



Connected Coast Town Deal Board

23 May 2024 at 10:30AM

The Bacchus Hotel 17 High St, Sutton on Sea, Mablethorpe LN12 2EY

AGENDA

1. **Welcome, introductions and apologies for absence**
2. **Declarations of interest**
For noting
3. **To agree the minutes of the previous meeting held on 14 March 2024***
For approval
4. **Matters arising**
Update on Youth Engagement (Verbal update LR)
5. **Long Term Plans for Towns and replacement Map for the Data Pack – (verbal update CB)**
For noting
6. **Communications (paper) (MGa)***
For noting
7. **Programme Delivery update (JBur)***
For noting
 - a) Project Narratives
 - b) DLUHC Monitoring & Evaluation return – ***Confidential- to follow to Board members only***
8. **Membership (paper)***
Board - resignation of Ruth Carver, Greater Lincolnshire LEP – CEO (15/4/2024)
Resignation and new members of Skegness and Mablethorpe Sub Groups
9. **Refresh of ToRs for Board and Sub Groups (verbal update LR)**
For noting
10. **Mablethorpe Update**
 - a) Campus for Future Living – update on Operator (verbal update LR)
11. **Skegness Update**
 - a) Culture House and Arts council funding – ***Confidential - to follow to Board members only***
 - b) TEC – event held on 26 April 2024 (verbal update AC)
12. **Update on UKSPF (paper)***
For noting
13. **Update on LUF – Alford and Spilsby projects (paper)***
For noting

*Papers attached



14. Any Other Business

Reminder to all board members to send updates for Organogram and Register of Interest, paper copies of RoI available.

Date of next meeting

25 July at 1030AM - Propose hosting meeting at the new Station Leisure and Learning venue.

*Papers attached



Connected Coast Town Deal Board Communications Report May 2024

Agenda item 6

A. Communications activities March 2024 – May 2024

Long Term Plan for Towns

A priority over the last two months has been preparing to engage and consult to inform the Long Term Plan for Towns submission. In April, a workshop was held with Skegness Town Council members to capture their ideas and thoughts on the themes of the Long Term Plan for Towns. The feedback from this session is attached as appendix 1 to this report.

The Long Term Plan for Towns consultation and engagement launched on Tuesday 14th May and consists of:

- An online survey: <https://www.surveymonkey.com/r/Skegnessideassurvey>
- A paper survey which will be sent out to every resident in Skegness;
- Hard copies of the survey can be requested and completed from Embassy Theatre Foyer, Tower Gardens Pavilion, Skegness Library
- In addition, feedback boards where people can share ideas around the themes of the funding can be found in the Aura Business Centre, Embassy Theatre Foyer, Tower Gardens Pavilion, Skegness Library, TEC Skegness, Skegness Masonic Centre and Hildred's Shopping Centre.
- People can also add their ideas around the themes to the feedback form here: [Long Term Plan for Towns - Connected Coast](#)
- An engagement pack has been prepared for schools which can be downloaded here [Long Term Plan for Towns - Connected Coast](#)
- Conversation cards have also been developed to support anyone who would like to have 121 conversations with the public about the funding.
- Postcards and posters are being distributed across the town to signpost people to how they can get involved
- A press release has been issued to the local media.

All engagement collateral is available for any board member who would like copies to use to promote the consultation and engage residents.

There has been a positive reception to the launch of the consultation and engagement so far.

Next steps

The next step is to support and plan events and face to face engagement, and promote these to the public, along with the other opportunities for people to have their say.

Skegness Learning Campus breaking ground event

Another highlight of the last few months has been the Skegness Learning Campus breaking ground event, led by the Skegness TEC team. The event provided an opportunity to celebrate the start of work, and foreshadow the development of the building in the coming months and years. The event was attended by a Skegness Standard journalist and received significant coverage.



Social media:

- Rolling social media content prepared and scheduled across Facebook, X (formerly Twitter), LinkedIn

Chair's updates:

- Chair's Update May – this issue has been on hold to coincide with the launch of the Long Term Plan for Towns consultation and engagement, and to highlight the breaking ground ceremony at the learning campus.

