

# CONNECTED COAST TOWNS FUND BID

SKEGNESS STORYBOARD  
AUGUST 2020



# ABOUT THIS STORYBOARD

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

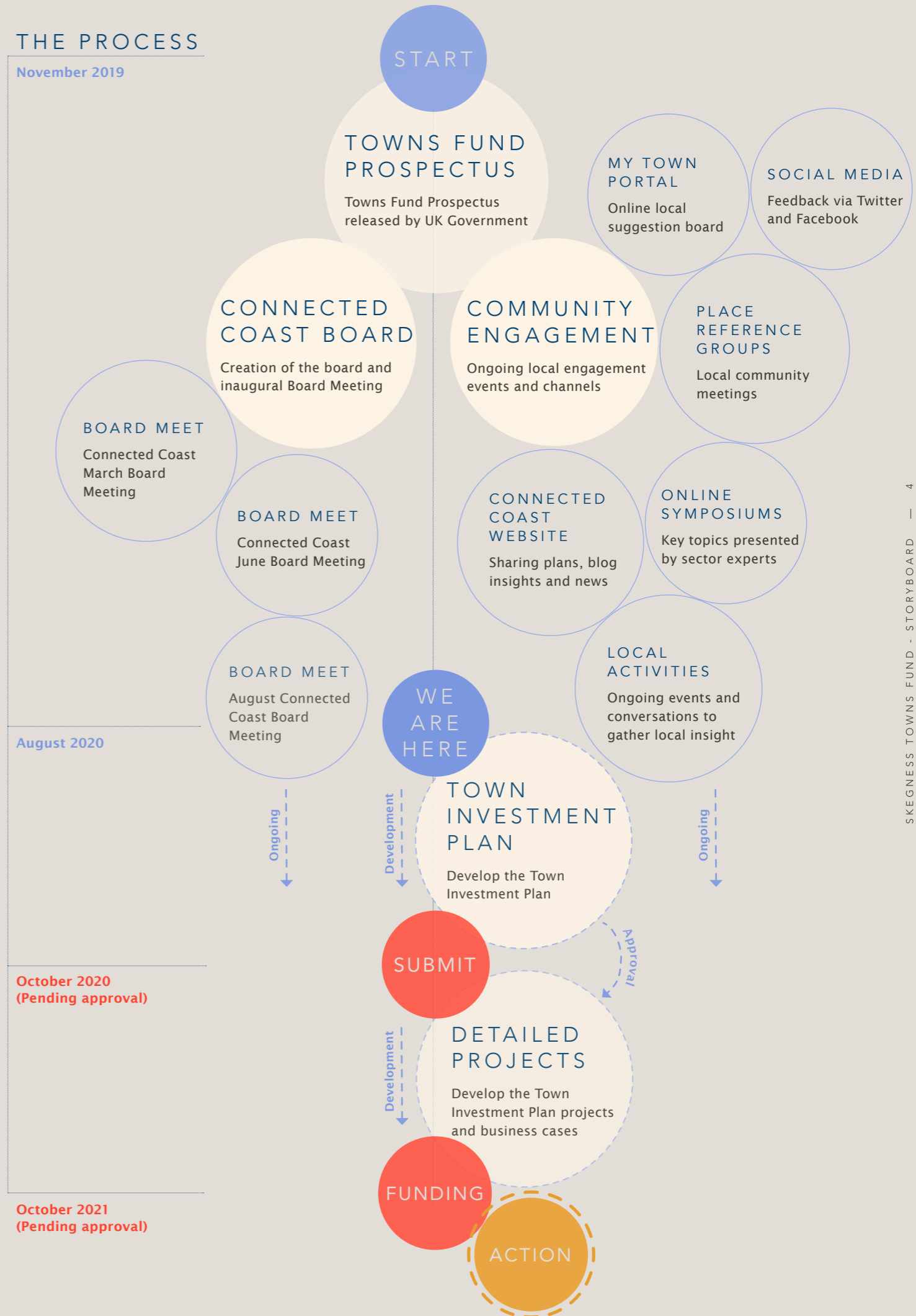
It presents our collective responses and ideas from the local community, business owners, councillors, private sector groups and our own Connected Coast board.

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 Skegness 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 30,000 residents, Skegness, Ingoldmells and Chapel St Leonards 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



42% of people are economically inactive



Skegness attracts

4 million visitors every year

Blue Flag award for the

3<sup>RD</sup> cleanest beach in England

lowest 15% in England for health outcomes



55% of people are working age



tourism-related jobs are

4x national average

# 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 interest and a desire for better, whilst recognising local challenges. We are keen to continue engaging with local people to develop projects and turn ideas into reality.

