

# East Lindsey's Eco-Town Proposal

# The District's Eco-Town Philosophy

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- An Eco-Town would be part of a wider sustainable strategy to future-proof the District's communities against the impacts of climate change. At the same time it would help to develop and diversify our lagging local economy and protect the District's valuable landscape and heritage assets.
- This is not a policy of coastal abandonment but a policy of redirecting future housing growth away from the areas at greatest risk in tandem with an economic development strategy to develop new roles for coastal settlements. The Council remains committed to the regeneration of Mablethorpe.



Manby



Strubby

# Challenges – Why Here, Why Now?

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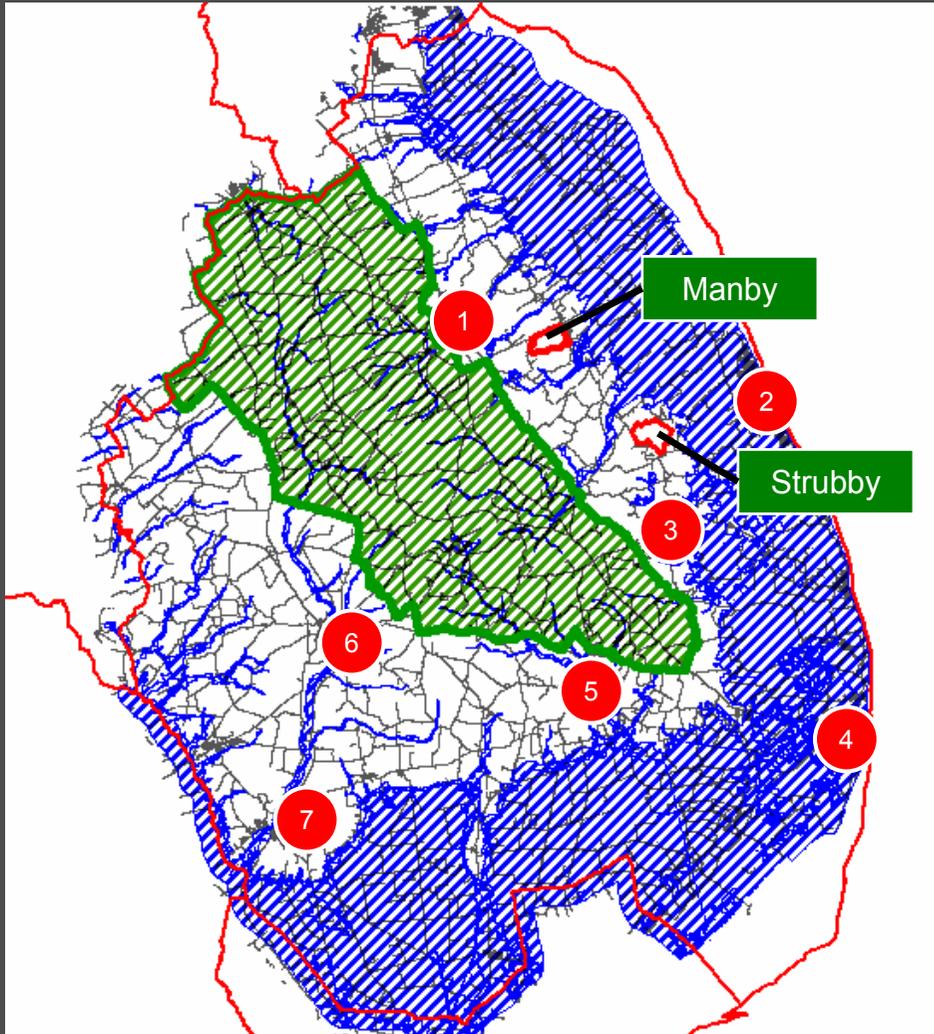
- Constraints of Conventional Planning Policy
- Flood Risk
- Accommodating Housing Growth and Meeting Housing Need
- Lagging Economy and the Future Role of the Coast

