

Connected Coast Town Board

25 July 2024 at 10:30AM on TEAMS

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 23 May 2024 ***
For approval
4. **Matters arising**
For noting
5. **a) Skegness Long Term Plan for Towns Draft Plan (paper IA) ***
b) Long Term Plans for Towns - Consultation Report (supporting evidence – paper MGa) *
For approval
6. **Update on UKSPF (paper SF) ***
For noting
7. **a) Lincolnshire Wolds and Cultural Programme – Alford and Spilsby projects (paper CK) ***
b) Alford Manor House - Stage 2 Report 30.04.24
c) Alford Windmill Stage 2 Report 31.05.24
d) SSH RIBA Stage 2 Report - 4 June 2024
For noting
8. **Programme Update (Towns Fund)**
For noting
a) Narrative * - to follow
9. **ACIS presentation - Campus for Future Living**
For noting
10. **Communications (paper) (MGa) ***
For noting
11. **Mablethorpe Update**
a) Mobi Hub (paper) – to follow

12. Skegness Interchange Contractor update (paper PB) *

For noting

13. Any Other Business

14. Date of next meeting

25 September at 1330 - In person – hosted by Station Leisure and Learning Centre (including a tour)



Connected Coast Communications Report July 2024

A. Communications activities May 2024 – July 2024

Long Term Plan for Towns:

The priority over the last two months has been the consultation and engagement around the Long Term Plan for Towns funding. A full report is being prepared to share the findings of this activity but by way of summary:

- 140 responses were received to the online survey and a further 21 responses to the survey were received in paper format, resulting in 161 responses.
- Extensive feedback was also captured via feedback boards based in seven locations namely Aura Business Centre, Embassy Theatre Foyer, Tower Gardens Pavilion, Skegness Library, Skegness TEC, Skegness Masonic Centre, and Hildred's Shopping Centre.
- In addition to previous events – Skegness Exhibition Event, Expo, and the Skegness Town Council workshop – further engagement was held with young people. YMCA hosted an interactive session for young people on 30th May which saw 31 young people engaged. In addition, four feedback sessions with around 80 year ten pupils took place at King Edward VI Academy in Spilsby.
- Finally, five responses were received via the web form.

The consultation was promoted via a press release: [Have Your Say and Help to Shape Skegness' Future - Connected Coast](#) as well as rolling social media, postcards, and posters.

Other communications activities:

The pre-election period ran for six weeks prior to the General Election on 4th July. During this period, we were limited in what communications we could share and our main focus was on the consultation activities.

Chair's Update:

A chair's update was issued in May which led with the consultation.

Media engagement:

We have been limited by what communications we have been able to issue during the pre-election period. We did however provide a quote for the Skegness Standard from the Chair around planning submission for the Embassy Theatre.

Social media:

The rolling social media content prepared and scheduled across Facebook and LinkedIn has focused on the Long Term Plan for Towns consultation

Current and upcoming activities:

- Long Term Plan for Towns – publishing findings, communications around the submission, and longer-term, developing a communications plan to keep people informed and involved in the funding



- Station Leisure and Learning Centre – new building opens in July; media event planned with official opening proposed for later in the autumn
- Town centre transformation – milestones in the delivery of work
- Police Training Academy – creation of communications that focus on the role and impact of the academy.

B. Measurement and evaluation

Some traditional media coverage

[£590k gardens renovation in Skegness marked with official ribbon cutting \(msn.com\)](#)

[New images released in next stage of planning for Skegness theatre refurbishment \(msn.com\)](#)

[Plans unveiled for £5m refurbishment of Skegness Embassy Theatre \(msn.com\)](#)

Social media

Facebook

- 631 followers – an increase of 15
- 466 likes – an increase of 11

15th May 2024 – 11th July 2024

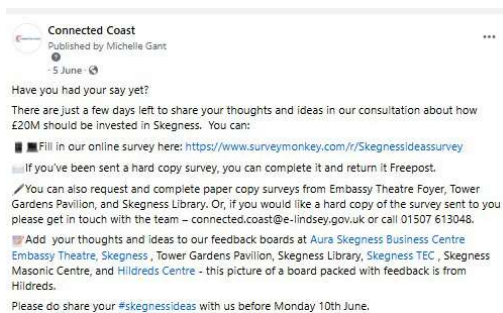
Page reach: 15,700

Page visits: 861

Examples of Facebook engagement:

1. Have you had your say yet?

- Reach: 3,880
- Impressions: 3,989
- Interactions: 9



Connected Coast
Published by Michelle Gant
- 5 June · 🌐

Have you had your say yet?

