



Connected Coast Board

12th September 2025 at 10:30 am
(Hybrid meeting at Aura Business Centre, Skegness)

AGENDA

- 1. Welcome, introductions and apologies for absence – CB / SW**
- 2. Declarations of interest - ALL**
For noting
- 3. To agree the minutes of the previous meeting held on 10 July 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. Output review - verbal update TM-N
- 7. Sub-Group Update**
 - a. Mablethorpe Sub Group – 4th September 2025 - AB
- 8. Other Funds (For noting)**
 - a. Levelling Up Fund Round 2: Programme Update – JB
 - b. Cultural Development Fund – Programme Update – JB
 - c. Skegness Sub Group / Plan for Neighbourhoods – Update – PM
 - 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**
20th November at 10:30AM (Teams)
30th January 2026 at 10:30AM (VTBA)
26th March 2026 at 10:30AM (Teams)



Connected Coast Communications Report September 2025

A. Communications activities June 2025 – September 2025

Media releases:

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

[Children's Pictures of Mablethorpe Turned into Postcards - Connected Coast](#)

[People in Skegness: Let's Shape Our Town's Future Together - Connected Coast](#)

[Historic England funding granted for at risk heritage site in East Lindsey - East Lindsey District Council](#)
(issued by East Lindsey District Council)

[Exciting Transformation Begins at Alford Manor House - East Lindsey District Council](#) (issued by East Lindsey District Council)

[New Seaview Colonnade to open with packed summer holiday programme for Sutton on Sea - East Lindsey District Council](#) (issued by East Lindsey District Council)

[Campus for Future Living opens to the community](#) (issued by Acis Group / Campus for Future Living)

Chair's Update:

A Chair's Update was issued in July.

Skegness Neighbourhood Plan branding:

A new brand has been developed for Skegness Neighbourhood Plan, with a new logo and a new strapline 'together for Skegness.'



A new website has been set up: [Shaping Skegness Together](#)

With the new branding now agreed, new social media channels are being established for Skegness Neighbourhood Plan, with Facebook: [Facebook](#) and LinkedIn: [Skegness Neighbourhood Plan: Overview | LinkedIn](#) established and other channels to be created as visual content is developed.

Plan for Neighbourhoods engagement:

The key focus in the summer was planning and delivering consultation and engagement around the Plan for Neighbourhoods funding. This included:

- An online general survey;
- An online survey just for under 25s;
- A freepost leaflet with just three questions that people could complete and return easily;
- Feedback boards and post its for people to share their thoughts;
- A competition for 4-16 year olds to draw, paint, and create their perfect Skegness.

Incentives were offered for the surveys, leaflet, and children's competition to encourage involvement.



In addition:

- Interviewer sessions were held around the town which saw three interviewers speaking to people on a number of occasions over a two week period.
- Freepost leaflets and posters were distributed across Skegness.
- Feedback boards were located for people to share their thoughts in Hildreds Shopping Centre, Tower Gardens Pavilion, and the Embassy Theatre.
- Skegness Grammar School had a dedicated and incentivised survey for pupils which resulted in 272 responses from young people. A dedicated young people survey – together with the competition for 4-16 year olds – was also shared with all primary and secondary schools in Skegness.
- The Skegness Neighbourhood Board became the research partner of East Coast Pride in a year-long arrangement.
- Lincoln and Lindsey Blind Society provided large print versions of the survey for their clients and collected responses on the Board's behalf.

To date, over 600 separate pieces of feedback have been collected, with leaflets still being processed. An executive summary of the findings can be found as an appendix.

Online:

Ongoing social media content has been created for Facebook and LinkedIn, including paid for content to drive engagement with the Skegness consultation and engagement.

Sandilands:

On 25th July, an event was held at Sandilands by National Trust to mark the end of phase one and start of phase two.

Current and upcoming activities:

- East Coast Pride – as the research partner, Skegness Neighbourhood Board will have a stand at the event which will provide another opportunity to engage people and get their feedback. Two questions on behalf of the Board are also included in East Coast Pride's survey.
- Feedback on consultation and next steps – concerted communications will be created to follow on from the consultation and engagement and scope out next steps for involvement.
- Skegness College – working together on communications around the completion of the college.
- Town Centre Transformation – working together with Heritage Lincolnshire on communications on project progress in both Mablethorpe and Skegness.
- Sandilands – working together on communications around the project milestones.



