



Connected Coast Board
10th July 2025 at 13:00 on Teams

AGENDA

- 1. Welcome, introductions and apologies for absence – CD / SW**
- 2. Declarations of interest - ALL**
For noting
- 3. To agree the minutes of the previous meeting held on 22 May 2025 - ALL**
For approval
- 4. Matters arising - JB**
For noting
- 5. Communications (paper) - MG**
For noting
- 6. Towns Deal Programme Update - JB**
 - a. Programme Update
 - b. Project Update Narrative
 - c. Spring 2025 Performance Returns for Mablethorpe and Skegness (circulated to Board Members only)
 - d. Mobi Hub Phase 1 paper
- 7. Sub-Group Updates**
 - a. Skegness Sub Group – 17th June 2025
 - b. Mablethorpe Sub Group – NT Sandilands Tour/Visit – 25th June 2025
- 8. Other Funds (For noting)**
 - a. Levelling Up Fund Round 2: Programme Update – JB
 - b. Cultural Development Fund – Programme Update – JB
 - c. Plan for Neighbourhoods – Update – JB
 - d. East Lindsey Investment Fund – JB
 - e. UKSPF Update – SF
 - f. NPO Arts Council Funding update – JB
- 9. Combined County and Local Government Review – verbal update - PP**
For update
- 10. Summary of meeting and actions**
- 11. Any Other Business**
- 12. Dates of future meetings**
12th September at 10:30AM (VTBA)
20th November at 10:30AM (Teams)
30th January 2026 at 10:30AM (VTBA)
26th March 2026 at 10:30AM (Teams)



Connected Coast Board: 10th July 2025

Paper 4: Matters arising

Matter Arising	Action / Update	Lead	Target Date
Terms of Reference	Plan for Neighbourhoods workshop on 16 th April determined that Skegness subgroup to take on the functions of the Neighbourhood Board for Skegness. This will require the Skegness subgroup terms of reference to be updated only. This will be progressed via a further workshop at the next Skegness subgroup on the 17 th June 2025 to redefine the role and responsibilities of the Neighbourhood Board Members. Current terms for the Connected Coast board to remain the same apart from an update to note oversight of Plan for Neighbourhoods only.		30/09/2025
Young People Proposal	To be picked up as part of Skegness Neighbourhood Plan engagement		Completed
Progress on Burgh Windmill restoration	LCC officer [REDACTED] approached for a requested update, which is still pending.		31/07/2025
Confirmation of new delivery arrangements for UKSPF transition year (2025/26)	Still pending confirmation on when new full transition year grant funding will be accessible for applications under new delivery arrangements. Further updates to be published at: Local Growth and Grant Funding - East Lindsey District Council		31/07/2025



Agenda Item 5: Connected Coast Communications Report June 2025

A. Communications activities May 2025 – June 2025

Media releases:

The following media releases have been issued in the last two months:

- [Connected Coast Board See Impact of Towns Fund Investment at Embassy Theatre - Connected Coast](#)
- [A bright future unveiled in Mablethorpe as the Campus for Future Living officially launches - East Lindsey District Council](#) (issued by Acis Group)
- [Two new and improved family favourites opening this weekend in Sutton on Sea - East Lindsey District Council](#) (issued by East Lindsey District Council)

Chair's Update:

A Chair's Update was issued in May.

Plan for Neighbourhoods:

Work has been taking place on a plan for engagement and consultation for the Plan for Neighbourhoods, together with the Skegness Sub-Group.

Online:

Ongoing social media content has been created for Facebook and LinkedIn, covering topics such as the opening of the Campus for Future Living, demolition at National Trust Sandilands, and the Board's tour of the Embassy Theatre.

Current and upcoming activities:

- Sandilands start on site of visitor hub event on Wednesday 25th June, and associated communications with National Trust;
- Issue of press release on the 'launch' of the Mablethorpe postcards, designed by children;
- Press releases on Mablethorpe canopies and Skegness town centre transformation;
- Together with Skegness TEC, a press release on interest and enrolment to the new learning campus;
- Concerted activities around the Skegness Plan for Neighbourhoods consultation and engagement.



