

# Skegness – Strategic Case for Change

**Final approved boundary matches existing Neighbourhood Plan boundary**

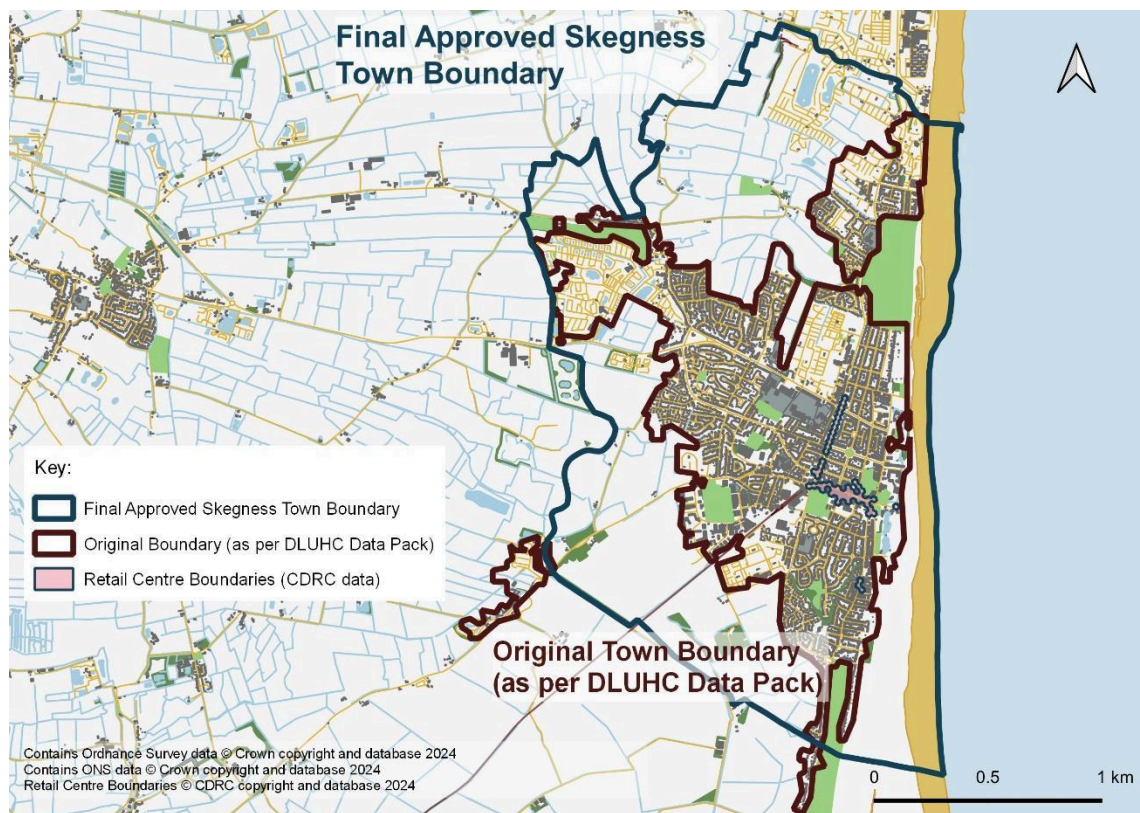


Figure 1 - Map of Skegness Town Boundary

The original boundary for Skegness was based on Office for National Statistics Built Up Area 2022 data. However, following discussions with East Lindsey District Council officers, it was agreed to follow the boundary of the existing [Neighbourhood Plan](#) (which is itself based on the Skegness Parish boundary). This new boundary forms a more recognisable and contiguous boundary for the Long-Term Plans for Towns funding. Importantly, the revised boundary includes the 336-acre [Skegness Gateway](#) development area to the west of the town.

The map shown in Figure 1 also includes data from the Consumer Data Research Centre (CDRC) showing [Retail Centre Boundaries](#), to provide additional information linked to the High Streets, Heritage and Regeneration policy investment theme.

