



Connected Coast Communications Report February 2026

A. Communications activities November 2025 – February 2026

Media engagement

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

- [Skegness College celebrates official opening of £18.6M campus](#) (issued by Skegness College)
- [Tower Cinema facelift will transform its appearance](#)
- [Halfway milestone reached for Heritage at Risk funded works at Spilsby Sessions House - East Lindsey District Council](#) (issued by East Lindsey District Council)

Chair's Update

A Chair's Update was issued in December

Board members update

A new information update was issued as an e-newsletter for Connected Coast Board Members in February, following discussion at the last Board meeting.

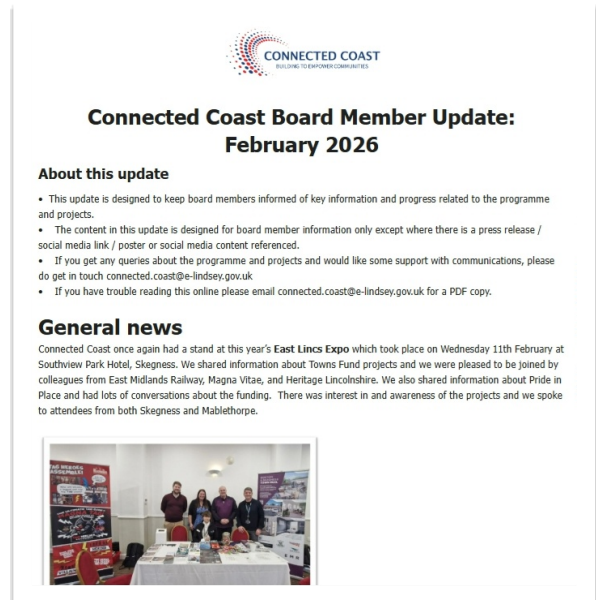
Social media content

- Social media content has been created around:
 - Skegness College opening;
 - Mablethorpe Pride in Place update;
 - Progress at National Trust Sandilands;
 - Work at Tower Cinema;
 - Seaview Colonnade shortlisted for an award in the Lincolnshire Property and Construction awards;
 - The Chair's Christmas message.

Events:

- Once again, Connected Coast had a stand at the **East Lincs Expo** which took place on Wednesday 11th February at Southview Park Hotel, Skegness. We shared information about Towns Fund projects and were joined by colleagues from East Midlands Railway, Magna Vitae, and Heritage Lincolnshire. We also shared information about Pride in Place for both towns and sought views from the public. The feedback shared strongly reiterated the priorities already identified from community feedback in Skegness.
- Connected Coast was a partner in the official launch of **Skegness College** on 23rd January, with Chair Chris Baron giving a speech and unveiling the plaque along with MP Richard Tice.

Skegness Pride in Place





Since November 2026:

- Press releases have been issued about the approval and submission of the regeneration plan: [Plans for Multi-Million Pound Investment in Skegness Approved – Shaping Skegness Together](#) and [Multi-million plans for Skegness submitted to government – Shaping Skegness Together](#)
- A chair's update was published in November;
- A Christmas and thank you message from the Chair in December;
- Social media content.

Mablethorpe Pride in Place

- Social media content around Pride in Place drew significant interest and feedback and these comments have been captured – 45 in total - as part of early consultation;

Current and upcoming activities

- Connected Coast Chair's Update;
- Skegness Interchange – working together with EMR on a press release about work resuming;
- Mablethorpe Pride in Place – creating a brand, social media channels, a website, and engagement toolkit;
- Skegness Pride in Place – work on reviewing the brand and planning next steps for communications and engagement;
- Sandilands – working together with National Trust on further communications around milestones in the project;
- Town Centre Transformation – communications with Heritage Lincolnshire on progress in both towns.



B. Measurement and evaluation

Some traditional media coverage

- [College officially opens new £18.6m campus in Skegness - Yahoo News UK](#)
- [‘It will offer opportunities for generations to come’: £14m Skegness College officially opens its doors.](#)
- [Tower Cinema facelift set to give landmark building a fresh new look](#)
- [Historic Skegness cinema in line for major refurbishment works - Nottinghamshire Live](#)
- [Historic Skegness cinema in line for major refurbishment works - Yahoo News UK](#)
- [Ceiling repairs approved for 'at-risk' Spilsby Sessions House - BBC News](#)



Social media

Facebook

- 855 followers – an increase of 74
- Insight shows that followers are predominantly located in Skegness, Mablethorpe, Louth, Alford, Boston, Lincoln, and Boston.

