



Connected Coast Board

7th August 2026

10:30am via Teams

AGENDA

- 1. Welcome, introductions and apologies for absence – CB**
- 2. Declarations of interest - ALL**
For noting
- 3. To agree the minutes of the previous meeting held on 29th May 2026 - ALL**
For approval
- 4. Matters arising - JB**
For noting
- 5. Environment Agency and Planning – DH**
- 6. Towns Deal Update - JB**
 - a. Programme Update
 - b. Project Updates
- 7. Pride in Place programme update - verbal**
 - a) Skegness Programme update - PMc
 - b) Mablethorpe Programme update - JB
- 8. Other Programme & Project Funds Update - JB**
- 9. Communications - MG**
For noting
- 10. Local Government Reorganisation - JB**
- 11. Summary of meeting and actions CB**
- 12. Any Other Business**
- 13. Dates of future meetings**

Further dates/frequency of meetings to be agreed

Connected Coast Board

7th August 2026

**Paper 6b Towns Deal – project updates
Skegness College**

i) Academic Year 2025/26 Summary

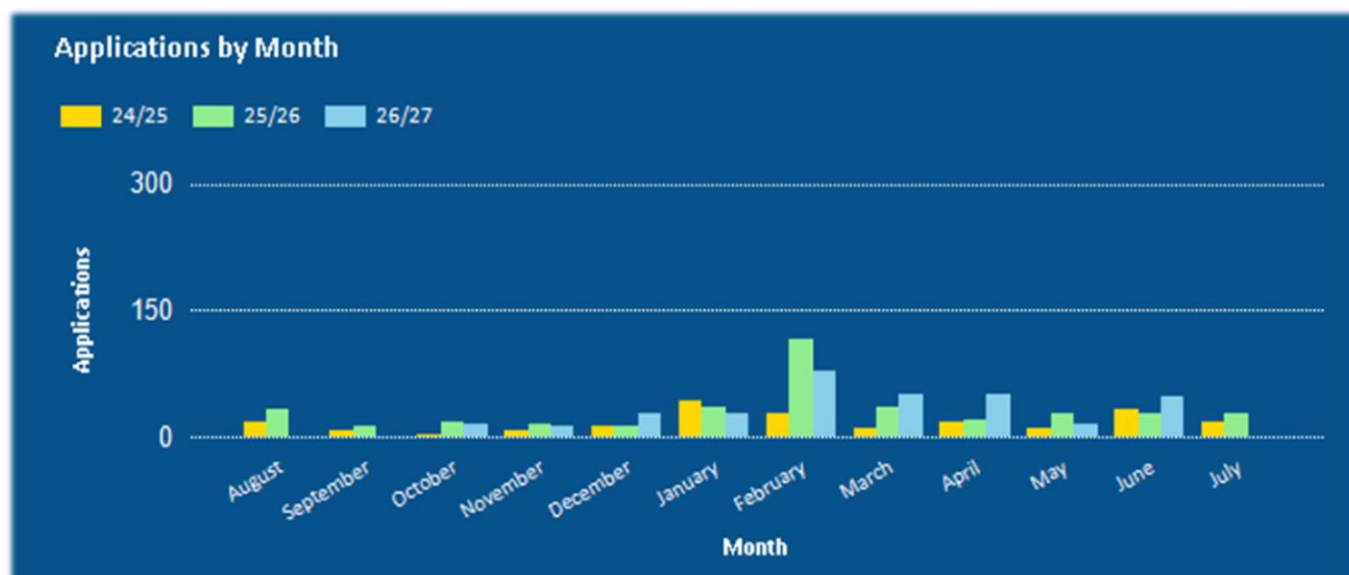
The campus has successfully completed the 2025/26 academic year, marking the first academic year following the move to the new campus in October. While final achievement data is not yet available, current projections indicate an overall achievement rate of 85.0%, representing an improvement on the previous year's achievement rate of 83.9% (*intake was 165 students in 24/25 and 249 students in 25/26). Although this remains slightly below the national average, it demonstrates continued positive progress in learner outcomes. Key performance indicators for 2025/26 include:

- 1,131 learner outcome starts
- 650 completed learner outcomes to date
- 332 continuing outcomes
- 81.4% retention rate
- Predicted achievement rate: 85.0% (up 1.1 percentage points from 2024/25)

ii) Recruitment and Applications for 2026/27

Recruitment activity for the 2026/27 academic year remains strong, with application numbers exceeding those recorded at the same point last year. To date, the campus has received 325 applications, with 90% resulting in accepted offers, providing a strong foundation for learner enrolment in the coming academic year. The most popular curriculum areas continue to be:

1. Building Services – 115 applications
2. Hair and Beauty – 78 applications



iii) Learner Engagement and Transition Activities

To support transition into college, the campus hosted its first Welcome Day on 29 July, welcoming approximately 90 prospective learners to meet staff and gain an introduction to their programme of study ahead of the new academic year. The campus also delivered a successful vocational taster event, welcoming



Year 10 pupils from Skegness Academy and Skegness Grammar School to experience a range of vocational learning activities and gain insight into future study opportunities.

iv) Celebrating Learner Success

The academic year concluded with the campus End of Year Brilliance Awards Ceremony, bringing together learners, parents, carers, friends and family members to celebrate the achievements and successes of young people across the college.

v) Overall Position

The campus has completed a highly successful year following its transition to the new building. Achievement outcomes are expected to improve the previous year, applications remain strong, and engagement activities have supported both recruitment and learner progression. Continued demand in key curriculum areas, particularly Building Services and Hair & Beauty, positions the campus well for a positive start to the 2026/27 academic year.

In more good news, the new Skegness College campus on Wainfleet Road has been shortlisted for Construction Project of the Year at the East Midlands Property Dinner Awards. Skegness College is shortlisted alongside its partners, Hobson & Porter and Jefferson Sheard Architects, who helped bring this vision to life

Skegness Interchange

At Skegness good progress on phase 2 continues;

- All temporary works are now in place
- Internal drainage works are now complete
- The structural survey is complete, and the internal timbers have been strengthened and remedial works carried out, as required
- The partition wall and window installation is underway
- The fire stopping teams are on site and working well
- M&E works are advancing well.

Due to the building condition, there have been a number of additional design challenges to work through, but the project team is working well to resolve these and engagement with Network Rail is positive. The timeline for construction works to complete is now looking to be mid-January. The project is preliminarily looking to hold a launch event over Easter 2027.

Skegness Foreshore & Culture House

Further works are set to take place at the Embassy Theatre, supported by Arts Council England. The improvements will take place to the vacant frontage units of the building. In addition, plans are moving forward for improvements to the public space at the Scarborough Esplanade, also supported by Arts Council England. These are at an early stage of design with the Council working to update the cost plan and programme for delivery.

Town Centre Transformation

i) Skegness

The Tower Cinema external refurbishment and new signage is attracting positive feedback from local people. The significant external facelift has been supported by a grant through the Town Centre Transformation programme. Works focused on the repair of the wall of the building that faces Lumley Road and included repointing, repair of the windows, and improvements to the entrance and canopy. The revamp to the outside of the building complements an internal programme of investment, delivered and funded by



owners Teen Spirit, which will ultimately improve the overall experience of the cinema.

ii) Mablethorpe

Programme is close to practical completion, with only a small element of uncommitted funds. East Lindsey District Council are working with Heritage Trust Lincolnshire to cashflow the remaining project expenditure and spend commitments. This includes the agreed virement of £150,000 from the project to support the mobi-hub project.

National Trust, Sandilands

The Sandilands Visitor Café building is progressing well as it gets ever closer to completion. The building is watertight and works internally are progressing with the internal fit out going well. The new café kitchen and servery will soon take shape with accessible loos and other work completed. The car park has also now been resurfaced, increasing the capacity of the car park, incorporating a new one-way system with 'in/out' entrances and improved surfacing in all weathers. Further work will progress with car park planting, knee rail edging and new card car park machines. Work is also progressing externally with the flood defence bunds taking shape and the external terrace area for seating for the café soon to take shape. The new National Grid substation works will also be complete in the coming weeks.