# Planning Context

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- Draft East Midlands Regional Plan 2006 (650 houses per year)
- Panel Report on the Examination in Public, May to July 2007 (300 houses per year)
- Lincolnshire Coastal Study (January 2008 to January 2010)
- East Midlands Regional Plan Partial Review – Commences Autumn 2008

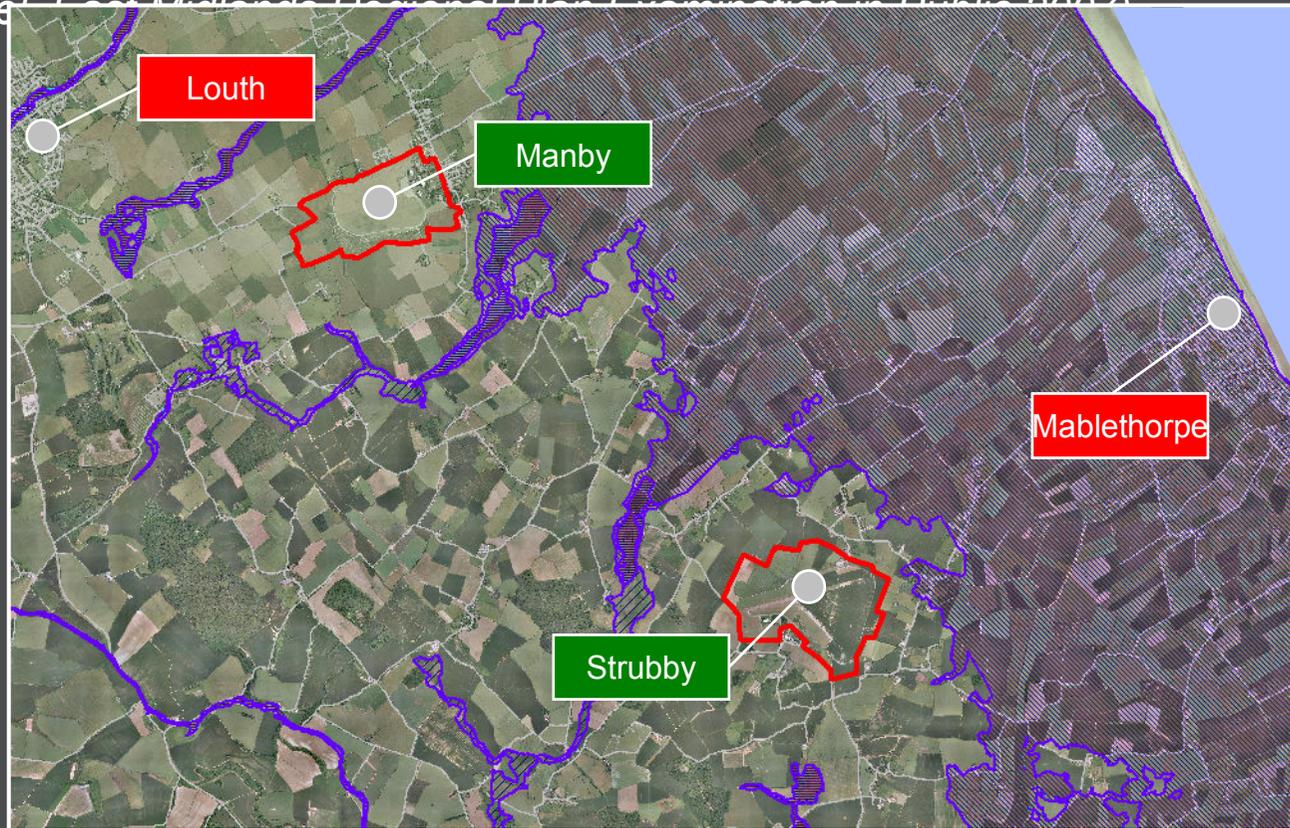
# Development Constraints



- 1 Louth
  - 2 Mablethorpe
  - 3 Alford
  - 4 Skegness
  - 5 Spilsby
  - 6 Horncastle
  - 7 Coningsby/Tattershall
- Area of Outstanding Natural Beauty
- Flood Risk Zone

