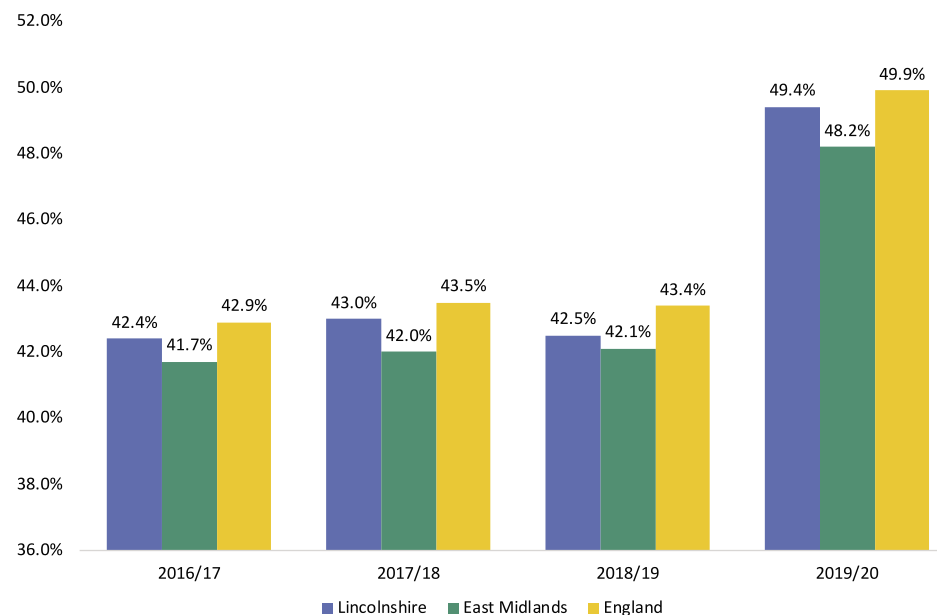


Figure 4.13: Percentage of pupils achieving grades 9-5 in English & mathematics in key stage 4, 2016-20

Source: Department for Education

In 2019, 33.8% of working age residents (16-64) in East Lindsey had a degree level qualification or higher (NVQ4+); 22.5% had NVQ3 only, which equates to 2 A Levels and 4 AS Levels; and 16.8% had NVQ2 only (5+ GCSEs or equivalent). An estimated 8.5% of the District's population have no qualifications. This represents a higher proportion of the working aged population with a degree level of qualification or higher than seen in the Greater Lincolnshire LEP area (32.2%), but a lower proportion than the East Midlands (34.1%) and a considerably lower proportion than the UK (40.2%).

East Lindsey has a higher proportion of working age residents with trade apprenticeships (4.6%) when compared with the LEP (4.0%), the region (3.5%) and the UK (2.9%), however it also has a higher proportion of people with no qualifications (8.5%) than the comparator areas (4.1%, 7.4% and 7.9% respectively). Figure 4.14 shows the full skills breakdown.

⁹ <https://www.aqa.org.uk/about-us/what-we-do/policy/9-to-1#:~:text=Equivalent%20GCSE%20grades,English%20and%20Maths%20post%2D16>.

¹⁰ <https://www.theguardian.com/education/2020/aug/20/gcse-results-proportion-of-entries-with-highest-grades-soars>

¹¹ Higher value occupations include: managers, directors and senior officials; professional occupations; associate professional & technical occupations.

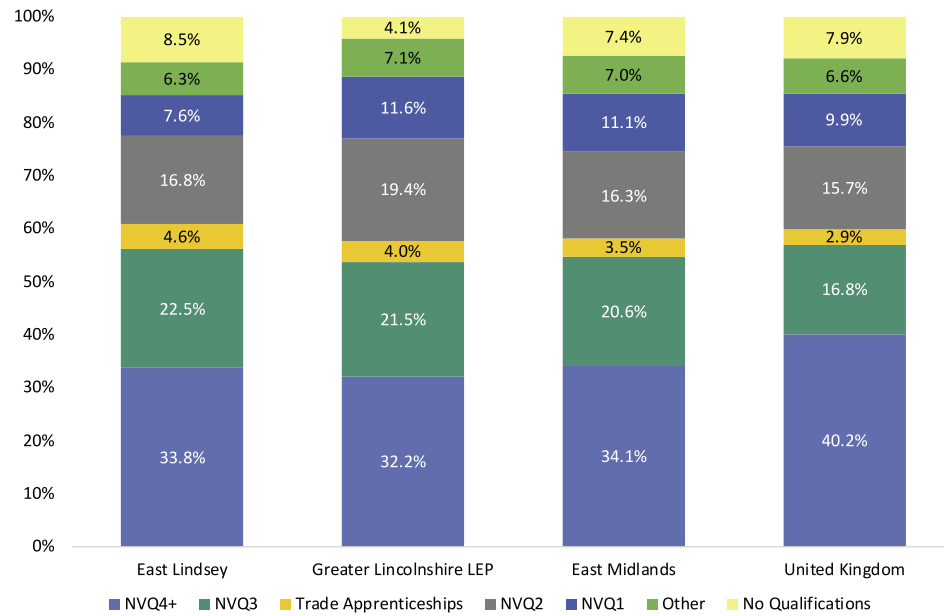


Figure 4.14: Skill Levels of the Resident Working Age (16-64) Population, 2019

Source: ONS, Annual Population Survey

Figure 4.15 shows how the proportion of the working age population with no qualifications has changed between 2010 and 2019 in East Lindsey and the comparator areas. There was no overall change in this figure for the District over the nine years (remaining at 6.3%), while all comparator areas saw a decrease in the proportion of 16-64-year-olds with no qualifications – down by 2.2 percentage points in the LEP area, 4.4 percentage points in the East Midlands and 2.4 percentage points in the UK.

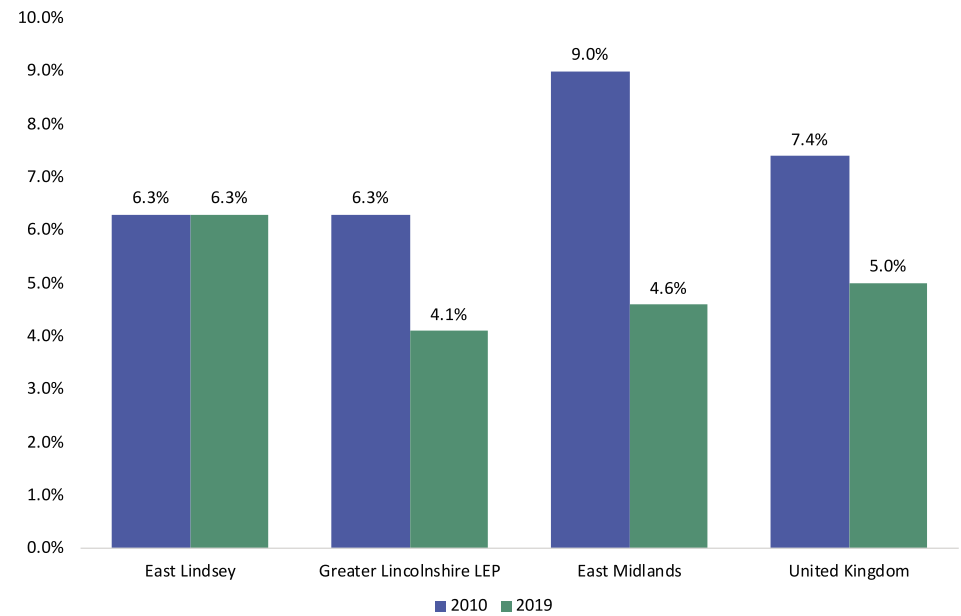


Figure 4.15: Proportion of the working age population with no qualifications, 2010 and 2019

Source: ONS, Annual Population Survey

An estimated 40.5% of workers in East Lindsey are in higher value occupations¹¹. This is a slightly higher proportion than in the LEP area (39.5%) but lower than the East Midlands (44.5%) and the UK (48.8%). The District has a higher proportion of people in skilled trade occupations; sales and customer service occupations; and elementary occupations than the regional and national comparator areas, however the administrative and secretarial occupations and the caring, leisure and other service occupations are under represented when compared to the wider geographies.

Table 4.4: Occupation Profile, 2020

Occupation	East Lindsey	Greater Lincolnshire LEP	East Midlands	United Kingdom
Managers, directors and senior officials	13.7%	10.8%	11.2%	11.4%
Professional occupations	8.9%	14.2%	18.6%	22.3%
Associate prof & tech occupations	17.9%	14.5%	14.7%	15.1%
Administrative and secretarial occupations	7.1%	9.2%	9.2%	9.9%
Skilled trades occupations	12.3%	13.0%	11.1%	9.6%
Caring, leisure and other service occupations	8.4%	9.6%	9.2%	9.0%
Sales and customer service occupations	10.4%	8.6%	7.5%	6.9%
Process, plant and machine operatives	7.6%	10.0%	8.1%	5.7%
Elementary occupations	13.7%	10.2%	10.3%	9.7%

Source: ONS, Annual Population Survey

Deprivation

The Index of Multiple Deprivation (IMD) 2019 provides an indication of the average levels of deprivation for the 32,844 LSOAs (Lower layer Super Output Area) across England, 81 of which are in East Lindsey. The Index provides an overall assessment of the average levels of deprivation, as well as an assessment against particular domains of deprivation.

East Lindsey as a whole has an average IMD rank of 22,178, making it the 30th most deprived district in England (falling just inside the top 10% of most deprived districts in the country). Looking at the individual domains of deprivation, East Lindsey falls in the top 10% of most deprived districts (decile 1) for two of the eight domains: employment (the 25th most deprived district in England for this domain) and education, skills & training (the 28th most deprived). It has the lowest levels of deprivation in the crime domain ranking in the top 30% of least deprived English districts for this domain (247th).

Table 4.5 presents the percentage of LSOAs in each area that fall in the most deprived decile (decile 1), both overall and for each of the individual domains of deprivation. It appears that the Rural Inland area has no LSOAs in the most deprived decile when looking at the overall rankings, however when looking at the individual domains, it has particular deprivation issues in barriers to housing and services with more than a quarter of LSOAs falling within the most deprived decile for this domain. The Coast area has more of an issue deprivation with 37.1% of all LSOAs falling in the most deprived decile. In particular, around half of the Coast LSOAs fall within the top 10% of most deprived nationally for the employment; education, skills and training; and the health deprivation and disability domains. Overall, East Lindsey has higher levels of deprivation overall and in all domains than the Greater Lincolnshire LEP area, with the exception of the crime domain.

Table 4.5: Percentage of LSOAs in the Most Deprived Decile Nationally by Indicator, 2019

	Overall	Income	Employment	Education, Skills and Training	Health Deprivation and Disability	Crime	Barriers to Housing and Services	Living Environment
Rural Inland	0.0%	2.2%	6.5%	2.2%	2.2%	0.0%	26.1%	13.0%
Coast	37.1%	25.7%	51.4%	48.6%	45.7%	5.7%	17.1%	25.7%
East Lindsey	16.0%	12.3%	25.9%	22.2%	21.0%	2.5%	22.2%	18.5%
Greater Lincolnshire LEP	11.5%	10.4%	12.0%	16.6%	9.9%	9.4%	10.1%	7.2%
England	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%

Source: ONS, Annual Population Survey

Figures 4.16 and 4.17 present the levels of deprivation in East Lindsey for the 2015 IMD and the 2019 IMD respectively. Since the 2015 IMD, deprivation in the District has got slightly worse with the overall rank of the District going from 33 (just outside the top 10% of deprived districts across England) to 30 (just inside the top 10% of most deprived districts). The increase in deprivation is most noticeable along the Coast.

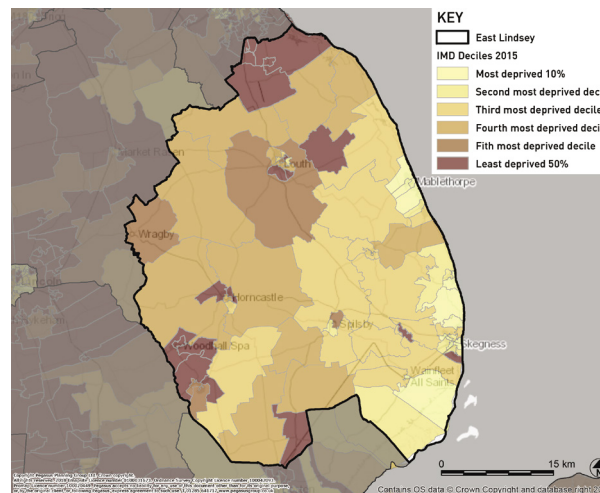


Figure 4.16: Index of Multiple Deprivation for East Lindsey, 2015

Source: Index of Multiple Deprivation 2015, Ministry of Housing, Communities & Local Government

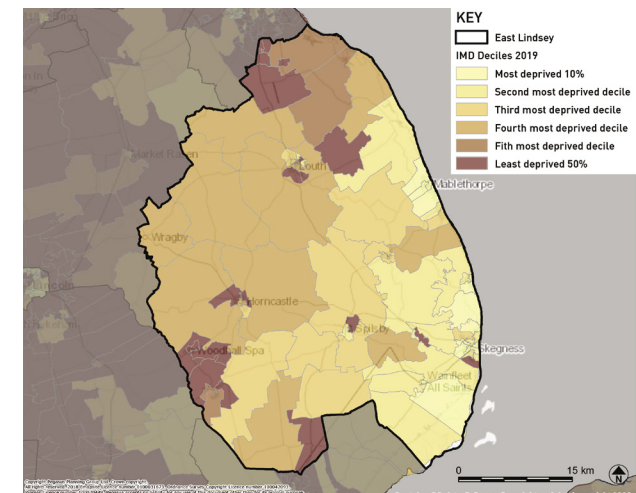


Figure 4.17: Index of Multiple Deprivation for East Lindsey, 2019

Source: Index of Multiple Deprivation 2019, Ministry of Housing, Communities & Local Government

Figure 4.18 shows that between the 2015 and the 2019 IMD datasets, deprivation has increased across six of the eight deprivation domains in the Rural Inland area, most notably with the proportion of LSOAs in the most deprived decile increasing by six percentage points in the barriers to housing and services domain. There was, however, no change in the overall deprivation rank of the Rural Inland geography.

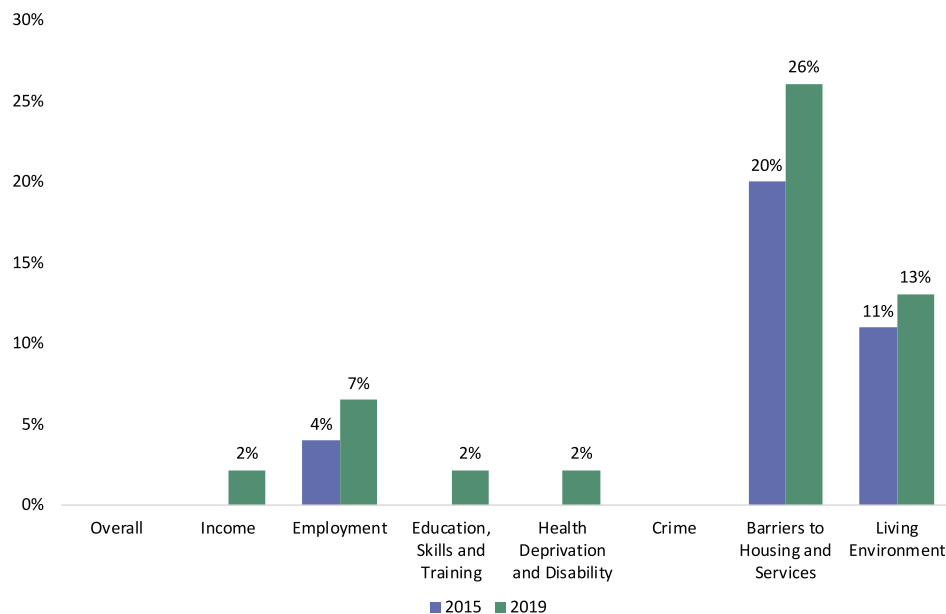


Figure 4.18: Percentage of Rural Inland LSOAs ranking in the most deprived 10% nationally, 2015 and 2019

Source: *Index of Multiple Deprivation, Ministry of Housing, Communities & Local Government*

The change in the percentage of Coastal LSOAs ranking in the most deprived 10% of LSOAs nationally is presented in Figure 4.19. This data confirms that the Coast has driven the overall increase in deprivation in East Lindsey over the four-year period, with significant increases in the proportion of LSOAs falling in decile 1 for five of the eight domains, most notably education, skills and training (with an increase of 18 percentage points); living environment (9 percentage points); and employment (8 percentage points).