# Data Pack Summary

- 1. High crime rates / low social trust, 2. Low skills and productivity, but**
- 3. High outlets per person and low commercial vacancy rates**

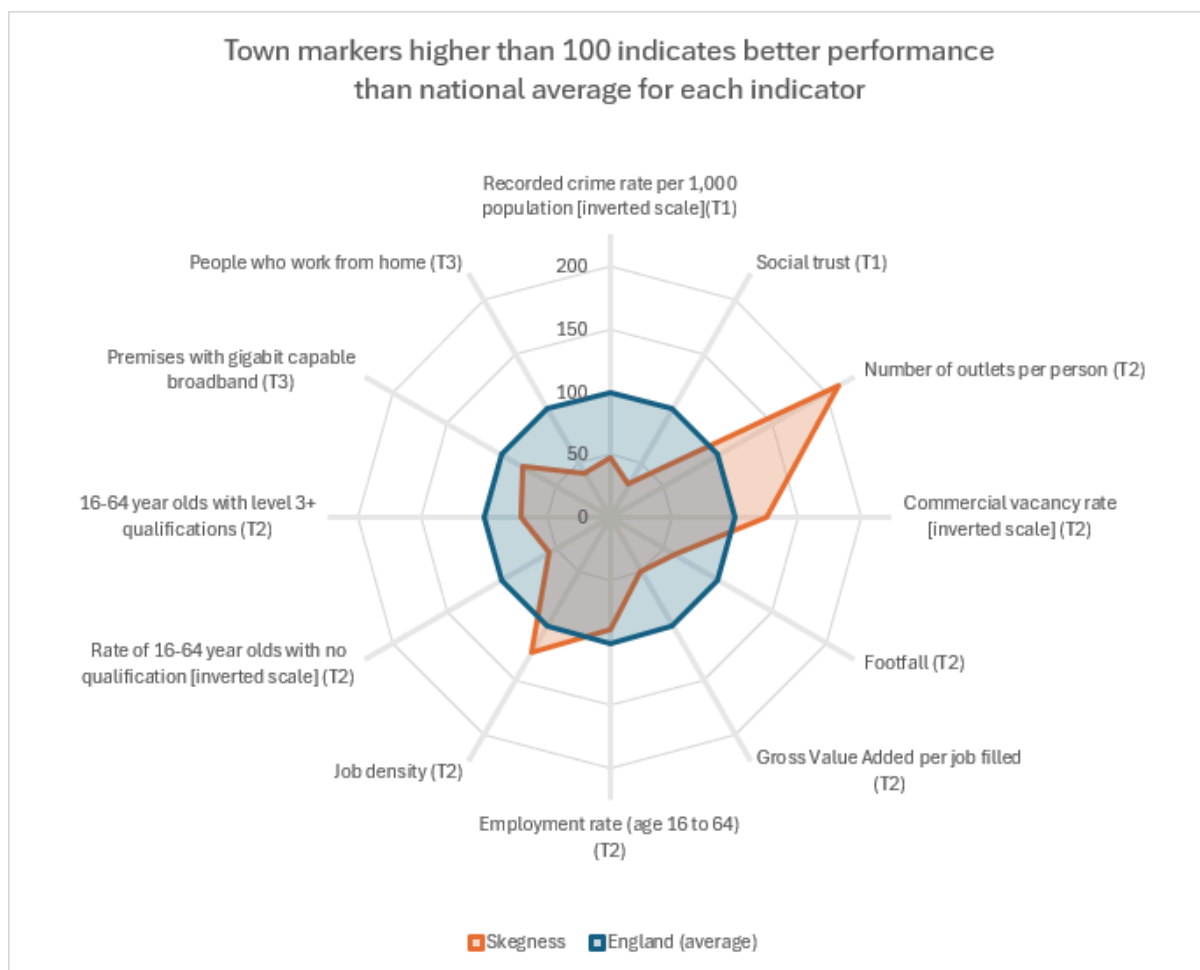


Figure 2 - Summary of DLUHC data pack analysis

Department for Levelling Up Housing and Communities (DLUHC), in collaboration with ONS, produced a high-level data pack to support the development of the Skegness vision for the Long-Term Plan for Towns programme, with a range of data based on the three policy investment themes:

