Connected Coast Board

12th October 2026: 2:00pm via Teams

MEETING LINK

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 7th August 2026 - ALL**
   Attached - for approval

4. **Matters arising - JB**
   Paper enclosed - for noting

5. **Environment Agency, Flood Defence and Planning Implications – standing item**

6. **Towns Deal Update - JB**
   a. Programme Update – paper enclosed for noting
   b. Project Updates – paper enclosed for noting
   c. Project Closure template – appendix A for discussion

7. **Pride in Place programme – paper enclosed for noting - JB**
   a. Skegness Programme (additional verbal update from 6th October Board meeting)
   b. Mablethorpe Programme (additional verbal update from 2nd October Board meeting)

8. **Other Programme & Projects Update - JB**
   a. Levelling Up Fund Round 2
   b. East Lindsey Investment Fund
   c. NPO Arts Council Funding
   d. Sport England Place Expansion Programme

9. **Communications - MG**
   Paper Enclosed - 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 Meeting Minutes
Date: 7 August 2026
Time: 10:30
Chair: Chris Baron
Location: Virtual (Microsoft Teams)

Attendance

Present: Chris Baron, Cllr. Adrian Findley, Cllr. Carl Tebbutt, Richard Tice MP, Cllr. Rueben Robinson, Deborah Higton, Leigh Edlin, Nicola Craven (attended on behalf of National Trust for Ron Zaunbrecher), James Meadowcroft, Adrian Benjamin, Clare Draper, Maria Cotton, Jon Burgess, Bonnie Mitchell, and Saskia Zablockyj.

Apologies: James Brindle, Paul McCooey, Tracy Richardson, Jacqui Bunce, Samantha Harrison, Ron Zaunbrecher, Georgia Thompson, Sandra Williamson, Sarah Munton and Michelle Gant.

Declarations of interest

None reported.

Approval of Previous Minutes

Minutes from 29 May 2026 were approved without amendments.

Matters Arising

- Board members raised concerns about key communications being shared informally or via social media before official updates.
- Recruitment to the vacant programme support post is underway, with interviews scheduled for 20 August.
- The Board asked to continue monitoring project performance against original full business case targets, alongside government reporting requirements. Additional programme resource will support output collection, project closure and lessons learned reporting.
- Project signage and Connected Coast branding need to be improved, particularly for smaller completed schemes.
- The Board noted there is no realistic contractual route to pursue clawback for the Lincolnshire Police Training Academy, but requested clearer updates on current use.
- Rail capacity to Skegness remains a major concern, especially two-carriage services during busy periods. Further data will be sought on rail service capacity, failures and emergency bus use to support lobbying of rail operators. A joint approach involving Connected Coast, Skegness Town Council, the MP and the district council will be explored.
- It was noted that a new operator is due to take on the franchise from October 2026 and further lobbying efforts should be targeted towards Great British Rail to seek improvements to service capacity and provision.
- ELDC asked to pursue a Freedom of Information request with East Midlands Railway to assess recent carriage provision – i.e. how may times two and four carriages have been available over the last 12 months.

Environment Agency and Planning

- The Chair introduced concerns from businesses and stakeholders about Environment Agency planning advice and its implications for future coastal development.
- Deborah Higton clarified that the Environment Agency advises the local planning authority on flood risk but does not determine planning applications.
- Recent evidence on coastal flood defence condition has changed the Environment Agency's advice, including how far it can rely on "hold the line" policy being delivered. It was noted that Greater Lincolnshire were the first area in the country to implement these recommendations, linked to new evidence but that other areas nationally are facing similar pressures.
- The 2040 date reflects when some hard defences may become unreliable, assuming beach nourishment and maintenance continue until then.
- Members raised concerns about impacts on investor confidence, house values, development, the visitor economy, food security and the wider strategic importance of the coast.
- Richard Tice MP stated that the strategic position should be to hold the line and that the issue should be escalated regionally and nationally.
- The Lincolnshire Coast 2100+ partnership will need to present a credible and viable investment case to government and Treasury.
- Members discussed Lincolnshire Coast 2100+ governance, including an officer programme board and elected representatives forum.
- A statement of intent is expected by March 2027, but members asked for engagement with elected representatives to be accelerated.
- A £320 million business case is progressing to support beach nourishment and maintenance to 2040, although funding is not yet confirmed.
- The Board agreed that Environment Agency, coastal defence and planning implications should become a standing agenda item.
- A local Skegness meeting with the Environment Agency, East Lindsey planning officers, Richard Tice and local businesses will be explored, with mid-September suggested as a possible timing.

Towns Deal Update

- The Towns Deal programme remains in a positive financial position, with six of thirteen projects still to reach practical completion.
- Sandilands is close to practical completion, with significant claims expected shortly.
- Skegness Foreshore includes £600,000 for Esplanade works, subject to formal Arts Council England variation.
- High Street transformation spend is committed, and Skegness Station is expected to claim remaining investment by January.
- Foreshore and multi-user trail underspends remain to be allocated, with no Mablethorpe underspend expected.
- Work is underway to make vacant and underused Skegness Foreshore sites more investment-ready.
- Members requested TEC campus retention data be compared with previous years and national benchmarks. It was also requested that the College provide any more information on the 20% of students

not being retained, as this may help identify some barriers for future targeted intervention – e.g. around accessibility of transport provision.

- Health-related activity was welcomed, including neighbourhood health centres and potential clinical diagnostic centre expansion.
- Arts Council funding for the Culture House and amphitheatre is secured, though formal contract variation is still awaited.
- The Colonnade image and lodge update will be attached to the minutes.

Pride in Place Programme Update

- The Skegness Pride in Place Board has assessed open call submissions, with five or six projects selected to progress.
- Awards for BeachAbility, Links Digital and East Coast Pride are close to contract.
- Two provisional Skegness Town Council awards for Tower Gardens require further assurance before contracts can be agreed.
- A community grants pot for smaller grassroots awards will be established using capacity funding.
- The position on beach safety work and possible replication of the Mablethorpe Atlantis Alliance model in Skegness will be clarified.
- Positive feedback has been received on Skegness street scene operatives, and Pride in Place-branded high-visibility bibs have been produced.
- For Mablethorpe, Jacqui Robinson has been appointed Chair and the remaining Board membership is close to confirmation.
- Members noted the need to move quickly on the Mablethorpe regeneration plan.