On the other hand, the proportion of LSOAs in the most deprived decile decreased for three of the domains: barriers to housing and services (a decrease of 6 percentage points); health deprivation and disability (5 percentage points); and crime (3 percentage points).

Despite this, the overall deprivation rank on the Coast increased over the four years with a 3 percentage point increase in the proportion of LSOAs falling in the most deprived 10% nationally in 2019.

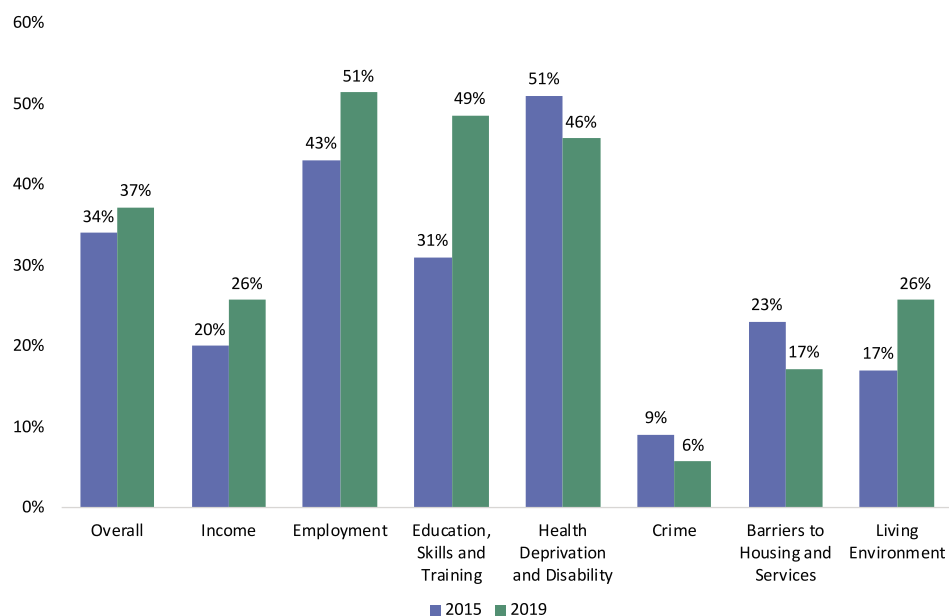


Figure 4.19: Percentage of Coastal LSOAs ranking in the most deprived 10% for each Domain, 2015 and 2019

Source: *Index of Multiple Deprivation, Ministry of Housing, Communities & Local Government*

5. Economic Comparator Analysis



This Chapter considers the sustainability and functionality of East Lindsey's towns and smaller settlements, and benchmarks them against other comparator areas in the East Midlands and England.

Summary

- As in the 2016 Baseline, the Hub Towns of Louth and Skegness perform relatively poorly, in 14th and 15th place respectively vs the same set of 14 comparator towns (16 in total). Wantage in Oxfordshire and Froome in Somerset are the top 2 ranked towns.
- The best performing domain for the Hub Towns (using district data comparisons) is Energy Use and Emissions. They also perform above the national average for the 'Thriving' domain, reflecting better than average rates of unemployment and relatively high levels of business survival and home working.
- Among the district's Small Towns, Horncastle and Conningsby perform best overall with Spilsby also performing above the national average in two out of four domains measured.
- For their overall domain scores, Alford, Conningsby, Horncastle and Spilsby perform at or above the national average.
- Wainfleet and Mablethorpe are the poorest performing of the areas and all score below the national average for their domains overall.

As with the 2016 East Lindsey Economic Baseline, the 'Bristol Accord' for achieving Sustainable Communities (Figure 5.1) provides the basis for establishing a range of domains by which to measure sustainability and functionality of East Lindsey's towns. These are assessed and divided into Small Towns in East Lindsey and neighbouring districts, and larger Hub Towns that are compared with similar sized comparator towns around the country. East Lindsey's Hub Towns are represented by Louth and Skegness.

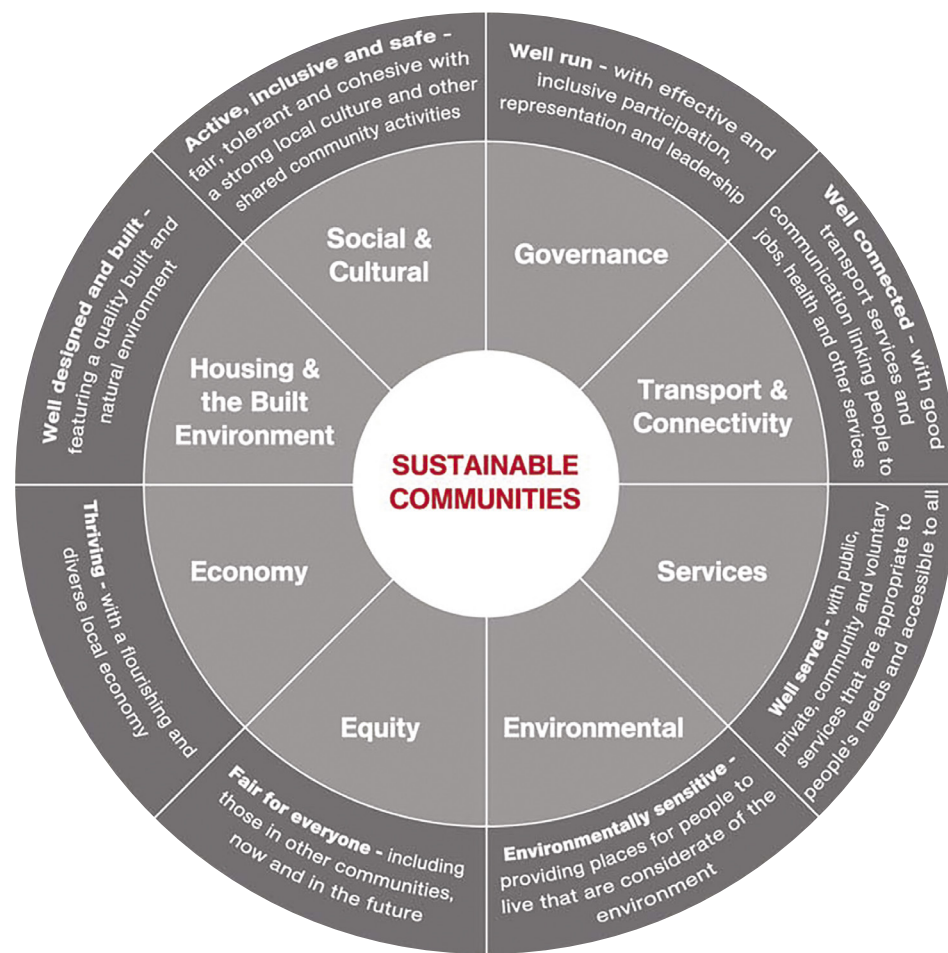


Figure 5.1: The Bristol Accord – The Eight Characteristics of a Sustainable Community

Source: Bristol Accord – Conclusions of Ministerial Informal on Sustainable Communities in Europe, 2005, page 15

For the purposes of comparison and because of differing levels of data availability for small towns, the domains have been consolidated to five for the Hub Town comparator analysis and into four domains for the Small Towns analysis. The revised domains are as follows (1-4 Small Towns analysis, 1-5 Hub Towns analysis):

- 1) Well run, Connected and Served.
- 2) Well Designed and Built.
- 3) Thriving.
- 4) Active and Safe.
- 5) Energy use and Emissions.

In the 2016 Baseline, an Environment Domain was used comprising energy use and emissions per capita. This has been retained (5) but renamed to more accurately reflect what is being measured. The living environment, a key aspect of sustainable communities, is measured under the Well Designed and Built domain, to represent the quality of the natural and indoor living environment.

Due to the fact that the full range of data used for the Hub Town analysis, much of which is carried out at district level, is not available at the geographical level of small towns, the domains used for the small towns are restricted to those from the Index of Multiple Deprivation 2019 (IMD) which is available down to small area level. The full content of each domain for the Small Town and Hub Town analysis is set out in Appendix 2.

Comparator Area Selection

East Lindsey's two largest or 'Hub' towns – Skegness and Louth – have been compared with fourteen other settlements in England. These comparator settlements were selected from Defra's list of rural hub towns (derived from the 2011 rural-urban classification of local authority geographies). The comparators have populations between 10,000 and 30,000 and their functionality means that they serve the needs of the rural population beyond the town, rather than just the population within the town.

The comparators are drawn from across England. They have been chosen to provide a series of contrasts and similarities with the two principal East Lindsey towns so that the relative functionality and performance of Louth and Skegness can be compared across all their key facets. A mixture of coastal and inland comparators have been chosen.

The smaller towns in East Lindsey are compared to settlements with a similar functionality at a regional level. This is because, due to the size of the towns, local circumstances are likely to be more important in determining their economic performance.

Whilst Mablethorpe features in the Defra's list of Hub Towns referenced above, it has been included in the smaller town list for comparison as it is effectively a composite of three settlements aggregated under the label of Mablethorpe, namely: Sutton on Sea, Trusthorpe and Mablethorpe.

A number of secondary settlements and two large villages (Wragby and Wainfleet All Saints) have been compared with: a Lincolnshire town in a different district (Crowland); a town in the South East Midlands (Oundle); and a town in the North East Midlands (Bolsover). These are the places which local people identify as important service centres.

Indicators for Comparison and Scoring

The 2019 Indices of Multiple Deprivation use a range of domains to measure how deprived or prosperous a place is using rankings across the whole of England.

The rank of barriers to housing and services score (where a score of 1 is most deprived) and the rank of education services were combined to form one indicator for Well Run, Connected and Served.

The IMD living environment domain, which assesses quality of housing, air quality and traffic accidents serves as a proxy for the Well Designed and Built domain. This is because a community that is well designed and built should include high quality housing, suffer less from traffic related accidents and suffer less from traffic congestion resulting in poor air quality, and would therefore score well in this domain.

It should be noted that, overall, hub towns as a group across England are key economic drivers for large rural hinterlands which mean these settlements fulfil social and economic functions for businesses and communities more comprehensively than many other settlements. This means that, whilst it is useful to compare the performance of these towns against each other, all the settlements considered here in the large town category perform better than the national average for the measures considered.

Small Towns

The analysis of the smaller towns in East Lindsey (see Figure 5.2) demonstrates a relatively poor level of functionality compared to two of the external benchmarks, Oundle and Crowland and in relation to most national averages.

For the 'Active and Safe' domain, while there are some towns continuing to perform poorly like Mablethorpe and Wainfleet, others have shown notable improvement since the last Economic Baseline in 2016. Horncastle, Conningsby and Wragby are now well above the national mean and above Crowland, having been below both in 2016.

The key differentiator in terms of the 'Well-run' domain is the IMD rank of barriers to housing and services, and ranking of education services, where only Alford performs comparably with Oundle. Wragby and Wainfleet are poor performers. Horncastle and Spilsby in East Lindsey perform reasonably well in terms of the 'Well Designed and Built' domain, with the lowest performers being Alford and Mablethorpe. Horncastle and Coningsby perform well in terms of the 'Well Connected and Served' domain, with Spilsby performing poorly.

For the 'Thriving' domain, the IMD domains of Income and Employment are used and reflect earnings levels and numbers of people excluded from the labour market. This means an area will perform poorly if earnings are relatively low and if there are a relatively high number of economically inactive people. None of the East Lindsey towns performs above the national average here, indicating that, as of 2019 at least, East Lindsey continued to be a comparatively low wage economy with lower-than-average labour market participation.

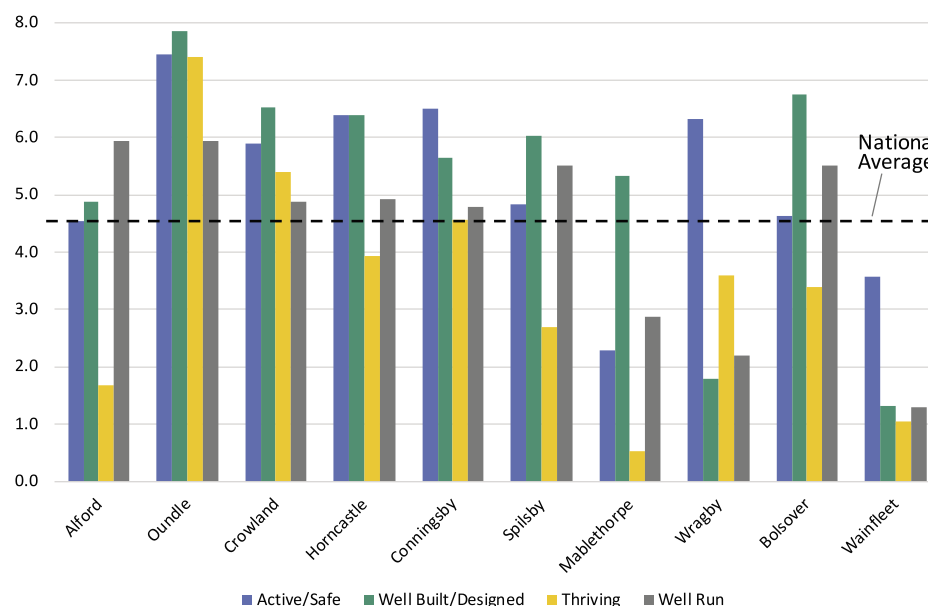


Figure 5.2: Small Towns Comparison

Source: Index of Multiple Deprivation 2019, Ministry of Housing, Communities & Local Government

Note: (Indexed from 0 to 10 using national ranking scores from IMD2019. 0 = most deprived, 5 = national mean)

The overall domain score for each town is shown in Figure 5.3. This shows that Horncastle and Conningsby perform best overall in East Lindsey, behind Oundle and Crowland but just ahead of Bolsover. Alford, Mablethorpe, Wragby and Wainfleet all perform below the national mean, with Wainfleet falling into the lowest 30% nationally.

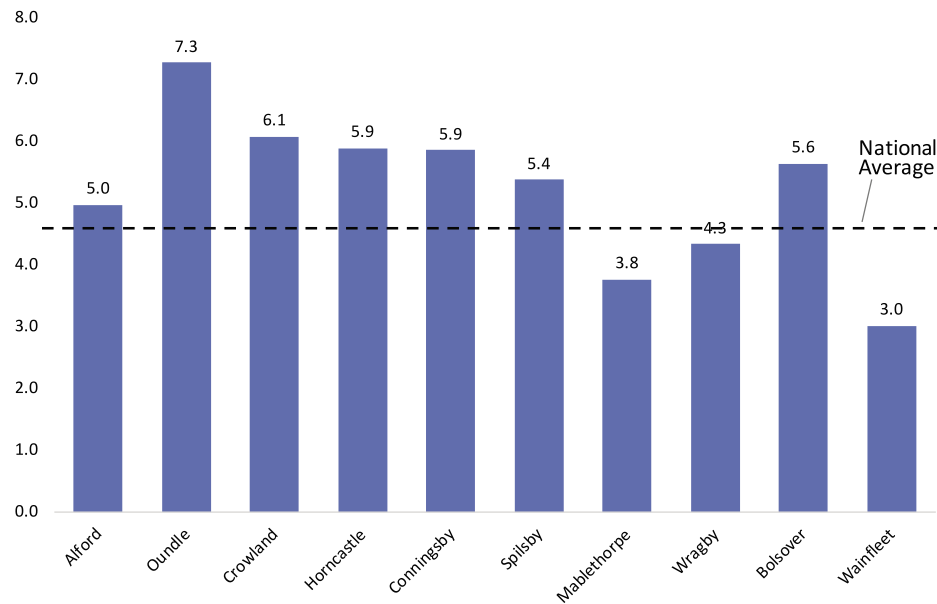


Figure 5.3: Small Towns Comparison – All Domains Score

Source: Index of Multiple Deprivation 2019, Ministry of Housing, Communities & Local Government

Hub Towns: Louth and Skegness

The hub towns in East Lindsey are considered to be Louth and Skegness and are included among the comparator towns. In terms of the overall ranking with the fourteen other comparator hub towns making 16 towns in total, Louth and Skegness perform relatively poorly, ranking 14th and 15th respectively.