- T1 – Safety and Security
- T2 – High Streets, Heritage and Regeneration
- T3 – Transport and Connectivity

In Figure 2 above, the key statistics for Skegness in this data pack have been compared to national averages. A town marker higher than 100 indicates better performance than the national average. Where necessary, the scale has been inverted to ensure that a higher score indicates better performance – for example, lower-than-average crime rates (T1) in a town will have a score higher than 100.

## High Streets, Heritage and Regeneration

### Relative strengths in number of outlets and low commercial vacancies and importance of tourism and visitor economy

The DLUHC data pack suggests that Skegness has some relative strengths in terms of its leisure and entertainment outlets and low commercial vacancy rates. Footfall within the town is, however, lower than the national average.

| Indicator  | Skegness | England |
|--|----------|---------|
| Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (Sept 2023) | 4.1      | 2.0*    |
| Commercial vacancy rates (%) (Nov 2023)  | 8.7      | 10.8*   |
| Footfall index** based on O2 Motion mobile phone data (March 2022 to March 2023)   | 59.3     | 100     |

\* England average is derived from Built Up Areas with a population between 20,000 and 100,000 only.

\*\* Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the town/Built Up Area over the period March 2022-March 2023. The mean average footfall of all English towns with a population between 20,000 and 100,000 people, has been standardised to an index of 100, with the figure for this town scaled relative to this average.

Table 2 – Leisure and retail statistics for Skegness compared to national average

The nature of town centre activity is strongly linked to tourism and the visitor economy, with the [Skegness Neighbourhood Plan](#) recognising ‘*the cultural heritage of the town alongside the need to support regeneration and meet the needs of the modern visitor economy*’. The Neighbourhood Plan also notes that:

- Skegness Esplanade and Tower Gardens have been awarded Registered Park and Garden status and are classed as Grade II listed.
- A key objective to realise the full potential of the Skegness Foreshore for the benefit of all visitors and residents
- The retail offer in Skegness town centre is below that in other Lincolnshire towns.

Funding via the [Connected Coast Town Deal](#) for [Skegness Town Centre Transformation](#) will provide grants ranging from 50% to 90% to building owners to invest in repairing or restoring their buildings. There will also be work carried out to improve Tower Gardens which will complement the improvements in the town centre.

**DLUHC data suggests that Skegness has low skills, productivity and employment rates – Skegness Gateway urban extension scheme will be a key driver for change**

DLUHC data indicates that there are low skills, productivity and employment rates in Skegness (although more positively job density is higher than the regional and national average).

| Indicator   | Skegness | East Lindsey | East Midlands | England |
|---|----------|--------------|---------------|---------|
| Gross Value Added per job filled (£) (2020)             | 30,169   | 41,912       | 49,428        | 58,869  |
| 16-64 year olds with level 3+ qualifications (%) (2021) | 36.1     | 45.4         | 52.3          | 55.6    |
| 16-64 year olds with no qualification (%) (2021)        | 23.0     | 15.5         | 13.2          | 12.6    |
| Employment rate (age 16 to 64) (%) (2021)               | 60.1     | 66.2         | 71.5          | 71.0    |
| Job density (2019)                                      | 1.03     | 0.74         | 0.76          | 0.82    |

Table 3 – Skills and employment indicators for Skegness compared to national average

There are also important seasonal factors in the employment in the town, as noted in the [Economic Sector, Retail, Leisure and Tourism Review](#) carried out in 2019 to inform the development of the Skegness Neighbourhood Plan:

*‘Tourism and agriculture represent the two primary industry and employment sectors for the district, both of which are seasonal sectors. This therefore has led to high levels of seasonal unemployment, which creates issues of low income and poor job prospects.’*

In this context, the development of the [Skegness Gateway](#) 336-acre sustainable urban extension scheme will be key. The development aims to ‘create hundreds of jobs, a ground-breaking new college, much-needed amenities and new homes for the area.’ In particular, a core project is the development of a new [learning campus](#), which has received £14m in Towns Fund investment and aims to support 1,000 residents into employment over 10 years; the campus is expected to open in September 2025.

