

Connected Coast Town Board

**25 September 2024 at 13:30 in person at
Station Leisure & Learning Centre, Station Road, Mablethorpe, LN12 1HA**

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 25 July 2024 ***
For approval
- 4. Matters arising**
For noting
- 5. Membership paper * JBur**
For approval
- 6. Long Term Plans for Towns (LTPFT) * (verbal update) - JBur**
For noting
- 7. Update on UKSPF * (paper and brief verbal update) – SF**
For noting
- 8. Update Lincolnshire Wolds: Culture & Heritage Programme – Alford and Spilsby projects * (paper) – JBur/CK**
For noting
- 9. Programme Update (Towns Fund) ***
For noting
 - a) Narrative**
 - b) Risks**
 - c) Finance Updates – to follow**
 - d) Monitoring and Evaluation - to follow**
 - e) Town Deal Assurance Framework**
- 10. Communications (paper) (MGa) ***
For noting
- 11. Mablethorpe Update**
 - a) Mobi Hub – verbal update - MH**
 - b) Campus for Future Living – verbal update - JBur**
 - c) Colonnade – verbal update - DB**
- 12. Skegness Update**
 - a) Culture House and Arts council funding (verbal update) – JBur**

- b) Multi User Underspend (paper for noting) - JBur
 - c) Foreshore (verbal update) – JBur
- 13. East Lindsey Investment Fund Update – MH (presentation)**
For noting
- 14. Any Other Business**
Code of Conduct to be read and signed by Board members at <https://connectedcoast.co.uk/wp-content/uploads/2022/09/Board-Member-Code-of-Conduct94.pdf> paper copies of the signatory page, to be provided at the board meeting for signing
- 16. Date of next meeting**
28 November at 10:30AM on TEAMS



Connected Coast Board Membership

Agenda Item: 5

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

Resignation

John Latham, John Latham, University of Lincoln - Director of DVC Projects – leaving Lincoln University 31 July resignation wef 1 August 2024.

Matt Warman MP – following the general election

Proposed new members of the Board.



Tracy Stringfellow, CEO, Heritage Lincolnshire is the project lead for two town fund projects and has been invited join the board for the Long Term Plan for Towns focus on heritage.

Tracy's background is in the heritage sector, having worked for Royal Greenwich Heritage Trust for the last eight years and previously for the Royal borough of Greenwich. She has worked in museum education in Birmingham and Lincolnshire and was Museums Manager for North East Lincolnshire Council before moving to the south east and London in 2009. She was born and raised in Grimsby. As well as her extensive experience of working on major projects in the heritage sector, Tracy is a trustee of WSUP, the Woolwich Service Users Project, a charity which supports people at risk of homelessness in south east London.



Richard Tice MP - for Boston and Skegness

No bio received



Pranali Parikh
Director of Economic Development

Pranali will be joining the Partnership's Senior Leadership Team with a wealth of experience in the economic development sector. Her main directorate responsibilities will be to deliver planning, economy and cultural development across the Partnership. Pranali is joining the Partnership's Senior Leadership Team with a wealth of experience across the economic development sector. Her main directorate responsibilities will be to deliver planning, economy and cultural development and will be instrumental in driving forward the growth ambitions and priorities for the Partnership.

Pranali was previously Director for Growth and Regeneration at Melton Borough Council and previously Regeneration Service Manager for Alliance of High Peak Borough Council and Staffordshire Moorlands District Council; Principal Regeneration Manager at Derby City Council; Urban Design Manager at Derby Cityscape Ltd and Urban Designer at Atkins Ltd.

She joined the Partnership on Monday 15 July.



Julie Corden has replaced John Latham as University of Lincoln Representative following his resignation from the Board

Julie has worked at the University of Lincoln for over 20 years, with her expertise in marketing, events, project and operational management. She has extensive experience in partnership and relationship management and is committed to supporting and working with regional partners towards a shared endeavour of regional health, wealth and opportunity.

She is currently the Director of Regional Engagement, where she is passionate about ensuring the University meets its civic responsibilities, increasing opportunities and commitment to making a real difference to people's lives and supporting the region's prosperity agenda.



She has previously held roles as Project Director and Assistant Director for Communications, Development and Marketing at the university.

She has grown up in Lincolnshire and has a personal passion for the County. With her spare time she loves nothing more than spending days out with her children exploring and enjoying the coast and countryside on her doorstep.



Emma Tatlow
CEO of Active Lincolnshire

Emma Tatlow is CEO of Active Lincolnshire. Funded by Sport England, we connect and enable organisations to reduce inactivity and influence the collective goals set out in the local Let's Move Lincolnshire strategy for physical activity. We build a shared understanding of inactivity, champion equality and inclusion, sustainability and welfare and integrate physical activity into all sectors, policies, strategies, and education. Improving lives through the positive power of movement.

We adopt an insight-driven approach to understanding and enabling solutions that promote physical activity and sport for everyone at every life stage. We focus on addressing inequalities and work collaboratively with partners to remove barriers to participation, supporting inactive individuals to become active, by enabling others to create relevant opportunities.

With a focus on physical activity supporting wider outcomes, including health inequalities, community cohesion, pride in place and skills and leadership development Active Lincolnshire is increasingly focussing on areas of greatest need in Lincolnshire, including the coast.

Emma previously worked in the visitor economy sector, locally and nationally. She adopts a partnership and collaborative approach to working and is committed to improving outcomes for the benefit of the people of Lincolnshire and as a member of the Connected Coast Board will commit to joining opportunities across investment streams to meet local need.