Skegness and Louth rank marginally better in terms of the 'Well run, Connected and Served' domain, being placed 10th and 9th respectively.

Both towns performed poorly in terms of 'Well Designed and Built', with Skegness 14th and Louth 12th in terms of IMD 2019 living environment score. Both did score higher than the national average, however.

In terms of energy use and emissions, these are measured at a local authority level. This shows that East Lindsey, relative to the local authorities of its comparator towns, is a low gas and electricity consumer and has relatively low CO₂ emissions per capita. However, it remains above the England average at 5.1 tonnes per capita against 4.8 tonnes.

The 'Thriving' domain is constructed differently for the Hub Towns analysis than the Small Towns analysis due to the different range of data available at the various town levels. Here the domain is applied at local authority level and consists of a composite of employment density, business growth and business deaths, unemployment, and levels of home working. As such, this might be considered a more holistic view of what might be considered an economically thriving place and as the main two towns in the district are arguably more represented by the district as a whole.

While it should be recognised that the more deprived urban areas are perhaps not captured fully by the district measures used for this analysis, on this basis, East Lindsey overall performs better, ranking 6th overall. The District performs generally well on low levels of business deaths and higher levels of home working. It is around average for business growth and unemployment but below average for job density, reflecting the rurality of the District.

In terms of being 'Active, Safe and Fair', Skegness and Louth are at bottom of the index of all the comparator towns. This is due to: poor performance for proportion of working age people in employment, low levels of exercise and higher levels of inactivity.

Tables 5.1 and 5.2 set out a comprehensive overview of the relative performance of Louth and Skegness against the other hub towns chosen as comparators. Due to the large amount of differing data sets each producing a different output measure (for example emissions per capita, labour market participation rate, minutes of physical activity and so on), a composite measure can best be achieved by ranking each town against the other.

The ranking from 1 to 16 indicates which town ranked first for each domain. The overall ranking shows which town achieved the lowest aggregate score and thus the best ranking overall. Towns ranking the same mean they ranked equally in their domain scores and reflects that they are very similar in terms of a given domain or overall domain score.

Table 5.1: Overall Rankings Table and Domain Summary Scores

	Overall Ranking (based on sum of 5 domains)	Well Run, Connected, Served	Well Designed and Built	Energy / Emissions	Thriving	Active Inclusive Safe Fair
Wantage	1	2	2	9	9	1
Frome	2	8	10	3	1	2
Northallerton	2	3	1	12	2	6
Market Harborough	4	1	4	6	8	8
Stowmarket	5	7	5	8	3	7
Calne	6	6	7	5	7	6
Stamford	7	4	3	5	12	10
Lewes	8	13	11	2	4	7
Newquay	9	14	15	4	1	4
Stratford-on-Avon	9	5	13	10	5	5
Melton Mowbray	9	9	8	7	11	3
Whitby	12	11	16	1	2	11
Ely	13	12	6	9	6	9
Louth	14	9	12	3	6	12
Skegness	15	10	14	3	6	12
Retford	16	12	9	9	10	10

Source: ONS, Annual Population Survey

Table 5.2: Table of Rankings by each domain component

	Market Harborough	Stowmarket	Stratford-on-Avon	Lewes	Stamford	Caine	Northallerton	Ely	Melton Mowbray	Wantage	Frome	Whitby	Louth	Newquay	Retford	Skegness
Barriers to Housing Services	2	12	11	14	9	5	1	16	13	3	8	10	4	15	7	6
Council Tax Collection Rate	2	4	3	12	1	10	8	6	7	5	9	11	14	13	15	14
Living Environment	4	5	13	11	3	7	1	6	8	2	10	16	12	15	9	14
Mean Domestic Electricity Consumption	8	14	15	4	3	12	11	9	5	10	7	1	6	13	2	6
Mean Domestic Gas Consumption	15	2	9	6	8	4	12	10	14	11	3	7	5	1	13	5
Proportion of people who work from home (Census)	6	5	1	6	11	8	3	9	7	10	2	9	7	4	12	7
Job Density (jobs per 16-64-year-old)	7	10	1	9	10	3	4	13	10	2	6	5	12	14	7	12
Claimant Count (Dec 2020)	3	3	3	3	4	2	1	3	3	2	2	4	5	3	3	5
Business Rateable Value Growth Base = 100 (2002) Date 2019	6	4	10	2	12	9	11	3	11	13	5	7	8	1	14	8
Rate of Business Deaths per 10,000 ppl 16+ (2019)	14	5	15	8	9	13	7	6	12	11	10	1	2	3	4	2
Proportion of working age pop. in employment (Q3 2020)	3	5	4	6	11	10	7	2	8	1	7	10	13	9	12	13
Percentage 16+ active 150+min/week (2019)	9	8	9	4	13	5	7	12	6	1	3	10	14	2	11	14
Percentage 16+ inactive <30min/week (2019)	7	10	8	9	14	4	6	11	5	1	3	12	15	2	13	15
Life Satisfaction (2019/20)	15	8	4	12	3	11	10	13	1	7	2	14	6	9	5	6
Overall Score	101	95	106	106	111	103	89	119	110	79	77	117	123	104	127	127

Source: ONS, Annual Population Survey

6. Future Growth In East Lindsey



This chapter looks at future growth in East Lindsey, providing analysis of the latest ONS population projections. It also looks at future growth in employment, drawing on forecasts produced by Cambridge Econometrics. The population projections data are presented for East Lindsey, along with the Greater Lincolnshire LEP area, the East Midlands region and UK. The employment growth forecasts are presented for the District, the East Midlands and the UK. The timeframe presented is 2020–2040. In addition, the chapter presents a summary of questions on future growth that companies were asked as part of the business survey.

Summary

- East Lindsey's population is expected to increase by just over 16,800 between 2020 and 2040, which would equate to growth of 11.8%. In relative terms this would represent faster growth than the LEP, the East Midlands region and England.
- The projected rise in East Lindsey's population is driven almost entirely by an increase in the number of people aged 65 and above. From 2020–40, the District is estimated to see growth of 40.5% (17,541) in this cohort. East Lindsey has the highest projected growth rate in people aged 65 and over when compared with the LEP, the East Midlands and the UK.
- The number of people aged 0–15 in East Lindsey is projected to decline by 4.7% (1,029 fewer people) between 2020 and 2040 and those aged 16–64 (the traditional proxy for working age population) are expected to see modest growth of 0.4% (300).
- Employment in East Lindsey is forecast to grow by 6.6% between 2020 and 2040, representing 3,700 additional jobs in the District. This is lower than the forecast growth for the East Midlands (8.2%) and UK (9.8%) over the same timeframe.

- Looking at future sector growth in East Lindsey, accommodation & food services (1,063 additional jobs/15.3% growth) and construction (1,000 additional jobs/25.5% growth) are forecast to see the largest increases in employment in the District between 2020 and 2040 in absolute terms.
- The relative growth of construction employment in East Lindsey from 2020–40 (25.5%) is higher than corresponding growth forecasts for the sector at a regional (18%) and UK level (20.7%). However, the relative growth of the accommodation & food services sector in the District (15.3%) is below that of the East Midlands (26.4%) and UK (42.9%).
- Of the 250 companies who responded to the business survey, 19% said they expect employee numbers to increase in the next year and 74% expect them to remain the same. Just over 40% of respondents expect turnover to increase in the next year, while 37.6% of firms believe their profitability will increase. These findings suggest that growth in companies over the next 12 months is likely to be driven mainly by the existing employee base.

Population Projections

The ONS 2018-based population projections show that East Lindsey's population is expected to increase by just over 16,800 between 2020 and 2040, which would equate to growth of 11.8%. As shown in Table 6.1, in relative terms this would represent faster growth than the LEP, the East Midlands region and England.

Table 6.1: Population Projections, 2020–40

Area	2020	2040	Change	
			No.	%
East Lindsey	143,102	159,920	16,818	11.8%
Greater Lincolnshire LEP	1,100,471	1,177,727	77,256	7.0%
East Midlands	4,882,230	5,424,974	542,744	11.1%
England	56,678,468	61,157,877	4,479,409	7.9%

Source: Office for National Statistics – 2018-based population projections

When future population change is analysed by age group, it is clear that the projected rise in East Lindsey is driven almost entirely by an increase in the number of people aged 65 and above. From 2020–40, the District is estimated to see growth of 40.5% (17,541) in this cohort. By contrast, the number of people aged 0–15 in East Lindsey is projected to decline by 4.7% (1,029 fewer people) and those aged 16–64 (the traditional proxy for working age population) are expected to see modest growth of 0.4% (300).

A similar trend in terms of ageing population is evident across the LEP area, the region and a national level, as shown in Figure 6.1, although East Lindsey has the highest growth rate in people aged 65 and over.

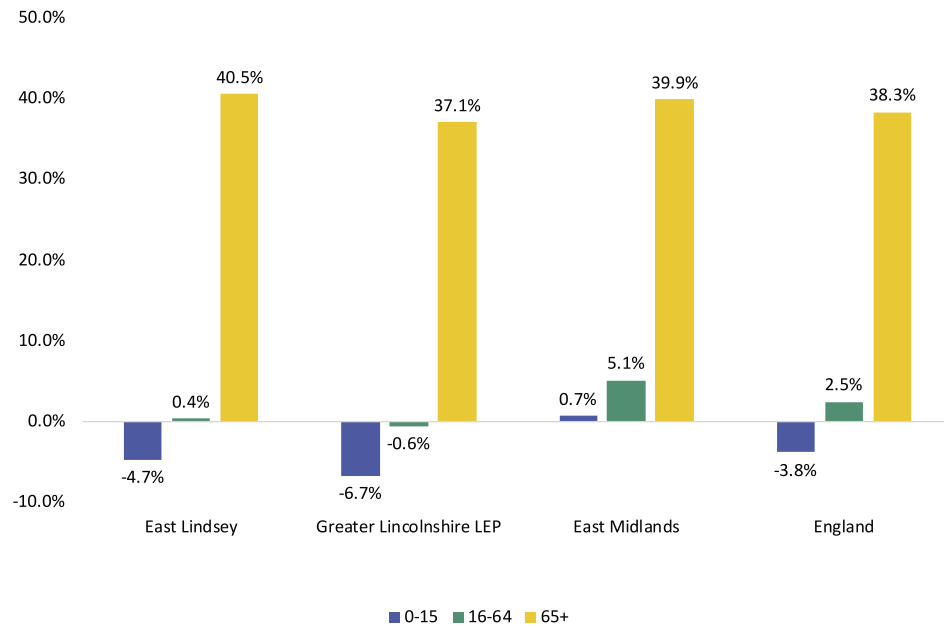


Figure 6.1: Population Projections by age Group, 2020–40
 Source: Office for National Statistics – 2018-based population projections

The impact of the ageing population means that East Lindsey's demographic structure will change in the long-term, with a smaller number of younger/economically active people and a greater proportion of elderly residents. This is shown in more detail in Figure 6.2.

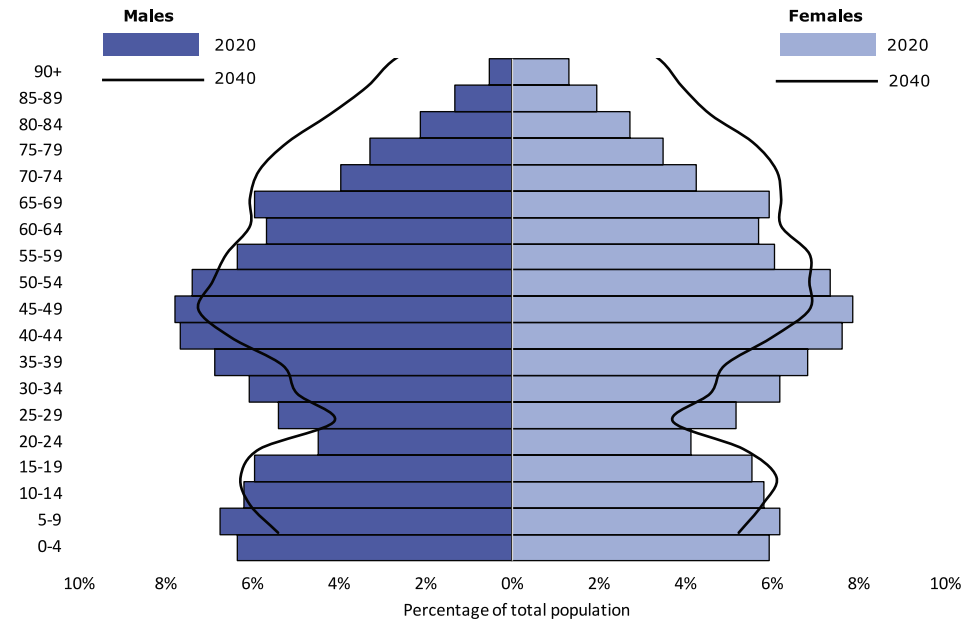


Figure 6.2: East Lindsey Population Pyramid, 2020 Et 2040
 Source: Office for National Statistics – 2018-based population projections

Tables 6.2, 6.3 and 6.4 provide a more detailed breakdown of projected population change for the 0–15, 16–64 and 65+ age groups respectively.

Table 6.2: Population Projections, 2020-40 – People aged 0-15

Area	2020	2040	Change	
			No.	%
East Lindsey	21,935	20,906	-1,029	-4.7%
Greater Lincolnshire LEP	196,349	183,247	-13,102	-6.7%
East Midlands	909,128	915,300	6,172	0.7%
England	10,878,807	10,467,411	-411,396	-3.8%

Source: Office for National Statistics – 2018-based population projections

Table 6.3: Population Projections, 2020-40 – People aged 16-64

Area	2020	2040	Change	
			No.	%
East Lindsey	77,901	78,201	300	0.4%
Greater Lincolnshire LEP	650,712	647,040	-3,672	-0.6%
East Midlands	3,013,257	3,166,546	153,289	5.1%
England	35,294,330	36,163,365	869,035	2.5%

Source: Office for National Statistics – 2018-based population projections

Table 6.4: Population Projections, 2020-40 – People aged 65+

Area	2020	2040	Change	
			No.	%
East Lindsey	43,272	60,813	17,541	40.5%
Greater Lincolnshire LEP	253,419	347,441	94,022	37.1%
East Midlands	959,880	1,343,115	383,235	39.9%
England	10,505,345	14,527,047	4,021,702	38.3%

Source: Office for National Statistics – 2018-based population projections

Employment Forecasts

Employment forecasts for East Lindsey, the East Midlands and the UK have been purchased from Cambridge Econometrics (CE), covering the period 2020-40. The forecasts are based on CE's August 2020 model, which includes assumptions from 2020 onwards to incorporate the possible impacts of Covid-19 on the national economy. It should be noted that because of methodological differences, the CE data are not comparable with the BRES jobs data presented in chapter three.

Overall, the employment forecasts indicate that employment in East Lindsey is expected to grow by 6.6% between 2020 and 2040, which would equate to 3,700 additional jobs in the District. This is lower than the forecast growth for the East Midlands (8.2%) and UK (9.8%) over the same timeframe, as shown in Figure 6.3.