Seaview Colonnade

The new operating arrangements are now in place with Magna Vitae taking on the management of the new facilities. The Council recently hosted a community engagement session on the proposed works to provide additional investment into the adjoining site. This will consist of enhanced open and events space adjacent to the existing play area, as well as new facilities for cycle hubs and beach access.

Station Leisure and Learning Centre

Station Leisure and Learning Centre's partnership with Lincolnshire Police has been recognised with this year's Working in Partnership Award. Each year, the force celebrates the outstanding work taking place across the county, and this year the NexGen Magna's Partnership was honoured to take home the award.

The programme provides local young people with opportunities to stay active through exercise programmes, access community facilities, take part in educational sessions, and benefit from mentorship delivered by the fantastic Magna Vitae team in Mablethorpe. In addition, the centre has just launched round two of its pre-diabetic programme, a scheme funded by Magna Vitae, delivering an 8-week tailored programme to those referred through diabetic nurse.

Further updates include:

- Swimming lessons now being offered for higher stages
- HAF Programme delivered during Easter
- The café is now being operated by Magna Vitae and is going well.

Key to references:

- SLLC Number of Swims (total target 19,128) *This is any swim based session so family fun / general swim etc*
- SLLC Number of Swimming Lessons (total target 114,117) *This is all lessons attended, include crash courses, schools etc.*
- Total Number of Swimming Lesson Members Actual *This is the number of monthly Learn to swim members.*

KPIs based on Business Plan Year 2	Apr	May	Jun
SLLC Number of Visitors (total target 207,403)	12,256	13,735	14,264
SLLC Number of Swims (total target 19,128)	4,416	4,494	4,477
SLLC Number of Swimming Lessons (total target 114,117)	658	958	1,256
SLLC Number of Gym Members at 1st of each month	1,490	1,486	1,489
SLLC Number of Visitors on MagnaTag	512	248	125
Employed	20	20	20

MV Set Targets	Apr	May	Jun
Total Number of Gym Members Actual	1,490	1,486	1,489
Total Number of Gym Members Target	1,490	1,510	1,530
Total Number of Swimming Lesson Members Actual	148	150	153
Total Number of Swimming Lesson Members Target	146	151	152
SLLC % of Junior Memberships based on overall Member live	10%	9%	9%
SLLC % of Student Memberships based on overall Member live	2.0%	2.0%	2.0%
% of Platinum Memberships based on overall Member live - All	14%	13%	13%
% of population with Active MV card	29%	29%	29%
No Age Demographic (hitting the 60-69 dominant age group) of active users	20%	20%	20%

Campus for Future Living

The team at ACIS have published their first Impact Report, which is available to view [here](#). Covering April 2025 to March 2026, the report highlights the difference Campus is making across Mablethorpe and surrounding coastal communities since opening in June 2025. The Campus for Future Living was created to tackle some of the biggest challenges facing coastal communities; including health inequalities, social isolation, limited transport and reduced access to opportunity. A summary of the first year impact includes:

- £1.7 million+ in social value generated
- Over 15,000 visits to the Wayfinder Café
- 3,800+ wellbeing interventions delivered
- 49 courses delivered, supporting hundreds of learners
- 281 community members registered
- 125 job applications supported, helping people take steps into employment

Mobi-Hub

Grayscroft Coaches has made the move from its Victoria Road depot to new premises on Enterprise Road, with the relocation facilitated by Connected Coast and the Towns Fund.

The Board's early public engagement identified a desire to remove unnecessary congestion in the town centre, especially during peak season. The relocation not only supports this aim, but it also ensures that the business – and the employment it creates – remain in the local area. Grayscroft formally opened their new facility on the 31st July. Through the project, ownership of Grayscroft's previous depot has now transferred to East Lindsey District Council who are developing options for the former depot, including the potential for use that support mobility and connectivity around the town and beyond. The first priority for the council is clearing the site to get it ready for a new use, with work taking place on this in the coming months. Read more [here](#).