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 sub group.

Brad Johnson, Volunteer Communications Lead – East Coast Pride

New Members appointed to Mablethorpe Sub Group

Carl Richardson, Dunes Mablethorpe has now accepted and attended his first meeting on 7 August.

Skegness & Long Term Plan for Towns Sub Group Members - (not CC Board members)			
Name	Short Bio	Sector/Organisation and Role/Specialist areas:	Picture
Steve Andrew (Hildreds)	I have worked at The Hildreds for 35 years in various management roles and been centre manager for 11. I have a wife, Penny and 2 grown up children, Micky and Jack who are both married and a wonderful grandson - Teddy. I enjoy planning and taking part in events, often bringing new and exciting experiences to the town for the first time. I am a potter and sculptor by trade and I am responsible for designing and hand carving all of The Hildreds seasonal displays which are mainly made out of recycled polystyrene packaging, glued, carved, covered in cement then hand painted to finish. I also proudly hold the position of "Honoured Citizen" of Skegness since 2010.	Retail Hildreds Shopping Centre; Centre Manager Marketing, events, footfall analysis. Tenant liaison	
Steve Lerner	Steve has worked in Local Government for 46 years, including two London Boroughs, a Lincolnshire District Council and for the last 13 years as Town Clerk in Skegness. Steve started his career in Local Government Finance and became a Finance Manager specialising in Housing. He moved into IT and became an IT Manager before becoming Head of Information Services. Steve developed his career taking on responsibility for Customer Services and then eventually becoming Head of Organisational Development broadening skills into HR and performance management. Steve moved into the role Town Clerk wanting to reconnect with the front line of public services.	Local Government Skegness Town Council – Town Clerk Local Government Project Management	
David Bruce	My name is David Bruce and I am the Lead Community Connector for Skegness, Spilsby & District. I am very passionate about mental health support and ensuring everyone is aware of how to access it. 4 years ago I founded Bro Pro UK, a mens mental health support group. Bro Pro is a safe place for men to meet, socialise and talk. We now have 14 locations county wide with another 3 launching later this year.	Mental Health Transformation/3rd Sector New Life Community Church Spilsby operating as Skegness Wellbeing Hub & Bro Pro UK Mental health support at grass root level. 15 years experience working within the local community.	
Jacky Evans	I have served with Lincolnshire Police for over 19 years and have had several different roles during that time including front line response policing and am a qualified detective. I have a real passion for working on the Coast and will strive to make this area a safe place to live, work and visit. Neighbourhood Policing is an area I have always had a keen interest in.	Emergency services Neighbourhood Policing	
Bradley Johnson	Brad Johnson is a well-respected professional with extensive experience in the education industry. He holds a Master's in Business and Organisation Strategy, which he earned with distinction, along with a BA (Hons) degree in Marketing and Event Management. As well as being the Head of Communications for an international education organisation, Brad is also the Volunteer Communications and Stakeholder Lead for East Coast Pride, an organisation champion LGBTQIA+ rights along the east coast. Brad has held several senior roles in his career, including Regional Manager (Africa and Middle East), International Marketing Lead and Corporate Brand Manager for a leading UK university. He has also held the role as the Client Relations and External Communications Manager at the world's largest education agency. In addition to his professional experience in the private sector, Brad has also made voluntary contributions to education organisations. He served as an Academic Board Member of the University of Hertfordshire and has been a School Governor in both Hertfordshire and Lincolnshire. Brad is a Registered Lobbyist and an Accredited PR Practitioner with the Chartered Institute of Public Relations (CIPR), Chartered Marketer with the Chartered Institute of Marketing (CIM) and a Chartered Manager with the Chartered Management Institute (CMI).	Education and Community Groups Strategic Cross-Border Leadership Change Management Project Management Global Marketing Strategy Agency Relations International Marketing & Campaign Management Cultural Awareness Political and Economic Insight (Education specialist) C-Suite & Political Stakeholder Management Media and PR Management Budget Management (Six figure)	

Mablethorpe Sub Group members - (not CC Board members)			
Name	Short Bio	Sector/Organisation and Role/Specialist areas:	Picture
Gareth Rowland	Fifty years' experience Running a multi award winning, Holivans Caravan park. Director of British holiday and Home Parks Association (BHHPA) Representing Lincolnshire and the interests of the Parks industry in the UK. Member of Mablethorpe area Partnership and Mablethorpe & Sutton coastal Communities team. Representative on the Geological disposal facility Community Partnership. (GDF) Member of the Lincolnshire Sand Yacht Club , and the British Ice sailing Team, based in Mablethorpe, actively competing at National and International level. Recently retired I look forward to using my skills and knowledge for the promotion of a every aspect of the Lincolnshire Coast particularly the future of green tourism	Tourism and leisure Caravan Parks, Tourism , Landsailing	
Naomi Wilkinson-Baker	Naomi is the Director of Operations for Magna Vitae Leisure and Culture Trust. Lincolnshire born and has worked with ELDC and Magna Vitae Trust for nearly 20 years. Embracing continuous improvement, as Director of Operations, Naomi has been pivotal in advancing Magna Vitae facilities operations, fostering a culture of excellence and innovation. Her mission is striving to enhance community well-being through leisure and culture. She prioritises team leadership, ensuring teams grow alongside our local services.	Leisure	
Carl Richardson	To follow	To Follow	To Follow



Connected Coast Board – 25 September 2024

Agenda item 9a. Project Narrative

Skegness

Skegness Campus Development

Works are progressing satisfactorily with the structural steel frame complete, first floor deck and slab cast, roof deck laid and installation of external drainage well advanced. Works associated with ground floor slab reinforcement progressing albeit slowly.