Other Programme and Project Funds Update

- The Board noted updates on wider programme funds, including LUF Round 2, CDF, ELIF, NPO Arts Council funding and UK Town of Culture 2028.
- Sessions House has developed an operational business plan, with running and operational costs being sense-checked.
- The UK Town of Culture 2028 submission was not shortlisted, but the process helped develop a stronger cultural narrative.
- Maria Cotton will circulate the Skegness submission narrative, key ideas, shortlisted towns and judging arrangements.
- Ideas from the submission should be considered for future funding opportunities, including Pride in Place.

Communications

The communications update provided by Michelle Gant was noted. No questions were raised on the report.

Local Government Reorganisation

- Local authorities are awaiting further detail on the proposed local government reorganisation model, process and timelines.
- Members noted ongoing uncertainty for councils, staff and partner groups.
- The Board agreed to monitor the issue and revisit it when more information is available.

Actions Agreed

- Progress project signage and Connected Coast branding for completed and smaller projects, including Tower Esplanade, Lumley Road and High Street interventions.
- Invite or seek an update from Lincolnshire Police on current use of the Police Training Academy facility.
- Explore rail service data, including carriage numbers, failures, emergency bus use and capacity issues, and pursue joint lobbying with relevant partners.
- Make Environment Agency, coastal defence and planning implications a standing Board agenda item.
- Attach Colonnade image and lodge update to the minutes. ***(Enc)***
- Clarify beach safety project position and whether the Mablethorpe Atlantis Alliance approach can be replicated in Skegness.
- Follow up TEC campus retention data, including comparison with previous years and national benchmarks.
- Circulate a concise narrative summary of the UK Town of Culture submission, shortlisted towns and judging arrangements.

Any Other Business

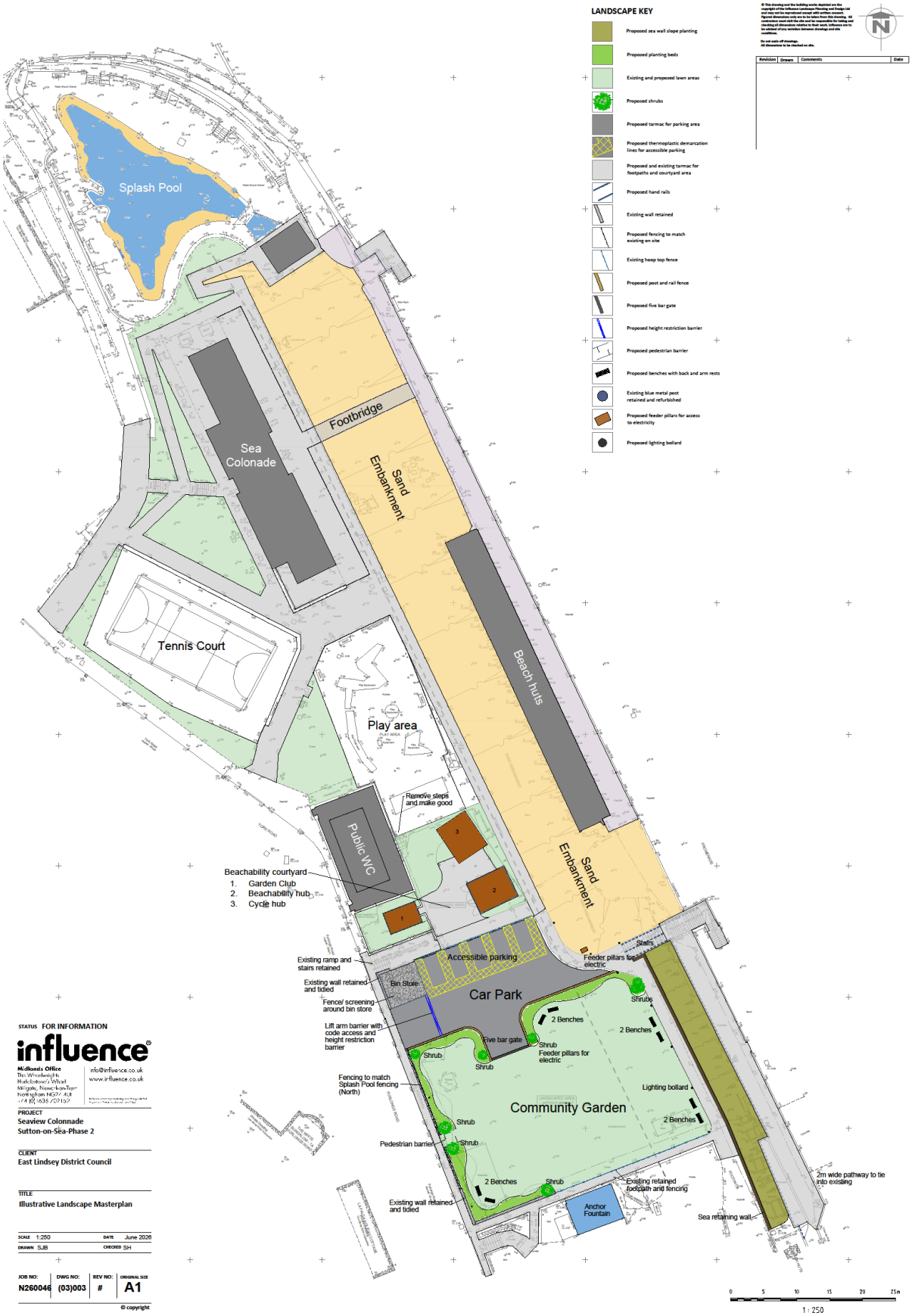
- Laura Jackson has been appointed to the East Lindsey Coastal Officer role and is expected to transition into post this month.
- Laura is already known to local businesses and has been positively received through her Skegness work.
- The Chair suggested linking Laura into Pride in Place Boards or the Connected Coast Board, where appropriate.
- The Tower Esplanade whalebone lighting will be reviewed against the original specification.
- Woodhead Enterprise has taken a ten-year lease on the former Skegness College building for managed workspace.
- TEC campus applicant numbers are increasing, though further evening use and classes may still need consideration.

Dates of Future Meetings

The Chair proposed whether the next meeting could be held at Sandilands on 24 September to coincide with the opening event. Maria Cotton advised that she and Jon Burgess had a mandatory internal meeting that day, linked to service planning and local government reorganisation, and would be unable to attend. It was agreed that a future date would be explored offline, with a preference for a face-to-face meeting if practical, potentially at Sandilands after the opening.

Meeting closed at 13:36.

CONNECTED COAST
BUILDING TO EMPOWER COMMUNITIES



STATUS FOR INFORMATION

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PROJECT
Seaview Colonnade
Sutton-on-Sea-Phase 2

CLIENT
East Lindsey District Council

TITLE
Illustrative Landscape Masterplan

SCALE 1:250 DATE June 2026
DRAWN SJB CHECKED SH

JOB NO: N260046 DWG NO: (03)003 REV NO: # ORIGINAL SIZE A1

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Paper 4: Matters Arising

i) Response from EMR on Skegness Line enquiry
We recognise the importance of the route, particularly during the summer period when demand for travel to the coast increases significantly, and capacity planning is designed around those demand patterns.

