

# CONNECTED COAST TOWNS FUND BID

MABLETHORPE STORYBOARD  
AUGUST 2020





# ABOUT THIS STORYBOARD

This is a storyboard of the developing analysis, engagement and emerging ideas for the Towns Fund in Mablethorpe and Sutton on Sea. This is part of the UK government's commitment to ongoing support for regional areas over the next 25 years and beyond.

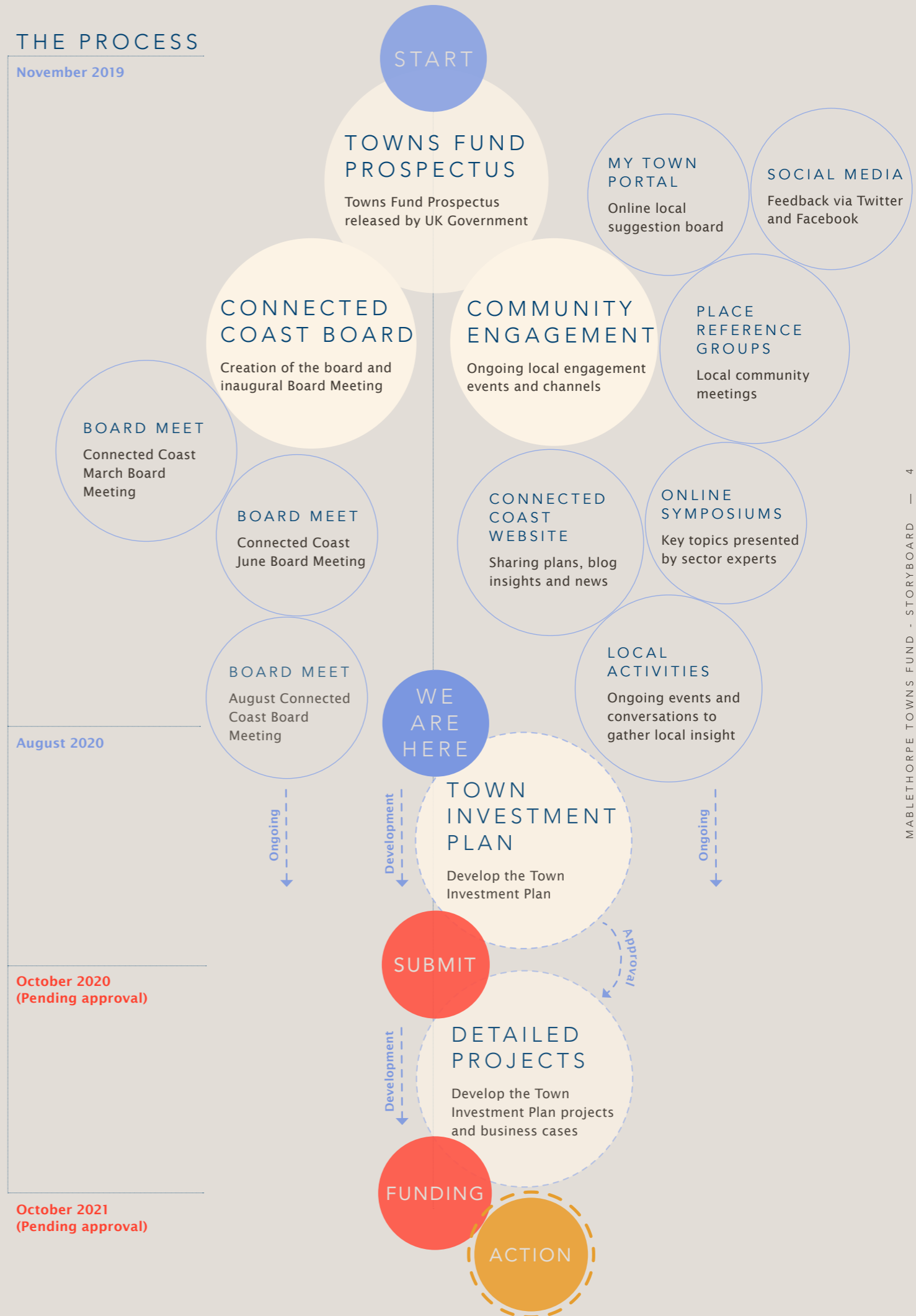
It presents our collective responses and ideas from the local community, business owners, councillors, private sector groups and our own Connected Coast board.

This storyboard aims to:

- Present the process so far
- Explain the aims of the Towns Fund
- Outline the work carried out so far
- Provide information about emerging projects

## THE PROCESS

November 2019



# WHAT IS THE TOWNS FUND?

The Towns Fund is an opportunity for Mablethorpe and Sutton on Sea to respond to local challenges with transformational projects funded by the UK government. These projects will become catalysts to drive long-term economic productivity and growth for our town through three key project types: regeneration, skills and enterprise and connectivity.