# Transport and Connectivity

## Below average online connectivity to enable digital working

The DLUHC data pack includes information on two indicators related to connectivity enabling digital working as shown in Table 3 below. First, Skegness has a slightly lower than average proportion of premises with gigabit capable broadband (although markedly higher figures than East Lindsey district). Secondly, Skegness has a very low proportion of people working from home. Digital connectivity can be an important facilitator for home-working in knowledge-intensive industries and, as such, the proportion of people working from home is an indicator for good household digital connectivity.

| Indicator  | Skegness | East Lindsey | East Midlands | England |
|--|----------|--------------|---------------|---------|
| Premises with gigabit capable broadband (%) (2023) | 61.4     | 33.4         | 70.5          | 72.9    |
| People who work from home (%) (2021)               | 11.7     | 19.8         | 25.8          | 31.5    |

Table 4 – Digital connectivity indicators for Skegness compared to national average

## Good access to key local services (apart from hospital access)

Average journey times for Skegness residents to key services are as good or better than regional and national averages for all types of services with the exception of journey times to a hospital.

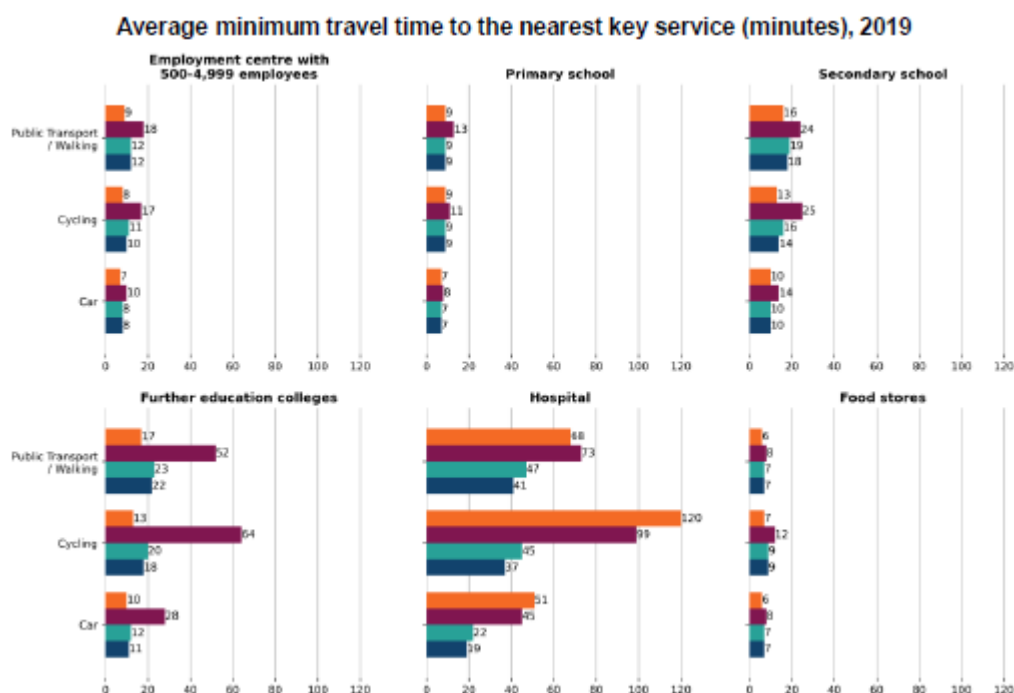


Figure 4 – Average journey times to key services by mode of transport

## Seasonality of services and high proportion of households without a car affect connectivity for Skegness residents

Analysis of 2021 Census data shows that 29.8% of households in Skegness have no cars or vans compared to a national average of 23.3% households with no cars or vans (East Lindsey district - 16.7%).