Media releases and blogs:

- Have your say and help to shape Skegness' future: [Have Your Say and Help to Shape Skegness' Future - Connected Coast](#)
- New Skegness Learning Campus breaks ground: [New Skegness Learning Campus Breaks Ground - Skegness TEC](#)
- Sandilands opens new accessible facilities for visitors: [Sandilands opens new accessible facilities for visitors - East Lindsey District Council \(e-lindsey.gov.uk\)](#)
- Station Leisure and Learning Centre on track for summer opening: [Station Leisure & Learning Centre at Mablethorpe on track for summer opening - East Lindsey District Council \(e-lindsey.gov.uk\)](#)

Current and upcoming activities:

- Long Term Plan for Towns – ongoing consultation and engagement including development of events. Consultation and engagement report planned for June.
- Station Leisure and Learning Centre – new building opens in July
- Tower Gardens – completion of work
- Town centre transformation – milestones in the delivery of work

B. Measurement and evaluation

Some traditional media coverage

<https://www.lincolnshireworld.com/news/people/how-would-you-spend-ps20m-levelling-up-funding-in-skegness-4627931>

[MP attends ground-breaking ceremony of £14m Skegness TEC College \(msn.com\)](https://www.msn.com/en-gb/news/uk-politics/MP-attends-ground-breaking-ceremony-of-£14m-Skegness-TEC-College)

<https://www.lincolnshireworld.com/news/people/gallery-community-comes-together-to-make-skegness-gardens-bloom-4568348>

<https://www.lincolnshireworld.com/news/people/mablethorpe-leisure-learning-centre-on-track-for-summer-opening-4563435>

Social media

Facebook

- 616 followers – an increase of 39
- 455 likes – an increase of 31

14th March 2024 – 14th May 2024

Page reach: 8, 200

Page visits: 1,100

Examples of Facebook engagement:

