



Connected Coast Communications Report May 2026

A. Communications activities March 2026 – May 2026

Media engagement

The following media releases have been issued:

[Work resumes on exciting regeneration of Skegness station | East Midlands Railway News](#)
(issued by EMR; we also had media queries about this)

Skegness Pride in Place:

[Skegness Pride in Place Plan Strongly Endorsed by Government – Shaping Skegness Together](#)

[Skegness Bids to be UK Town of Culture – Shaping Skegness Together](#)

[Skegness Projects Shortlisted for Government Funding – Shaping Skegness Together](#)

East Lindsey District Council:

[Heritage at Risk works completed at Spilsby Sessions House - East Lindsey District Council](#)

[East Lindsey puts culture in the spotlight with trio of 'Town of Culture' bids - East Lindsey District Council](#)

[Government endorses all three Pride in Place funding plans for Boston, Spalding and Skegness - East Lindsey District Council](#)

Chair's Update

A Chair's Update was issued in March. Work is now underway on the next issue.

Social media content

- Social media content has been created around:
 - Recruitment for the Pride in Place team for Skegness and Mablethorpe;
 - Progress at National Trust Sandilands;
 - Progress at Skegness Interchange;
 - Content has also been shared, created by East Lindsey District Council, on the future management of Seaview Colonnade.

Skegness Pride in Place:

Ongoing work has been taking place on engagement, including working closely with partners to support a Safer Lincs Partnership project which aligns with the key themes that emerged from consultation.

Skegness Neighbourhood Board Research Partner East Coast Pride has issued a benchmark study, and we have worked together on communications: [East Coast Pride](#)



[Publishes Landmark Survey of LGBTQIA+ Life in Lincolnshire, Finding That More Than Half Have Considered Leaving the County](#)

Work has also taken place to refresh the brand, reflecting the programme change to Pride in Place from Plan for Neighbourhoods. The branding message overall is now: **Together for Skegness.**



Mablethorpe Pride in Place

- A website is being developed and will be launched shortly, along with social media channels, to encourage feedback and engagement.
- A community conference is taking place on 4th June. The day will have two separate sessions – one for elected representatives and one for community champions. The aim of the conference will be to get feedback from attendees and also to support attendees to have their own community conversations around the funding. This will also be facilitated by a toolkit and materials made available on the day.
- Communications are also being developed, and will be published shortly, around an open call for an independent chair. Content will be shared with Connected Coast board members which can be shared across board members' channels and networks.

Current and upcoming activities

- Connected Coast Chair's Update;
- Continuing to work with National Trust Sandilands and EMR on progress updates and milestones;
- Working with Heritage Lincolnshire on communications opportunities;
- Mablethorpe Pride in Place – launching the website and social media channels; hosting a conference as the first step in engagement, and launching the open call for an independent chair;
- Skegness Pride in Place – working with the Pride in Place team to create a new communications and engagement plan as the programme moves to delivery.

B. Measurement and evaluation

Some traditional media coverage

['Significant milestone': Work resumes on £3.3m transformation of Skegness Station](#)

[Skegness railway station revamp back on track after delay - BBC News](#)

['This is just the beginning!': 19 Skegness projects shortlisted for government funding](#)

['Multi-million-pound investment': Government 'strongly endorses' Skegness Pride in Place plan](#)

['A chance to shine': Skegness bids to be UK Town of Culture 2028](#)

[Heritage at risk works completed at Spilsby Sessions House](#)

Social media

Facebook

- 900 followers – an increase of 45
- Insight shows that followers are predominantly located in Mablethorpe, Skegness, Louth, and Alford.