It has been a productive reporting period on site with real progress evident.

The structural steel frame installation is complete to both the main and workshop areas offering a real sense of scale for the build now on site. The corrugated steel layer that forms the first floor slab has also been fitted, stud welded and concrete overlay laid. The roof deck to the main building has also been laid ready for the roof make up to proceed.

Foul drainage installation has progressed well with the run to the externals complete up to the pumping station location ready for it to be extended across the farmer field once the crop has been harvested as previously been reported.

The ground floor slab installation is underway initially with the perimeter formwork and further excavation of pile matt to create the space required for the reinforcement prior to casting the new slab. This is progressing slowly, in part due to the complexity of the reinforcement, but also the productivity of the sub-contractor. According to programme this started ahead of schedule however Hobson and Porter are applying pressure to increase output on site.

Discussions with Highways relating to the Section 278 Agreement have concluded and awaiting confirmation legals to enable works to commence. Road drainage to discharge to the side of the road and run into the existing land drain that runs to the side of the site.

The programme remains unaltered with completion targeting July 25. Steelwork, metal deck to the first floor and roof together with casting the slab to the first floor have progressed to programme. Installation of steel reinforcement to the ground floor slab is progressing slowly however this has started ahead of programme so not on the critical path.

Overall progress is good, and we are where we anticipated to be.



Tower Gardens Skegness

The programme of work at Tower Gardens has now been completed, with improved sections of paths, refurbished pond and cascade, plus a new area of sensory planting around the bandstand. The improvements also include accessible sensory equipment which has been enjoyed by locals and visitors alike during the summer.

Skegness Town Centre Transformation

The project to enhance the appearance of Alisons department store is nearing completion and further down Lumley Road, a row of four new shopfronts have been installed inspired by historic designs. A traditional shopfront has also been installed at 11 High Street, meaning the impact of the Connected Coast's investment can now be seen throughout the grant scheme area. Final and upper floor phases of works are due to commence at each site during early autumn.

Further improvement projects for town centre businesses in Skegness are being developed ready for works to begin in the 2024-25 off season and Heritage Lincolnshire welcomes expressions of interest from business owners via their website.



124-132 Lumley Road Skegness

Skegness Foreshore

Works are continuing on the Sigma Property development off South Parade, with the current build programme scheduled for completion by early Summer 2025. Works are continuing to provide temporary hoardings on site to promote the works and grant funders. The Council remain in dialogue with the shortlisted parties for the previously shortlisted expressions of interest, with oversight from the Executive Board. The Council has been unable to enter into commercial terms on Lot 4 due to a lack of response/contact with the preferred bidder. Additional interest has been received in vacant lots and premises in adjacent Foreshore areas, since the Travelodge works commenced on site in June 2024. The shortlisted proposals remain at an early design phase with much more work required on design feasibility to inform a viable cost plan and delivery timeline (including any enabling works required on infrastructure). These additional shortlisted investments are likely to sit outside of/beyond the Towns Fund Grant award programme which is broadly allocated given the previously agreed commitments to Sigma Property Co. Limited and support towards the revised delivery and match funding programme for Arts Council England supported works around the Skegness Pier site.

Skegness Interchange (Station)

Phase 1 works continue on site in and around the Red Star Building. Repairs and remedials are ongoing as well as new build works. Mechanical, Electrical and Telecoms installations continue. New windows have now been installed. Internal wall linings and insulation has been installed to the external walls and insulation installed in the roof spaces to significantly improve the EPC rating for the building. The roof and parapet over the new retail area have been removed as in such poor condition. A replacement is in design. The section of wall facing the taxi rank that was a concern as unstable has been removed and rebuilt. In the Concourse, containment for new services has been installed and installation of new lighting and CCTV has been completed in the concourse and platforms. Fit out of new plant room ongoing and new distribution boards have been energised.





Continuing talks with Lincs County Council Adult Services for the tenancy of the community café and meeting space. They have submitted their internal business case, which has been approved and now working to agree Heads of Terms.

The retail units and small business start-up offices are now being marketed with good interest in the retail units.

Culture House

Works for both phases have commenced on site, following completion of RIBA Stage 4 detailed design negotiations and the subsequent granting of planning consent via Local Authority Planning Committee approval on the 5th September. The initial programme of works is for c£4million across both Towns Fund and Cultural Development Fund grant awards, with the Council exploring a number of additions in to the current programme to complete a wider scope of works under the appointed contract. This includes the reinstatement of Changing Places Toilet provision within the internal floor plan, and a full replacement of seating within the refurbished auditorium. The programme of works by the main contractor is due for completion in April 2025. The contractor is in regular contact with Magna Vitae during the build phase to ensure minimal disruption to existing ticketed performances during the works for all Theatre users. On site promotional signage is due to be installed in September to promote the scheme visuals and funders. A launch event is provisionally being explored for October to tie in with promotional events at other Towns Fund projects.