Multi-User Trail

completed project (no update provided)

Arthur Troop Police Training Centre

Completed project (no update provided)



Paper 9 - Connected Coast Communications Report July 2026

A. Communications activities May 2026 – July 2026

Media engagement

The following media releases have been issued:

[Grayscroft Coaches Relocation Brings Benefits for Mablethorpe - Connected Coast](#)

In addition, quotes were also provided by the Chair for the Campus for Future Living one year celebration and Sandilands progress and café operator updates

Mablethorpe Pride in Place:

[Search Begins for New Mablethorpe Chair – Together for Mablethorpe](#)

[Share Your Thoughts to Shape Mablethorpe’s Future – Together for Mablethorpe](#)

[Baroness Armstrong of Hill Top Visits Mablethorpe – Together for Mablethorpe](#)

[Chair Appointed to Oversee Mablethorpe Pride in Place Programme – Together for Mablethorpe](#)

Skegness Pride in Place:

[First Pride in Place Investment in Skegness – Shaping Skegness Together](#)

East Lindsey District Council:

[New community operatives and investment help Skegness bloom with greener, cleaner spaces - East Lindsey District Council](#)

Board Members / Chair’s Updates

- A Board Members Update was issued as an email newsletter in July
- A Chair’s Update was issued as an email newsletter and shared on the website and social media in June: <https://mailchi.mp/791f53d1a63f/connected-coast-update-june2026>

Social media content

This has included:

- Chair’s National Trust Sandilands visit
- Operator appointed for café at National Trust Sandilands
- One year anniversary of Campus for Future Living
- External works at Tower Cinema and Amusements
- Skegness College shortlisted for construction project of the year at the East Midlands Property Awards
- Chair’s Update content
- Projects delivered along the coast, tying into Visit England’s #allonthecoast campaign
- Content from Together for Mablethorpe and Together for Skegness.

Mablethorpe Pride in Place

There have been concerted communications around the open call for a Chair, culminating in a recent press release and social media content announcing that Jacqueline Robinson has been appointed Chair of the new Mablethorpe Neighbourhood Board.

In June, a visit by Baroness Hilary Armstrong of Hill Top, Chair of the Independent Commission on Neighbourhoods (ICON), took place. A community workshop took place as part of the visit, and associated communications were created in the form of a press release and social media content.



There has been extensive work around community engagement, supported by a toolkit and materials such as feedback cards. The Pride in Place team has been attending a number of events – such as Vintage on Sea – to capture feedback, and community groups, champions, and organisations are also hosting their own ‘community conversations.’ This includes an event hosted by the Campus for Future Living on 24th July, with more events planned this summer, such as weekly drop-ins at the Coastal Communities Centre and the Campus for Future Living. Communications will be created about these events, and this content can also be shared across Connected Coast channels.

Skegness Pride in Place

Press releases on behalf of the board and from East Lindsey District Council have been issued around the appointment of the Pride in Skegness operatives. There will be further opportunities to provide updates on the work of the team and its impact in the town.

Work is also taking place on communications around projects that will receive funding, and a communications and engagement strategy is in development to guide future activities.

Further community engagement activities – that will have depth and reach at a very local level – are in the early stages of development.

Current and upcoming activities

- Working with National Trust Sandilands on communications around the completion and launch of the visitor hub;
- Working with EMR on communications around progress and project milestones for Skegness Interchange;
- Working with Heritage Lincolnshire on communications opportunities;
- Mablethorpe Pride in Place – supporting community engagement and promoting opportunities for people to get involved;
- Skegness Pride in Place – delivering communications around the projects, carrying out further community engagement, and delivering the new communications and engagement strategy and plan.

B. Measurement and evaluation

Some traditional media coverage

[Mablethorpe coach company moves out of town centre to "remove unnecessary congestion" to roads](#)

[New ‘Pride in Skegness’ team helping the resort bloom with cleaner, greener spaces](#)

[PressReader.com | On board with a show of town pride](#)

[Chair appointed to oversee Mablethorpe Pride in Place programme](#)

[Visit by influential baroness puts Mablethorpe's future under the spotlight](#)

Social media

Facebook

- 914 followers – an increase of 14
- Insight shows that followers are predominantly located in Skegness, Mablethorpe, Louth, and Alford.