22.02.26 – 21.05.26

Page views: 51.5k

Viewers: 22.8k

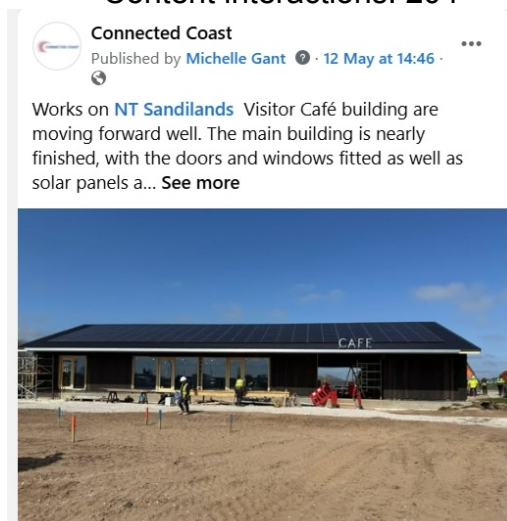
Content interactions: 439

Link clicks: 102

Examples of Facebook engagement:

1. Progress of works at Sandilands

- Views: 22,519
- Reach: 15,330
- Viewers: 15,099
- Content interactions: 204



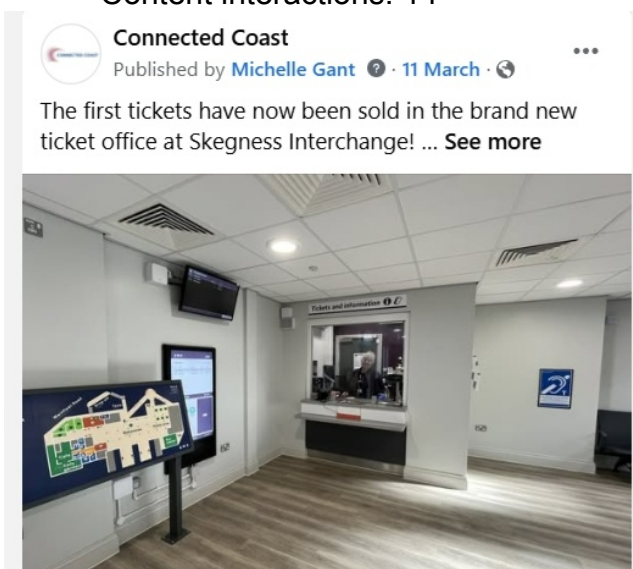
2. Towns Fund investment maps

- Views: 8,028
- Reach: 4,120
- Viewers: 4,397
- Content interactions: 31



3. First tickets sold at Skegness Interchange

- Views: 4,237
- Reach: 2,908
- Viewers: 2,866
- Content interactions: 14



LinkedIn

22.02.26 – 19.05.26

- 680 followers, an increase of 18
- Overall impressions: 6,095
- Overall reactions: 148

Examples of LinkedIn engagement

1. Progress of works on Skegness Interchange

- Impressions: 698
- Engagements: 153
- Clicks: 142
- Reactions: 11



2. Progress of works at National Trust Sandilands

- Impressions: 406
- Engagements: 132
- Clicks: 114
- Reactions: 16



3. Skegness bidding to be Town of Culture

- Impressions: 288
- Engagements: 30



- Clicks: 19
- Reactions: 8



Website engagement

22.02.26 – 21.05.26

- 36.5k impressions (*how many times a user saw a link to Connected Coast in search results*)
- 554 total clicks (*how many times a user clicked through to Connected Coast website*)

Most engaged pages:

- [Seaview Colonnade - Connected Coast](#) 70 clicks / 3,821 impressions
- [Meet the Board - Connected Coast](#) 62 clicks / 1,796 impressions
- [Home Page](#) 53 clicks / 777 impressions

Most searched terms:

'Connected Coast'; 'Alisons Skegness'; 'Campus for Future Living' were the most searched terms.

Chair's Update

Issued 4th March

- 162 recipients
- 161 deliveries
- 0 unsubscribes
- 162 total opens
- Most popular click throughs: [Skegness Pride in Place plan submitted](#) and the [Campus for Future Living newsletter](#) were the most popular links.

Looking ahead





Towns Fund communications will focus on project progress and completion content. Longer term there will be 'closing out' communications on the whole programme, to mark and celebrate all that has been achieved and delivered through the Towns Fund.

Pride in Place communications will be a key focus for both towns: launching Mablethorpe's channels and engagement and moving communications and engagement activities in Skegness to a delivery-focus.