Arthur Troop Police Training Academy

Completed project

Hardy's Multi-User Trail

Completed project

Mablethorpe

Station Leisure and Learning Centre

All construction works are now complete and practical completion of the building and site was achieved on 12th July 2024. The venue is now in a 12 month defect period before being fully signed off and retention released to the contractor in July 2025. The site is operational, and public are making good use of the leisure facility the play area and the refurbished memorial site.



Town Centre Transformation – Mablethorpe

Major work to properties have been on hold during the summer to allow businesses to welcome visitors in the height of the season. The second phase of improvements to three premises on the High Street will begin early in the autumn, with an upgrade of the remaining shopfront to reflect a more traditional design; the replacement of canopies with solid balconies; and upper floor works including reinstating timber windows.

This investment will enhance the appearance of a significant block of the High Street (numbers 66-78) and create new versatile spaces for business use into the future, such as additional outdoor seating at the Coffee Lounge.

Funding is still available, and Heritage Lincolnshire welcomes expressions of interest from businesses in the town centre who would be interested in grants to refresh their signage or improve their properties through repairs.



National Trust at Sandilands

The first phase of the Sandilands project commenced on site last week (2nd September) with Casey (Landscape Contactors) beginning works on the earthworks, wetland, and nature aspect of the project. The first phase includes the southern, larger leg of the site which will become a wetland reserve, and other aspects of the project including natural play elements and the new substation. The Contractors have set up their compound and welfare areas, and the delivery of heavy plant and equipment has been ongoing, with a 'spade in the ground' event on Friday of last week.



The other areas of the project such as the car park and visitor centre, we are making progress with minor alterations to some of the designs and timings meaning this aspect of the project will commence towards the start of 2025.

Colonnade

Verbal update to follow at the Board meeting

Mobi-Hub

Verbal update to follow at the Board meeting

Campus for Future Living

Verbal update to follow at the Board meeting



Connected Coast Communications Report September 2024

Agenda item: 10

A. Communications activities August 2024 – September 2024

Long Term Plan for Towns:

The report on the consultation which took place from 14th May – 10th June has been completed and is available here: [Long-Term-Plan-for-Towns-Skegness-Consultation-Report-July-2024.pdf](#) (connectedcoast.co.uk)

An update on the Long Term Plan consultation and submission was shared at the end of July: [Skegness Long Term Plan Progress Update - Connected Coast](#) with a further communication around the consultation findings and next steps published in early September: [People Share Their Aspirations For Skegness - Connected Coast](#)

Further research is being carried out to gain insight from members of the community who may not easily nor ordinarily participate in consultation and engagement activities. This takes the form of connecting with relevant community groups and organisations.

Media releases:

There have been some key milestones in the last few months with the opening of the new Station Leisure and Learning Centre, start on site at Sandilands, and the partnership with Acis for the Campus for Future Living:

[Station Leisure & Learning Centre, Mablethorpe set to open to the public - Connected Coast](#) (issued by East Lindsey District Council)

[Project to transform golf course into wetlands to benefit migratory birds gets underway - Connected Coast](#) (issued by National Trust)

[East Lindsey District Council announce exciting partnership for the Campus for Future Living in Mablethorpe - Connected Coast](#) (issued by East Lindsey District Council)

[Residents asked for their view on name for new Sutton-on-Sea Colonnade site - East Lindsey District Council \(e-lindsey.gov.uk\)](#) (issued by East Lindsey District Council)

[Additional funding made available for parishes, village halls and community projects from the UK Shared Prosperity and Rural Prosperity Funds in Boston and East Lindsey - East Lindsey District Council \(e-lindsey.gov.uk\)](#) (issued by East Lindsey District Council)

Media releases in the pipeline include a release about the refurbishment of Alisons through the Town Centre Transformation scheme in Skegness, and a release to coincide with the new hoarding on the Travelodge site.

Chair's Update:

A chair's update has been prepared for September.

Social media:

The rolling social media content continued across Facebook and LinkedIn.



Current and upcoming activities:

- Police Training Academy – creation of communications that focus on the role and impact of the academy;
- Station Leisure and Learning – content around how the new facility is delivering Connected Coast outcomes;
- Annual report 2023-2024;
- New board members release;
- Event and communications to coincide with Skegness Railway Station works milestone.

B. Measurement and evaluation

Some traditional media coverage

[Station Leisure & Learning Centre set to open to the public \(msn.com\)](#)

[Locals and tourists 'can't fault' new Station Leisure & Learning Centre in Mablethorpe \(msn.com\)](#)

[Leisure centre ready to make splash in Mablethorpe - BBC News](#)

(the opening of the new Station Leisure and Learning Centre garnered significant broadcast coverage too)

[East Lindsey District Council partner with Acis Group for 'Campus for Future Living' in Mablethorpe \(msn.com\)](#)

[From birdies to birds -- work starts on turning Sandilands golf course into £7.3m nature reserve \(msn.com\)](#)

[Deadline 'moved' on £20m long-term plan proposals for Skegness \(msn.com\)](#)

Social media

Facebook

- 641 followers – an increase of 10
- 469 likes – an increase of 3

11th July 2024 – 10th September 2024

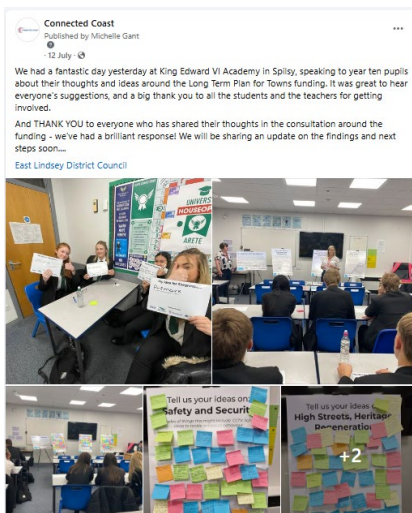
Page reach: 5,700

Page visits: 730

Examples of Facebook engagement:

1. King Edward VI Academy engagement

- Reach: 2,997
- Impressions: 3,090
- Interactions: 8



2. Long Term Plan for Towns progress update


- Reach: 1,959
- Impressions: 2,055
- Interactions: 10

Connected Coast
Published by Michelle Gant
31 July

"We would like to say a huge thank you to everyone who has taken the time to have their say. Through our survey, at events, online, and via the feedback boards which have been located around Skegness, we have heard what matters to people, and what could be better in the town." - Paul McCooey, Chair, Skegness Sub Group.

Find out an update on our work towards creating a long term plan for Skegness here: <https://connectedcoast.co.uk/.../skegness-long-term-plan.../>

East Lindsey District Council Skegness Town Council



CONNECTEDCOAST.CO.UK
Skegness Long Term Plan Progress Update - Connected Coast
Last year, it was announced that Skegness would receive an additional £20M in government fu...

3. Long Term Plan for Towns consultation findings

- Reach: 817
- Impressions: 850
- Interactions: 6


Connected Coast
Published by Michelle Gant
5 September at 11:44

"It was great to hear from so many people through the consultation, and gain a real insight into what matters to the local community," - Chris Baron, Chair, Connected Coast.

Find out what people told us about their aspirations for Skegness in our consultation that took place earlier in the summer: <https://connectedcoast.co.uk/.../people-share-their.../>

Thank you to everyone who shared their thoughts and ideas with us, and to all the organisations which helped with the consultation.

#skegnessideas East Lindsey District Council Skegness Town Council Heritage Lincolnshire YMCA Lincolnshire Aura Skegness Business Centre Hildreds Centre Embassy Theatre, Skegness



CONNECTEDCOAST.CO.UK
People Share Their Aspirations For Skegness - Connected Coast
The seafront is what people value most about Skegness, but they also want to see a variety of ...



LinkedIn

- 465 followers, an increase of 34

Examples of LinkedIn engagement

1. King Edward VI Academy engagement

- Impressions: 438
- Engagements: 81
- Clicks: 73



We had a fantastic day yesterday at King Edward VI Academy in Spilsby, speaking to year ten pupils about their thoughts and ideas around the Long Term Plan for Towns funding. It was great to hear everyone's suggestions, and a big thank ...more



2. New web pages for culture and heritage programme

- Impressions: 413
- Engagements: 38
- Reactions: 24



Would you like to find out more about the exciting work that is taking place at Spilsby Sessions House, Alford Manor House, and Alford Windmill?

Our Connected Coast website now has a whole section dedicated to the culture and heritage programme investment and work in these three historic buildings. Why not take a look and join the journey of revitalisation here: <https://lnkd.in/eMxTVVvk>

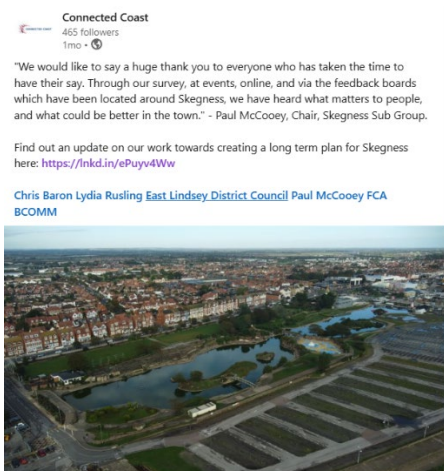
East Lindsey District Council Lydia Rusling





3. Long Term Plan for Towns progress update

- Impressions: 209
- Engagements: 14
- Reactions: 7

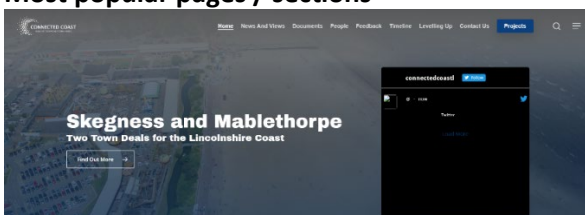


Website

Overview 11th July 2024 – 10th September 2024

Monthly Visitors 11 Jul 2024 - 10 Sept 2024			
Month	New users	Total users	Sessions
September	191	227	297
August	881	942	1,233
July	582	631	910

Most popular pages / sections



- Colonnade: [Colonnade - Connected Coast](#)
290 users / 359 sessions
- Alford Manor House: [Alford Manor House - Connected Coast](#)
207 users / 223 sessions
- Projects: [Projects - Connected Coast](#)
190 users / 270 sessions

Chair's Update Subscribers

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

A UNIQUE SEAFRONT OPPORTUNITY

THE SUNDAY TIMES
Best Places to Live

Sutton on Sea
has been included
in the prestigious
2024 Sunday Times
'Best Places to Live'
guide



A unique contemporary restaurant/café/community development alongside 15 beach huts in a beautiful beachside location, with additional planning consent obtained for 6 overnight lodges, all situated within a popular Lincolnshire coastal resort.