18th November 2025 – 21st February 2026

Page views: 68.4k

Page visits: 730

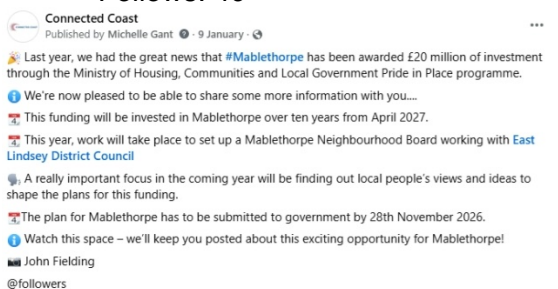
Content interactions: 752

Link clicks: 38

Examples of Facebook engagement:

1. Mablethorpe Pride in Place update

- Views: 49,863
- Content interactions: 294
- Follows: 49



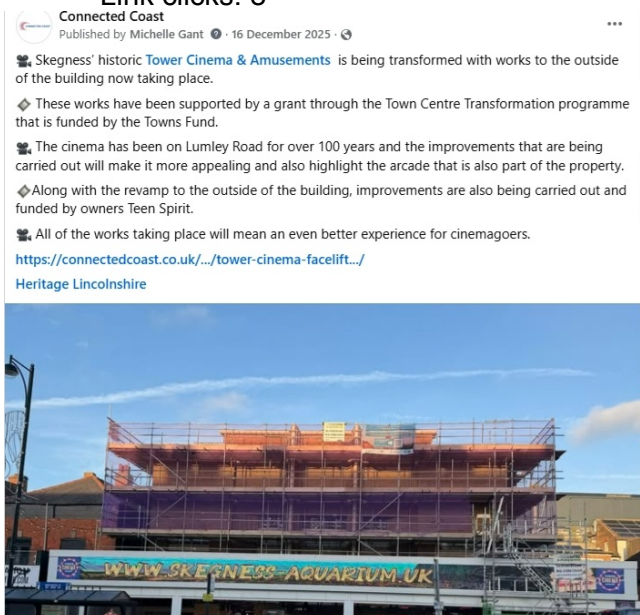
2. Official launch of Skegness College

- Views: 6,198
- Content interactions: 37
- Follows: 2



3. Works at Tower Cinema

- Views: 3,176
- Content interactions: 13
- Link clicks: 8



LinkedIn

18th November 2025 – 21st February 2026



- 662 followers, an increase of 9
- Overall impressions: 5,958
- Overall reactions: 164

Examples of LinkedIn engagement

1. Official launch of Skegness College

- Impressions: 1,468
- Engagements: 562
- Clicks: 516
- Reactions: 41



We were so pleased today to join in the celebrations for the official launch of the fantastic new [Skegness College](#) ...more



2. Mablethorpe Pride in Place update

- Impressions: 462
- Engagements: 30
- Clicks: 8
- Reactions: 22



Last year, we had the great news that [#Mablethorpe](#) has been awarded £20 million of investment through the [Ministry of Housing, Communities and Local Government](#) Pride in Place programme. ...more



3. East Lincs Expo engagement

- Impressions: 451
- Engagements: 24



- Clicks: 19
- Reactions: 4

Connected Coast
662 followers
1w •

We're all set up ready at [Skegness Area Business Chamber](#) East Lincs Expo

Please do pop by our stand to find out about the [#townsfund](#) projects, ...more



Website engagement

17th November – 21st February 2026

- 34.5k impressions (*how many times a user saw a link to Connected Coast in search results*)
- 496 total clicks (*how many times a user clicked through to Connected Coast website*)

Most engaged pages:

- [Seaview Colonnade - Connected Coast](#) 67 clicks / 3,520 impressions
- [Meet the Board - Connected Coast](#) 67 clicks / 1,911 impressions
- [Home Page](#) 49 clicks / 507 impressions

Most searched terms:

'Connected Coast'; 'Alisons Skegness'; 'Sutton on Sea Colonnade' and 'Sutton on Sea new building.'



Chair's Update

Issued 19th December

- 167 subscribers overall
- 161 deliveries
- 0 unsubscribes
- 107 total opens
- Most popular click throughs: [Seaview Colonnade](#)
[Facebook page](#) and [Skegness Regeneration Plan](#).

Looking ahead

Pride in Place will be a key focus for both towns: establishing communications channels and the foundations for engagement in Mablethorpe and planning next steps around engagement and communications in Skegness.

Longer-term, work will take place on project completion communications.



Chair's Update, December 2025

Hello,

2025 has been a busy and successful year for both our towns with Skegness College, the Campus for Future Living, Seaview Colonnade, and the new Travelodge on Skegness foreshore all opening their doors this year. Plus, the improvement works at the Embassy Theatre were completed, offering theatre goers an even better experience, and the new visitor hub at National Trust Sandilands has started coming out of the ground and is progressing well.



Looking ahead, we have further opportunity to make a big difference for both towns through the Pride in Place funding, with both Skegness and Mablethorpe set to benefit from up to £20M each over a ten year period. The Pride in Place plans for Skegness have now been submitted to government, and we have a clear idea of next steps for Mablethorpe after it was announced this autumn that the town would also receive the £20M funding. We have much to look forward to in 2026, and beyond, along our connected coast.

I would like to take this opportunity to thank you for all your interest, feedback, and support in 2025 and on behalf of the Connected Coast Board, wish you a merry Christmas and happy new year.

As always, please do get in touch with us if you have any questions at all: ConnectedCoast@e-lindsey.gov.uk

Chris Baron, Chair