# Coastal Flood Risk

*“In our view it is inconceivable that coastal defences in the area should ever be deliberately abandoned, whatever the financial implications might be. Not only are there substantial towns at risk, so would some of the best agricultural land in the country. The worry rather is that there might be abandonment by stealth” (Professor Stephen Crow, Chairman of the Panel East Midlands Regional Plan Examination in Public 2007)*



 Flood Risk Zone

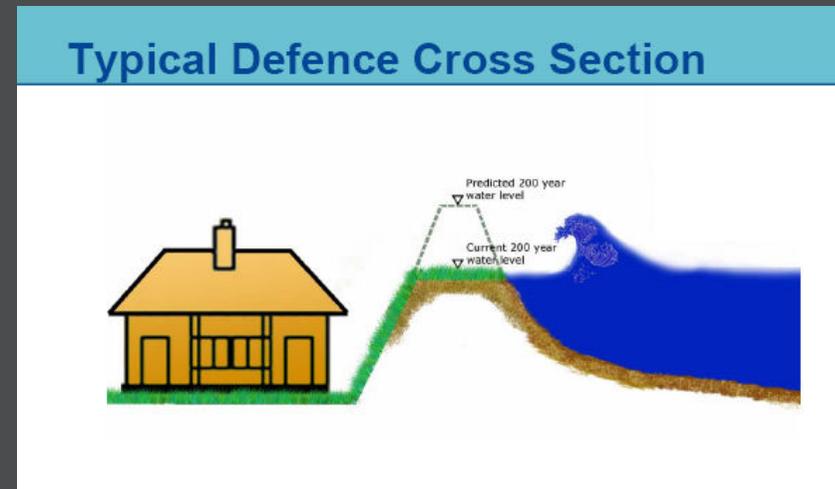
# Coastal Flood Risk

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- 38% of East Lindsey lies in the Coastal Flood Plain including the towns of Mablethorpe and Skegness.
- By 2100 a 1 in 200 year defence level will be reduced to a 1 in 20 year standard, and a 1 in 200 year storm will occur on average every 10 years.



Acre Gap, Sutton-on-Sea



# Fluvial Flood Risk in Louth and Horncastle

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- 722 homes were flooded in the District in Summer 2007, including significant numbers in Louth & Horncastle.
- There were 23 fatalities in the 1920 Louth flood.



Broadbank, Louth (Summer 2007)

# Housing

- Evidence of Affordable Housing Need:
  - Fordham Study 2006 (5560 units);
  - Lincolnshire Coastal HMAA 2008 (5935 units);
  - Demand for 3781 affordable homes in the Coastal Flood Plain;
  - The House Price Affordability Ratio is 9.6:1;
  - Average Income is £15,964.
- Delivery of Affordable Housing:
  - The Housing Capital Programme has a budget of £4m.
    - To date 285 homes have been delivered in partnership with ESCHA at a cost of £2.2m;
    - A Coastal Sustainable Homes scheme has



Award winning affordable housing scheme  
Franklin Garden, Spilsby



Market Square, Louth

# Housing

- Capacity of Existing Market Towns:
  - Historic Cores;
  - Infrastructure capacity;
  - Public feeling;
  - Protection of intrinsic character.

