



**Connected Coast Town Deal Board 11 May 2023 at 1030 am**

**U@E - Embassy Theatre, Grand Parade, Skegness PE25 2UG**

### **Agenda**

- 1. Welcome, introductions and apologies for absence**  
New Board member – Formal vote
- 2. Declarations of interest**  
For noting
- 3. To Agree the Minutes of the previous meeting held on 27 February 2023\***
- 4. Matters arising**  
For noting
- 5. Presentation / update on Mobi-Hub**  
For noting
- 6. Presentation / update on Colonnade**  
For noting
- 7. Risk registers and update on projects\***  
For noting
- 8. Update on CDF and Pier (Claire Draper)**  
For noting
- 9. Presentation on UKSPF (Saul Farrell)**  
For noting
- 10. Update on LUP (verbal update by Lydia Rusling)**  
For noting
- 11. Communications \***  
For noting
- 12. Any Other Business**

\*Papers attached



## Connected Coast Communications Report

### May 2023

*\*The pre-election period in East Lindsey began in March 2023 and runs until after local elections take place on 4<sup>th</sup> May 2023. Accordingly, we have adjusted our communications activities in this period.*

#### A. Communications activities February 2023 – May 2023

##### Chair's updates:

- February - circulated to board members, stakeholders, and subscribers
- May - drafted and set to issue post local elections (to cover activities in March and April during the pre-election period)

##### Media releases:

Media releases prepared and issued by project partners and Connected Coast since the last board meeting are listed below:

- ['Ground breaking' start to new leisure hub in Mablethorpe - Connected Coast](#)
- [East Lindsey District Council and partners awarded £5million funding to support redevelopment of Skegness Pier and Embassy Theatre - Connected Coast](#)

##### Blog:

- Exciting year for heritage for our Connected Coast: [Exciting Year for Heritage for our Connected Coast - Connected Coast](#)

##### Social media:

- Rolling social media content prepared and scheduled across Facebook, Twitter, LinkedIn

##### Website:

- Website design review and update taking place; and content review with projects.

##### Strategic communications activity:

- Project lead communications meeting
- Revised communications delivery plan

##### Current and upcoming activities:

- Finalising website review
- Skegness Railway station community day - Tower Gardens Pavilion, Skegness on Thursday 11<sup>th</sup> May, 11:30am - 2:30pm
- Skegness Interchange improvements milestone press releases
- Culture House communications planning and narrative
- Early projects communications activities
- Board member communications
- Next blog
- Annual reports and AGM events

## B. Measurement and evaluation

### Some traditional media coverage

- [Ground broken on new leisure hub in Mablethorpe | LincolnshireWorld](#)
- [‘Ground breaking’ start to new leisure hub in Mablethorpe – Team Lincolnshire](#)
- [£5m culture funding to regenerate Skegness Pier and Embassy Theatre \(thelincolnite.co.uk\)](#)

### Social media

#### Facebook

- 466 followers
- 364 likes

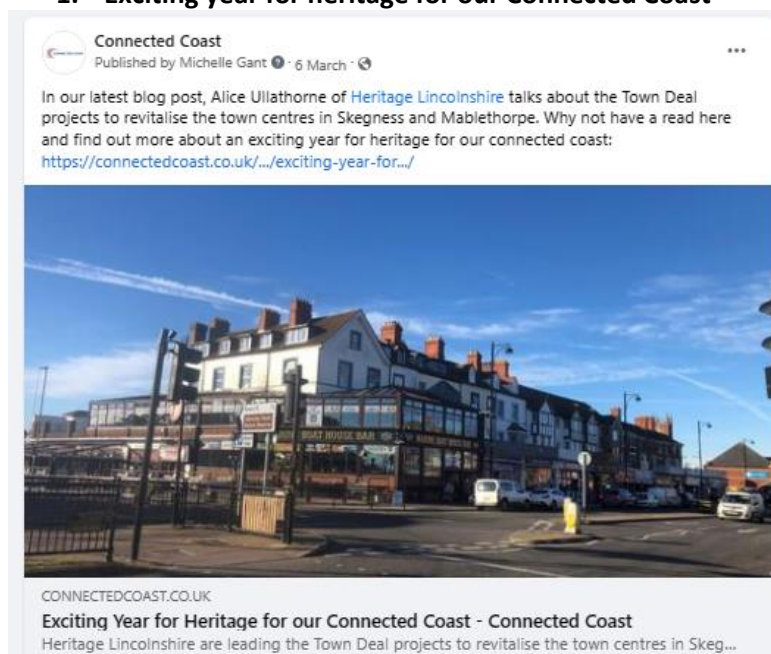
1<sup>st</sup> December 2022 – 21<sup>st</sup> February 2023