[The Economic Sector review](#) carried out in 2019 to support the development of the Skegness Neighbourhood plan noted that, positively, compared to other towns within East Lindsey district 'Skegness has a relatively 'good' level of accessibility, with regular bus services to Lincoln, Spilsby, Horncastle, Boston Wainfleet and Alford. It is also the only main town in the district with a rail link'. However, the report also noted that 'Many of the bus services cease operating during the winter months, which provides instability for local residents that permanently reside in the town (The Future of Seaside Towns Select Committee Report, 2019)'.

## Connected Coast Towns Fund projects include capital funding for improvements for Skegness transport and connectivity

Two of the [projects](#) funded through the Connected Coast Town Fund relate to improving transport and connectivity:

- **Multi-user trail** – a new multi-user trail with £500k of Towns Fund investment between Chapel St Leonards and Ingoldmells will make it easier for people to walk, cycle and enjoy the outdoors around Skegness
- **Skegness Railway Station** - This £2.9m project will see a full renovation of the main station building, the internal concourse and improvements to the taxi rank/drop off area at Skegness railway station.

## Safety and security

### High crime rates and low social trust should be considered in context of high levels of deprivation

Skegness has over twice the average national crime rate and also much higher levels of crime than East Lindsey District Council area as a whole (see Table 1 below). It also has low levels of social trust as reported by the think-tank Onward in its January 2023 [Good Neighbours report](#).

| Indicator                                       | Skegness | East Lindsey | England |
|---|----------|--------------|---------|
| Recorded crime rate per 1,000 population (2023) | 191.8    | 87.2         | 92.8    |
| Social trust (%) (2023)                         | -18.3    | -6.4         | -3.1    |

Table 1 – Crime rates and social trust levels in Skegness

This information should be considered alongside data on levels of deprivation in Skegness. Analysis by Onward data suggests that social trust is strongly correlated with deprivation and

Skegness's levels of social trust are slightly above the average for deprived neighbourhoods (Middle Super Output Areas – MSOAs), as shown in Figure 3 below.

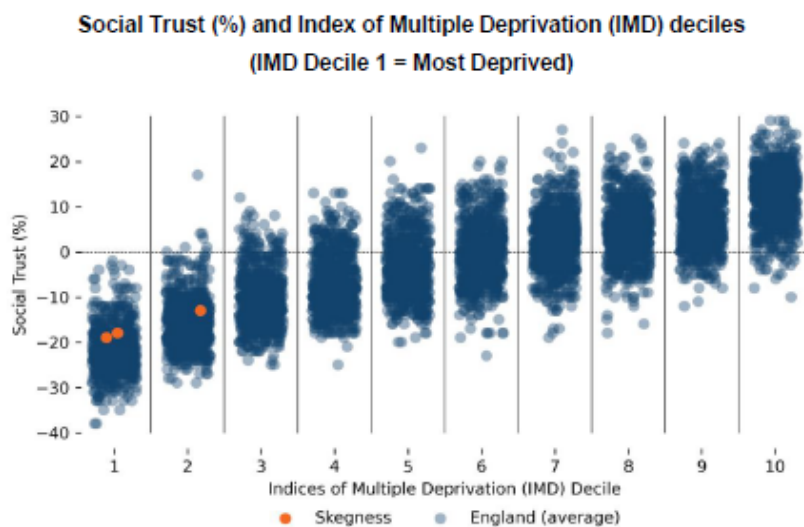


Figure 3 – Social Trust at MSA level compared to IMD decile

The Long-Term Plan vision for Skegness has an opportunity to link with existing community safety strategies in the area. [South & East Lincolnshire Community Safety Strategy for 2022-2025](#) is based on the following five priorities:

- Tackling Anti-Social Behaviour
- Hate Crime
- Safer Streets & Night-Time Economy
- Vulnerability & Safeguarding
- The Safety of Women & Girls.