## REGENERATION

To make our town a good place for people to live, work and visit.



## SKILLS AND ENTERPRISE

To ensure our town can develop skills and small businesses.

## CONNECTIVITY

To develop local transport schemes and improve digital connection.



# WHAT WE'VE FOUND

With 14,000 residents, Mablethorpe and Sutton on Sea have some key challenges to transport, digital connectivity, health, education, skills and jobs. To overcome these challenges we need to unlock opportunities that will attract people to our beautiful coast and town to live, work and visit here to stimulate the local economy.

3 in 10  
people  
are over 65



58%  
of people are  
economically  
inactive



lowest  
10%  
in England  
for health  
outcomes

almost  
900  
thousand  
visitors each  
year



4 miles  
of award  
winning blue  
flag beaches

30+  
mins to  
access further  
education



2 out of 3  
of jobs are in  
tourism-related  
activities

# WHAT WE'VE HEARD

We've been connecting with the local community on the streets and through the 'My Town Portal' online. You have given us a range of suggestions to improve your town: better transport links, improving the our high street and public spaces, more skills and training opportunities to improve quality of life.

You have shown great enthusiasm and pride in your town, whilst recognising local challenges. We are keen to continue engaging with local people to develop projects and turn ideas into reality.



## LEISURE

"What I'd like to see in the area, and I think I speak for many people when I say this, is that we'd like to see an indoor swimming pool."

— Chris Lilley



## OFFERING

"I wouldn't like to see too much change when it came to that traditional seaside offer, because it's popular and people love it. But I'd like to see additional offers that mean an all-year-round economy"

— Helen Matthews

## INTERNET

"I have a YouTube channel and it's something I'm really passionate about, the signal around here is not as good as it should be for starters. The internet always cuts in and out."

— Sam Bradshaw



## MY TOWN PORTAL RESPONSES

### EDUCATION

"Allied to investment in education & training tailored to the digital sector, there is the potential for a Mablethorpe 'Silicon Valley'."

— Chris

### TRANSPORT

"Introduce a railway to connect Mablethorpe. This would enable local residents, bring in tourists and help reduce emissions from other transport"

— Jez

### HEALTH

"We also need better health facilities with more community responders and access to dentist within mablethorpe instead of travelling to other towns."

— Andrew

### ACTIVITIES

"There are too many amusement arcades and not enough free activities for families."

— Andrea

See more responses at:

[mytown.communities.gov.uk/town/mablethorpe/](https://mytown.communities.gov.uk/town/mablethorpe/)



# OUR VISION FOR MABLETHORPE

We will work across the Connected Coast area to ensure we have a prosperous, inclusive local economy. One that provides good quality jobs for residents all year round, with thriving business, a skilled workforce and positive future. We recognise the challenges of managing flood risk and climate change, but hope to enhance the natural environment for the enjoyment of all.

Building to empower communities in Mablethorpe and Sutton on Sea, we want to level up the opportunities and quality of life in the town. By 2030 Mablethorpe and Sutton on Sea will be:

## A HEALTHY COMMUNITY

Nationally recognized as a centre of innovation around health and care, with less than 20% of the workforce affected by long term health conditions.



## AN ENTERPRISING COMMUNITY

More skilled workers, earning higher wages, more business per head, which draws strength from the opportunities around environmental innovation, the visitor economy and the sea.



## A RESILIENT COMMUNITY

Where flood protection has become a driver of business growth and the natural environment inspires higher levels of business investment, providing a distinctive and attractive visitor offer.



## A BALANCED COMMUNITY

A good distribution of people of all ages working in a wide range of jobs, which operate all year round, including high value tourism related work.



## A CONNECTED COMMUNITY

E-empowered through excellent mobile and broadband connectivity, accessing better transport links by road and public transport to sustain long-term economic growth.



# EMERGING IDEAS

As we continue to engage with the local community, public and private stakeholders we are developing project ideas for the Towns Fund. This list identifies some of the key projects outlined to date.

## Coastfields investment

Site enhancements to extend the season for visitors and a new multi-user pathway to connect a new walking/cycling route with Mablethorpe.

## Paddle boarding

Paddle boarding and leisure opportunities  
Project ideas to enhance the visitor offer and connect with the natural coastal assets.

## Public realm improvements

A variety of proposed enhancements to car parks, highways and the high street across Mablethorpe, providing business opportunities and improving the look and feel of the town. These also connect to the walking and cycling offer along the Lincolnshire Coast.

## Mobi-Hub

A new transport hub on neighbourhood level, where different sustainable and shared transport modes are linked with each other.

## Leisure and Learning

A vital hub to support physical and emotional wellbeing across all ages.