Page reach: 920

New likes: 5

### Examples of Facebook engagement:

#### 1. Exciting year for heritage for our Connected Coast



Connected Coast  
Published by Michelle Gant · 6 March · 🌐

In our latest blog post, Alice Ullathorne of [Heritage Lincolnshire](#) talks about the Town Deal projects to revitalise the town centres in Skegness and Mablethorpe. Why not have a read here and find out more about an exciting year for heritage for our connected coast: <https://connectedcoast.co.uk/.../exciting-year-for.../>

CONNECTEDCOAST.CO.UK  
**Exciting Year for Heritage for our Connected Coast - Connected Coast**  
Heritage Lincolnshire are leading the Town Deal projects to revitalise the town centres in Skeg...

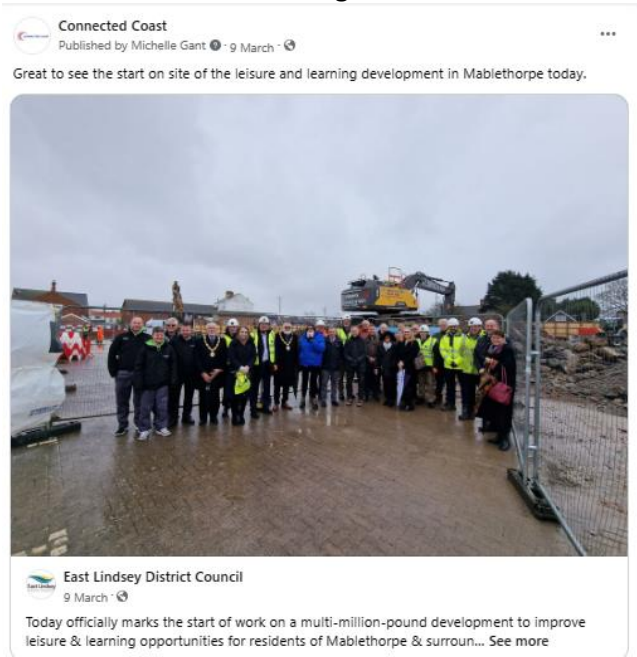
- Reach: 355
- Engagements: 52

## 2. Chair's update sent out



- Reach: 136
- Engagements: 11

## 3. Leisure and Learning start on site



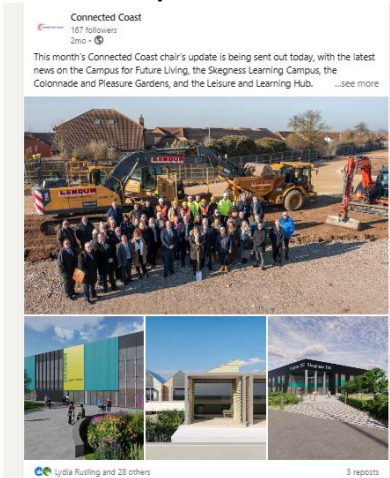
- Reach: 114
- Engagements: 7

## LinkedIn

- 167 followers, increase of 10

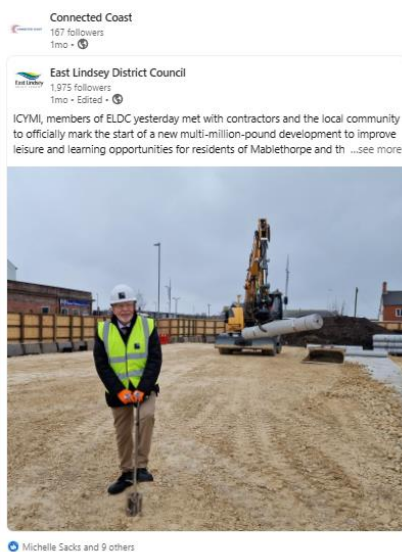
## Examples of LinkedIn engagement

### 1. Chair's update sent out



- 295 impressions
- 42 clicks
- 29 reactions

### 2. Leisure and Learning start on site

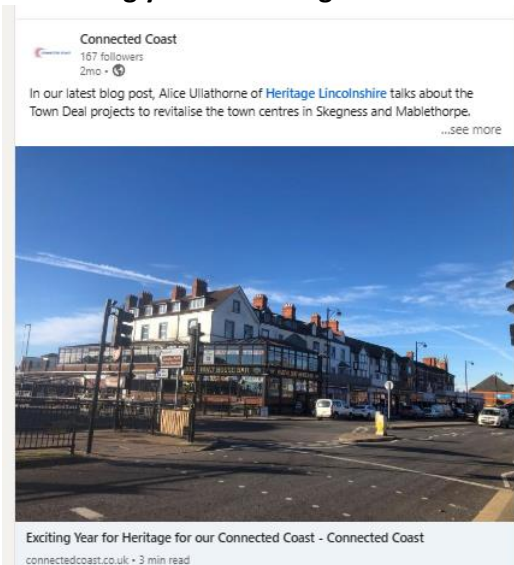


- 181 impressions



- 10 clicks
- 7 reactions

### 3. An exciting year for heritage for our Connected Coast



- 153 impressions
- 5 clicks
- 3 reactions

## Twitter

- 411 followers, an increase of 16

### Examples of Twitter engagement

#### 1. An exciting year for heritage on our Connected Coast

**Connected Coast** @Conne... · 06 Mar ·  
 In our new blog post, Alice Ullathorne of @HeritageLincs talks about the #towndeal projects to revitalise the town centres in #Skegness & #Mablethorpe. Why not have a read here and find out more about an exciting year for heritage for our connected coast:  