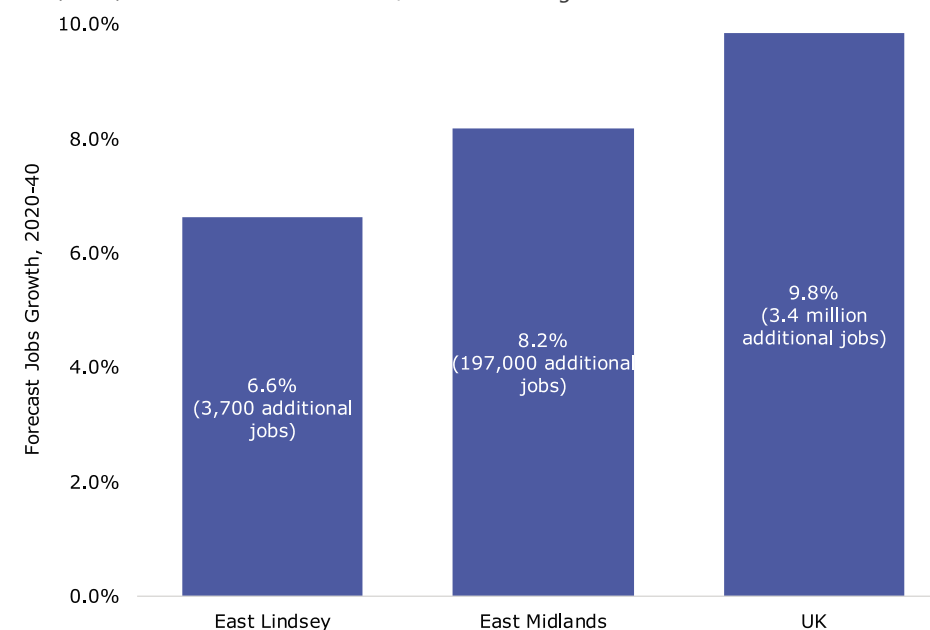


Figure 6.3: Employment Growth Forecasts, 2020-40

Source: Cambridge Econometrics (August 2020 Forecasts)

EAST LINDSEY ECONOMIC BASELINE 2021

Table 6.5: Forecast Employment Growth by Sector, 2020-40

	Employment Change in East Lindsey, 2020-40					
	Jobs in East Lindsey		No.		% Change in	
	2020	2040	No.	%	East Midlands Jobs, 2020-40	Uk Jobs, 2020-40
Agriculture etc	1,667	1,260	-407	-24.4%	-22.4%	-5.7%
Mining & quarrying	69	27	-42	-60.9%	-46.1%	-26.4%
Manufacturing	5,328	5,276	-52	-1.0%	-0.3%	-10.4%
Food, drink & tobacco	576	527	-49	-8.5%	19.3%	-5.3%
Textiles etc	407	333	-74	-18.2%	-24.9%	-24.3%
Wood & paper	1,143	1,040	-103	-9.0%	-9.8%	0.0%
Printing & recording	290	238	-52	-17.9%	-23.9%	-22.4%
Coke & petroleum	2	2	0	0.0%	-8.1%	1.5%
Chemicals	197	228	31	15.7%	12.3%	-8.5%
Pharmaceuticals	35	24	-11	-31.4%	-22.6%	-5.0%
Non-metallic mineral products	565	413	-152	-26.9%	-25.8%	-16.7%
Metals & metal products	349	297	-52	-14.9%	-14.5%	-13.8%
Electronics	29	10	-19	-65.5%	-45.1%	-22.4%
Electrical equipment	97	82	-15	-15.5%	-16.6%	-1.8%
Machinery	407	345	-62	-15.2%	-17.4%	-13.8%
Motor vehicles	47	69	22	46.8%	27.5%	-1.4%
Other transport equipment	673	1,062	389	57.8%	36.8%	15.3%
Other manufacturing & repair	511	606	95	18.6%	10.6%	-16.9%
Electricity, gas & water	712	710	-2	-0.3%	-0.3%	0.8%
Electricity & gas	71	71	0	0.0%	-0.6%	-6.2%
Water, sewerage & waste	641	639	-2	-0.3%	0.0%	4.8%
Construction	3,928	4,928	1,000	25.5%	18.0%	20.7%
Distribution	9,113	9,572	459	5.0%	6.0%	2.4%
Motor vehicles trade	1,232	1,274	42	3.4%	6.1%	5.4%
Wholesale trade	1,843	1,889	46	2.5%	3.5%	-0.9%
Retail trade	6,038	6,409	371	6.1%	7.2%	3.2%

Transport & storage	1,835	1,843	8	0.4%	6.3%	5.4%
Land transport	1,251	1,247	-4	-0.3%	-0.3%	1.1%
Water transport	15	12	-3	-20.0%	-16.7%	-23.6%
Air transport	-	-	-	-	-	-
Warehousing & postal	569	584	15	2.6%	11.2%	9.0%
Accommodation & food services	6,942	8,005	1,063	15.3%	26.4%	42.9%
Accommodation	3,660	4,393	733	20.0%	27.4%	25.8%
Food & beverage services	3,282	3,612	330	10.1%	26.1%	47.6%
Information & communications	893	1,068	175	19.6%	30.4%	25.9%
Media	368	391	23	6.3%	4.9%	4.0%
IT services	525	677	152	29.0%	33.7%	33.1%
Financial & business services	7,311	8,289	978	13.4%	12.2%	10.9%
Financial & insurance	337	263	-74	-22.0%	-15.9%	-8.5%
Real estate	792	861	69	8.7%	17.4%	17.3%
Legal & accounting	752	779	27	3.6%	8.4%	9.3%
Head offices & management consultancies	407	420	13	3.2%	8.1%	14.0%
Architectural & engineering services	524	567	43	8.2%	17.0%	11.0%
Other professional services	986	1,137	151	15.3%	21.9%	21.1%
Business support services	3,513	4,262	749	21.3%	15.6%	13.4%
Government services	12,795	13,403	608	4.8%	6.5%	8.7%
Public Administration & Defence	1,268	1,450	182	14.4%	14.9%	2.6%
Education	4,463	4,598	135	3.0%	3.3%	9.2%
Health	3,155	3,228	73	2.3%	2.8%	11.8%
Residential & social	3,909	4,127	218	5.6%	10.9%	8.2%
Other services	5,174	5,085	-89	-1.7%	-3.1%	5.3%
Arts	1,048	1,029	-19	-1.8%	-1.4%	4.3%
Recreational services	1,636	1,647	11	0.7%	1.1%	20.9%
Other services	2,490	2,409	-81	-3.3%	-6.0%	-4.1%
Total	55,767	59,466	3,699	6.6%	8.2%	9.8%

Source: Cambridge Econometrics (August 2020 Forecasts)

Table 6.5 breaks the employment forecasts down by broad sector (marked in bold) and sub-sector in East Lindsey. For comparison purposes, the percentage change figures for the different sectors are provided at a regional and national level. The main points to note from the table can be summarised as:

- At a broad sector level, accommodation & food services (1,063 additional jobs/15.3% growth) and construction (1,000 additional jobs/25.5% growth) are forecast to see the largest increases in employment in East Lindsey between 2020 and 2040 in absolute terms.
- The relative growth of construction employment in East Lindsey from 2020-40 (25.5%) is higher than corresponding growth forecasts for the sector at a regional (18.0%) and UK level (20.7%). However, the relative growth of the accommodation & food services sector in the District (15.3%) is below that of the East Midlands (26.4%) and UK (42.9%).
- Financial & business services is forecast to see jobs growth of 13.4% (978) from 2020-40 in East Lindsey, higher than growth estimates of 12.2% for the East Midlands and 10.9% for the UK. The increase is driven by a rise in employment in the business support services sub-sector.

Business Survey Results on Future Growth

As part of the business survey, companies were asked a number of questions relating to their future growth prospects. This included being asked whether they expect the number of employees to change over the next 12 months. Of the 250 businesses surveyed, 19% (48 firms) said they expect employee numbers to increase in the next year and 74% (185) expect them to remain the same. Only 3% (7) believed they would decline, with the remaining companies being unsure.

In addition to considering employee numbers over the next 12 months, companies were asked a similar question in relation to future changes in their turnover, profitability, domestic sales, overseas sales and market share. As can be seen in Figure 6.4, just over 40% of respondents expect turnover to increase in the next year, while 37.6% of firms believe their profitability will increase. By contrast, just over 15% of businesses expect profitability to decline within the next 12 months. Growth in domestic sales is expected by 29.6% of companies, compared with 3.2% in terms of increasing overseas sales. An increased market share is expected by 20.4 of firms.

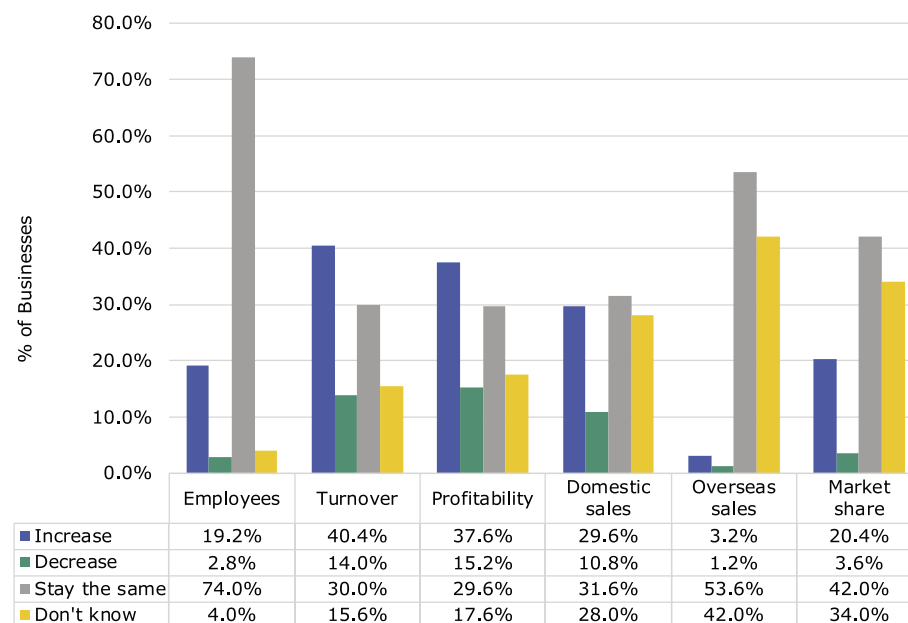


Figure 6.4: East Lindsey Business Expectations Over Next 12 Months

Source: East Lindsey 2021 Business Survey (Base = 250)



7. Sustainable Economic Growth

This chapter provides an overview of the sustainable development of East Lindsey and looks at data relating to energy needs, housing needs, business premises, transport/infrastructure and broadband.

Summary

Demand for Energy

- In line with the 2016 Economic Baseline report, East Lindsey continues to perform poorly on fuel poverty and is the second most fuel poor local authority in the East Midlands.
- East Lindsey has continued to see significant investment in wind energy. There are 51 onshore wind turbines in the District, and more than 300 are located offshore. This includes 90 turbines at the Triton Knoll offshore wind farm, which is due to be operational in 2022.
- Carbon emissions in East Lindsey have been decreasing since 2005. This trend is similar to that witnessed in Lincolnshire and England.

Housing

- Since the end of the recession in 2011, house prices have risen rapidly in the East Midlands and nationwide, but at a slower rate in East Lindsey and Lincolnshire.
- National median house prices stand at over £245,000, compared to £185,000 in Lincolnshire and £176,000 in East Lindsey. The gap between prices in the coastal and inland areas in East Lindsey has narrowed from around £4,000 in 2011 to slightly over £2,000 in 2019.
- Since the 2016 Economic Baseline report was produced, the median affordability ratio has risen across the board, with the England median house price now approaching 8 times median earnings. While the ratio has also risen in East Lindsey, the District offers one of the more accessible housing markets in the region with prices averaging around 6.5 times median earnings.

Transport Infrastructure & ICT Connectivity

- East Lindsey has no motorways and only a limited rail network and bus service. Use of public transport is particularly low in the Rural Inland area. Based on data from the 2011 Census, car ownership in the District is high.
- Due to the sparsely populated nature of the District, residents of East Lindsey travel on average more than 3km to access banks and dentists, and 2km to access supermarkets and petrol stations.
- At the time of the previous baseline study, the average broadband speed in District was up to 13.8mps (2013). As of 2018, the average broadband download speed in East Lindsey had reached 31.1mps, however the District stills lags significantly behind urban areas such as Lincoln which enjoy average speeds of almost 70mps.
- More than half the companies who responded to the business survey (58.4%) were either very satisfied or quite satisfied with their broadband connection. 22.8% of respondents were quite dissatisfied or very dissatisfied with it, which represents almost one in four companies.

East Lindsey as a Place to do Business

- Results from the business survey indicate that having access to customers is the most positive aspect of East Lindsey as a place to do business, while the cost of premises/rents/business rates and access to suppliers are also viewed fairly positively by companies in the District.
- The business survey also asked companies for their views on the biggest obstacle preventing growth. The availability of appropriately skilled staff was the most commonly identified issue in this respect, followed closely by poor transport infrastructure.
- When asked which factors would help their business to grow, the most common responses included: access to funding; the availability of local training; availability of high skilled staff; low-cost premises; planning support; access to business growth programmes; and support with e-commerce and internet-based technologies.

Employment Land & Business Premises

- The 2016 Employment Sites Assessment concludes that there is limited demand for employment land in the District. The 2018 Local Plan, informed by the 2016 Sites Assessment, allocates employment land at Louth (14ha), Horncastle (5ha), Spilsby (3ha) and Conningsby (1ha).
- The local authority-run Fairfield Enterprise Centre has a high occupancy rate of 88%, occupancy at the Mablethorpe Business Centre is lower at 70%.

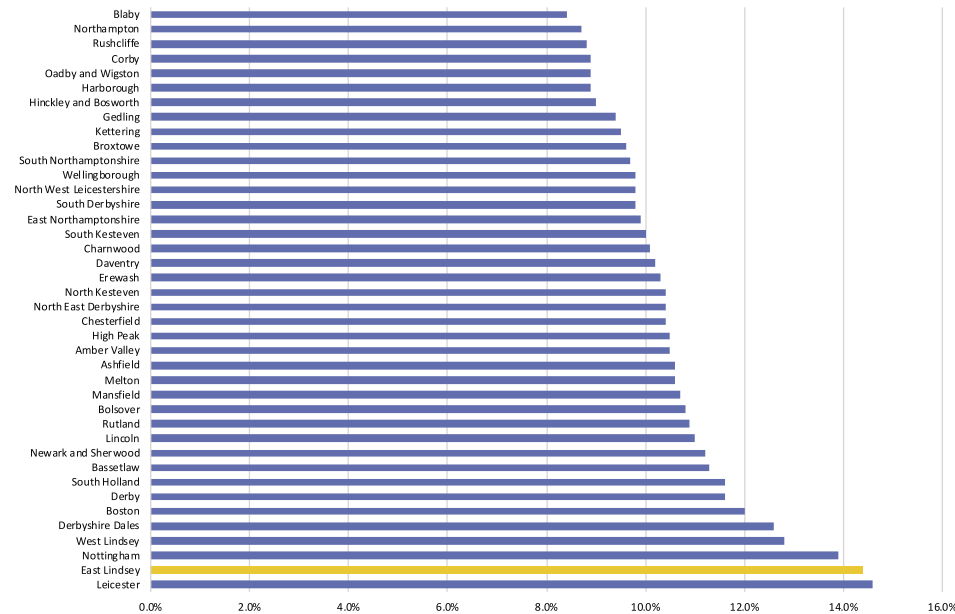


Figure 7.1: Percentage of Households in Fuel Poverty in 2018 – All East Midlands Authorities

Source: Department of Business, Energy & Industrial Strategy

Demand for Energy

Fuel Poverty

In line with the 2016 Economic Baseline report, East Lindsey continues to perform poorly on fuel poverty and is the second most fuel poor local authority in the East Midlands. In 2018 there were 14.4% of households in fuel poverty. The regional performance is shown in Figure 7.1.