## INFRASTRUCTURE

"We need some vision and that vision needs to go ahead ten or even twenty years. We need to look at things like infrastructure, like sea defences"

— Sid Dennis



## OFFERING

"I'd like to see more attractions on North Parade. south Parade has really got everything and we're lacking a lot. When you come into Skegness it would be nice to see it be welcoming"

— Dawn Asplen



## SUPPORT

"The community and voluntary sector are the backbone structure for the people of Skegness and we need to make sure that it isn't just a nice place to visit, but a great place to live too"

— Angela Dobson

## MY TOWN PORTAL RESPONSES

### ATTRACTIONS

"Not all visitors want to spend their days and evenings in pubs and Arcades which seem to be all that's on offer during the summer evenings"

— Anonymous

### TRAINING

"In the holidays courses could be held for children for both locals and tourists but most importantly it would remain open around the year for the town of Skegness"

— Anonymous

### EDUCATION

"The college building on Briar Way would bring extra footfall into the town centre it would also help revitalise the struggling town centre"

— Anonymous

### REGENERATION

"Enhance the coastal path for disabled, bikes and pushchairs to encourage more healthy exercise"

— Chris

See more responses at:

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

# OUR VISION FOR SKEGNESS

We will work across the Connected Coast area to ensure we have a better connected and growing economy, providing good quality jobs and wages to its residents on an all year round basis, with a robust business base, a skilled workforce and a positive long term future, whilst recognising the challenges of managing flood risk and climate change, and enhancing the natural environment for the enjoyment of all.

Building to empower communities in Skegness and its hinterland, we will level up the difference between the quality of life in the town and other settlements in England. By 2030 the area 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 business per head than England, which draw particularly strength from the opportunities around environmental innovation, the visitor economy and the sea.



## 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.



## A LEARNING 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.



# 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.

## Hardy's Investment

Multi-user pathway enabling a new walking/cycling route which connects the visitor attraction to Chapel St Leonards and the Coastal Path.

## Skegness Gateway

Development site with plans for a Further Education Campus with leisure facilities, park and ride for the town and new homes.

Links to the existing business park and enhancement plans.

## Town Centre Developments

New Police Training facility linked to the existing Station and redevelopment of the Court buildings.

Train Station improvements.

A focus on Lumley Road with public realm, traffic management and primary site developments.

Projects are emerging with a focus on young people with the YMCA and an art trail with Hildreds.

## Foreshore Masterplan

Redevelopment of the foreshore with the pedestrianisation of the Esplanade, reviving the boating lakes and improving the designated Historic Parks and Gardens.

Exploring the walking, cycling and cultural and environmental opportunities to link Skegness with the Lincolnshire Coast.



# TRANSFORMATIONAL PROJECTS

## FORESHORE DEVELOPMENT

Regenerating the Skegness foreshore to improve walking and cycling paths, planting and seating to create a more welcoming environment and encouraging greater use of the foreshore.

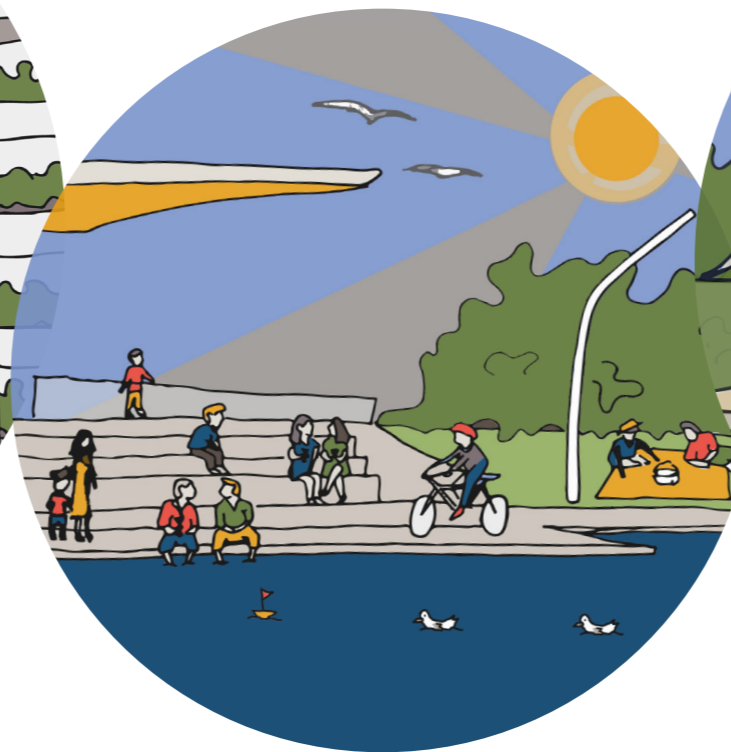
- Creating a natural route to connect the town centre and coastline making it easier to walk and cycle
- New outdoor areas for events, activities and entertainment to extend opening hours and increase footfall
- Reinstating the cycle path and improving signage, colour scheme and landscaping
- Improved use of designated Historic Parks & Gardens



## FURTHER & HIGH EDUCATION CAMPUS

A state-of-the-art campus providing further education and higher education close to home for students living in Skegness and nearby towns and villages, to bridge the skills gap.

- Developing further and higher education in Skegness
- Building a skilled workforce and a culture of enterprise
- Promoting partnerships and collaborations with technology institutes and local industries
- Amplifying the local ambitions and aspirations



## ECO-TOURISM PROJECTS

Development of a suite of high quality, low density eco-chalets, extending and diversifying the visitor season with new and repeat visitors.

- Promoting and maximising the attraction of the natural coast and countryside
- Increased visitor footfall, interest, and expenditure within the local economy
- Better quality accommodation to attract higher local spend
- Environmental improvements and flood risk mitigation design



# FUTURE SKEGNESS

As a community of Skegness 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 Skegness will be a place for all of us, young and old, moving towards a more connected and healthier way of living together.