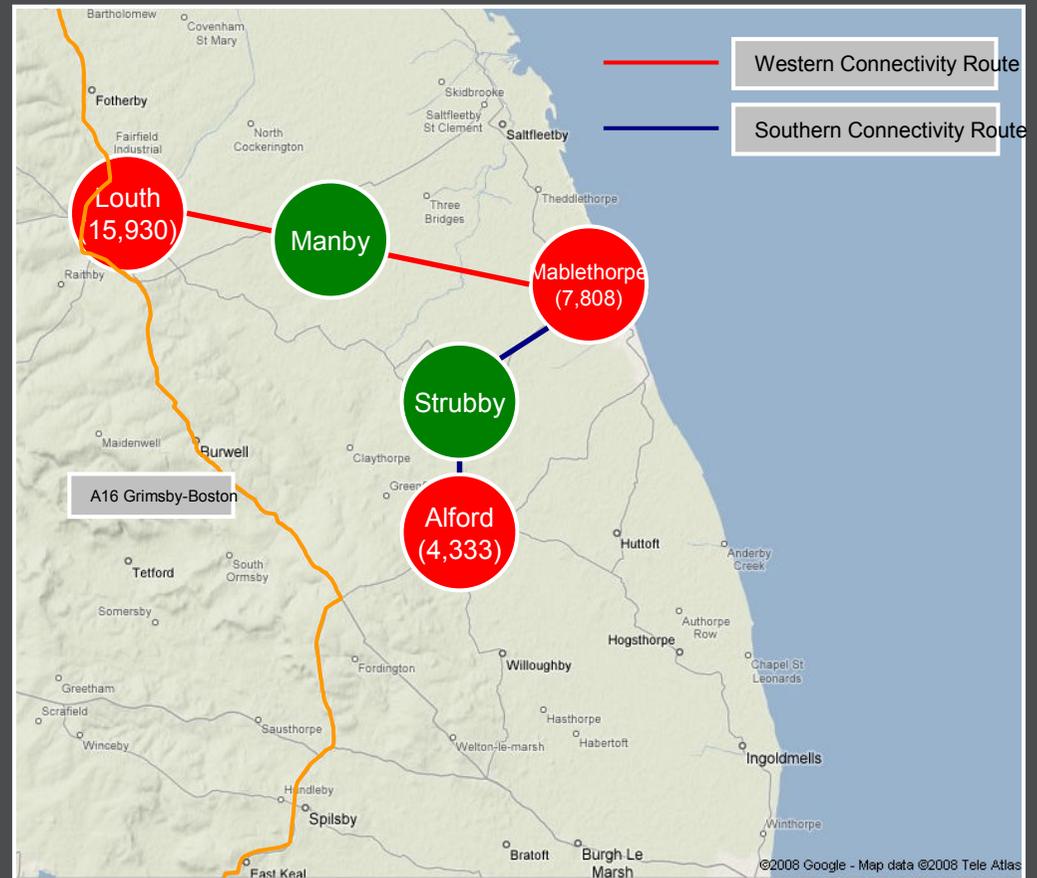
*'Louth, at the meeting place of Wolds and Marshland is the centre for a rich agricultural area. The town is uncommonly compact, with an intricate pattern of streets, no large open spaces and no obviously principal thoroughfare' (Pevsner)*



St. James Church from Westgate, Louth

# Benefits of an Eco-Town

- Synergy and connectivity with existing settlements.
- Enables a sustainable approach to the concentration of development and community infrastructure in a rurally sparse district.
- Preserves the character of our historic market towns.
- Responds directly to the climate change challenge and coastal flood risk.
- Helps to clarify the uncertainty surrounding the future of our coastal communities.
- Delivers significant levels of affordable housing to address



# A Sustainable Community

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- Health & Education
- Employment
  - Significant existing employment at Manby;
  - Opportunity to take future growth from Louth.
- Transport
  - Potential cycle route to Louth;
  - Community car schemes (Louth and Sutton-on-Sea);
  - Wheels to Work;
  - Inter Connect Service (Horncastle, Skegness, Mablethorpe, Louth);
  - Call Connect Service (Demand responsive bus).
- Governance
  - Lincolnshire Pathfinder Programme;
  - Local Authority Shared Services;
  - Co-location of Public Sector Service Centres;
  - Neighbourhood Management;
  - Support for Voluntary and Community Groups