21.05.26 – 28.07.26

Page views: 23,39

Engagements: 1,787

Examples of Facebook engagement:

1. Grayscroft Coaches relocation

- Views: 12,804
- Viewers: 6,945
- Engagements: 1,047 (36 reactions, 923 clicks, 5 comments, 11 shares)



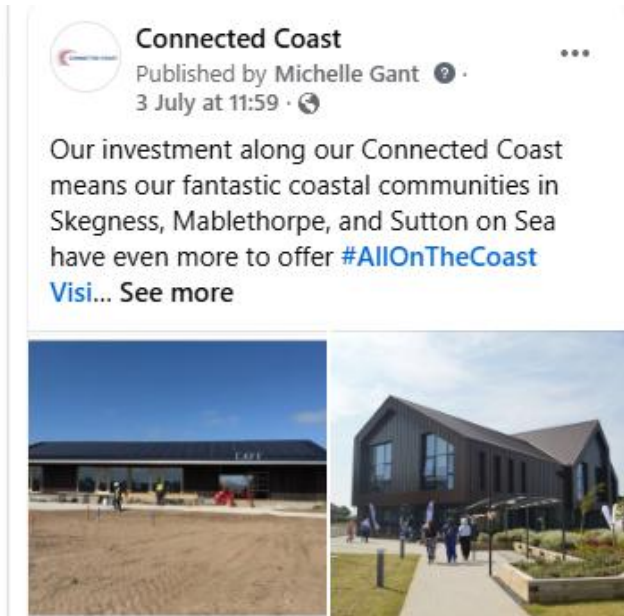
2. National Trust Sandilands progress and Chair visit

- Views: 2,090
- Viewers: 1,847
- Engagements: 317 (31 reactions, 268 clicks, 5 shares)



3. Investment along our connected coast (Visit England campaign)

- Views: 2,227
- Viewers: 1,650
- Engagements: 129 (12 reactions, 115 clicks, 5 comments, 1 share)



LinkedIn

20.05.26 – 26.07.26

- 683 followers, an increase of 3
- Overall impressions: 3,205
- Overall reactions: 144

Examples of LinkedIn engagement

1. National Trust Sandilands progress and Chair visit

- Impressions: 903
- Engagements: 335
- Clicks: 287
- Reactions: 45



2. Investment along our connected coast (Visit England campaign)

- Impressions: 307
- Engagements: 84
- Clicks: 74
- Reactions: 9



3. Grayscroft Coaches relocation

- Impressions: 294
- Engagements: 25
- Clicks: 15
- Reactions: 7



Website engagement

21.05.26 – 26.07.27

- 32.5k impressions (*how many times a user saw a link to Connected Coast in search results*)
- 306 total clicks (*how many times a user clicked through to Connected Coast website*)

Most engaged pages:

- [Seaview Colonnade - Connected Coast](#) 40 clicks / 3,543 impressions
- [Meet the Board - Connected Coast](#) 36 clicks / 906 impressions
- [Home Page](#) 34 clicks / 585 impressions

Most searched terms:

‘Connected Coast’ and ‘Mablethorpe town centre’ were the top queries.



Chair's Update

Issued 17.06.26

- 159 deliveries
- 0 unsubscribes
- 187 total opens
- Most popular click throughs: [Together for Mablethorpe Facebook page](#) and [Together for Mablethorpe LinkedIn page](#) were the most popular links.

Looking ahead

Towns Fund communications will focus on project completion for National Trust Sandilands, Town Centre Transformation, and Skegness Interchange as well as updates on delivery, achievements, and activities for completed projects.

Once all projects are complete, there will be closing out communications to celebrate the successes of the Towns Fund programme along the connected coast. This will include a news release, social media content, a final 'annual report', and case studies.



Chair's Update, June 2026

Hello,
Progress is continuing on our Towns Fund projects, with strong momentum across both Skegness and Mablethorpe.

It is great to see that the waiting room at Skegness Interchange is now open, while the visitor hub at National Trust Sandilands is really starting to take shape.

Completed projects such as the Station Leisure and Learning Centre, Seaview Colonnade, and the Campus for Future Living are already having a positive impact in the community – and the Campus is celebrating its first birthday this month. What a fantastic first year it's been.

Alongside progress on Towns Fund projects, this update also includes news from the Pride in Place programme team.