SUTTON-ON-SEA | LN12 2ET



© Visit Lincolnshire

INTRODUCTION

This seafront development is situated on the beachfront at Sutton-on-Sea, an attractive resort village located on the popular Lincolnshire East Coast.

Sutton-on-Sea sits about 3 miles south of Mablethorpe and 15 miles north of the much larger resort of Skegness. The village has a resident population of circa 5,039 (2021 Census).



The property is being developed on the former Colonnade and Pleasure Gardens site directly overlooking the beach, which is a short walk from the shops and restaurants along the High Street.

The building will offer panoramic 360 degree views to the north, east and south along the Lincolnshire Coast and west inland towards Lincoln, which lies about 35 miles to the south west.

WHY INVEST IN SUTTON-ON-SEA?

Sutton-on-Sea is one of the most popular and attractive village resorts along the Lincolnshire East Coast, attracting 2.7M visitors a year with a total catchment spend of £606M.

Unique lifestyle opportunity for an occupier to operate a multi-faceted business, comprising restaurant/café/community/retail areas as well as the 15 beach huts.

The Council are looking for an occupier to work with to provide a thriving and flourishing tourist attraction within what will be a unique contemporary building, that enjoys a beautiful beachside location offering unobstructed 360 degree panoramic views.

Sutton-on-Sea was chosen by the Sunday Times in July of this year as one of the best places to live along the east coast of Britain, underlining the potential for growth in the village, through attracting new, more affluent residents and visitors, with a focus on extending the season for the full 12 months of the year.



£3M

EXTRA EXPENDITURE INTO THE LOCAL ECONOMY

2.7M

COASTAL VISITORS PER YEAR

£606M

OVERALL AREA VISITOR ECONOMY

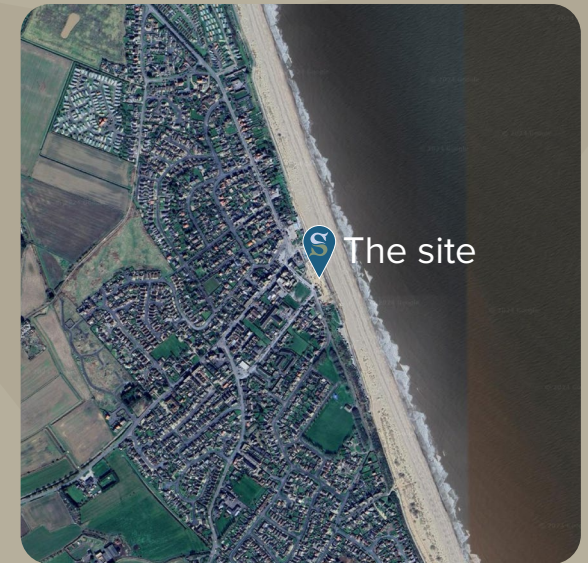
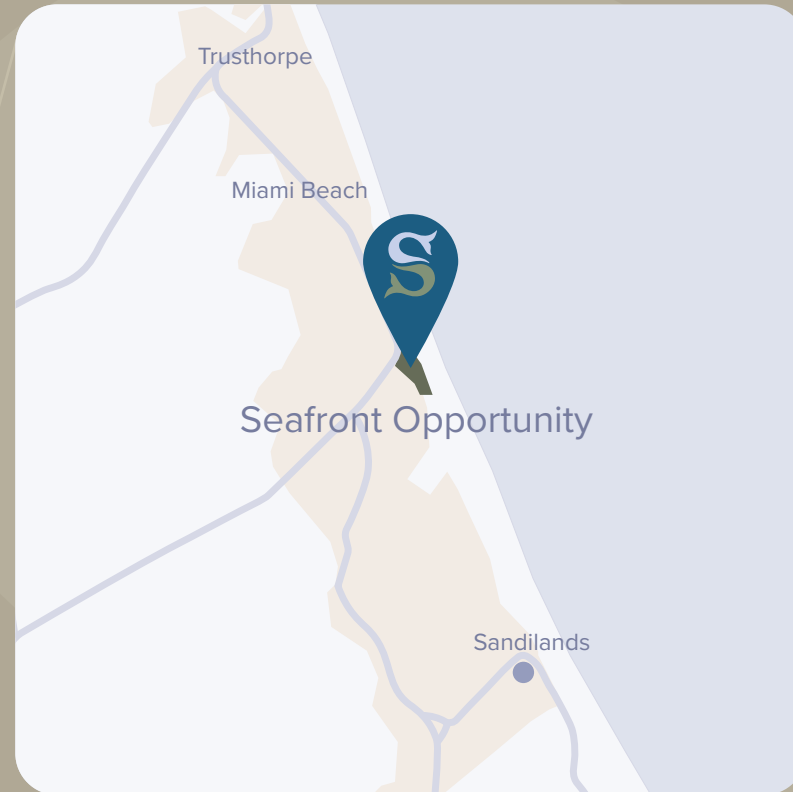
9%

INCREASE IN DAY VISITORS IN 2023



LOCATION

The property is being developed on the site of the former Colonnade and Pleasure Garden site directly overlooking the beach, which is a short walk from the shops and restaurants along the High Street.



Sutton on Sea continues to be one of East Lindsey's most popular seaside resorts. The Council has focussed on the town, naming it as one of three 'Hub' sites, through its Arts Council England National Portfolio Organisation funding.

This focus, until at least 2026, has led to a significant number of events being brought to the town including the highly successful Vintage on Sea event, as well as activities for children. The town will also host the Lightwaves event in October 2024. It is hoped to make these annual events to help develop the arts and culture offer in the town.