## Deprivation and demographics

**Skegness has relatively high levels of deprivation, with 11 out of 13 neighbourhoods (Lower Super Output Areas – LSOAs) in the most deprived 20% nationally**

Analysis of the [England Indices of Deprivation 2019](#) (IMD 2019) demonstrates that Skegness is a very deprived area, with 11 out of 13 LSOAs (84.6%) in the most deprived 20% nationally.

DLUHC analysis shows in that there are significant levels of deprivation across all the domains (with the exception of Barriers to Housing and Services) of which IMD 2019 is comprised. **Particularly notable are the high levels of deprivation in the Employment and Education, Skills and Training domains:**

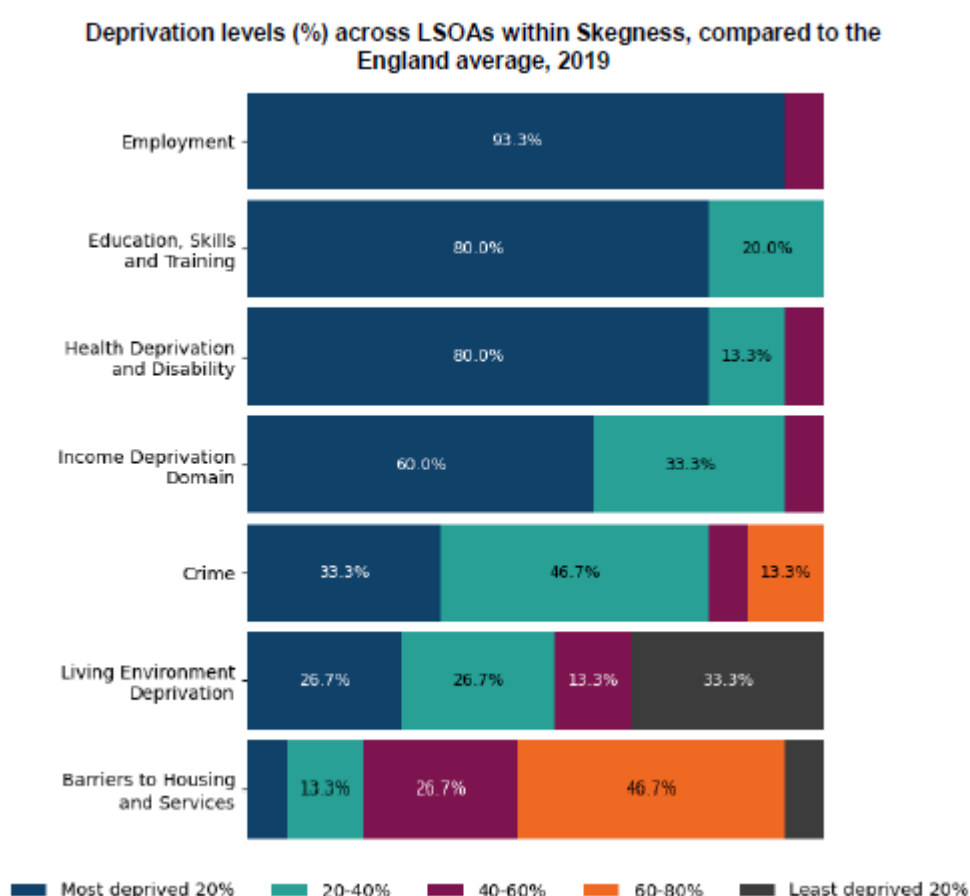


Figure 5 – Analysis of deprivation levels in Skegness by IMD domain

**Skegness has an older-than-average population which is ageing faster than the national average**

The average (median) age for Skegness is 48 years compared to an England average of 39 years (based on [2021 Census](#) data). The median age in Skegness increased by 2 years between 2011 and 2021, compared to an England-wide increase of 1 year over the same period.