Table 7.1 shows the progress of East Lindsey on fuel poverty relative to the region. It is notable that the proportion of households in fuel poverty had fallen substantially to 10% in 2017, only to reach their highest level of 14.4% the following year.

Table 7.1: Percentage of Households in Fuel Poverty 2012-2018

Year	East Lindsey	Minimum for East Midlands authorities	Mean for East Midlands authorities	Maximum for East Midlands authorities
2012	13.2%	9.6%	12.4%	21.3%
2013	10.4%	7.7%	9.8%	16.6%
2014	11.5%	7.2%	9.9%	13.5%
2015	12.7%	9.9%	12.2%	18.2%
2016	12.8%	8.8%	11.3%	15.2%
2017	10.1%	6.8%	8.8%	13.9%
2018	14.4%	8.4%	10.6%	14.6%

Source: ONS, Annual Population Survey

Levels of fuel poverty are clearly changeable and are influenced by both energy prices and earnings. For example, there was a steep increase in oil prices between 2016 and 2018 when prices rose from \$36 a barrel to over \$70 in 2018. Energy prices were also high for a sustained period between 2011 and 2014 when the price remained above \$100. However, this was also a time when earnings were rising quickly during the recovery from the financial crisis recession, when wages in East Lindsey increased over 9% in the same period. This compares to wage growth of just 1.6% in East Lindsey in the four years to 2018¹². Rising fuel prices at this time will have placed a growing burden on household incomes.

The low number of gas connections in East Lindsey means there is a greater reliance on other sources of energy, such as oil, for domestic heating.

Renewable Energy

East Lindsey has continued to see significant investment in wind energy. There are 51 onshore wind turbines in the District, and 219 located offshore. This includes 90 turbines at the Triton Knoll offshore wind farm, currently under construction. Electricity was generated from the site for the first time in January 2021 and the facility will be fully operational by 2022. Since the 2016 baseline, a number of new onshore sites have come forward for development, including Fen Farm (20 turbines) and Bishopthorpe Farm (8 turbines). Table 7.2 presents onshore and offshore wind farms in East Lindsey in further detail.

Table 7.2: Onshore and Offshore Wind Farms in East Lindsey

Site	Number of Turbines	Project Capacity (MW)	Developer
Onshore			
Bambers Farm I and II	14	9.6	Ecotricity
Conisholme	20	12	Ecotricity
Gayton le Marsh	8	16.4	Energiekontor
Helen House Farm	1	0.5	Landowner project
Lincolnshire Poacher Cheese Factory	1	0.3	ICE Renewables
Mablethorpe	2	1.2	Ecotricity
Newton Marsh Treatment Works	2	4.6	ASC Renewables
The Hollies	2	2.6	Windworks
The Limes	1	0.5	Landowner project
Total Onshore	51	47.7	-
Offshore			
Lincs	75	270	Centrica, DONG, Siemens
Lynn and Inner Dowsing	54	194.4	Centrica
Triton Knoll	90	857	RWE Npower
Total Offshore	219	1,321.40	-
Total Onshore & Offshore	270	1,369.10	-

Source: RenewableUK & 4Coffshore.com

¹² ONS Annual Survey of Hours and Earnings: https://www.nomisweb.co.uk/reports/imp/la/1946157149/subreports/asher_time_series/report.asp

Carbon Emissions

Total carbon emissions in East Lindsey are the same as for Lincolnshire, marginally below the national average and notably below the regional average. As Table 7.3 shows, the regional emissions are driven by high industrial and commercial emissions, reflecting the region's industrial economy. East Lindsey has slightly higher emissions from domestic energy consumption. This includes use of other fuels (such as oil), which is higher than other districts in Lincolnshire. Use of such fuels has implications for the disposable income of local residents as well as local air quality and, more widely, climate change.

Table 7.3: Per capita Local CO₂ emissions; industry, domestic & transport sectors, 2018

	East Lindsey	Lincs	East Midlands	England
Industry and Commercial	1.5	1.6	2.4	1.8
Domestic	1.6	1.5	1.5	1.4
Transport	2.0	1.9	2.2	1.9
Total	5.1	5.1	6.1	5.0

Source: Department for Business, Energy & Industrial Strategy, 2020

Carbon emissions have been decreasing since 2005, as shown in Figure 7.2. The trend in East Lindsey is similar to the average for Lincolnshire and England. The emissions rate for the East Midlands emissions remains high, potentially due to emissions from large industrial installations.

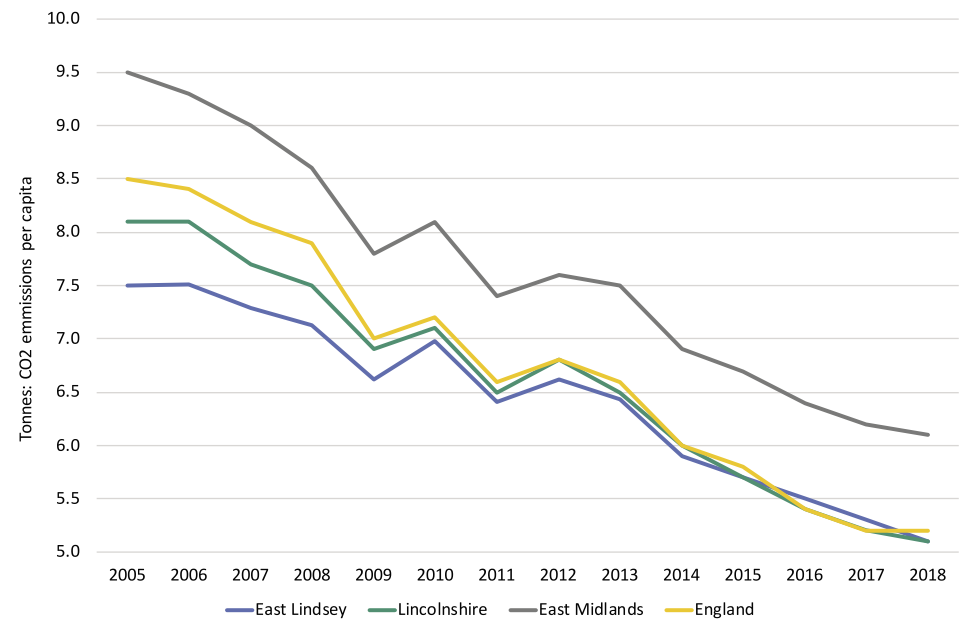


Figure 7.2: Per capita Local CO₂ emission estimates 2005-2018

Source: Department of Energy and Climate Change, 2020

Housing Market

Since the end of the recession in 2011, house prices have risen rapidly in the East Midlands and nationwide, but at a slower rate in East Lindsey and Lincolnshire. National median house prices now stand at over £245,000, compared to £185,000 in Lincolnshire and £176,000 in East Lindsey. The gap between prices in the coastal and inland areas in East Lindsey has narrowed from around £4,000 in 2011 to slightly over £2,000 in 2019. This is shown in more detail in Figure 7.3.

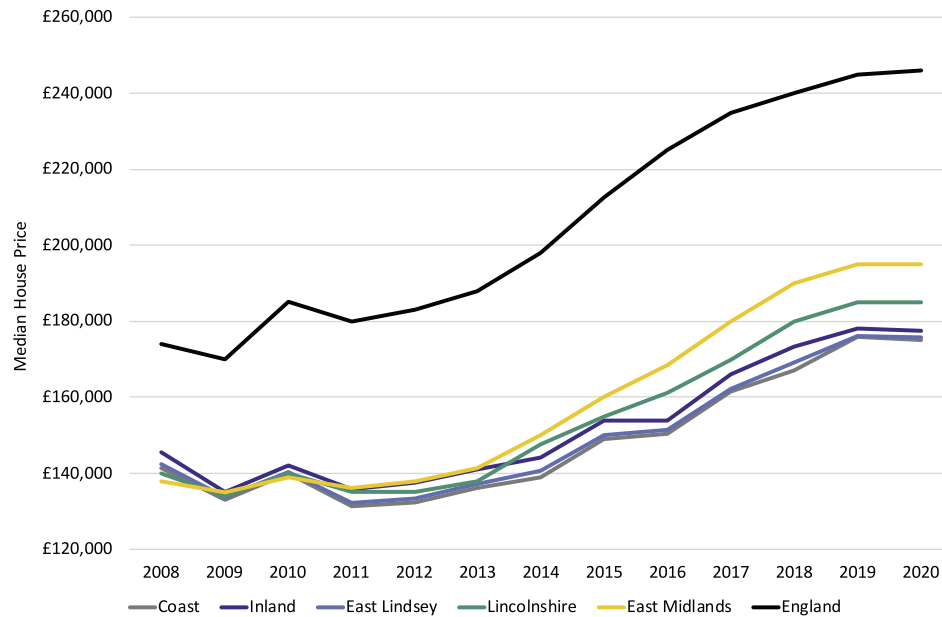


Figure 7.3: Median House Prices 2008-2020

Source: DCLG 2020

The rate of house price growth since 2011 is shown in Figure 7.4. This highlights that after the region, Lincolnshire as a whole has seen average prices increase the most, by 37.0%. The closing of the gap in prices between coastal and inland East Lindsey is explained by the higher growth rate of coastal prices at around 33.9%, compared to around 31.1% for inland properties.

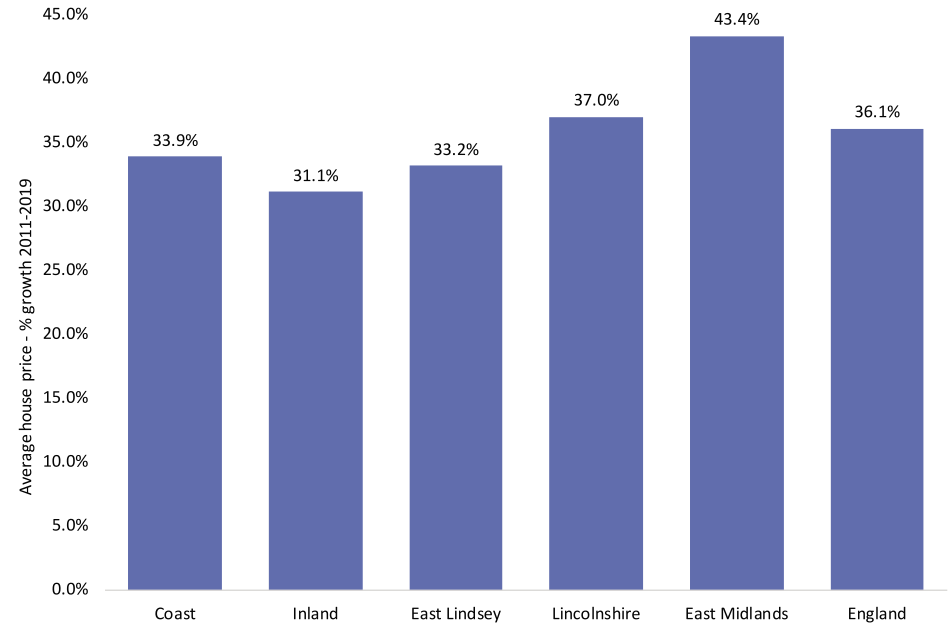


Figure 7.4: Average House Price Inflation 2011-2019

Source: DCLG 2020

In terms of housing affordability, since the 2016 Economic Baseline report was produced, the median affordability ratio has risen across the board, with the England median house price now approaching 8 times median earnings (see Figure 7.5). Notably, while the regional prices have risen fastest, the median affordability ratio in Lincolnshire is higher at 7 times median earnings compared to 6.8 times for the region. While the ratio has also risen in East Lindsey, the District offers one of the more accessible housing markets in the region with prices averaging around 6.5 times median earnings.

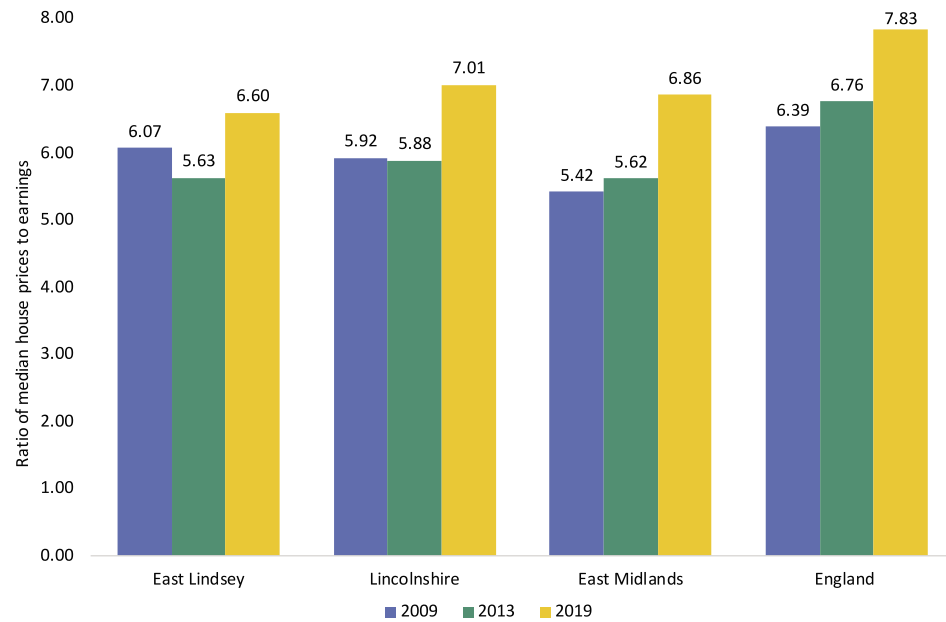


Figure 7.5: Housing Affordability – Ratio of Median House Prices to Median Earnings 2009–2019

Source: ONS 2020

Figure 7.6 shows house price affordability by ratio of lower quartile earnings to lower quartile house prices. This shows that lower quartile affordability is broadly similar to median quartile affordability, in particular in East Lindsey where affordability is 6.7 and 6.6 for the lower and median quartiles, respectively.

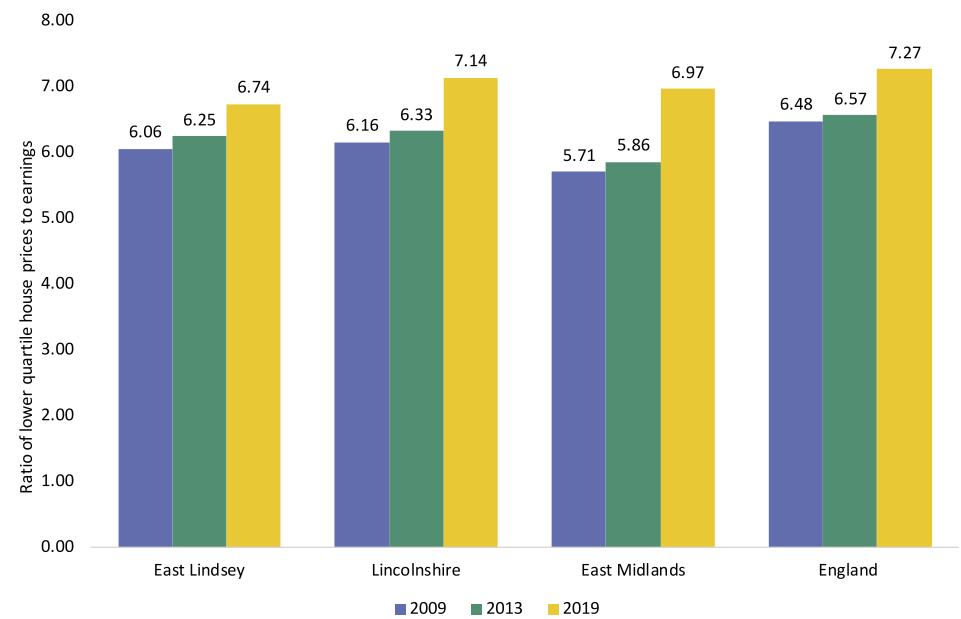


Figure 7.6: Housing Affordability – Ratio of Lower Quartile House Prices to Median Earnings 2009–2019

Source: ONS 2020

Transport, Infrastructure and ICT Connectivity

East Lindsey has no motorways and only a limited rail network and bus service. Use of public transport is particularly low in the Rural Inland area.