# Sustainable Design

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- Solar Photovoltaics
- Communal Solar Thermal Arrays
- Combined Heat and Power Systems
- Aquifer Thermal Energy
- Wind Energy
- Retro fitting of existing affordable housing stock to reduce water use



Conisholme Wind Farm (Output 16 MW)

# Tourism Opportunities

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- Sport and Tourism
- Environmental Tourism
- Art and Cultural Tourism
- Coastal Food Offer



Sand Yachts - Mablethorpe Beach  
(Ref: Lincolnshire Land Yacht Club)



Festival of Bathing Beauties, Mablethorpe  
(Ref: Bathing Beauties Festival.org)



'Jabba the Hut' - Mablethorpe

# Intensive Business Support

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- Working in partnership with Mablethorpe And Sutton Chamber Of Trade:
  - Partnership working;
  - Training;
  - Skills;
  - Business development.



Tenant - Mablethorpe Business Centre



Mablethorpe Business Centre

# Coastal Action Zone (CAZ) – Regeneration Programme

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- CAZ Partnership jointly funded by Regional Development Agency, County and District Councils
- National Coastal Futures Symposium
- Funding Opportunities:
  - Rural Development Programme for England;
  - European Regional Development Fund;
  - European Social Fund.
- Lincolnshire Coast Tourism Vision

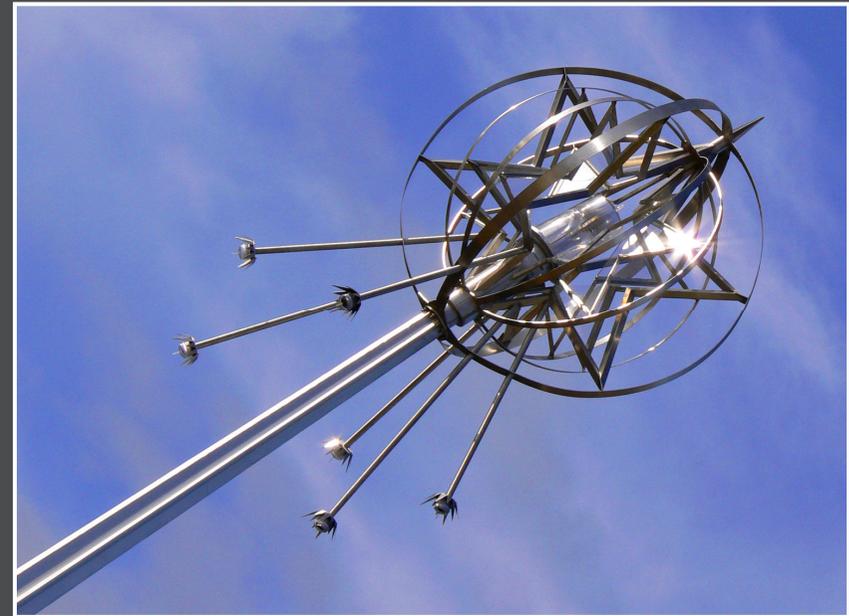


High Street, Mablethorpe

# Physical Regeneration

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- Mablethorpe Public Realm Strategy
- Completion of Phase 1 of Mablethorpe Townscape Works (scheduled completion May 2008)
- Development and Implementation of Phase 2 of Mablethorpe Townscape Works
- Additional Innovation Workspace at Mablethorpe Industrial Estate
- Provision of Town Centre Craft Workshops



Star of the East,  
Mablethorpe

# Summary

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- Challenges
  - Affordable Housing Need (5,900 Households)
  - Employment and Skills Opportunities
  - Developing Sustainable Public Services
  - Community Integration and Social Cohesion
- Opportunities
  - A Response to Climate Change
  - Addressing Housing Need
  - Developing the Model in a rurally sparse, but not isolated area.
  - Preservation of the Character of Market Towns
  - Investment and External Support
- Areas of Expertise/Advice From the Panel
  - Transport
  - Cutting-edge, green technology and design.