

# MABLETHORPE SKEGNESS

## Towns' Fund

# Towns' Fund for MABLETHORPE & SKEGNESS

Welcome

Rob Barlow, East Lindsey District Council

What is the Towns' Fund for?

Tim Leader, East Lindsey District Council

*Coffee and networking*

“Levelling Up Our Towns”

Michelle Howard, East Lindsey District Council  
Ivan Annibal, Rose Regeneration

**How we did this in Grimsby...**

**Rob Walsh, North East Lincolnshire Council**

Engaging communities and businesses

Lydia Rusling, East Lindsey District Council

Close

Rob Barlow

# Rob Barlow

# Welcome / That day!

- 6<sup>th</sup> September! £25m and another £25m
- Very funny!
- Bit late for April fools
- Can you check?
- Are you sure?
- Wow and fantastic – Once in a lifetime opportunity for Mablethorpe and Skegness

# Background

- Towns' Fund is a Government initiative to level the playing field **(Levelling up our towns)**
- Both Mablethorpe and Skegness have the opportunity to secure £25m each of Government investment
- Nationally 101 Towns have been provided with this opportunity
- The funding allocated for supporting towns is £3.6 billion
- Lead Council – East Lindsey (Create Town Board and Produce Town Investment Plan)

# Towns' Fund (What is it?)

- Core public investment in towns
- Additional funding from other sources including other Government Departments, local public sector and private sector investment
- Objective – Drive economic regeneration of towns
- Objective – Deliver long term economic and productivity growth through Urban Regeneration, Skills and Enterprise and Connectivity

# Towns' Fund (Problems to address)

- Ageing population
- Skills shortage
- Few returning from Higher Education
- Unattractive to businesses
- Little foreign investment
- Poor transport and digital connectivity

# Towns' Fund (Creating sustainable futures)

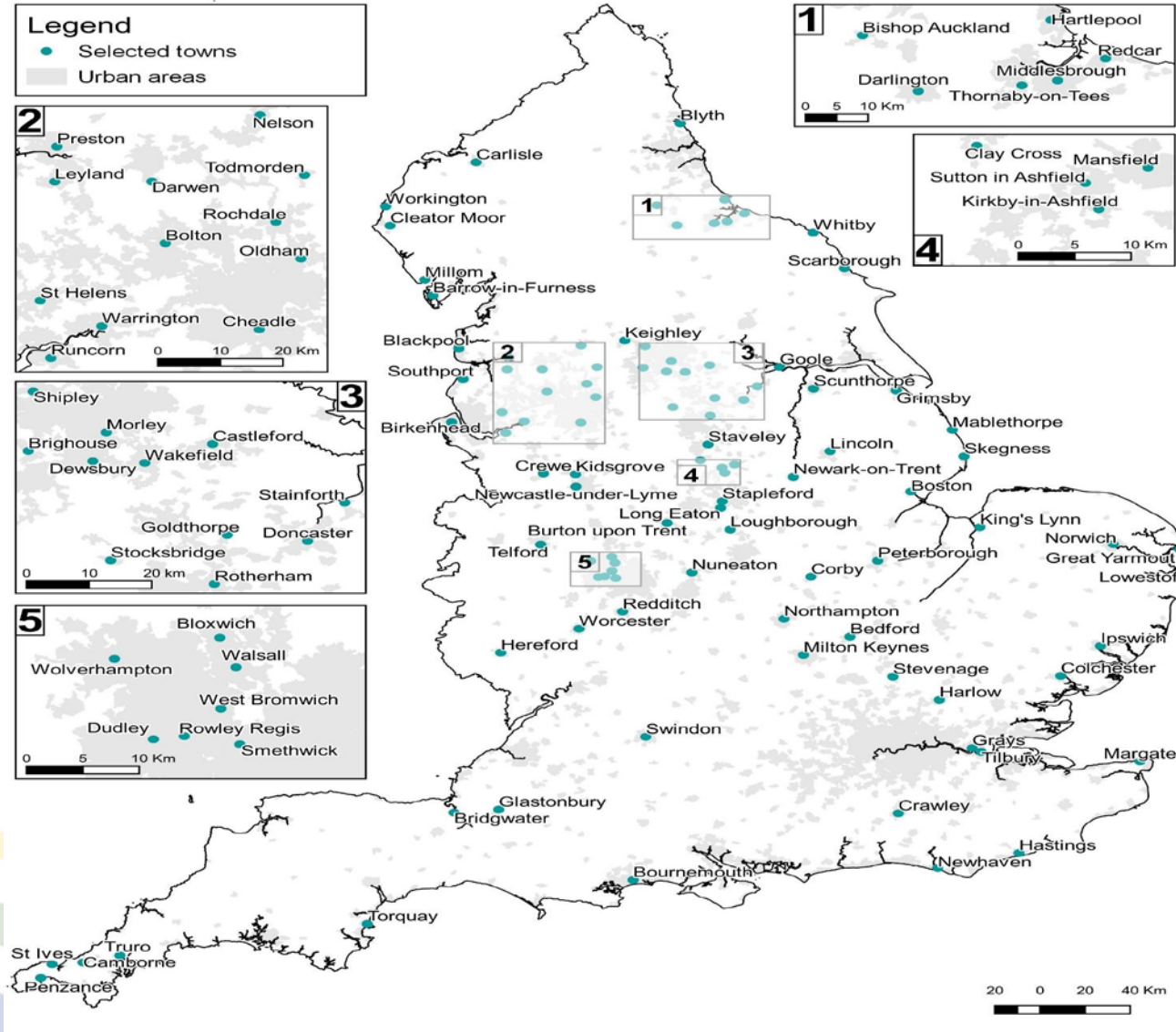
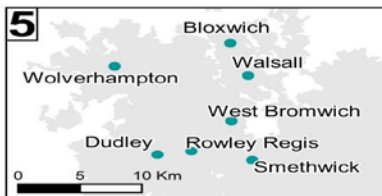
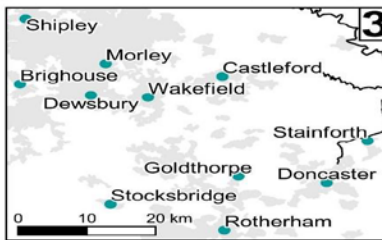
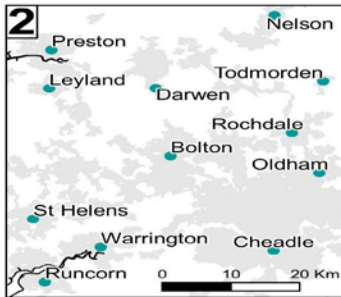
- Giving firms access to the natural environment
- Providing low cost floor space and logistics
- Invest in the workforce and engage with supply chains
- Transport connectivity
- Re-train to access new jobs
- Heritage and cultural offers
- “Build a spirit of pride”