B. Measurement and evaluation

Some traditional media coverage

[£6.2m Seaview Colonnade officially opens to public at Sutton on Sea](#)
[Milestone for Travelodge at official opening of 600th hotel – in Skegness](#)
[University launches UK's first Rural and Coastal Health institute](#)

Social media

Facebook

- 775 followers – an increase of 25

23rd June 2025 – 2nd September 2025

Page views: 46,018

Page reach: 14,529

Page visits: 1,315

Examples of Facebook engagement:

1. Have your say and you could win £100 (sponsored post)

- Views: 9,148
- Reach: 4,003
- Interactions: 28
- Link clicks: 168





2. Out and about in Skegness promoting the consultation

- Views: 4,327
- Reach: 2,434
- Interactions: 13



3. Tour of Sandilands to mark end of phase one

- Views: 784
- Reach: 176
- Interactions: 19





LinkedIn

- 635 followers, an increase of 32

Examples of LinkedIn engagement

1. Skegness consultation and engagement

- Impressions: 688
- Engagements: 62
- Clicks: 32
- Reactions: 24

Your Skegness

Skegness is getting millions of pounds in government funding over the next 10 years. This is a big chance to make our town better for everyone.

And we want to hear from you.

Tell us what you think so that we can make sure that the money is spent where it can make a difference.

Have your say - and you could win £100 in vouchers too: <https://lnkd.in/g/ev9H9cM>
East Lindsey District Council Skegness College Skegness Town Council Skegness Area Business Chamber Paul McCooley FCA BCOMM Chris Baron



2. Connected Coast Chair speaking at Chamber of Commerce event

- Impressions: 388
- Engagements: 52
- Clicks: 28
- Reactions: 23

Connected Coast
635 followers
1mo •

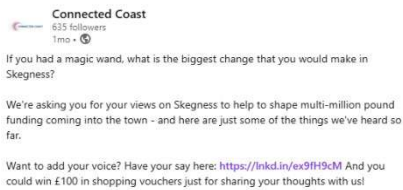
Our Chair [Chris Baron](#) was speaking today at the [Lincolnshire Chamber of Commerce](#) second Lincolnshire Construction & Property Summit 2025. In Chris' presentation, he highlighted the exciting changes coming on the coast and ...more





3. If you had a magic wand – feedback

- Impressions: 333
- Engagements: 21
- Clicks: 8
- Reactions: 7



Funded by
UK Government

Website engagement

23rd June – 2nd September

- 44.7 impressions (*how many times a user saw a link to Connected Coast in search results*)
- 1.69k total clicks (*how many times a user clicked through to Connected Coast website*)

Most engaged pages:

- [Seaview Colonnade - Connected Coast](#) 1,036 clicks / 9,131 impressions
- [Campus for Future Living](#) 96 clicks / 1,417 impressions
- [Home - Connected Coast](#) 83 clicks / 1,091 impressions

Most searched terms:

'Sutton on Sea Colonnade' (and variations of this including Sutton on Sea new building/the Colonnade Sutton on Sea); 'Connected Coast'; Campus for Future Living.



Chair's Update

Issued 28th July

- 154 subscribers overall
- 146 deliveries, 8 bounce backs
- 0 unsubscribes
- 174 total opens
- Most popular click throughs: (Skegness survey link) and [People in Skegness: Let's Shape Our Town's Future Together – Shaping Skegness Together](#)

Looking ahead

A key focus will be continued engagement in Skegness, including ensuring that the findings and feedback are shared with local people. In addition, work will take place to embed the new Skegness Neighbourhood Plan branding and narrative, and create awareness around this.

At a project level, there will be communications activities around the new Skegness Learning Campus, as well as continued work on milestones on projects including the Town Centre Transformation in both towns, and Sandilands.

Work is progressing on maps for Mablethorpe and Skegness which showcase the investment that is taking place. These will be used to promote the impact that Towns Fund and other funding has had in both towns.

Can you help to shape Skegness' future?

Skegness is getting millions of pounds in government funding over the next 10 years.

This is a big chance to make the town better for everyone.

The Skegness Neighbourhood Board wants to hear what people think so that this money can be spent where it can make a difference.

If you are a local resident, it's so easy to get involved:

- Fill in a short online survey and also enter a prize draw to win £100 in shopping vouchers: <https://www.surveymonkey.com/r/yourskegness>
- There's also a survey just for under 25s with four prizes of shopping vouchers: <https://www.surveymonkey.com/r/yourskegnessyoungpeople> Please have your say in both surveys by 4th August.
- Plus, there's a competition for 4-16 year olds to draw, paint, and create their perfect Skegness. There's a prize draw with six great prizes, entries should be photographed and emailed to ConnectedCoast@e-lindsey.gov.uk by Monday 25th August.

Find out all the ways to get involved [here](#)