We have a Skegness Development Working Group internally which meets weekly during the summer delivery period. We know that Monday, Friday and Saturday are the busiest days for travel and changeovers, and we focus our strengthening capacity on those days.

In 2025, we faced some challenges with train availability, including a national shortage of spare parts for the Class 158 trains that run the service. As a result, we did not have enough train capacity and needed to rely on bus support.

The planned position for 2026 has been stronger. Our summer timetable this year included:
- 4-car Class 158s on four of the five diagrams on Mondays, Fridays and Saturdays
- A 3-car Class 170 on the remaining diagram on those days
- A full rail provision, with standby bus support
- An increased seat provision of over 8,200 seats per week compared to Summer 2025, which will continue throughout the summer and into the autumn
- Priority boarding, a queueing system, luggage support, and robust pre-travel communication
- Encouragement for customers to book in advance

This summer did see repeated periods of exceptional hot weather, which placed significant pressure on both our trains and the wider rail network. This did affect service delivery during those periods, meaning that on occasions the level of capacity we were able to deliver fell short of the strengthened plan.

Overall, however, the capacity position for Skegness has been considerably stronger this year, with substantially more rail capacity available than in summer 2025 and no scheduled bus provision required. We have instead deployed standby buses where required to provide additional resilience. Standby buses have been in place at Nottingham, Skegness, and Grantham.

We also have an annual Skegness review process across the business, which looks at how the operation performed, any challenges experienced during delivery, and where there are opportunities to improve our approach for the following year.

ii) Narrative summary of Town of Culture bid for Skegness
The submission positioned Skegness as a historic home of accessible British seaside entertainment, with a clear ambition to strengthen local pride, extend cultural activity beyond the summer season and create new opportunities for residents.

Submission overview
The central proposition was simple: Skegness should celebrate its distinctive seaside identity as a genuine cultural strength. The proposed programme was rooted in accessible, popular culture built around entertainment, nostalgia, shared experiences and joy. The submission connected that identity to current priorities, including stronger pride and belonging, a safer and more active town centre, more activity throughout the year and better opportunities for young people.

The submission recognised the challenges facing many coastal communities: a strong reliance on seasonal tourism, lower-paid and seasonal employment, limited access to higher-level skills, transport barriers and

fewer cultural opportunities outside the main visitor season. These issues affect young people, families, older residents and people living in surrounding rural communities. At the same time, the bid identified significant strengths on which to build, including Skegness's established visitor economy, entertainment heritage, cultural venues, public spaces and long experience of welcoming large audiences.

The proposal was informed by engagement with more than 1,000 residents and stakeholders through the wider Pride in Place consultation. The messages were consistent: people wanted a cleaner and safer town, more to do throughout the year, better opportunities for young people and a stronger sense of local pride. These priorities shaped the focus on off-season programming, visible activity in public spaces, affordable access and clearer links between culture, learning and employment.

Proposed cultural programme and illustrative themes

- Skills and creative development: exploring opportunities to strengthen skills and career pathways across performance, production, hospitality, costume and make-up, digital storytelling, writing and event management.
- Year-round public activity: considering how the seafront, parks, town centre and other everyday spaces could support a broader programme, particularly outside the main visitor season.
- A refreshed visitor offer: developing ways to celebrate the town's entertainment heritage through contemporary, lower-impact experiences, interpretation and trails.
- Community participation: involving residents, schools, young people, community groups and businesses in shaping and hosting activity.
- Accessibility and inclusion: prioritising free or low-cost activity, familiar public spaces and winter programming to help address financial, seasonal and transport barriers.

The Expression of Interest included a number of early concepts to show the potential scale and character of a future programme. These included a centre focused on seaside entertainment innovation and skills; activity across the seafront, Tower Gardens, Lumley Road and other public spaces; seasonal festivals to extend the offer into autumn and winter; a more contemporary approach to illuminations using lower-energy technology; and interpretation or trails celebrating the town's entertainment heritage. These were illustrative ideas rather than agreed projects and would have required further feasibility work, community involvement, detailed costing and partner approval. A consistent theme was the creation of practical opportunities for local people. Young people could have taken part as researchers, storytellers, performers, producers and digital content creators, supported by schools, youth organisations, the Embassy Theatre and the new Skegness college campus. The programme also proposed intergenerational activity, using the town's traditions of theatre, variety, comedy and popular entertainment as a starting point for new work and shared experiences.

The communications approach would have combined local media, radio, partner networks, tourism channels, social media and promotion in familiar community locations. A shared toolkit would have enabled businesses, schools, cultural organisations and community groups to promote opportunities consistently while retaining a strong local voice. Young people would also have been encouraged to contribute to journalism, media and digital storytelling, linking promotion of the programme with practical skills development. Had Skegness reached the shortlist, the £60,000 development award would have funded feasibility work, detailed costings, risk assessment, resource planning, early commissions and further community engagement.

At Expression of Interest stage, the indicative cost of a full programme was £3–4 million. The bid anticipated a blended funding model combining public funding, local contributions, cultural grants, trusts and foundations, sponsorship, business support and partner contributions. These figures were preliminary and would have required further development and formal approval.

The proposed evaluation framework would have tracked participation, audience reach, skills development, employment pathways, community involvement and the contribution of year-round activity to the local economy. Existing evaluation approaches used by local cultural partners would have been combined with baseline information from the Pride in Place consultation. Resident stories and case studies would have added depth to the quantitative evidence, helping to show changes in confidence, pride and belonging and allowing the programme to adapt over time. Although the bid did not progress, the work created a clear cultural narrative for Skegness and brought together useful community evidence, partner relationships and programme ideas. This foundation could still inform future work on Pride in Place, cultural commissioning, skills development, the visitor economy and year-round town-centre activity. Any individual concept would, however, need its own prioritisation, feasibility work, funding and governance approval before progressing.

Competition update

DCMS announced the shortlist on 9 July 2026 after receiving 398 bids representing more than 400 towns. Skegness was not among the 15 places invited to submit a full bid. Each shortlisted town received a £60,000 bid-development grant. Under the published competition process, one category winner will be selected from each of the small, medium and large town categories, with one of the three then named the overall UK Town of Culture 2028. The overall winner will receive £3 million to deliver a cultural programme of around six months in 2028, while each of the other two category winners will receive £250,000.