B. Measurement and evaluation

Some traditional media coverage

- We worked with Lincolnshire Pride magazine on a feature about the coast which covers Connected Coast's activities, projects, and the Towns Fund investment (pages 48 – 57): [View Magazines – Lincolnshire Pride](#)
- [MP to officially open Campus for Future Living in Mablethorpe](#)
- [New £8.6m Campus for Future Living opens in Mablethorpe - BBC News](#)

Social media

Facebook

- 750 followers – an increase of 23
- 542 likes – an increase of 18

9th May 2025 – 22nd June 2025

Page views: 15,449

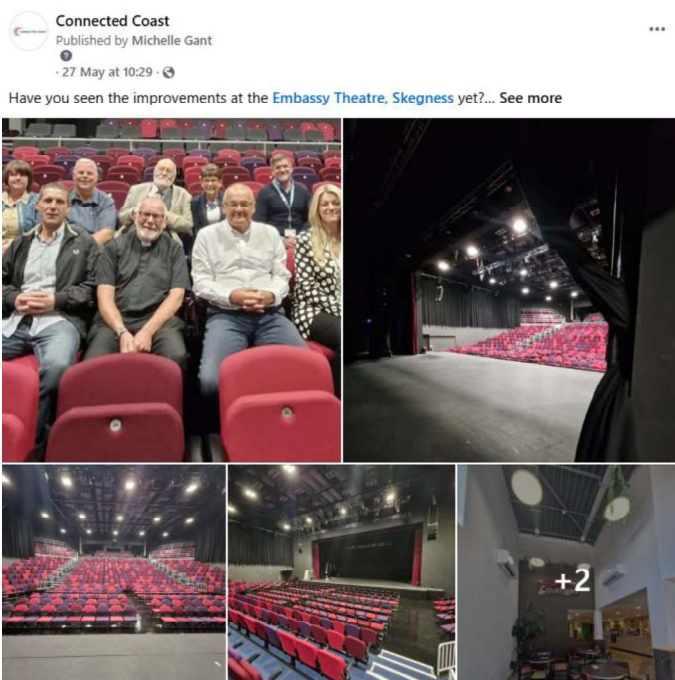
Page reach: 7,615

Page visits: 908

Examples of Facebook engagement:

1. The Board visits the Embassy Theatre

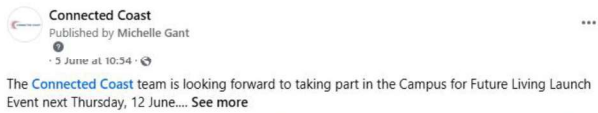
- Views: 5,854
- Reach: 1,083
- Interactions: 31





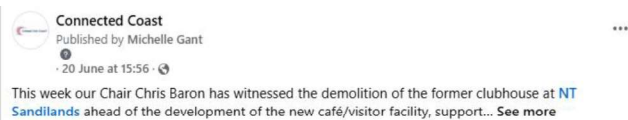
2. Campus for Future Living opening event