## Campus for Future Living

A medical and innovation hub of national significance focusing on attracting and developing healthcare professionals, research, and providing intergenerational future living.

## Colonnades at Sutton on Sea

Rebuilding of the Colonnade to create a new landmark sea-facing venue with gallery space, new beach huts, outdoor performance area, landscaping and improving the pool and play areas.



# TRANSFORMATIONAL PROJECTS

## HIGH STREET REGENERATION

A more attractive and vibrant High Street with improved streetscape, walking and transport connections, and enriched High Street offering.

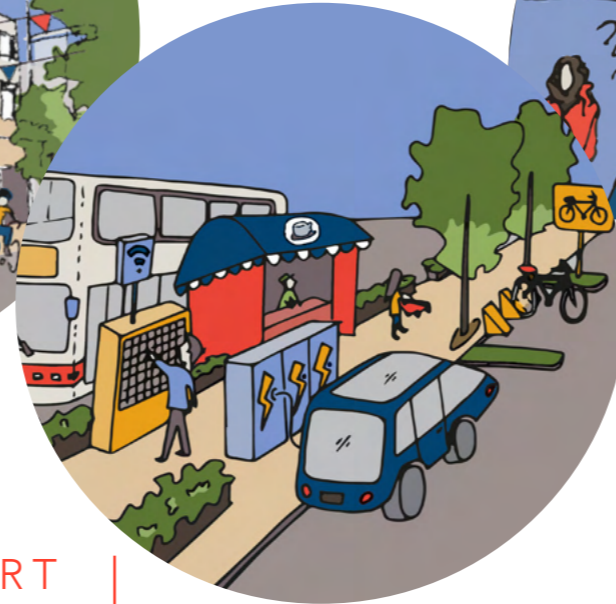
- Improving the environment and street character
- Covered pedestrianised areas to increase footfall and dwell time
- Extended culture and leisure offerings
- Supporting skills, training and workplaces



## MOBI TRANSPORT HUB

A multi-modal transport hub for better connected services, sharing facilities and charging stations to support sustainable mobility.

- Community-managed transport hub
- Promoting environmentally sustainable transport options
- Improving public transport connectivity
- Enabling shared mobility and resources within the community



## CAMPUS FOR FUTURE LIVING

A medical innovation hub focusing on attracting and developing healthcare professionals, research, and providing intergenerational future living.

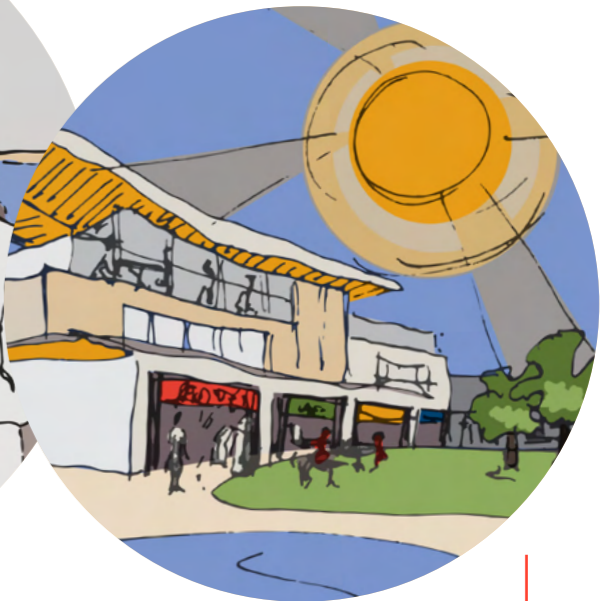
- Developing and delivering innovative healthcare
- Intergenerational living and learning
- Promoting partnerships and innovation in e-medicine
- Attractive hub to develop professional skills and talent



## SUTTON ON SEA COLONNADE

An upgraded colonnade to improve town connectivity and host local businesses, events and activities to drive year-round footfall into our town.

- Regenerated colonnade with observatory and coastal viewing deck
- Spaces for small businesses, cafes and retail
- A mix of outdoor leisure facilities and recreational activities to enhance wellbeing
- Covered performance area to host outdoor events and activities





# FUTURE MABLETHORPE

As a community of Mablethorpe we will be moving forward together towards a diverse and inclusive success story. We will be growing and thriving as a community thanks to our bold and ambitious plans to implement regenerative systems to our environment, community and economy.

Our whole community and the ecology will be resilient, future proof, well connected, and therefore no one will be left behind.

By enhancing our coastline with enticing ways to stay, live, work, learn and connect we will attract new visitors to our town.

Our town will be reactivated with vibrant streets, plazas and green spaces full of life. Our streets and town will be designed with the wellbeing of the community and ecology in mind. We will be happy and active in our clean, safe and vibrant streets.

The future of Mablethorpe will be a place for all of us, young and old, moving towards a more connected and healthier way of living together.