Shortlisted towns

- Small towns: Ilfracombe; Isle of Bute; Lerwick; Sandown; Strabane; Stockton Town Centre Ward.
- Medium towns: Corby; Great Yarmouth; Leith; Pontypridd; Port Talbot.
- Large towns: Basildon; Birkenhead; Grimsby; Rotherham.

The independent Expert Advisory Panel was chaired by Sir Phil Redmond CBE, with Ruth Hollis OBE as Deputy Chair. The other members were Ian Bancroft (Wales representative), Kristel Miller (Northern Ireland representative), Jim Tough (Scotland representative), Ian Warren (England representative), Paula Williams, Adipat Virdi and Katy Shaw. The panel assessed the Expressions of Interest against the publish
ed criteria and advised DCMS ministers on the shortlist. Its wider published role included assessing full bids, visiting shortlisted places and providing constructive challenge during the later stages of the competition.

Paper 6: Towns Deal Project Updates

6.1 Mablethorpe Projects

i) National Trust Sandilands

The new visitor hub and café are now open and ready to welcome people at National Trust Sandilands, which officially opened as a nature reserve on Thursday, 24th September. The facilities will play an important role in people's visits to Sandilands, and the new building is also providing opportunities for volunteering and employment, benefiting the local community. This transformation has been funded thanks to £2 million of Mablethorpe Towns Fund investment through Connected Coast, £1.5 million from National Highways and £200,000 from the UK Government Shared Prosperity Fund, delivered by East Lindsey District Council, and with the support of local partners, community groups and volunteers.

The project has been carefully designed to complement the wider Lincolnshire Coastal Country Park, a 5-mile stretch of coastline (a 3,500-hectare area) extending from Chapel Point to Sandilands, delivered through a partnership of organisations committed to enhancing nature, supporting local communities and helping this special stretch of coastline thrive. Together, these habitats including sandy beaches, dunes, grazing marshes and reedbeds, provide an increasingly important refuge for wildlife in the face of climate and environmental pressures.

Work to transform the former golf course into a nature reserve included moving nearly 52,000 cubic metres of earth and planting 35,000 native coastal shrubs such as sea buckthorn, gorse, goats willow and blackthorn. This was in addition to creating a brand-new visitor building, complete with cafe, community space, additional parking and Changing Places facilities, as well as accessible pathways throughout the reserve itself. Visitors to the site will also experience the changing rhythms of nature throughout the year. In summer, the wetlands will come alive with dragonflies, bees and butterflies, while the distinctive calls of avocets echo overhead. During winter, the reserve will offer opportunities to witness the arrival of whooper swans, wigeons and brent geese as they journey from their Icelandic and Norwegian breeding grounds to spend the colder months on the Lincolnshire coast. As well as creating space for wildlife, Sandilands has been designed as an accessible destination where more people can experience the wellbeing benefits of being in nature.

ii) Mobi-hub

Grayscroft Coaches has moved to a bigger premises on Enterprise Road in Mablethorpe in a move that has been supported by Connected Coast with funding from the Towns Fund. The project has been supported because early public feedback to shape the Towns Fund programme in Mablethorpe showed that people wanted to remove unnecessary congestion in the town centre, especially during peak season. This move supports this aim and it also means that the business – and the employment it creates – can stay in the local area. 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. The Council are completing the feasibility work on the future of the site. Once finalised, a summary of the report can be shared with the Connected Coast. Grayscroft's new site on Enterprise Road not only enables the company to continue operating from Mablethorpe, but also paves the way for further expansion and more jobs, benefitting the local economy.

In addition, another local company – Rotaset Printers – has also been positively impacted as it has been able to move to more suitable premises due to relocating from Grayscroft's new premises.

iii) Station Leisure and Learning Centre

The centre continues to thrive and is welcoming around 14,000 visits each month, including around 1,100 participants taking part in swimming lessons. Overall the centre has about 1,400 members – up hugely from 350 members in the old centre. This summer, the centre's holiday programme saw 1,168 hours of activity from the children taking part in just 16 days.

	Performance Figures Comparison					
	Apr	May	Jun	Jul	Aug	Sep
SLLC Number of Visitors 2025/2026	15,280	15,189	14,321	14,964	15,935	13,907
SLLC Number of Visitors 2026/2027	12,256	13,735	14,264	16,412	18,495	awaiting data
SLLC Number of Swims 2025/2026	4,717	4,638	4,005	5,041	6,061	4,012
SLLC Number of Swims 2026/2027	4,416	4,494	4,477	5,271	6,138	awaiting data
SLLC Number of Swimming Lessons 2025/2026	1,529	1,199	1,479	1,102	632	1,129
SLLC Number of Swimming Lessons 2026/2027	658	958	1,256	1,100	718	awaiting data
SLLC Number of Visitors on Magna Tag 2025/2026	1,002	1,454	902	639	1,258	254
SLLC Number of Visitors on Magna Tag 2026/2027	512	248	125	276	791	
Employed 2025/2026	27	27	28	28	28	28
Employed 2026/2027	23	23	23	23	23	23
Number of Gym Members Actual 2025/2026	1,539	1,493	1,500	1,515	1,533	1,509
Number of Gym Members Actual 2026/2027	1,490	1,486	1,489	1,491	1,523	1,499
Number of Swimming Lesson Members Actual 2025/2026	145	147	148	159	156	158
Number of Swimming Lesson Members Actual 2026/2027	148	150	153	157	159	160

iv) Campus for Future Living

The Campus for Future Living has been supporting the engagement carried out to shape the Pride in Place funding in the area, and in July the venue played host to a community conversation. At the event residents, community groups, partners and local organisations joined together to discuss their thoughts and ideas about their area. The campus also held drop-in sessions for people to share feedback throughout August.

Keep up to date with what's happening at the Campus by following their page here

v) Seaview Colonnade

The Seaview Colonnade continues to offer a busy programme of events and activities for people to enjoy, including storytelling, exercise classes, and a popular breakfast 'rave'. Keep up to date with what's on here

vi) Mablethorpe Town Centre transformation
The shopfront projects are all complete with 66-72 High Street - home to Empire Amusements, Coffee Lounge, and the gift shop - transformed with new upstairs balconies. The contractors were locally based with JHA Winter from Sutton on Sea and the architect was Scorer Hawkins Architects based in Skendleby.

The focus of the rest of the project is on now carrying out some public realm improvements and undertaking a high street audit to help inform future investment priorities for the Pride in Place programme.