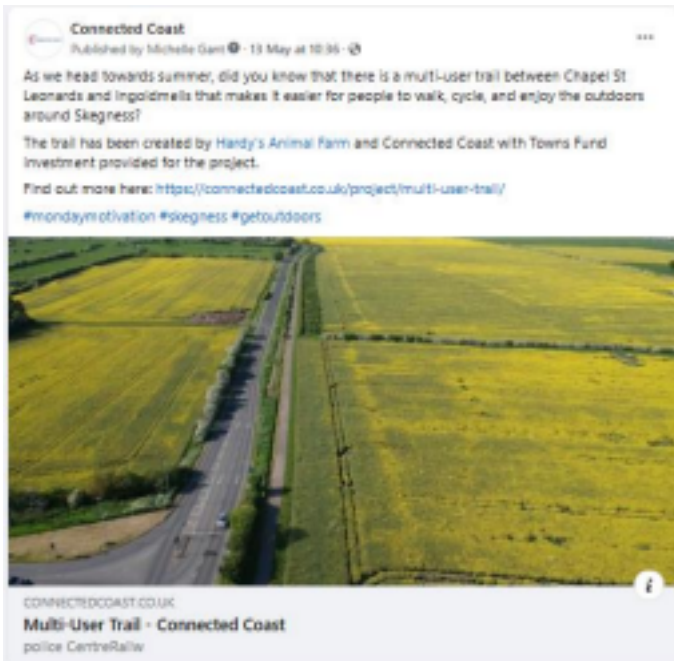
1. Share your ideas for Skegness

- Reach / impressions: 4,009
- Interactions: 24



2. Multi-user trail

- Reach / impressions: 960
- Interactions: 4



3. Skegness Learning Campus breaking ground

- Reach: 374
- Impressions: 401
- Interactions: 17





LinkedIn

- 407 followers, an increase of 48

Examples of LinkedIn engagement

1. Skegness Learning Campus breaking ground event

- Impressions: 611
- Engagements: 160
- Reactions: 24



2. Skegness Town Council Long Term Plan for Towns workshop

- Impressions: 374
- Engagements: 102
- Reactions: 13





3. Share your ideas for Skegness

- Impressions: 126
- Engagements: 14
- Reactions: 6



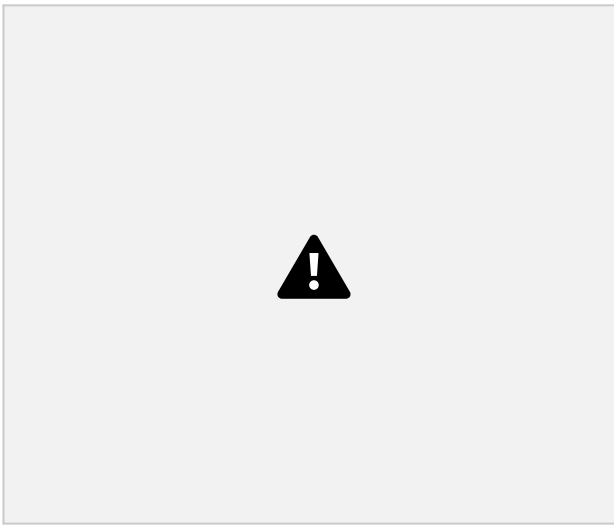
X (formerly Twitter)

- 483 followers, an increase of 6

Examples of engagement

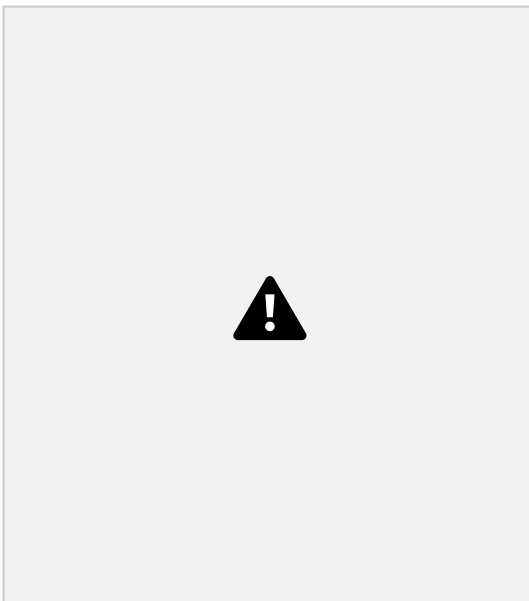
1. Skegness Learning Campus groundbreaking event