There are just a few days left to share your thoughts and ideas in our consultation about how £20M should be invested in Skegness. You can:

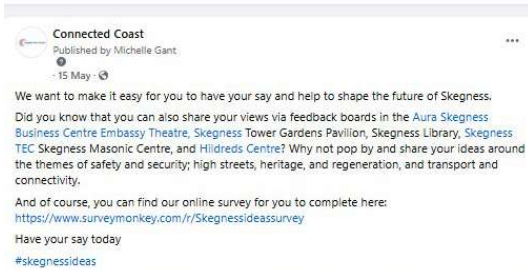
- Fill in our online survey here: <https://www.surveymonkey.com/r/Skegnessideasurvey>
- If you've been sent a hard copy survey, you can complete it and return it Freepost.
- ✓ You can also request and complete paper copy surveys from Embassy Theatre Foyer, Tower Gardens Pavilion, and Skegness Library. Or, if you would like a hard copy of the survey sent to you please get in touch with the team – connected.coast@e-lindsey.gov.uk or call 01507 613048.
- Add your thoughts and ideas to our feedback boards at Aura Skegness Business Centre, Embassy Theatre, Skegness, Tower Gardens Pavilion, Skegness Library, Skegness TEC, Skegness Masonic Centre, and Hildreds Centre - this picture of a board packed with feedback is from Hildreds.

Please do share your #skegnessideas with us before Monday 10th June.



2. We want to make it easy for you to have your say

- Reach: 3,164
- Impressions: 3,489
- Interactions: 16



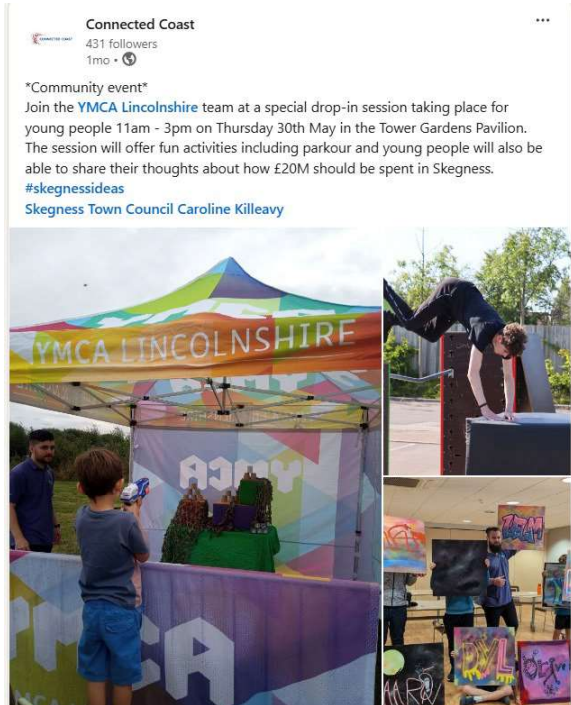
LinkedIn

- 431 followers, an increase of 24

Examples of LinkedIn engagement

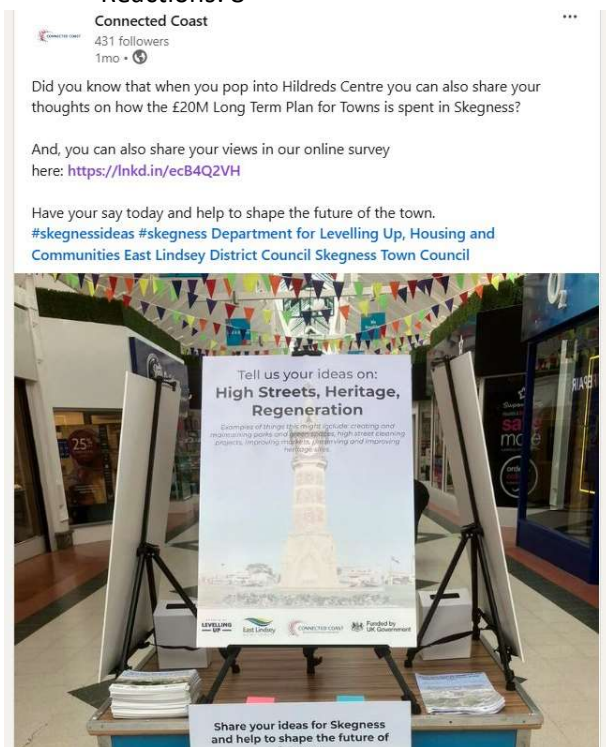
1. YMCA Lincolnshire Long Term Plan for Towns event

- Impressions: 444
- Engagements: 33
- Clicks: 14



2. Feedback boards at Hildred's

- Impressions: 371
- Engagements: 24
- Reactions: 8





Website

Overview 10th May 2024 – 10th July 2024

<u>Monthly Visitors</u>			
10 May 2024 - 10 Jul 2024			
Month	New users	Total users	Sessions
July	135	165	225
June	476	526	707
May	527	580	770

Most popular pages / sections



- Long Term Plan for Towns: [Long Term Plan for Towns - Connected Coast](#)
223 users / 328 sessions
- Colonnade: [Colonnade - Connected Coast](#)
215 users / 253 sessions

Chair's Update Subscribers

- 87 subscribers – includes 58 new subscribers engaged through the consultation process and three subscribers receiving the update via post.