- Views: 1,744
- Reach: 552
- Interactions: 8
- Clicks: 5



3. Demolition at National Trust Sandilands

- Views: 549
- Reach: 349
- Interactions: 16





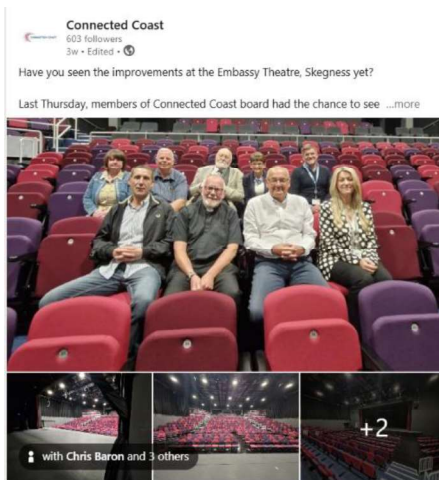
LinkedIn

- 603 followers, an increase of 14

Examples of LinkedIn engagement

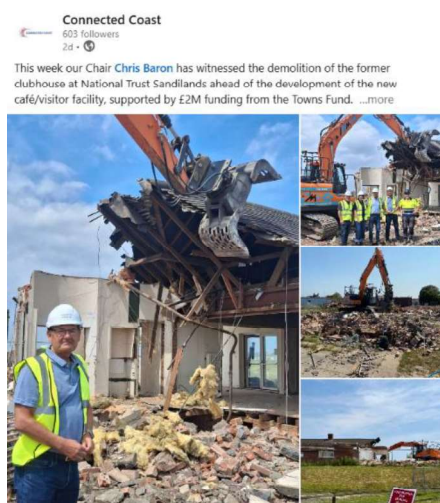
1. The Board visits the Embassy Theatre

- Impressions: 805
- Engagements: 168
- Clicks: 141
- Reactions: 23



2. Demolition at National Trust Sandilands

- Impressions: 465
- Engagements: 80
- Clicks: 57
- Reactions: 21





3. Campus for Future Living opening event

- Impressions: 453
- Engagements: 32
- Clicks: 10
- Reactions: 19



The Connected Coast team is looking forward to taking part in the Campus for Future Living Launch Event next Thursday, 12 June. ...more



Website engagement

9th May 2025 – 22nd June 2025

- 23.9k impressions (*how many times a user saw a link to Connected Coast in search results*)
- 1k total clicks (*how many times a user clicked through to Connected Coast website*)

Most engaged pages:

- [Seaview Colonnade - Connected Coast](#) 509 clicks / 4,107 impressions
- [Campus for Future Living](#) 157 clicks / 1,390 impressions
- [Meet the Board](#) 51 clicks / 732 impressions

Most searched terms:

‘Sutton on Sea Colonnade’; ‘Campus for Future Living Mablethorpe’; ‘Campus for Future Living’; ‘Connected Coast.’

Chair's Update

Issued 22nd May

- 157 subscribers overall
- 147 deliveries, 7 bounce backs
- 0 unsubscribes
- 159 total opens
- Most popular click throughs: [£1.5 billion to restore pride in Britain's neighbourhoods - GOV.UK](#) and [Continued Commitment to Redevelopment Of Skegness Railway Station - Connected Coast](#)

Looking ahead

A key priority in the coming months is supporting the Skegness sub-group with engagement and communications around the Plan for Neighbourhoods funding, ensuring that this is comprehensive and cohesive and has breadth and depth of reach.

At a project level, there will be communications activities around Sandilands, in partnership with National Trust, and there is also potential for further PR on the Town Centre Transformation schemes in both towns. Communications around Seaview Colonnade will take place with the council. In addition, we will continue to work with Skegness TEC on communications as the learning campus construction progresses towards completion.

Work is also progressing, with a design company, on creating maps that show the impact of the Towns Fund investment in both Skegness and Mablethorpe. These maps will be made available on the website and will be used in communications in the coming months. These will be shared with board members in due course.

Chair's Update, May 2025

Hello,

In this update, it's great to be able to share with you more of exciting milestones for our projects, with the Campus for Future Living now open to the public, and the Embassy Theatre reopening for performances.

Over the last couple of months, I've been pleased to have the chance to speak to people and answer questions, with our Skegness Community Exhibition event taking place in March, and more recently, I had the opportunity to take part in an 'In the hot seat' interview on BBC Radio Lincolnshire.

I, and my colleagues on the Board, look forward to continuing to speak to people, finding out views and ideas as we shape the plans for multi-million pound investment in Skegness through the Plan for Neighbourhoods. More information about this opportunity for the town can be found in this update.

As ever, if you have any questions, please do get in touch – Connected.Coast@e-skegness.gov.uk



Chris Barton, Chair

Plan for Neighbourhoods: the opportunity for Skegness

As you may know, in 2023, it was announced that Skegness would receive £20M in funding through the Long Term Plan for Towns programme. To help decide how this money should be invested in the town, last summer we carried out consultation with the community – thank you to everyone who had their say.

Then, with the change in government, this programme was put on hold. But in the October budget it was confirmed that the funding would be retained and reformed into a new programme.

Now, the government has announced details of that programme called The [Plan for Neighbourhoods](#). Funding begins from April 2026, and in the coming months, a regeneration plan that sets out a vision and a four year investment plan will be developed for how this funding will be invested in the town.

And we need your help because the views and opinions of local people will be at the very heart of creating these plans.

Over the next few months, we'll be telling you how you can get involved and share your thoughts.