6.2 Skegness Projects

i) Skegness College
The new Skegness College campus was shortlisted as a finalist in the Construction Project of the Year category at the East Midlands Property Awards. Whilst the college didn't take home the award, it is a fantastic achievement to be in the running for such a prestigious award. The impressive college is making a difference in the community and has enjoyed significant success in its first year of operation with more students enrolling than ever before. Last year, the college reported a 50% increase in Further Education student numbers – and this year enrolments have increased by a further 15%, rising from 269 learners in 2025/26 to 309 in 2026/27. Building Services Engineering remains the largest study area, this year, while Health & Social Care and Hair and Beauty, Automotive Engineering are also proving popular with students keen to learn in such a great space. The programme management team will commence the final claim reconciliation on the project in October and move towards the project closure report.

ii) Skegness Interchange
Positive progress continues at Skegness Railway Station. Construction works are moving forward at pace including the internal works, glazing installations and the roof recovering. The external works around the concourse area have also resumed, now the busy summer season is coming to an end, one of the things you may notice are the foundation excavations, which are currently underway. The programme is on track for a completion within the calendar year with all works due to be completed and final claim submitted by March 2027.

iii) Skegness Town Centre Transformation
External works at Tower Cinema have been completed. This work has been supported by a grant through the Town Centre Transformation programme led by the team at Heritage Lincolnshire. Works have focused on the repair of the wall of the building that faces Lumley Road and have 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. Heritage Trust Lincolnshire and East Lindsey Distrct Council are meeting regularly to cashflow the remaining grant commitments across the remainder of the programme.

iv) Skegness Foreshore and Culture House
Further work on both projects remains stalled by the contract variation paperwork with Arts Council England.

v) Arthur Troop Police Training Centre
Verbal update requested for meeting

vi) Multi User Trail
Completed project – no further update

Paper 6 - Appendix A:

Towns Deal Project Closure Report Template

1. Executive Summary

2. Approved Project Scope (original FBC and agreed adjustments)

3. Delivery Performance

4. Financial Summary (including match funding)

5. Outputs and Outcomes Delivered

Output Indicator	Target	Achieved	To Achieve

6. Benefits Realisation

7.Ongoing monitoring requirements

8. Risk and Issues Closure

9. Governance and Compliance Statement

10. Operational Arrangements

11. Lessons Learned

12. Stakeholder Feedback

13. Summary of key photos and testimonials

14. Next steps / future development opportunities

15. Formal Closure Approval

Role	Name	Signature	Date
Chair			
s151 / Executive Director			

Paper 7: Pride in Place Programme Updates

i) Skegness

The Neighbourhood Board has announced Pride in Place funding for five projects that will make a difference for the town. The projects are:

- Accessible beach hub - £6,000 has been announced for Beach Ability to set up a new accessible beach hub in Skegness.
- Digital Support for Everyday Living - £97,760 has been awarded to Lincs Digital for a four year programme of community digital support sessions in Skegness.
- East Coast Pride - £64,000 has been awarded to East Coast Pride to support the ongoing costs for 4 years with the free event planned as running until at least 2035.

There are also two Skegness Town Council projects for Tower Gardens, totalling around £1million in funding:

- Tower Gardens path renewal - important work to restore the park's paths.
- Tower Gardens masterplan completion – carrying out the final stage of the Tower Gardens masterplan.

All of the projects were chosen through an assessment process.

At the October 6th meeting, the Board also considered the launch of an additional community grassroots funding pot to support local organisations in Skegness. The programme will be managed by Lincolnshire Community Foundation, ensuring alignment with existing programmes – including those being managed by LCF through the East Lindsey Investment Fund. Earlier this year, the Board made its first Pride in Place investment in Skegness to support the appointment of two Pride in Skegness community operatives. The operatives – Paul Lucas and Tony Gregory – are working alongside East Lindsey District Council's Neighbourhoods team and are making an impact with visible improvements to public spaces as these pictures show. Their work includes maintaining green spaces, clearing litter, cleaning public areas and improving the appearance of the foreshore.

The Skegness Community Sub-Group held their first meeting on 15th September and is focused on making sure that local voices are heard right across our town – and is keen to hear from community groups, champions, and projects.

ii) Mablethorpe

The new Mablethorpe Neighbourhood Board is getting to work after the appointment of its Chair and members. Mablethorpe resident Jacqueline Robinson has been appointed Chair of the Board, bringing her extensive community experience which includes volunteering at the Coastal Centre and chairing the Marisco Patient Participation group. Jacqueline is joined by members who bring different expertise and knowledge but all with a shared ambition for Mablethorpe. Following a summer of lots of engagement and consultation, the Board is looking at the themes and priorities that are coming out of all the community feedback as it begins to develop a plan for the Pride in Place funding. This planning comes as it was confirmed by government that the boundary area for the funding not only covers Mablethorpe but also Sutton on Sea, Trusthorpe, and Sandilands. This means Pride in Place can have a bigger reach into more communities.

The Government have extended the submission deadline for Phase Two Regeneration Plans to the end of February 2027 although the intention of the Mablethorpe Neighbourhood Board is to submit by the original target deadline of the end of November so that funding is approved and released earlier in 2027 to local projects than an extended submission deadline would otherwise allow for. It is proposed that Jacquleine is invited to become a Connected Coast Board Member to provide additional alignment and awareness of the future funding opportunities and investment priorities for Mablethorpe.

Paper 8: Other programme and project updates

i) Levelling Up Fund Round 2

Alford Manor House works have now reached practical completion with the facilities being formally handed over and opened on the 24th September. The new Orangery replaces a former temporary external marque at the Manor House and will play host to a whole variety of events, including venue for weddings, conferences, and private hire uses and benefits from facilities including a new bar and kitchen. The works on the site have also included a new outdoor storage and workshop facility. All of the improvements will also mean the Rural Life Museum can expand its exhibitions and display additional machinery and artefacts. This will allow more items from the collection to be on show for visitors to enjoy. The project has been carried out by East Lindsey District Council with £2.1million UK Government funding. As part of the opening Councillor Graham Marsh, Victoria Atkins MP and Trustee Richard Quantrell were joined by members of Probus Construction Team and trustees of Alford Manor House to celebrate the opening.