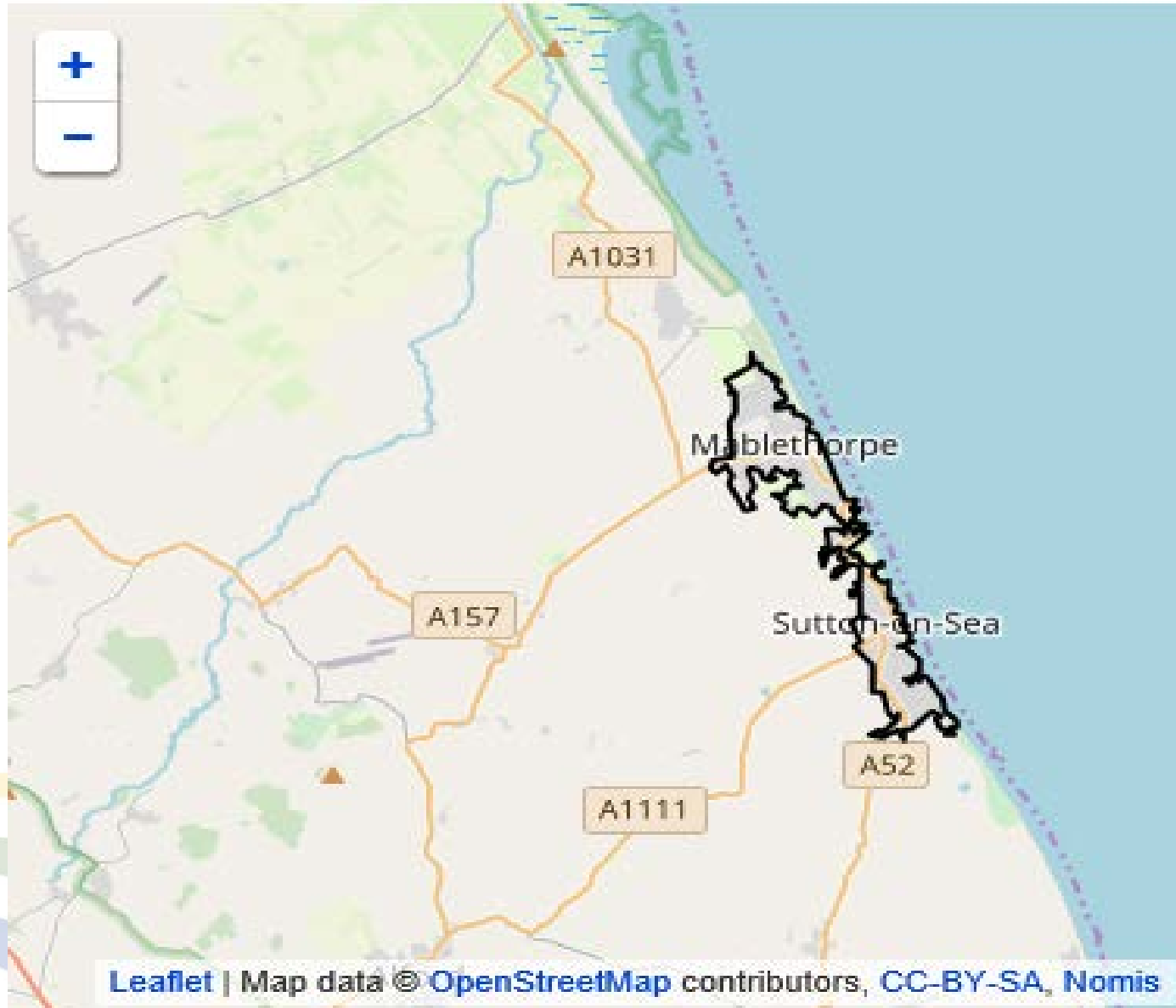
# 101 Towns

**Legend**

- Selected towns
- Urban areas



# ONS Mablethorpe



# ONS Skegness



# Town deal - 2 stage process

- Stage 1 – Providing capacity support to places to put the structures and vision in place in order to move to the next stage of agreeing a deal
- Stage 2 – Places to use their locally-owned Town Investment Plan to put together business cases to apply for funding for interventions

# Prospectus – Preparing for a (quality) Town Deal

- Guides how the Board should be balanced
- Outlines the advisory role of the Board
- Expects all Interventions to be evidence based
- Town Investment Plan should be agreed by the Town Deal Board
- “...Government receiving high-quality proposals” “If Government is not content with the quality of proposals...by the end of summer 2020, then it is unlikely a Town Deal would be agreed.

# Town Deal Boards

The Town Deal Board should be convened by the Lead Council

## **The Board should include;**

- Tiers of Local Government
- Members of Parliament
- **Local Business and Investors**
- Local Enterprise Partnership
- Community Representatives

## **The Board may include;**

- BIDs, Jobcentre Plus, Anchor institutions, Government bodies
- Ideally a Private Sector Chair Person and a good mix of skills

# Joint Working

- Working collaboratively to share Town Deal Board and Town Investment Plan

## **Reasons to consider;**

- The towns in question are next to each other
- The towns have significant overlap in terms of economic and social geography
- The Board representatives of each town would significantly overlap
- Having multiple smaller geography partnerships would dilute from a more strategic approach across multiple towns
- Insufficient stakeholder engagement from a particular town because it lacks scale
- There are wider strategic benefits from bringing the towns together
- **BUT....It is about place**

# Board Governance

- Adopt the Lead Authority's Governance
- Code of Conduct
- Complaints procedures
- Declaration of Interests
- Nolan principles
- Lead Authority "open by default"



# Town Investment Plan (1)

- A need to establish local priorities
- Evidence based
- Identify opportunities for investment (Greater than £25m)
- Locally owned and not signed off by Government
- Align with, Local Industrial Strategy, Local Plan, Local Transport Plans and other key documents
- Make attractive to other Government Departments and Initiatives

# Town Investment Plan (2)

- Investment requires business cases, creation of jobs is key
- Consider up to £25m of bids but not about spending £25m
- Scope to lever additional investment and add value
- Align with Towns Fund objectives
- Clean growth