[connectedcoast.co.uk/2023/03/06/exc...](https://connectedcoast.co.uk/2023/03/06/exc...)



792 impressions  
 16 engagements

## 2. Leisure and Learning start on site

**Connected Coast** @Conne... · 09 Mar ·  
 Great to see the start on site of the leisure and learning development in Mablethorpe today.

**EastLindseyDC (Blue T...** · 09 Mar  
 Today officially marks the start of work on a multi-million-pound development to improve leisure & learning opportunities for residents of Mablethorpe & surrounding areas. ...



1 2 439

439 impressions  
 3 engagements





### 3. Colonnade event

**Connected Coast** @Conne... · 10 Mar

An event took place today to mark the granting of detailed planning consent for the new Colonnade & Pleasure Gardens development today. You can read more here 📌

**EastLindseyDC (Blue T...** · 10 Mar

Members of the local community, ELDC councillors & officers, representatives of the @ConnectedCoastL Board and Victoria Atkins MP gathered in Sutto...  
[Show this thread](#)

🗨️ 1   🔁   ❤️ 1   📊 181   🔗

181 impressions  
3 engagements



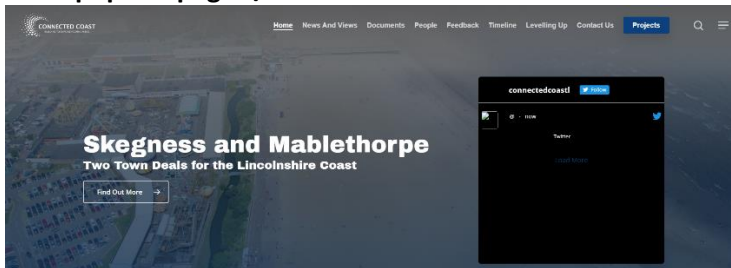
## Website

Overview 27 February 2023 – 2<sup>nd</sup> May 2023

**Monthly Visitors** 27 Feb 2023 - 2 May 2023

Month	New users	Total users	Sessions
March	370	400	593
April	177	209	321
February	13	19	24
May	5	5	6

## Most popular pages / sections



- Exciting Year for Heritage for our Connected Coast: [Exciting Year for Heritage for our Connected Coast - Connected Coast](#) 102 users / 114 sessions
- Meet the Board: [Meet the Board - Connected Coast](#) 81 users / 137 sessions
- Campus for Future Living: [Campus for Future Living - Connected Coast](#) 77 users / 102 sessions

## Chair's Update Subscribers

- 16 to-date, an increase of six