On the 23rd September 2026, East Lindsey District Council approved additional funding through the East Lindsey Investment Fund to support the remaining works at the **Spilsby Sessions House** with a view to completing the works and opening the new facilities in the summer of 2027. The project remains on programme with roofing works now completed and external scaffolding removed. External brick repairs are ongoing and internal renovation works are ongoing in the main auditorium with new toilets also being installed.

ii) East Lindsey Investment Fund

Lincolnshire Community Foundation (LCF) have recently launched the **East Lindsey Community Legacy Scheme**, funded through ELDC's East Lindsey Investment Fund. The scheme is open to not-for-profit community groups, registered charities, social enterprises and town and parish councils delivering projects in the District of East Lindsey. Grants of up to £35,000 can be applied for by prospective applicants. This includes capital and revenue costs. Projects must align with the aims of the East Lindsey Investment Fund, particularly around its target area of community development. Prospective projects must should address themes identified by East Lindsey residents and address one or more of the following priorities:

- Community Facilities
- Community Cohesion
- Core Strength
- Digital Exclusion & Transport
- Young People
- Older People
- Heritage, arts & culture

Further information and application forms are available to download via the following link - East Lindsey Community Legacy Scheme - Lincolnshire Community Foundation. The first closing date for the initial round of bids is 30th October 2026.

iii) NPO Arts Council Funding

The Storytellers NPO will deliver four Lightwaves events across October in the following locations:

- 10th October – Spilsby
- 15th October - Chapel St Leonards
- 17th October – Sandilands
- 24th October – Sutton on Sea

There will be an additional lantern making workshop hosted by the National Trust in early October teaching craft skills to local residents and producing lanterns to display during the Sutton on Sea light parade finale.

iv) Sport England Place Expansion Programme (Active Lincolnshire)
In 2025, Active Lincolnshire secured funding for the development phase of the Place Partnership project for East Lindsey, Boston and South Holland. This provides a unique opportunity to work within these communities to truly understand the barriers some people face in becoming more active, and to offer solutions to enable people to become healthier and happier through movement.

Following 12 months of a development phase into where barriers exist and the need, Active Lincolnshire have created the following plan and theory of change attached on the following two pages. This is place based systemic work, seeking to develop the conditions that are needed to enable people to lead more active lives.

Immersive work through the next stage of awarded funding will focus on:

- Mablethorpe - long term health conditions
- Skegness – Children and Young People (CYP) & Anti Social Behaviour (ASB)
- Alford - Older adults & isolation
- Wainfleet - facilities and access to provision

With a District wide commitment to sharing learning, scaling up the money is not to fund short term physical activity interventions. If Board Members are aware of capital investment needs in physical activity facilities, please contact emma.tatlow@activelincolnshire.com. Emma and her team have offered to present to a future Board meeting on the more detailed delivery programme arrangements and opportunities for continued stakeholder awareness and engagement in the programme.

More detail is available on the Active Lincolnshire website at:
Welcome to active Lincolnshire - Active Lincolnshire

Our place

East Lindsey

Lincolnshire

Population: approx 141,000



Our approach is to focus immersively in four MSOA areas. Sharing learning, connecting and influencing across the whole district.

- 53% of residents are over 50 years old
- 38% of residents are over 60 years old
- Life expectancy is lower than national average
- 1 in 4 have a long-term illness or disability

Local problems

Residents want:

- To be able to access safe, welcoming spaces
- Have more confidence to be active
- A more accessible and joined up healthcare provision
- Organisations to work together, not in silo

Communities told us:

Their ability to be active is shaped by a combination of interdependent barriers:

- Access issues; transport, cost, and infrastructure
- Health and personal limitations including inconsistent (seasonal) employment; high levels of care givers
- Social and psychological factors including concerns for personal safety
- Gaps in provision and co-ordination, especially beyond 8 – 12-week interventions
- Impact of tourism; personal and place based
- Lack of structured facilities and clubs

Crosscutting themes:

1. Confidence, belonging and feeling welcome
2. Communication, connection and awareness
3. Community capacity, and volunteering
4. Systems collaboration and leadership
5. Facilities and assets, and access to structured clubs

Priority Places

Place: Mablethorpe & Sutton-on-Sea

Priority audiences: People with long term health conditions and older adults

- Deepening systems collaboration and leadership = better integration between physical activity & health and care
- Physical activity and leisure sector workforce skills development in long term health conditions = increased confidence in participants, inspired to be active
- Support community capacity and volunteering = sustainable long term structured activities and opportunities.
- Work with Lincolnshire FA & NGBs to understand decline in structured provision and engage with communities = understand what the shape of future provision needs to be.

Place: Skegness

Priority audience: Children and young people (CYP)

- Collective approaches to addressing anti-social behaviour = residents more confident to participate
- Development of more safe & positive experiences for CYP in trusted spaces = increased participation, satisfaction, belonging & confidence.
- Support intergenerational opportunities where generations can better understand and support each other = tensions between young people reduce and CYP feel empowered to participate more.
- Develop CYP opportunities through skills, volunteering and work experience = children are proud of where they live and have confidence to build a positive future.
- Collaborative system communication = opportunities are visible, inclusive and relatable to all residents.

Place: Alford

Priority Audience: Older adults

- Develop accessible, person centred opportunities for older people to be active = connect older adults with provision, increasing participation and confidence.
- Work with community anchor organisations to further develop welcoming environments to be active = sustainable organisations providing communities with sense of belonging, increased confidence, inclusive and welcoming environments.
- Support accessible and inclusive signposting to activity beyond short term programmes = people are connected to local community activities and groups.

Place: Wainfleet

Priority Audience: Lower socio-economic groups and rurally isolated communities

- Work with partners and community assets to deepen understanding of the demise of structured sport and activities and co-design solutions with NGBs and the community that are sustainable = provision of local, accessible in community, relevant, safe activities for residents.