## Skegness has a high proportion of the population aged 65+

16.6% of people in Skegness are under 16 years old and 26.1% are aged 65 and over. For context, the England average was 18.6% and 18.4% respectively (see Figure 6 below).

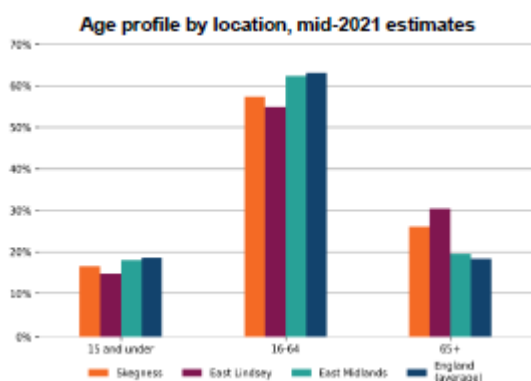


Figure 6 – Analysis of deprivation levels in Skegness by IMD domain

## Skegness's population is growing faster than local and national averages

Skegness's population in 2021 was 20,701 – an increase of 7.4% since 2011, which is a greater than both the East Lindsey district change (4.3%) and the England population change (6.6%).

### Summary

Skegness is a national treasure being one of our iconic seaside resorts. Notwithstanding the very wide recognition of the town it faces a number of significant challenges. The Long Term Plan for Towns is a good opportunity to build on previous Town Fund investment. It provides scope for sustainable long term solutions. This funding is different in that it can be invested over 10 years to not only improve the town but provide an ongoing income stream to support longer term development.

The Long Term Plan for Towns provides a menu of activities for which the funding can be used. This is not an exhaustive list and there is scope to suggest other activities within the three themes.

The data set out above suggests that whilst all three themes are important a focus on Safety and Security, investment in the enhancement of the High Street which is a current strength but a defining feature of Skegness from a tourism perspective – the focus on place making, cultural events and the visitor economy all play to the town's strengths. In view of the major investment in a new college at Skegness Gateway there is also merit in considering an additional priority over and above the core list of activities linked to significantly strengthening the impact of that new investment.

## **ANNEX – Key Themes in More Detail**

The core activities are set out in the list below – they are also in Annex C of the [Guidance for the Long Term Plan for Towns](#):

### **Transport and connectivity interventions**

T1: Support for active travel enhancements in the local area. This might include:

- creation of new foot paths and cycle paths, particularly in areas of health need or social inequalities
- upgrading of existing foot paths and cycle paths, particularly in areas of health need or social inequalities

T2: Funding for bus infrastructure and connections to speed up journeys. This might include:

- traffic signalling improvements
- bus lanes and corridors
- improved passenger information

T3: England and Scotland Only: Additional revenue funding added to the Bus Service Improvement Programme Plus (BSIP+) funding model from June 2024 - that would award funding to LTAs based on a connectivity scoring so they could undertake activities that would boost economic growth.

T4: Funding for new, or improvements to road networks to improve access within and to the town. This might include:

- traffic management improvements to relieve congestion
- road safety
- highway maintenance (including potholes)

T5: Funding to improve rail connectivity and access. This might include:

- adding stations along existing lines
- improved accessibility and journey quality at and around stations
- improved passenger information

T6: Reducing vehicle emissions. This might include:

- EV charging facilities
- procuring zero emission buses

T7: Investment and support for digital infrastructure for local community facilities.