Car ownership is high across both Lincolnshire and East Lindsey, where 82% of households have at least one car. In the Rural Inland area, the rate of car ownership is even higher, at 85.5%. Car ownership has continued to rise in East Lindsey, which affects the carbon dioxide emissions for the District and reinforces the low demand for local public transport services.

Table 7.4: Car Ownership in East Lindsey relative to other areas (as % of all households)

	Households – No Cars	Households – One Car	Households – Two or more Cars
Rural Inland	14.5%	45.6%	39.9%
Coast	23.0%	49.1%	27.9%
East Lindsey	18.3%	47.2%	34.4%
Lincolnshire	18.0%	44.8%	37.1%
East Midlands	22.1%	42.5%	35.4%
England	25.8%	42.2%	32.0%

Source: ONS Census 2011

Due to the sparsely populated nature of the District, residents of East Lindsey travel on average more than 3km to access banks and dentists, and 2km to access supermarkets and petrol stations (see Figure 7.7).

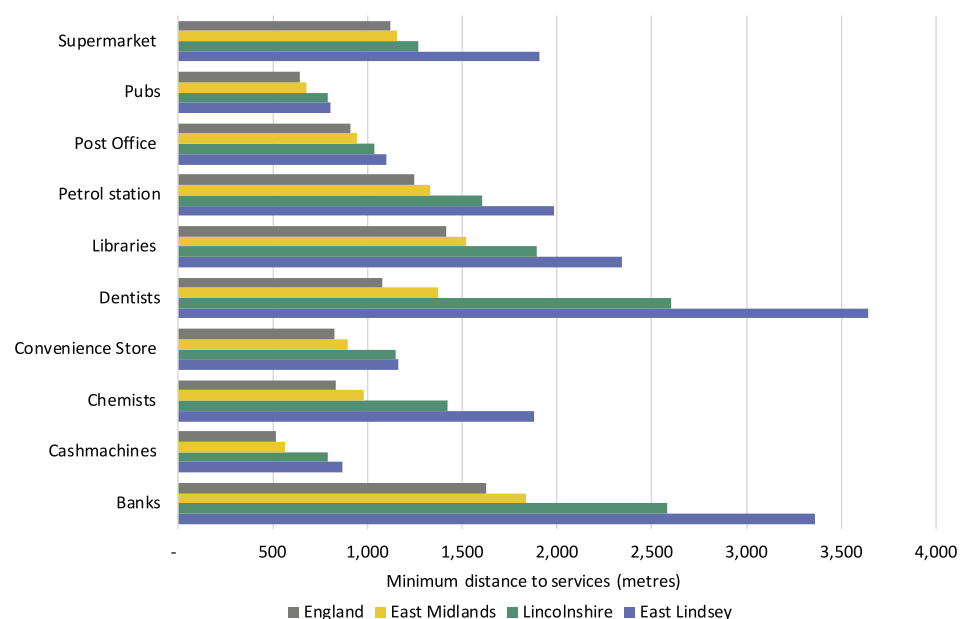


Figure 7.7: Median 'minimum distance to services' of Output Areas in East Lindsey, Lincolnshire and the East Midlands (in metres)

Source: Rural Services Series via ONS, 2012

Figure 7.8 illustrates that these distances are even further for those living in the Rural Inland area, with banks and dentists being on average more than 4km away. These services were more accessible to those living in the Coastal area. The lack of key services within communities in the Rural Inland area has implications for their sustainability and sense of community.

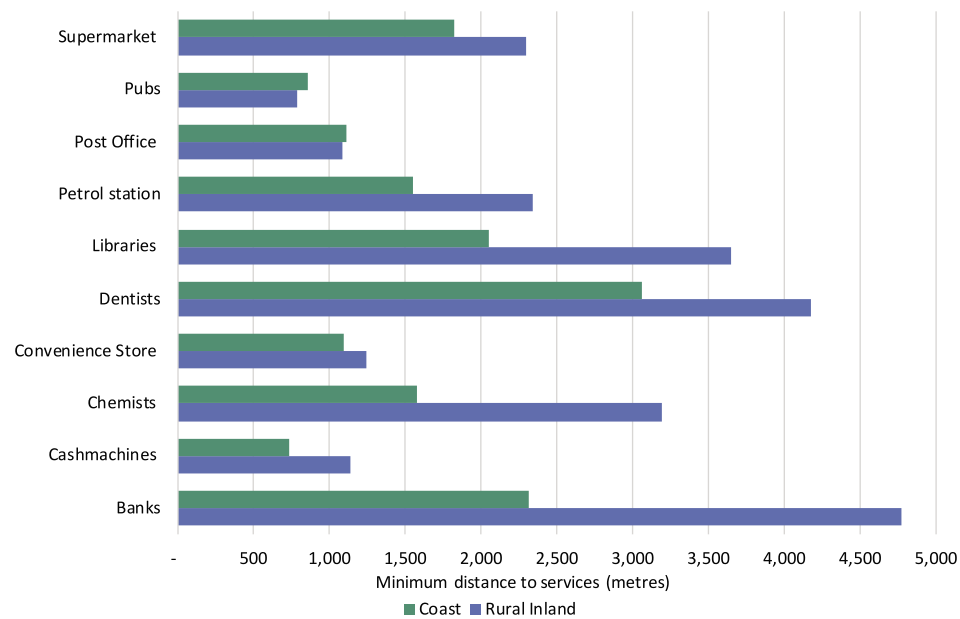


Figure 7.8: Median 'minimum distance to services' of Output Areas within East Lindsey (in metres)

Source: Rural Services Series via ONS, 2012

Broadband Connectivity

The availability of broadband has been an issue of concern to businesses in East Lindsey. At the time of the previous baseline study, the average broadband speed in District was up to 13.8mps (2013).

As of 2018, the average broadband download speed in East Lindsey had reached 31.1mps. However, while this represents a doubling of speed, demands on internet infrastructure have grown exponentially in recent years, with the establishment of online video and streaming services, home working and video conferencing. Most recently, this has been further exacerbated by the onset of the Covid-19 pandemic, forcing many people to work from home and online.

As such, East Lindsey lags significantly behind urban areas such as Lincoln which enjoy average speeds of almost 70mps.

In terms of future development, the Association of Directors of Environment, Economy, Planning & Transport (ADEPT) has established a policy position that aims to see further development of digital connectivity¹³. In particular, it emphasises the need for equitable access in rural areas, and the need for new build homes and commercial premises to be provided with ultrafast fibre broadband. ADEPT has committed to bringing together government, government agencies and local authorities to address key barriers to developing digital connectivity.

In 2019, the Department of Culture Media and Sport produced "Connected Growth: a manual for places working to boost their digital, cultural and social connectivity." The manual shows and quantifies how digital industries and infrastructure play a key role in the economy and in productivity. As such, it demonstrates the importance of continuing to advance and develop digital infrastructure nationwide.

The business survey also highlights the importance of broadband connections for companies in East Lindsey, with 88% of firms surveyed either strongly agreeing or slightly agreeing with the statement "Having access to superfast broadband is important for my business". Just over 82% of companies agreed with the statement "Access to broadband for home working is important for my business".

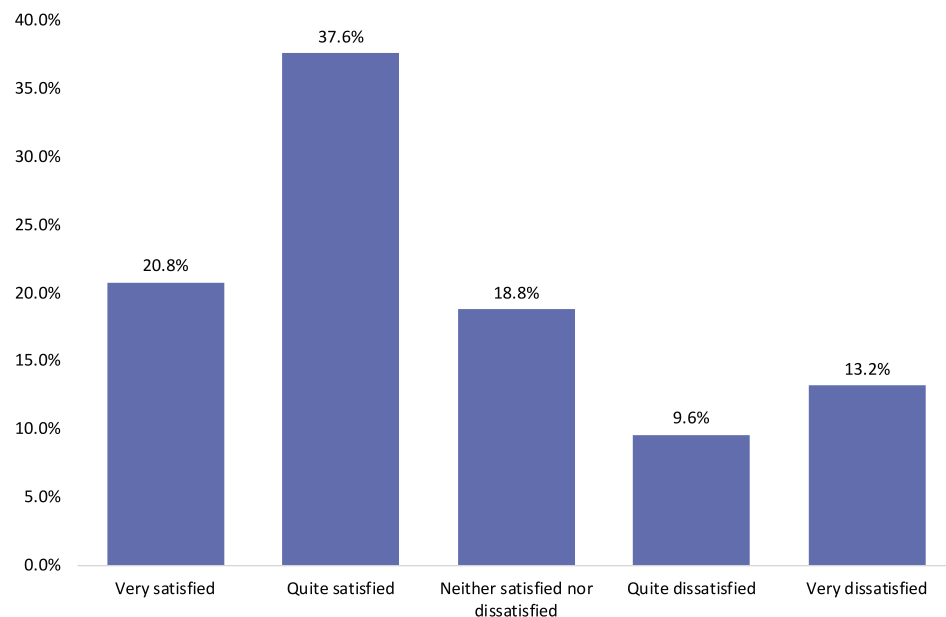


Figure 7.9: Level of Satisfaction with Current Broadband Connection Amongst Businesses in East Lindsey

Source: East Lindsey Business Survey 2021 (Base = 250)

Companies who responded to the survey were also asked to give their satisfaction with the speed of their current broadband connection. While more than half (58.4%) were either very satisfied or quite satisfied with it, 22.8% of respondents were quite dissatisfied or very dissatisfied with it (see Figure 7.9). This represents almost one in four companies. A similar issue is evident in terms of mobile connections – in a separate question on the survey 28% of businesses were either quite dissatisfied or very dissatisfied with the reliability and quality of their mobile connection.

East Lindsey as a Place to do Business

The business survey asked companies to give their views on East Lindsey as a place to do business, ranking a number of indicators on a scale of 1–10, where 1 = poor and 10 = good. Figure 7.10 presents the results and the main points to note are:

- Having access to customers is seen as the most positive aspect of East Lindsey as a place to do business, with an average rating of 7.5. The findings from a LEP-wide 2014 business survey were included in the 2016 Economic Baseline report, when the average score for having access to customers was 6.68 in East Lindsey, so it has improved slightly over the last seven years.
- The cost of premises/rents/business rates and access to suppliers are also viewed fairly positively by companies in the District, with both indicators having an average score of 7.4.
- Less positively, transport infrastructure remains an issue for East Lindsey. It received an average score of 5.1, which was an increase on the 4.2 in the 2016 Baseline report but still suggests it is not seen in a positive light by businesses.

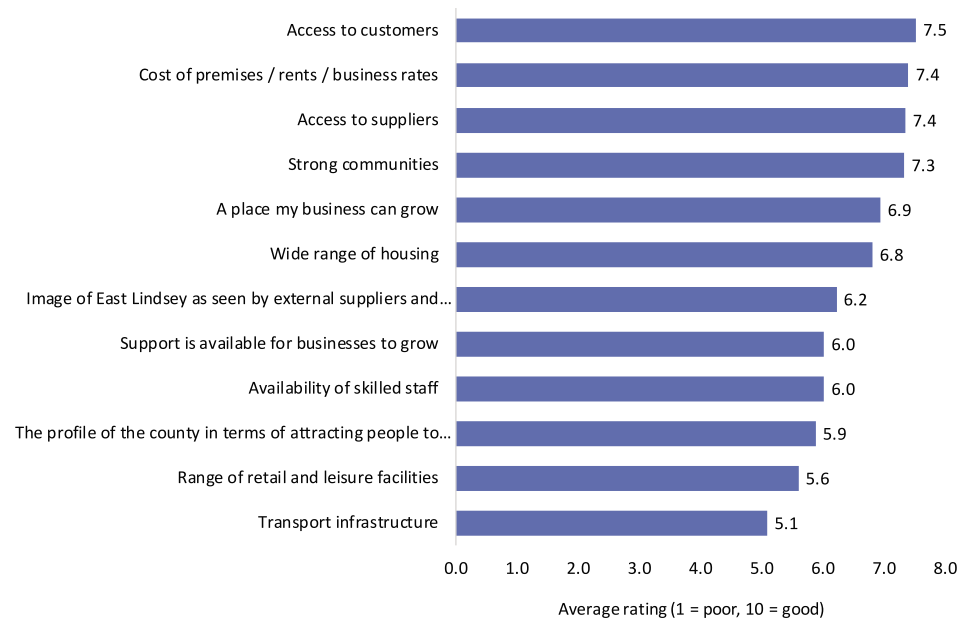


Figure 7.10: Business Ratings of East Lindsey as a Place to do Business

Source: East Lindsey Business Survey 2021 (Base = 250)

Companies were also asked what the biggest obstacle preventing their businesses from growing is. Of the 250 firms surveyed, 54 did not identify one, meaning 196 were able to. From these respondents, the availability of appropriately skilled staff is the biggest obstacle, followed closely by poor transport infrastructure (see Figure 7.11). Neither of these issues scored highly when rating East Lindsey as a place to do business, so the fact they are identified as the biggest obstacles is to be expected.

The lack of land or premises is not seen as a major obstacle to growth, being cited by only 5.1% of respondents. Only one company believes poor broadband connections are the biggest obstacle to growth, which may be considered somewhat surprising given almost one in four companies are either quite dissatisfied or very dissatisfied with the current broadband connection.

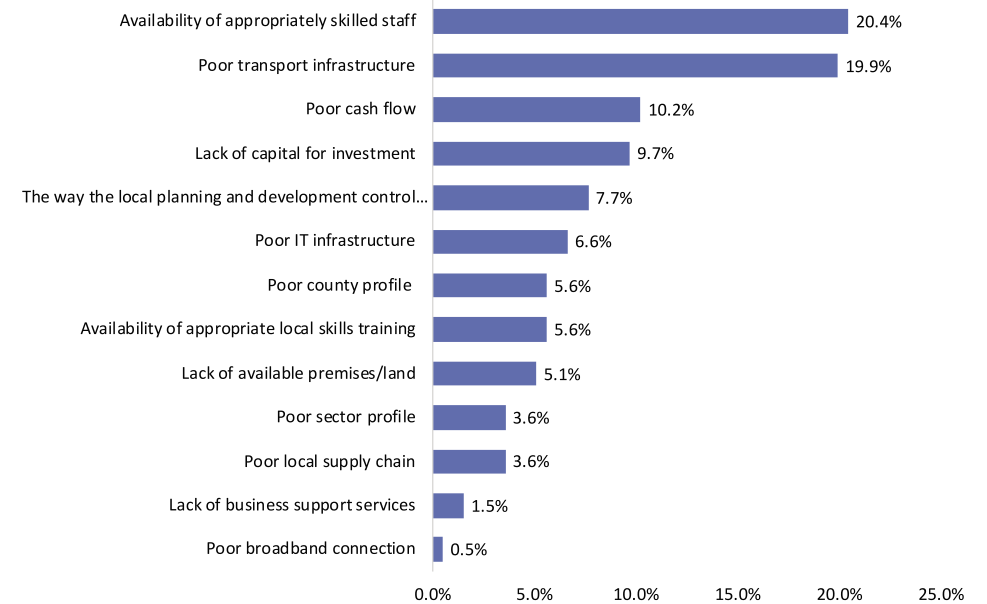


Figure 7.11: Biggest Obstacle Preventing East Lindsey Companies from Growing

Source: East Lindsey Business Survey 2021 (Base = 196)

Companies were also asked which factors would help their business to grow. More than one response could be provided and the most common responses (those cited by at least 50% of firms) were:

- Access to funding.
- Availability of local training.
- High skilled staff.
- Low-cost premises.
- Planning support.
- Access to business growth programmes.
- Support with e-commerce and internet-based technologies.