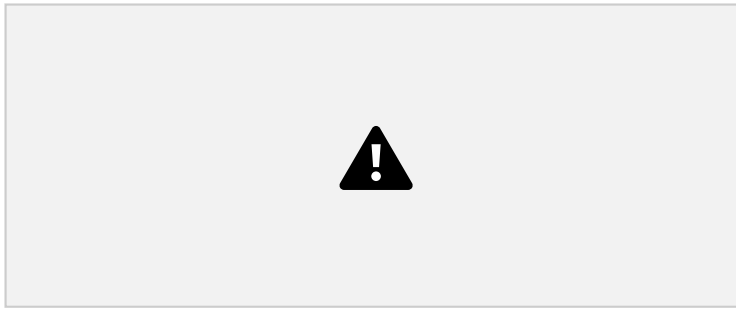
- Impressions: 392
- Engagements: 1



2. Share your ideas for Skegness

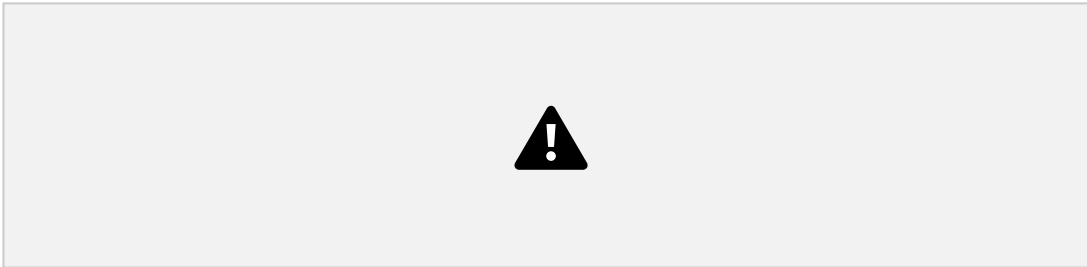
- Impressions: 148
- Engagements: 15



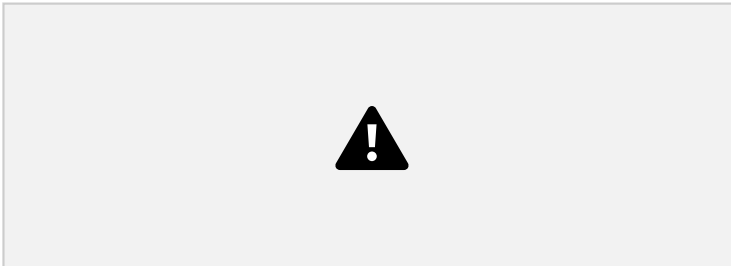


Website

Overview 5th March 2024 – 9th May 2024



Most popular pages / sections



- Colonnade: [Colonnade - Connected Coast](#)
252 users / 287 sessions
- Campus for Future Living: [Campus for Future Living - Connected Coast](#)
194 users / 228 sessions

Chair's Update Subscribers

- 25 subscribers, no change (we are inviting people to sign up to the chair's update through the Long Term Plan for Towns consultation)



Appendix 1

Feedback from the Skegness Town Council Workshop 10 April

2024 **LONG TERM PLAN FOR TOWNS**

Safety & Security

(Examples of things might include CCTV, lighting, ideas to tackle anti-social behaviour)

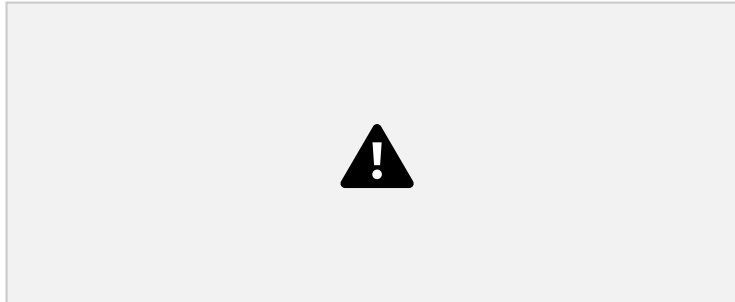
- CCTV – Anti-Social behaviour, Drugs on Prince George Street • CCTV – Fly tipping – certain areas in Skegness and near the tip are bad • Lighting entrance to Tower Gardens
- Improvements to covered walkway to make people feel safer • Lighting/CCTV
- Support for community groups to increase social cohesion and improve safety
- Double red lines on Grand Parade
- Park Keeper – Tower Gardens
- More parking enforcement on streets
- Maintain public realm to improve behaviour and uplift community • CCTV on play areas and allotments
- Solar power for bus shelters
- Street wardens to prevent anti-social behaviour, drug sales and street drinking
- Churchill (Manor Crest) cycle path, connect George Walk, St Mary's Church and A158
- Cycle path from Winthorpe to Academy via King George V walk • Cycle paths safer than walking
- Here to help - Rangers (extra security)
- Tower Gardens entrance from Lumley Road – Deep Clean, CCTV, Service Road and lighting
- Improve lighting and CCTV to rear of Pavilion – crime hotspot • Improve lighting and CCTV at entrances of Tower Gardens (completion of Master Plan)
- Parking and verge enforcement – Officers/Wardens
- Street Lights - getting LCC to switch on lights at night for Skegness • Buy PCSO a motorbike to cover Skegness to Chapel as PCSO uses the bus • CCTV – Anti-Social behaviour, drugs etc on Prince George Street



High Streets, Heritage and Regeneration

(Examples of things might include creating and maintaining parks/green spaces, high street cleaning projects, improving markets, etc.)