1.4M people within a 90 minute drive

THE DEVELOPMENT

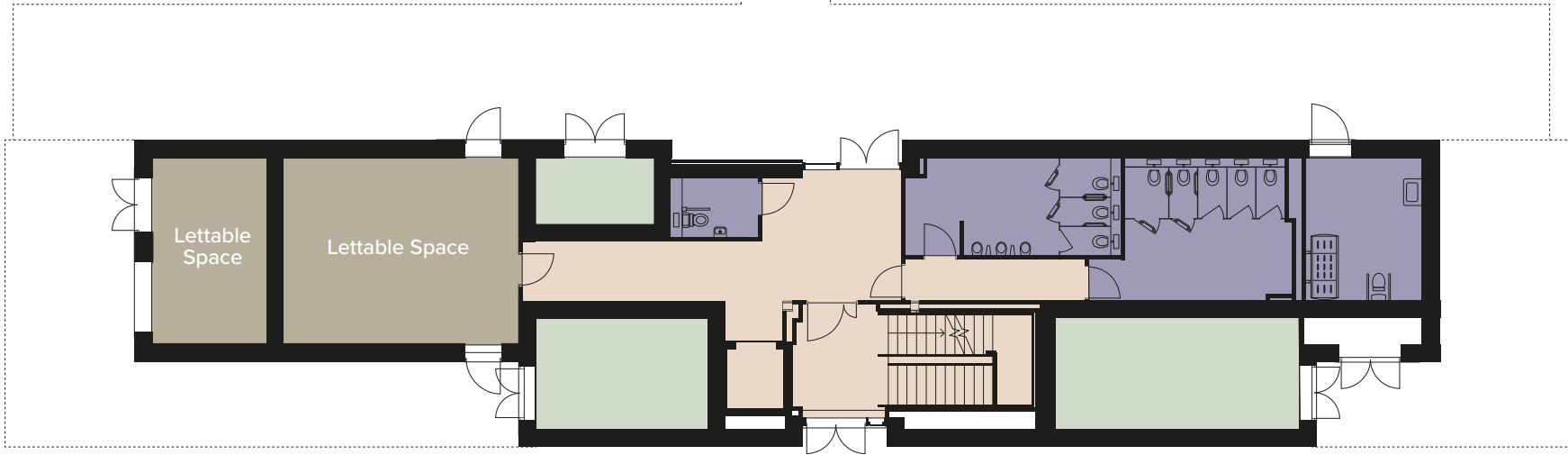


THE DEVELOPMENT

Images on this page show the Holiday Lodges that are intended to form Phase 2 of the proposed development and are not being constructed at this stage.



GROUND FLOOR



THE PROPERTY

Eddisons Incorporating Banks Long & Co, on behalf of East Lindsey District Council, are excited to bring to the market a unique contemporary building, located in a beautiful beachside location on the seafront at Sutton-on-Sea.

The property is being delivered in two phases. The first phase comprises the main 3 storey building and 15 beach huts and the second phase, 6 overnight lodges, albeit the date for the delivery of Phase 2 is still to be decided.

The main building is to be constructed in steel frame with a mix glass and composite panel clad elevations on all sides, to take advantage of the 360 degree panoramic views north, east, west and south, along the beautiful Lincolnshire East Coast.





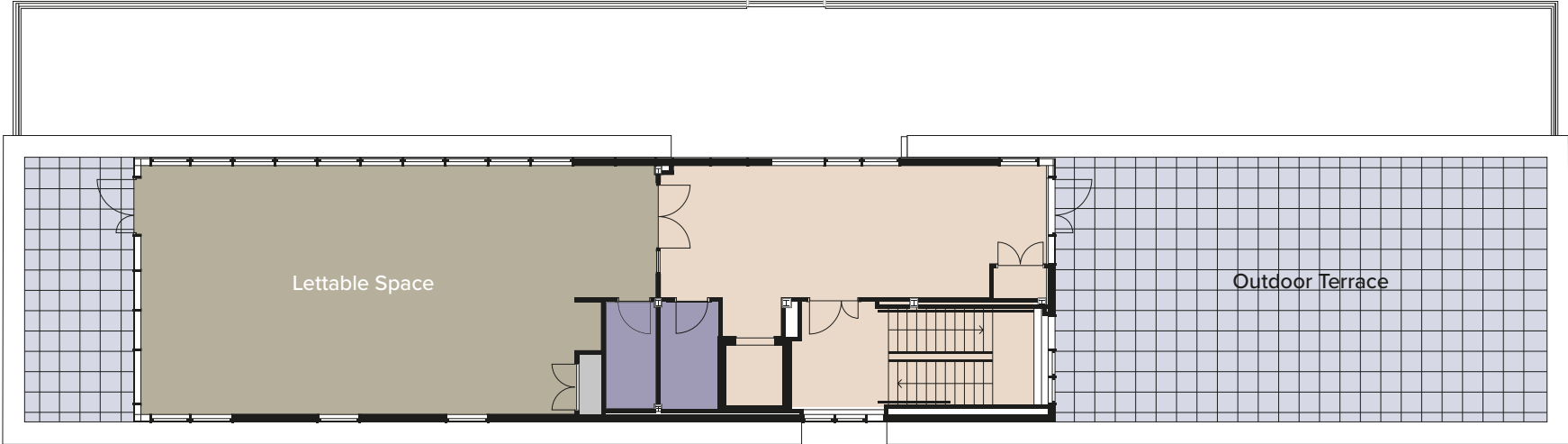
The main building will be laid out on three levels, with the customer trading areas at ground and first floors, which will also incorporate extensive areas of outside seating overlooking the sea, with the back of house ancillary areas to include space for WCs, which are to be included in the Landlords' fit-out, a kitchen and stores, together with a number of potential kiosks that a tenant could either look to operate themselves, to serve the numerous visitors to the resort or sub-let the space to other operators.