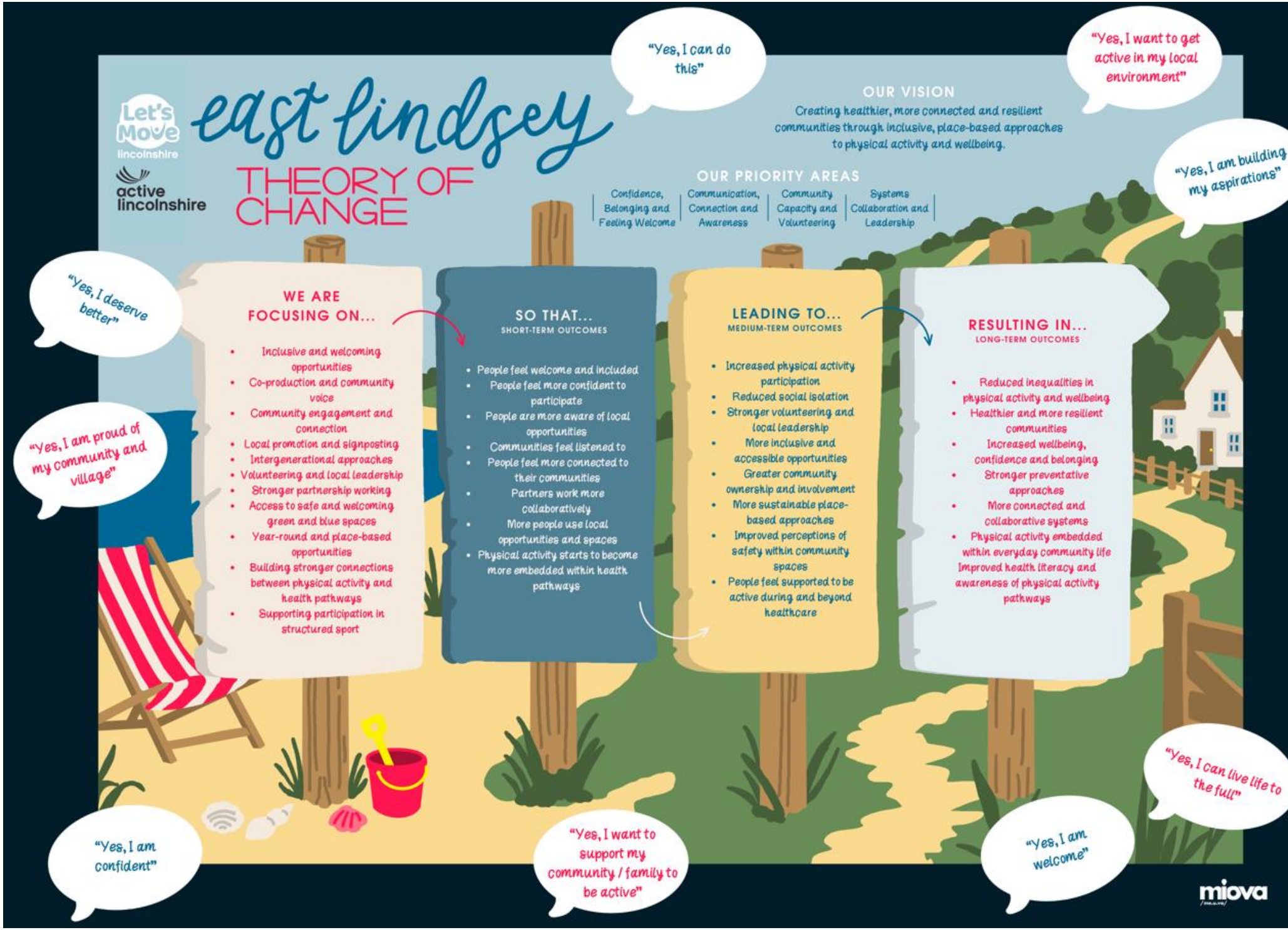
Inputs

Strategic partners, capacity and resource

- South and East Lincolnshire Councils Partnership
- Skegness Aspirations (LCC)
- Positive Futures
- Age UK Lincolnshire
- Lincolnshire FA
- Public Health
- Safer Lincolnshire Partnership
- Active Lincolnshire place and core team
- Sport England place investment
- Connectivity with wider investment streams and programmes

Shared outcomes

- People feel welcome and included
- Increased confidence to participate, leading to more participation
- Greater awareness of opportunities
- Communities feel listened to
- Stronger community connection, reducing social isolation
- Improved partnership working
- Increased use of local spaces, leading to reduced perceptions of crime and anti-social behaviour
- A deeper understanding of why grassroots sports have declined in some MSOAs and an approach to overcome this
- Activity begins embedding in health, leading to greater prevention


Let's Move lincolnshire
active lincolnshire
east lindsey
THEORY OF CHANGE
"Yes, I can do this"
"Yes, I want to get active in my local environment"
OUR VISION
Creating healthier, more connected and resilient communities through inclusive, place-based approaches to physical activity and wellbeing.
OUR PRIORITY AREAS
Confidence, Belonging and Feeling Welcome
Communication, Connection and Awareness
Community Capacity and Volunteering
Systems Collaboration and Leadership
"Yes, I am building my aspirations"
"Yes, I deserve better"
WE ARE FOCUSING ON...
Inclusive and welcoming opportunities
Co-production and community voice
Community engagement and connection
Local promotion and signposting
Intergenerational approaches
Volunteering and local leadership
Stronger partnership working
Access to safe and welcoming green and blue spaces
Year-round and place-based opportunities
Building stronger connections between physical activity and health pathways
Supporting participation in structured sport
SO THAT...
SHORT-TERM OUTCOMES
People feel welcome and included
People feel more confident to participate
People are more aware of local opportunities
Communities feel listened to
People feel more connected to their communities
Partners work more collaboratively
More people use local opportunities and spaces
Physical activity starts to become more embedded within health pathways
LEADING TO...
MEDIUM-TERM OUTCOMES
Increased physical activity participation
Reduced social isolation
Stronger volunteering and local leadership
More inclusive and accessible opportunities
Greater community ownership and involvement
More sustainable place-based approaches
Improved perceptions of safety within community spaces
People feel supported to be active during and beyond healthcare
RESULTING IN...
LONG-TERM OUTCOMES
Reduced inequalities in physical activity and wellbeing
Healthier and more resilient communities
Increased wellbeing, confidence and belonging
Stronger preventative approaches
More connected and collaborative systems
Physical activity embedded within everyday community life
Improved health literacy and awareness of physical activity pathways
"Yes, I am proud of my community and village"
"Yes, I can live life to the full"
"Yes, I am confident"
"Yes, I want to support my community / family to be active"
"Yes, I am welcome"
miova

Paper 9: Communications Report – October 2026

A. Communications activities July 2026 – October 2026

Media engagement

The following media releases have been issued:

A hole in one for nature as former golf course transforms into a new haven for people and wildlife - Published by National Trust - Connected Coast
(published by National Trust)

Mablethorpe Pride in Place:
Mablethorpe's Summer of Conversations to Shape the Future – Together for Mablethorpe
Mablethorpe Neighbourhood Board Members Announced – Together for Mablethorpe
More Mablethorpe Communities Set to Benefit from Pride in Place Funding – Together for Mablethorpe

Skegness Pride in Place:
£1.2 million Pride in Place funding awards announced for Skegness – Shaping Skegness Together

East Lindsey District Council:
New Event Space Completed at Historic Alford Manor House - 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 Chair's Update has been drafted, timed to align with the opening of Sandilands, and will be issued in early October.

Social media content

This has included:

- National Trust Sandilands: there has been an onus on this project, with content in the run-up to the opening focused on the development, and latterly content on the project completion and launch;
- Grayscroft Coaches official launch;
- Together for Skegness and Together for Mablethorpe content;
- Tour of Britain;
- Lincolnshire Day.

Content in the latest Chair's Update will provide a focus for social media content in the coming weeks.