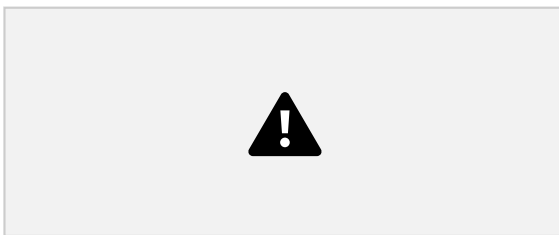
- Disabled changing rooms and toilet facilities
- More improved beach access for wheelchair users directly on beach •
- Heritage Centre and Tourist Information Centre
- Park N Ride - Re-use of existing car parks
- High Street Master plan
- Deal with rogue landlords – Grosvenor/Cavendish Road – untidy houses •
- Clean up numerous grot spots eg Tower Gardens entrance (south) •
- Heritage signage and display boards in Tower Gardens
- Sporting facilities
- High Street Trail and signs (Lumley Road)
- Water fountains in Tower Gardens that children can run about in. Great when warm weather
- Pathways to be completed in Tower Gardens
- Tower Gardens from Lumley Road – Iron works need painting and lighting required
- Heritage Trail around town – linking up with cycle route that has been suggested
- Install accessible play in Tower Gardens
- Creation of Rose Garden with old iron work from previous pavilion • Complete Tower Gardens Master plan – replace remaining paths • To re-vamp coach park with new café and green seating areas and toilet facilities
- Enhance entrance to Tower Gardens from Lumley Road
- Footpath improvements
- Heritage Centre
- Fountain area for children to play in – Town Centre or Tower Gardens •
- Park Keeper
- Heritage event's organiser
- Restore and light up sea front Victorian shelters
- Restore clock above Costa Coffee in Lumley Square



Transport and Connectivity

(Examples of things might include improving transport links, cycling and walking routes, etc.)

- *Cycle paths in and around town, connecting Prom area and beach*
- *Heritage Trail connect town centre to foreshore (**already costed up for Tower Gardens in master plan**)*
- *Electric charging in Scarborough Avenue car park*
- *EV charging stations on land near XCite*
- *More improve beach access for wheelchairs onto beaches*
- *Improving accessibility and accessible play to Tower Gardens (part of master plan)*
- *Improve coastal path and access to it*
- *Feasibility study to look at options for improving transport from Skegness to Ingoldmells e.g. tram line or more bus lanes*
- *Signage*
- *EV charge points in park n ride*
- *Buy plot of land to build out of town car park generating revenue*
- *Walking routes with sign posts and distances*
- *Safe route for park run (5K)*
- *Showers and changing rooms to encourage sea swimming*
- *Additional toilets on the sea front*
- *EV charge points in grass verge bays*
- *Digital bus timetables*
- *Sea wall coastal footway/cycle Winthorpe behind golf course*
- *Turn walks into shared walk/cycle way with passing over road with crossing for cycles*



Connected Coast Board Membership

Agenda Item 8

Date: 23 May 2024

The purpose of the report is to give Board members an update in terms of membership of both the board and sub groups.

Resignations

Ruth Carver - Greater Lincolnshire Local Enterprise Partnership. The LEP is currently reevaluating its meeting attendance for 2024/25. It is a transitional year for LEP's nationally with previously Government funded functions moving across to local authorities. In order not to duplicate attendance with local authorities Ruth will no longer be attending Board meetings

Pat Doody – Portfolio (Chair or Trustee of Charities) - Retired

Councillor Tony Tye – will be stepping back due to ill health.

Mayor Cllr Adrian Findley – has been put forward as the Council's Member representative on the both the Board and Skegness and Long-Term Plan for Towns sub group

New Members appointed to Skegness & Long Term Plan for Towns Sub Group

As part of the review of Board and Sub Group Membership resulting from the Long Term Plan for Towns Guidance, the following people have now been appointed to the above sub group

Steve Andrews Centre Manager, Hildreds Centre

Jacqueline Evans, Inspector 255, Coast Neighbourhood Team

David Bruce, Lead Community Connector - Skegness, Spilsby & District

Steve Larner, Town Clerk, Skegness Town Council

New Members appointed to Mablethorpe Sub Group

Gareth Rowland – previous owner of Holivans, Mablethorpe