Employment Land and Business Premises

Employment Land

The 2016 Baseline Report summarised the main findings of the 2013 Employment Sites Review Update. This Review was refreshed in 2016 (East Lindsey Employment Sites Assessment), after the work on the previous Baseline had been completed, however the findings remain the same and can be summarised as follows:

- There is limited demand for additional land at Alford, Coningsby and Spilsby.
- There is a lack of demand at Mablethorpe.
- Louth and Horncastle estates have seen considerable growth. There is a significant space of serviced land at Louth (24 ha) but limited room at Horncastle (1.09 ha).
- There is an adequate supply of land at Skegness for the period of the Local Plan.

As a result, the review suggested a number of changes to be incorporated into the Local Plan. These included allocation of:

- Up to 5 ha of employment land at Horncastle.
- 1 ha of employment land in each of Alford and Coningsby.
- 4 ha of employment land in Wragby.
- No further allocation of employment land in Mablethorpe, Binbrook, North Somercotes, Wainfleet and Woodhall Spa.
- No further allocation at Skegness.

The 2018 Local Plan, informed by the 2016 Sites Assessment, allocates employment land at Louth (14ha), Horncastle (5ha), Spilsby (3ha) and Conningsby (1ha).

Business Premises

Table 7.5 presents information on the three principal business centres in East Lindsey. The occupancy rate for the Fairfield Enterprise Centre is high at 88%, while it is slightly lower for the Mablethorpe Centre at 70%. It should be noted that the figure for Mablethorpe represents a significant increase on the 57% occupancy in the 2016 Economic Baseline. Fairfield has supported 532 employees in companies since it opened in February 2008 and Mablethorpe has supported 304 since it began operations in February 2001.

Table 7.5: Occupancy Rates at East Lindsey Business Centres

	Date opened	Employees supported	Current occupancy rate
Fairfield Enterprise Centre	February 2008	532	88%
Mablethorpe Business Centre	February 2001	304	70%

Source: East Lindsey Council

Note: The 2016 baseline reported on the cumulative number of businesses supported at each centre. These figures are no longer report, therefore they cannot be included in the 2021 baseline update.

8. Challenges and Opportunities for East Lindsey



This section draws together all the information presented in chapters 2-7 and identifies the main challenges and opportunities for the East Lindsey economy. It is evident that many of the issues identified in the 2016 Economic Baseline Study are still relevant in the 2021 update.

Challenges

Ageing Population

East Lindsey has seen growth in the number of people aged 65+ since 2011, along with a decline in the working age population (16-64), both of which contribute to the ageing profile of the population. This trend is expected to continue in the future, with the projected rise in the District's population being accounted for almost entirely by an increase in the number of people aged 65 and over. This will impact on labour market participation and will also lead to increasing demand for healthcare and other public services in the District. East Lindsey's housing offer will also need to adapt to its changing demographic profile. A major challenge for the District will be in continuing to resource under pressure key services to meet the needs of the growing elderly population, alongside being able to attract and retain economically active people to fill employment vacancies.

Future Labour Supply

Chapter 6 highlights that East Lindsey is forecast to see 3,700 new jobs created between 2020 and 2040, with the accommodation & food services and construction sectors expected to see the largest increases in employment. Even taking into account that older people are more likely to remain in the workplace beyond the age of 65, there may still be a gap between the stock of jobs in East Lindsey and the number of economically active residents that are available to fill them in the future. This links back to the ageing population challenge, in terms of being able to attract and retain economically active people.

Skills

East Lindsey has a lower proportion of residents aged 16-64 with a degree level qualification or higher and a higher proportion of people with no qualifications than the East Midlands and the UK. This is reflected in the occupational profile of the District, with residents more likely to be working skilled trade roles, sales & customer service roles, or elementary roles when compared with the regional and national picture. As noted in the 2016 Economic Baseline, the changing demography of the District, with strong growth of older age groups, and a net out-migration of the working age population, is also affecting skills levels in the labour market. The low skills offer in the District impacts on the ability of local employers to recruit employees that meet the needs of their business, which is one of the findings to emerge from the business survey.

A further skills-related challenge was identified in the 2016 Economic Baseline, with East Lindsey faced with a 'brain drain' of young people to higher education institutions elsewhere. Many who leave Lincolnshire to study at university do not return, and instead seek to progress their careers in areas with a broader range of employment opportunities. There still remains a need to widen access to further and higher education provision locally.

Transport Connectivity

The 2016 Economic Baseline highlighted that East Lindsey's limited transport infrastructure is one of the barriers to trade. The business survey undertaken as part of the 2021 update confirms that this remains the case. Many residents remain reliant on the use of private vehicles for commuting and accessing local services, and while this finding is based largely on data from the 2011 Census it seems unlikely that the situation will have changed significantly since it was identified in the previous Baseline.

Broadband Supply

Average broadband speeds have improved since the 2016 Economic Baseline was published, reflecting significant investment in upgrading connections for households and commercial premises. However, the availability of broadband remains an issue of concern, especially when speeds are compared with those in more urban areas. The number of people working from home has increased significantly because of the Covid-19 pandemic and, while this trend may reverse slightly in future years, the availability of good broadband connections will remain vital for residents and businesses.

Improved broadband connections have the potential to reduce the disadvantage of distance in rural areas, providing residents with the opportunity to access a wide range of government services, and businesses with access to a wider market and supplier base. In the absence of continued infrastructure investment, East Lindsey faces being further disadvantaged by the growing connectivity gap between rural areas and larger towns and cities in the UK.

Flood Risk

According to the most recent flood risk assessment, 38% of the District is at risk of coastal flooding with additional risk of flooding from watercourses, drains and localised flooding. In the Coastal Zone for example, the Council's policy is to limit new housing development in the most hazardous zones to sustain population levels so that risk to life and property is not significantly increased. The level of flood risk and its impact on the development of East Lindsey's Coast is an ongoing challenge, and one that is likely to remain with climate change bringing the possibility of more frequent flood events.

Productivity

Data on productivity are only publicly available down to the Lincolnshire County level, highlighting that the area has performed poorly when compared with regional and national averages. The productivity gap at a County (and District) level is related to the under-representation of high value-added sectors such as business and financial services, as well the lower percentage of people with higher level skills. As noted in the 2016 Economic Baseline, the growing retirement population in East Lindsey also affects the level of participation in the labour market, which in turn affects productivity. Narrowing the gap remains a significant challenge for East Lindsey and the wider County.

Opportunities

Quality of life and strong communities

In line with the findings from the 2016 Economic Baseline, the profile of East Lindsey as a place that offers a high quality and community-based way of life could be better marketed. One of the long-term implications of Covid-19 could be that more people want to live away from cities in larger homes with gardens, providing them with more opportunity for home working and less of an emphasis on commuting. East Lindsey could potentially benefit from this trend, which increases the importance of marketing the District as a destination.

Quality of environment

Linked to the quality of life opportunity, East Lindsey is home to a large area of the Lincolnshire Wolds, the only Area of Outstanding National Beauty (AONB) in the East Midlands. This landscape asset has considerable potential to inform the economic development agenda in the District, enhancing the inland tourism offer and quality of life for local communities and businesses, for example.

Towns Fund

East Lindsey has been successful in securing more than £40million of funding from the Government's Towns Fund, with £24.5million being awarded to Skegness and £23.9million being awarded to Mablethorpe. The funding presents significant opportunities to boost key sectors such as the visitor economy, as well as enhancing the town centre offer and boosting skills provision in the District.

Visitor Economy

The visitor economy remains an important sector for East Lindsey. It will have been impacted by the Covid-19 pandemic, however the opportunity to grow the sector in the long-term still remains, especially if more people choose to holiday domestically in the future because of the pandemic. East Lindsey's tourism offer will need to diversify (both in terms of activities and the accommodation offer) in order to remain competitive, with the need to increase visitor spend and extend the season already recognized as key priorities by the Council. The fact that the government has developed a Tourism Sector Deal as part of its Industrial Strategy indicates how important the visitor economy is from a national perspective.

Agri-Food

The agri-food sector is a major part of the East Lindsey economy. As noted in the Local Enterprise Partnership's emerging Local Industrial Strategy, there is an opportunity for the LEP area to increase the international competitiveness of the agri-food sector and for it become the UK's Food Valley. East Lindsey must therefore continue to work with partners across the LEP area to ensure this becomes a reality. Having a coherent policy will be important for the sector, especially after leaving the EU.

Manufacturing

In line with the findings from the 2016 Economic Baseline, manufacturing remains an important sector in East Lindsey. This includes specialisms in the manufacture of textiles and workwear, printing and the manufacture of wood/wood products. These subsectors are an asset to East Lindsey and supporting them should be a priority – which includes marketing/promoting manufacturing as a sector that can provide well paid and high-skilled employment opportunities.

Space to Grow and Low Cost of Premises

The business survey undertaken as part of the Economic Baseline update shows that the cost of premises is viewed fairly positively by companies in the District. Less positively, the most recent Employment Sites Assessment was published in 2016 and it concludes that there is limited demand for employment land in the District. If East Lindsey is to continue growing its labour market and attract more economically active people to the area (to address the ageing population challenge), the availability of suitable employment land and premises is an important issue to address. The 2016 Economic Baseline suggested that the availability of land and premises in small settlements could provide an alternative location for business relocation and expansion and this remains a valid point.

9. Implications



The findings of the Baseline research have been used to assess the potential long-term implications for East Lindsey from a socio-economic perspective. Implications have been considered for two scenarios, in line with the 2016 Economic Baseline Study:

- Scenario 1 presents a policy-off scenario which looks at the future of the District if the current trajectory continues and no additional economic growth is generated via policy interventions.
- Scenario 2 presents a policy-on scenario which gives an idea of what East Lindsey could look like by the end of the plan period if a range of interventions are undertaken to address the challenges and opportunities set out in chapter eight of the report.

There are some notable changes in these implications when compared to the scenarios detailed in the 2016 Baseline. The first is that the Covid-19 pandemic has had a significant impact on the economy, especially when looking at unemployment and the number of people claiming out-of-work benefits; commuting patterns; and the visitor economy – one of the most important sectors in East Lindsey.

It should also be noted that East Lindsey has been successful in securing more than £40million of funding from the Government's Towns Fund, with £24.5million being awarded to Skegness and £23.9million being awarded to Mablethorpe. Given the funding represents a public sector intervention, it has been included in scenario 2 (policy-on).

Scenario 1 – Policy-off

- Although the population has grown in the District at a faster rate than the regional and national comparators, this growth has been almost entirely driven by people aged 65+ with the 16–64 age cohort (a common proxy for economically active people) seeing only modest growth.
- Employment in the District has increased but at a slower rate than the East Midlands region and the UK. The accommodation & food services and construction sectors have driven the employment increase in East Lindsey.
- Although they have recovered following the Covid-19 pandemic, levels of unemployment and the number of people claiming out-of-work benefits remain higher than the regional and national averages. With the ageing population reaching retirement age and not enough economically active people being attracted and retained within the District, there is a surplus of jobs compared to the economically active workforce. This leads to the continuation of in-commuting seen in East Lindsey, particularly to fill jobs in the construction sector, including skilled trade occupations. Alongside this, residents with higher level skills continue to commute out of the District for work in more urban areas.
- East Lindsey remains in the top 10% of most deprived Local Authority areas in England.
- Climate change leaves 38% of the District at risk from coastal flooding which has remained an ongoing challenge in terms of development and growth of the coastal area. The District also continues to be one of the most fuel poor in the East Midlands.
- Although broadband speed has slowly improved, it still lags behind that of other more urban areas, including Lincoln. Insufficient investment in the road infrastructure means that the District hasn't been able to drive productivity.
- Tourism continues to be an important sector and has benefitted in the increased demand for 'staycations' post Covid-19, however a more diversified offer is still required to cater to a wider range of visitors.
- Overall, East Lindsey's economy remains relatively stable, however many of the key social, environmental and economic indicators continue to lag behind the regional and national comparators.

Scenario 2 – Policy-on

- The economically active age cohort has increased at a faster rate than indicated in projections and more young, highly skilled people have been attracted and retained within the District. East Lindsey has also capitalised on the 'grey pound' as the ageing population increases, by investing in appropriate facilities and infrastructure.
- There has been an increase in people in skilled trade occupations. Work has been done towards changing the perception of careers in the construction sector within schools. An increase in people working in these professions is also supporting growth in other sectors. Apprenticeship programmes are more prevalent across the District.
- The Covid-19 pandemic has led to more people wanting to live outside of cities in bigger houses with gardens as there is a greater opportunity for home working and less of an emphasis on commuting. East Lindsey has capitalised on this trend by attracting more economically active residents. Post-pandemic employment in the District has continued to grow and the unemployment rate and claimant count are lower than that of the East Midlands and the UK.
- A very clear agenda setting out long-term flood protection has been agreed and an Investment Plan produced. This has led to developer certainty and provided the Coastal area with a template for its future economic development. East Lindsey has also invested in renewable energy and is becoming less fuel poor.
- Digital infrastructure, including broadband connection, has been improved and the gap between East Lindsey and more urban surrounding areas has been significantly lessened. Investment in road infrastructure has increased productivity in the District.
- Looking at the agricultural sector, more small farms have been supported in their diversification which has in turn boosted other sectors including retail and accommodation & food services.
- The visitor economy has diversified to provide a wider range of accommodation, catering for a greater number of visitors. The District has taken advantage of the increase in demand for 'staycations' following the Covid-19 pandemic. Marketing initiatives have been implemented to raise awareness of East Lindsey as a holiday location and change peoples' perceptions of the District.
- The towns of Skegness and Mablethorpe have been boosted by funding from the successful Towns Fund bids with £24.5million being awarded to Skegness and £23.9million being awarded to Mablethorpe. Mablethorpe has benefited from things such as a new Campus for Future Living, a new Leisure and Learning facility and heritage improvements to the town centre. Skegness has also seen a number of improvements including a new Further Education Campus, redevelopment of the railway station and investment towards new cultural facilities and attractions.
- As well as the successful Towns Fund bids, growth has been distributed across the District supporting the smaller inland towns as well as the coastal areas.
- Overall, East Lindsey's economy is growing, levels of deprivation have decreased significantly and the gap between Coast and Rural Inland has closed.