Mablethorpe Pride in Place

The summer saw 'a summer of conversations' with lots of engagement and consultation take place and communications were focused on driving involvement in events and online feedback mechanisms. Communications have also been created around the appointment of the board members and the confirmation of the boundary for the programme.

Skegness Pride in Place

Communications have focused on the announcement of £1.2million funding for five projects in the town. There has also been work on developing a community engagement working group which will ensure that community voices remain intrinsic to the programme. The group will also empower residents to take a leading role in the programme. A workshop was held in September to mobilise this group and more meetings and work is planned in the coming months.

Current and upcoming activities

- Working with EMR on communications around progress and project milestones for Skegness Interchange;
- Working with Heritage Lincolnshire on communications opportunities;
- Mablethorpe Pride in Place – developing an engagement plan and communications on the consultation findings and the regeneration plan vision and priorities;
- Skegness Pride in Place – communications on the projects and PR to launch the new community grants scheme. Ongoing work to support the community engagement working group.

B. Measurement and evaluation

Some traditional media coverage

- Huge wetland nature reserve opens at Sandilands after six-year restoration project
- Skylarks and sandwich terns among new birdies on reserve created from 'boring old golf course' | Rewilding | The Guardian
- New National Trust site has turned a golf course into a bustling wetland the size of 42 football pitches – here's why it is so important
- Mablethorpe to hold summer of conversations to shape its future
- More Mablethorpe communities set to benefit from Pride in Place funding
- Five projects in Skegness chosen to benefit from £1.2million of Pride in Place funding
- New event space completed at historic Alford Manor House

Social media

Facebook

- 954 followers – an increase of 40
- Insight shows that followers are predominantly located in Mablethorpe (29.3%), Skegness (27%), Louth (16.5%), and Alford (5.9%).

28.07.26 – 05.10.26

Page views: 60,379. Engagements: 5,127

Examples of Facebook engagement:

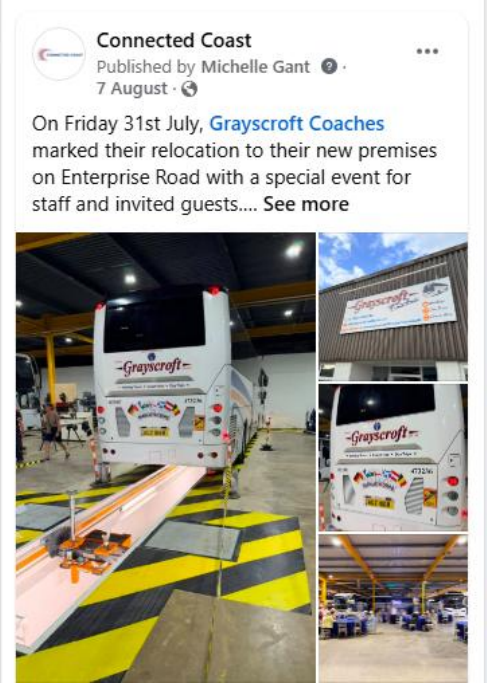
1. NT Sandilands building progress (05.08.26)

- Views: 29,814. Viewers: 19,936
- Impressions: 20,222. Engagements: 2,597 (227 reactions, 2,284 clicks, 78 comments, 4 shares)



2. Grayscroft Coaches official launch (07.08.26)

- Views: 7,790. Viewers: 4,896
- Engagements: 813 (56 reactions, 744 clicks, 5 comments, 2 shares)



3. Lincolnshire Day reel (02.10.26)

- Views: 1,313 Viewers: 1,211
- Engagements: 65 (11 reactions, 52 clicks, 2 shares)



LinkedIn

27.07.26 – 03.10.26

- 689 followers, an increase of 6
- Overall impressions: 2,307
- Overall reactions: 101

Examples of LinkedIn engagement

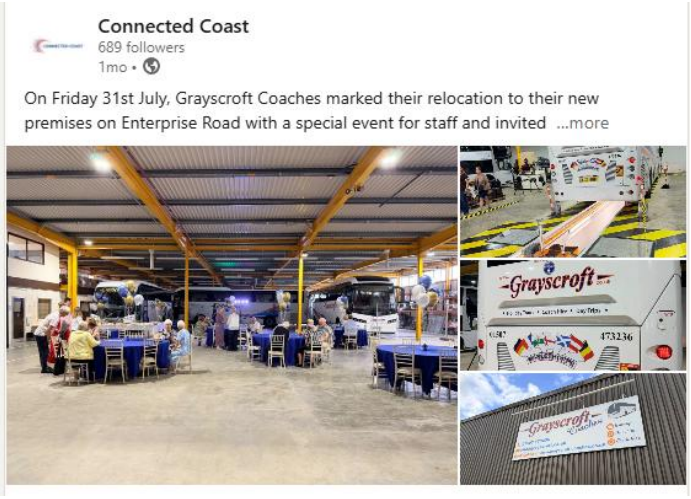
1. National Trust Sandilands building progress (05.08.26)

- Impressions: 359 Engagements: 98
- Clicks:78 Reactions: 19



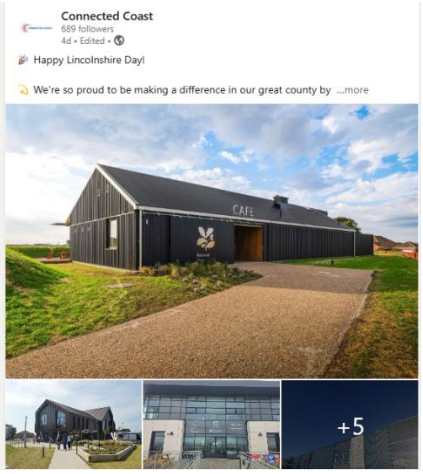
2. Grayscroft Coaches official launch (07.08.26)

- Impressions: 287 Engagements: 72
- Clicks: 64 Reactions: 8



3. Lincolnshire Day (02.10.26)

- Impressions: 253 Engagements: 128
- Clicks: 115 Reactions: 13



Website engagement
27.07.26 – 04.10.26

- 22.5k impressions *(how many times a user saw a link to Connected Coast in search results)*
- 249 total clicks *(how many times a user clicked through to Connected Coast website)*

Most engaged pages:

- Meet the Board 37 clicks / 969 impressions
- Home Page 38 clicks / 479 impressions
- Mablethorpe Town Centre Transformation 19 clicks / 1,924 impressions

Most searched terms:
'Connected Coast' was the top query to drive users to the site.

Looking ahead
Towns Fund communications will focus on projects progress and completion for Town Centre Transformation and Skegness Interchange.

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.