The trading areas at ground and first floor level will be finished off to an enhanced developer's specification, with services connected to these areas, ready for incoming occupiers to connect in to once they have finalised their own fit-out proposals.

The 15 beach huts will be constructed at the same time as the main building and included in the tenant's demise which, again, can be either operated by the tenant of the main building for their own benefit or, alternatively, can be sub-let/outsourced to another operator to run for the tenant of the building.

As referred to above, the Phase 2 overnight holiday lodges are not going to be built out at this stage. However, expressions of interest from parties wishing to acquire the site themselves to construct the buildings, by way of a Long Leasehold interest, will be looked at favourably by the District Council.

SECOND FLOOR



DETAILS

Main building - 768.30 m² (8,270 sqft) GIA
over three floors, with outside seating
areas of 285.20 m² (3,070 sqft).



ACCOMMODATION

Having scaled the property from the Architect’s plans provided, we have calculated that the property provides the following Gross Internal Areas (GIAs) per floor:

	Sq.m.	Sq.Ft.
Lower Ground Floor	220.20	2,370
Ground Floor	364.95	3,928
First Floor	183.20	1,972
Total GIA	768.30	8,270
Outside Balcony Seating Areas	285.20	3,070

Whilst the paddling pool adjacent to the building will not be included in the demise, the garden and grounds immediately around it could be made available if an occupier were interested in having use of this area.

Energy Performance Certificate

To be provided once the building is completed.

Services

We understand that all mains services are connected to the property. These will be capped off ready for an incoming occupier to connect their own services into, once their fit-out plans are finalised.

Town & Country Planning

Full Planning Permission has been secured by East Lindsey District Council to construct the building, beach huts and overnight holiday lodges under planning reference number N/110/00176/21

A selection of the plans and drawings relating to this Planning Permission can be found earlier in these particulars. Alternatively the full drawings area available on the East Lindsey District Council website.

The proposed use permitted under this consent is for restaurant, café and community uses, all of which fall within Class E of the Town and Country Planning (Use Classes) Order 1987 (as amended 2020).

The property is not Listed nor located within a Conservation Area.

Interested parties are advised to make their own investigations with the Local Planning Authority with regard to any potential use of the property.

FURTHER INFORMATION

Business Rates

The property will need to be assessed on completion.

Tenure

The entire property is available to let by way of a new lease for a term of years to be agreed. The extent of the potential demise is shown on the site plan included earlier in these particulars. The lease will be drawn on the equivalent of Full Repairing and Insuring terms, with the occupier being responsible for the maintenance of the building structure, interior and external areas falling within the extent of the demise.

As an element of the Leasehold terms to be agreed, the Council is seeking to contract with the occupier to work with them, helping to deliver the intended outcomes to ensure the building and grounds will be seen as a cultural hub for community arts events in accordance with the conditions attached to the Arts Council Funding for the building to increase footfall. The occupier will be encouraged to put on events in the building, which we would envisage should have significant benefits for any occupier of the building in terms of enhanced footfall over and above the existing catchment in Sutton-on-Sea, as well as the extensive tourist numbers visiting the village.

Whilst the Council's preference is to agree a letting of the building as a whole by way of a single lease, proposals from occupiers for part only of the building may also be considered.

Any occupier taking a lease of the whole will also be required to maintain and manage the toilets within the lower ground floor area of the building as an element of the repairing conditions within the lease.

As also referred to earlier in these particulars, offers for the Phase 2 holiday lodge element of the site from developers interested in acquiring and developing this part of the site themselves, will also be looked at favourably by the Council. We would suggest that offers for this element of the site are made on a long leasehold basis.

Rental Proposals

Rental proposals are invited from occupiers/operators interested in taking a lease of the main building and beach huts, having regard to the criteria set out in the tenure section above with regard to the provision of art events within the building and the management of toilets within the lower ground floor areas.

Rental Price

Upon application.

Price

Presently the Council have not allocated funding to deliver the lodges, hence a Phase 2 opportunity. They are however looking to engage with investors/operators to establish whether they would be interested in taking a ground lease to build out and operate the lodges themselves or alternatively looking to the Council to fund and construct on a pre-let basis.

VAT

VAT is likely to be charged in addition to the rent at the prevailing rate. This will be confirmed in due course.

Legal Costs

Each party is to be responsible for their own legal costs incurred in documenting the terms of any transaction agreed.

Images

The images depicted in this brochure are provided for illustrative purposes only and are not intended to serve as a precise representation or guarantee of the final construction. The actual finished building may vary in design, appearance, and materials.

T&C

Terms and Conditions apply.

Section A-A

1 : 100

Section B-B

1 : 100



CONTACT

James Butcher | Director
james.butcher@eddisons.com
01522 544515 | 07808 284578

T. 01522 544515
26 Westgate | Lincoln | LN1 3BD
eddisons.com

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