## High streets, heritage and regeneration interventions

H1: Funding for place-based regeneration and town centre and high street improvements, which could include better accessibility for disabled people, including capital spend and running costs. This might include:

- regenerating a town square or high street
- public realm improvements, for example street furniture or other decorative improvements
- the delivery of outreach, engagement and participatory programmes for community spaces, including youth centres and public libraries

H2: Funding for new or improvements to existing, community and neighbourhood infrastructure projects and assets including those that increase communities' resilience to natural hazards, such as flooding, and support for decarbonisation of facilities, energy efficiency audits, and installation of energy efficiency and renewable measures in community buildings (including capital spend and running costs). This might include:

- building new or updating existing defences to increase communities' resilience to natural hazards like flooding or coastal erosion

H3: Creation of and improvement to local green spaces, community gardens, watercourses and embankments. Improvements to the natural environment and the incorporation of more of these natural features into wider public spaces. This might include:

- development of a new park, particularly in areas with the least access to greenspace
- development of a new park or community garden
- improvements to a canal towpath, particularly in more deprived neighbourhoods
- urban or riparian tree planting
- changes to management of green spaces and verges
- regeneration of existing parks or community gardens, particularly in areas with poor quality parks and gardens
- improving access to existing parks

H4: Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer. This might include:

- the delivery of events programmes for community spaces, including youth centres and public libraries
- the development, restoration or refurbishment of local natural, cultural and heritage assets and sites

H5: Support for local arts, cultural, heritage and creative activities. This might include:

- funding for maker spaces
- funding for local art galleries, museums, libraries for exhibitions

- support for displays for artists to showcase work
- locally led music and theatre performances, tours, author events and film screenings
- funding for cultural, heritage and creative events
- support for outreach, engagement, participatory programmes as part of wider local arts, cultural, heritage and creative activities
- support for the establishment and development of cultural, heritage collaborative networks to share knowledge locally

H6: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area. This might include:

- campaigns promoting the local area and its culture, heritage, leisure and visitor offer to residents and visitors
- campaigns to encourage visitors from further afield to visit and stay in the region, collaborating with other places where appropriate

H7: Funding for impactful volunteering and social action projects to develop social and human capital in local places. This might include:

- funding for local volunteering groups, such as youth charities and carer's groups
- support for people to develop volunteering and social action projects locally

H8: Funding for local sports facilities, tournaments, teams and leagues; to bring people together. This might include:

- renovation and maintenance of existing sports facilities
- support for community sports leagues
- regeneration of an unused area to build sports facilities
- creation of new 3G sports pitches and other sports facilities

H9: Investment in capacity building, resilience (which could include climate change resilience) and infrastructure support for local civil society and community groups. This might include:

- funding for community spaces, such as village halls, libraries or community centres for local civil society and community groups to use
- support for people to develop volunteering and social action projects locally

H10: Investment and support for digital infrastructure for local community facilities.

H11: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses. This might include:

- funding to support the establishment and ongoing running of a new open air market
- business support activity for entrepreneurs

H12: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally. This might include:

- development of local visitor trails and tours
- grants for the development, promotion and upkeep of local tourist attractions
- development of other local visitor experiences based around the local offer

H13: Grants to help places bid for and host international business events and conferences that support wider local growth sectors. This might include:

- grants to bid for, secure and hold a conference for a leading sector locally

### **Safety and security interventions**

S1: Design and management of the built and landscaped environment to 'design out crime'. This might include:

- promoting the active use of streets and public spaces throughout the daytime and evening
- improvements to streetlighting
- installation of new CCTV

S2: Engage with Police Force and together consider interventions to focus on visible crime prevention in defined areas places. Interventions could include:

- hotspot policing
- problem-oriented policing

S3: Measures to prevent anti-social behaviour, crime and reduce reoffending. These might include:

- sports programmes designed to prevent crime and reduce reoffending
- mentoring
- police-led pre-charge diversion models for young offenders
- focused deterrence strategies
- halfway house programmes

S4: Measures to reduce repeat burglary. These might include:

- Neighbourhood Watch
- provision of crime prevention advice
- property marking
- target hardening (increasing the security of a property)
- cocoon watch (provision of crime prevention advice, support and guidance to neighbours and surrounding addresses of burgled properties)

- alley gating