Appendix 1

Definitions of the 4-digit SIC codes used for each priority sector

Occupation
Catering
5621: Event catering activities
Retail
4711: Retail sale in non-specialised stores with food, beverages or tobacco predominating
4719: Other retail sale in non-specialised stores
4721: Retail sale of fruit and vegetables in specialised stores
4722: Retail sale of meat and meat products in specialised stores
4723: Retail sale of fish, crustaceans and molluscs in specialised stores
4724: Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialised stores
4725: Retail sale of beverages in specialised stores
4726: Retail sale of tobacco products in specialised stores
4729: Other retail sale of food in specialised stores
4730: Retail sale of automotive fuel in specialised stores
4741: Retail sale of computers, peripheral units and software in specialised stores
4742: Retail sale of telecommunications equipment in specialised stores
4743: Retail sale of audio and video equipment in specialised stores
4751: Retail sale of textiles in specialised stores
4752: Retail sale of hardware, paints and glass in specialised stores
4753: Retail sale of carpets, rugs, wall and floor coverings in specialised stores
4754: Retail sale of electrical household appliances in specialised stores
4759: Retail sale of furniture, lighting equipment and other household articles in specialised stores
4761: Retail sale of books in specialised stores
4762: Retail sale of newspapers and stationery in specialised stores
4763: Retail sale of music and video recordings in specialised stores
4764: Retail sale of sporting equipment in specialised stores
4765: Retail sale of games and toys in specialised stores

4771: Retail sale of clothing in specialised stores
4772: Retail sale of footwear and leather goods in specialised stores
4773: Dispensing chemist in specialised stores
4774: Retail sale of medical and orthopaedic goods in specialised stores
4775: Retail sale of cosmetic and toilet articles in specialised stores
4776: Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialised stores
4777: Retail sale of watches and jewellery in specialised stores
4778: Other retail sale of new goods in specialised stores
4779: Retail sale of second-hand goods in stores
4781: Retail sale via stalls and markets of food, beverages and tobacco products
4782: Retail sale via stalls and markets of textiles, clothing and footwear
4789: Retail sale via stalls and markets of other goods
4791: Retail sale via mail order houses or via Internet
4799: Other retail sale not in stores, stalls or markets
Wholesale
4611: Agents involved in the sale of agricultural raw materials, live animals, textile raw materials and semi-finished goods
4612: Agents involved in the sale of fuels, ores, metals and industrial chemicals
4613: Agents involved in the sale of timber and building materials
4614: Agents involved in the sale of machinery, industrial equipment, ships and aircraft
4615: Agents involved in the sale of furniture, household goods, hardware and ironmongery
4616: Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
4617: Agents involved in the sale of food, beverages and tobacco
4618: Agents specialised in the sale of other particular products
4619: Agents involved in the sale of a variety of goods
4621: Wholesale of grain, unmanufactured tobacco, seeds and animal feeds
4622: Wholesale of flowers and plants
4623: Wholesale of live animals
4624: Wholesale of hides, skins and leather
4631: Wholesale of fruit and vegetables
4632: Wholesale of meat and meat products
4633: Wholesale of dairy products, eggs and edible oils and fats
4634: Wholesale of beverages

4635: Wholesale of tobacco products
4636: Wholesale of sugar and chocolate and sugar confectionery
4637: Wholesale of coffee, tea, cocoa and spices
4638: Wholesale of other food, including fish, crustaceans and molluscs
4639: Non-specialised wholesale of food, beverages and tobacco
4641: Wholesale of textiles
4642: Wholesale of clothing and footwear
4643: Wholesale of electrical household appliances
4644: Wholesale of china and glassware and cleaning materials
4645: Wholesale of perfume and cosmetics
4646: Wholesale of pharmaceutical goods
4647: Wholesale of furniture, carpets and lighting equipment
4648: Wholesale of watches and jewellery
4649: Wholesale of other household goods
4651: Wholesale of computers, computer peripheral equipment and software
4652: Wholesale of electronic and telecommunications equipment and parts
4661: Wholesale of agricultural machinery, equipment and supplies
4662: Wholesale of machine tools
4663: Wholesale of mining, construction and civil engineering machinery
4664: Wholesale of machinery for the textile industry and of sewing and knitting machines
4665: Wholesale of office furniture
4666: Wholesale of other office machinery and equipment
4669: Wholesale of other machinery and equipment
4671: Wholesale of solid, liquid and gaseous fuels and related products
4672: Wholesale of metals and metal ores
4673: Wholesale of wood, construction materials and sanitary equipment
4674: Wholesale of hardware, plumbing and heating equipment and supplies
4675: Wholesale of chemical products
4676: Wholesale of other intermediate products
4677: Wholesale of waste and scrap
4690: Non-specialised wholesale trade

Packaging Activities
8292: Packaging activities
Primary Production
0111: Growing of cereals (except rice), leguminous crops and oil seeds
0112: Growing of rice
0113: Growing of vegetables and melons, roots and tubers
0114: Growing of sugar cane
0115: Growing of tobacco
0116: Growing of fibre crops
0119: Growing of other non-perennial crops
0121: Growing of grapes
0122: Growing of tropical and subtropical fruits
0123: Growing of citrus fruits
0124: Growing of pome fruits and stone fruits
0125: Growing of other tree and bush fruits and nuts
0126: Growing of oleaginous fruits
0127: Growing of beverage crops
0128: Growing of spices, aromatic, drug and pharmaceutical crops
0129: Growing of other perennial crops
0130: Plant propagation
0141: Raising of dairy cattle
0142: Raising of other cattle and buffaloes
0143: Raising of horses and other equines
0144: Raising of camels and camelids
0145: Raising of sheep and goats
0146: Raising of swine/pigs
0147: Raising of poultry
0149: Raising of other animals
0150: Mixed farming
0161: Support activities for crop production
0162: Support activities for animal production

0163: Post-harvest crop activities
0164: Seed processing for propagation
0170: Hunting, trapping and related service activities
Processing
1011: Processing and preserving of meat
1012: Processing and preserving of poultry meat
1013: Production of meat and poultry meat products
1020: Processing and preserving of fish, crustaceans and molluscs
1031: Processing and preserving of potatoes
1032: Manufacture of fruit and vegetable juice
1039: Other processing and preserving of fruit and vegetables
1041: Manufacture of oils and fats
1042: Manufacture of margarine and similar edible fats
1051: Operation of dairies and cheese making
1052: Manufacture of ice cream
1061: Manufacture of grain mill products
1062: Manufacture of starches and starch products
1071: Manufacture of bread; manufacture of fresh pastry goods and cakes
1072: Manufacture of rusks and biscuits; manufacture of preserved pastry goods and cakes
1073: Manufacture of macaroni, noodles, couscous and similar farinaceous products
1081: Manufacture of sugar
1082: Manufacture of cocoa, chocolate and sugar confectionery
1083: Processing of tea and coffee
1084: Manufacture of condiments and seasonings
1085: Manufacture of prepared meals and dishes
1086: Manufacture of homogenised food preparations and dietetic food
1089: Manufacture of other food products n.e.c.
1091: Manufacture of prepared feeds for farm animals
1092: Manufacture of prepared pet foods
Manufacturing
Wood/Wood Products
1610: Sawmilling and planing of wood
1621: Manufacture of veneer sheets and wood-based panels

1622: Manufacture of assembled parquet floors
1623: Manufacture of other builders' carpentry and joinery
1624: Manufacture of wooden containers
1629: Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting
Electrical Equipment
2711: Manufacture of electric motors, generators and transformers
2712: Manufacture of electricity distribution and control apparatus
2720: Manufacture of batteries and accumulators
2731: Manufacture of fibre optic cables
2732: Manufacture of other electronic and electric wires and cables
2733: Manufacture of wiring devices
2740: Manufacture of electric lighting equipment
2751: Manufacture of electric domestic appliances
2752: Manufacture of non-electric domestic appliances
2790: Manufacture of other electrical equipment
Chemicals and Plastics
2011: Manufacture of industrial gases
2012: Manufacture of dyes and pigments
2013: Manufacture of other inorganic basic chemicals
2014: Manufacture of other organic basic chemicals
2015: Manufacture of fertilisers and nitrogen compounds
2017: Manufacture of synthetic rubber in primary forms
2020: Manufacture of pesticides and other agrochemical products
2030: Manufacture of paints, varnishes and similar coatings, printing ink and mastics
2041: Manufacture of soap and detergents, cleaning and polishing preparations
2042: Manufacture of perfumes and toilet preparations
2051: Manufacture of explosives
2052: Manufacture of glues
2053: Manufacture of essential oils
2059: Manufacture of other chemical products n.e.c.
2060: Manufacture of man-made fibres
2016: Manufacture of plastics in primary forms
2896: Manufacture of plastics and rubber machinery

Furniture

- 3101: Manufacture of office and shop furniture
- 3102: Manufacture of kitchen furniture
- 3103: Manufacture of mattresses
- 3109: Manufacture of other furniture

Metal Products

- 2511: Manufacture of metal structures and parts of structures
- 2512: Manufacture of doors and windows of metal
- 2521: Manufacture of central heating radiators and boilers
- 2529: Manufacture of other tanks, reservoirs and containers of metal
- 2530: Manufacture of steam generators, except central heating hot water boilers
- 2540: Manufacture of weapons and ammunition
- 2550: Forging, pressing, stamping and roll-forming of metal; powder metallurgy
- 2561: Treatment and coating of metals
- 2562: Machining
- 2571: Manufacture of cutlery
- 2572: Manufacture of locks and hinges
- 2573: Manufacture of tools
- 2591: Manufacture of steel drums and similar containers
- 2592: Manufacture of light metal packaging
- 2593: Manufacture of wire products, chain and springs
- 2594: Manufacture of fasteners and screw machine products
- 2599: Manufacture of other fabricated metal products n.e.c.

Machinery

- 2811: Manufacture of engines and turbines, except aircraft, vehicle and cycle engines
- 2812: Manufacture of fluid power equipment
- 2813: Manufacture of other pumps and compressors
- 2814: Manufacture of other taps and valves
- 2815: Manufacture of bearings, gears, gearing and driving elements
- 2821: Manufacture of ovens, furnaces and furnace burners
- 2822: Manufacture of lifting and handling equipment
- 2823: Manufacture of office machinery and equipment (except computers and peripheral equipment)

2824: Manufacture of power-driven hand tools

2825: Manufacture of non-domestic cooling and ventilation equipment

2829: Manufacture of other general-purpose machinery n.e.c.

2830: Manufacture of agricultural and forestry machinery

2841: Manufacture of metal forming machinery

2849: Manufacture of other machine tools

2891: Manufacture of machinery for metallurgy

2892: Manufacture of machinery for mining, quarrying and construction

2893: Manufacture of machinery for food, beverage and tobacco processing

2894: Manufacture of machinery for textile, apparel and leather production

2895: Manufacture of machinery for paper and paperboard production

2899: Manufacture of other special-purpose machinery n.e.c.

Printing

1811: Printing of newspapers

1812: Other printing

1813: Pre-press and pre-media services

1814: Binding and related services

1820: Reproduction of recorded media

Textiles and Workwear

1310: Preparation and spinning of textile fibres

1320: Weaving of textiles

1330: Finishing of textiles

1391: Manufacture of knitted and crocheted fabrics

1392: Manufacture of made-up textile articles, except apparel

1393: Manufacture of carpets and rugs

1394: Manufacture of cordage, rope, twine and netting

1395: Manufacture of non-wovens and articles made from non-wovens, except apparel

1396: Manufacture of other technical and industrial textiles

1399: Manufacture of other textiles n.e.c.

1412: Manufacture of workwear

Glass and Stone

2311: Manufacture of flat glass

2312: Shaping and processing of flat glass

2313: Manufacture of hollow glass
2314: Manufacture of glass fibres
2319: Manufacture and processing of other glass, including technical glassware
2320: Manufacture of refractory products
2331: Manufacture of ceramic tiles and flags
2332: Manufacture of bricks, tiles and construction products, in baked clay
2341: Manufacture of ceramic household and ornamental articles
2342: Manufacture of ceramic sanitary fixtures
2343: Manufacture of ceramic insulators and insulating fittings
2344: Manufacture of other technical ceramic products
2349: Manufacture of other ceramic products
2351: Manufacture of cement
2352: Manufacture of lime and plaster
2361: Manufacture of concrete products for construction purposes
2362: Manufacture of plaster products for construction purposes
2363: Manufacture of ready-mixed concrete
2364: Manufacture of mortars
2365: Manufacture of fibre cement
2369: Manufacture of other articles of concrete, plaster and cement
2370: Cutting, shaping and finishing of stone
2391: Production of abrasive products
2399: Manufacture of other non-metallic mineral products n.e.c.
Other Manufacturing
3211: Striking of coins
3212: Manufacture of jewellery and related articles
3213: Manufacture of imitation jewellery and related articles
3220: Manufacture of musical instruments
3230: Manufacture of sports goods
3240: Manufacture of games and toys
3250: Manufacture of medical and dental instruments and supplies
3291: Manufacture of brooms and brushes
3299: Other manufacturing n.e.c.

Ports & Logistics
Freight Transport by Road
4941: Freight transport by road
Warehousing and Storage
5210: Warehousing and storage
Transport Support Services
5229: Other transportation support activities
Postal and Courier Activities
5310: Postal activities under universal service obligation
5320: Other postal and courier activities
Visitor Economy
Arts activities
9001: Performing arts
9002: Support activities to performing arts
9003: Artistic creation
9004: Operation of arts facilities
Museums, Zoos and Historical Sites
9102: Museum activities
9103: Operation of historical sites and buildings and similar visitor attractions
9104: Botanical and zoological gardens and nature reserve activities
Transport
4910: Passenger rail transport, interurban
4931: Urban and suburban passenger land transport
4932: Taxi operation
4939: Other passenger land transport n.e.c.
Travel and Tour Operators
7912: Tour operator activities
7911: Travel agency activities
Gambling and Betting
9200: Gambling and betting activities
Hotels and Similar Accommodation
5510: Hotels and similar accommodation

Holiday and Short Stay Accommodation

5520: Holiday and other short stay accommodation

Camping and Trailer Parks

5530: Camping grounds, recreational vehicle parks and trailer parks

Restaurants and Catering

5610: Restaurants and mobile food service activities

5621: Event catering activities

Sports Activities

9311: Operation of sports facilities

9312: Activities of sport clubs

9313: Fitness facilities

9319: Other sports activities

Amusement Parks

9321: Activities of amusement parks and theme parks

Health & Care**Hospital Activities**

8610: Hospital activities

Medical Practice and other Health Activities

8621: General medical practice activities

8622: Specialist medical practice activities

8690: Other human health activities

Social Work Activities

8810: Social work activities without accommodation for the elderly and disabled

8899: Other social work activities without accommodation n.e.c.

Dispensing Chemists

4773: Dispensing chemist in specialised stores

Wholesale of Pharmaceutical Goods

4646: Wholesale of pharmaceutical goods

Residential Care Activities

8710: Residential nursing care activities

8720: Residential care activities for learning disabilities, mental health and substance abuse

8730: Residential care activities for the elderly and disabled

8790: Other residential care activities

Low Carbon**Recovery of Sorted Materials**

3832: Recovery of sorted materials

Treatment and Disposal of Non-hazardous Waste

3821: Treatment and disposal of non-hazardous waste

Wholesale of Waste and Scrap

4677: Wholesale of waste and scrap

Appendix 2

Data used for economic comparator analysis in chapter 5

Small Towns Analysis – From Index of Multiple Deprivation, 2019

Comparator Domain	IMD Domain	IMD Domain Components
Active and Safe	Crime Health Deprivation	<ul style="list-style-type: none"> ■ Risk of personal/material victimisation. ■ Risk of premature death, impairment of quality of life through poor physical and mental health.
Well Designed & Built	Living Environment	<ul style="list-style-type: none"> ■ Quality of Housing (indoor environment), air quality, road traffic accidents (outdoor env't).
Thriving	Income Deprivation Employment	<ul style="list-style-type: none"> ■ Proportion of working and non-working population on low incomes. ■ Proportion of working age people involuntarily excluded from the labour market.
Well Run, Connected and Served	Barriers to housing and services Education & Skills	<ul style="list-style-type: none"> ■ Physical accessibility of local services, financial accessibility of housing. ■ Attainment and skills in local population for both children and adults.

Hub Town and Comparator Town Domains

Comparator Domain	IMD Domain Components
Active, Inclusive, Safe Fair	<ul style="list-style-type: none"> ■ Proportion working-age people in employment (ONS). ■ Percentage 16+ population active for more than 150mins a week. ■ Percentage 16+ population inactive for less than 30mins a week (Sport England). ■ Life Satisfaction (ONS Survey).
Well Designed & Built	<ul style="list-style-type: none"> ■ Quality of indoor environment: Housing); Quality of outdoor environment: air quality, road traffic accidents (IMD 2019).
Thriving	<ul style="list-style-type: none"> ■ Proportion of people working from home (at 2011 Census). ■ Job Density (ONS). ■ Claimant Count (ONS). ■ Business Rateable value growth index 2002 = 100 (VOA). ■ Rate of Busines Deaths per 10,000ppl aged 16+ (ONS).
Well Run, Connected and Served	<ul style="list-style-type: none"> ■ Physical accessibility of local services, financial accessibility of housing. ■ Council Tax Collection Rate.
Energy Use and Emissions	<ul style="list-style-type: none"> ■ Mean Domestic Electricity Consumption. ■ Mean Domestic Gas Consumption. ■ CO₂ Emissions per capita.



East Lindsey Economic Baseline 2021

Tedder Hall, Manby Park, Louth, Lincolnshire LN11 8UP

T: 01507 601111

www.e-lindsey.gov.uk