- “I’m excited to see what entrepreneurial and creative plans communities bring forward...”

# Urban Regeneration

- “Perception of place is an important ‘pull’ factor in business location decisions and can affect a place’s capacity to attract and retain workers”
- Increasing Density
- Strengthening economic assets including cultural assets
- Site acquisition
- Planning tools
- All to bring strategic direction and change

# Skills and Enterprise

- “...we still face challenges in meeting business needs for skills and these challenges can be especially acute in towns.”
- Business / Education collaboration is key
- Driving private sector investment
- Space to support skills and small business development
- Creating traineeships and apprenticeships
- Understand the challenges people face

# Connectivity

- “In many towns, there is a disconnection between where people live, and where jobs and leisure can be found”
- Local transport schemes
- Bus, cycling and walking infrastructure plans
- Digital connectivity (single cohesive vision for an area)
- Improving speed and reliability

# In due course

- Further details on scope of interventions
- Supported criteria to determine eligibility
- Capital and revenue split
- Business case guidance
- Ministerial guidance

# Capacity Funding

- Mablethorpe £140,000, Skegness £162,019
- Convening of Stakeholders
- Community engagement
- Research (External support for evidence gathering, collecting views and ideas, interpreting evidence and proposing investment plans with an understanding of regeneration, outcomes and growth!)
- Development proposals of sufficient quality to impress Board Members, Communities and Government

# Key Milestones

- November 2019 – Capacity funding distributed to lead Councils
- 19<sup>th</sup> December 2019 – Readiness checklist returned
- December – Lead Authority to create Boards structure and governance
- End January 2020 – All Town Deal Boards convened (including publication of town boundary)
- Early 2020 – Further guidance published
- Summer 2020 – All Town Investment Plans produced
- 2020-21 – Town Deals agreed and further competition for Town Deals



# Readiness form

- Existing partnerships
- Existing strategies and plans
- Capacity and governance to deliver at pace
- #MyTown Facebook/Twitter
- “It is vital that towns engage with communities to find out directly from the public what they love about their place and how they want to see it grow”
- “..a communications and community engagement toolkit for Town Deal Boards”

# Today

- Today's speakers please enjoy
- Thoughts and questions over coffee
- Really looking forward to working with you all
- **Lets make the most of this fantastic opportunity for Mablethorpe and Skegness**

# Tim Leader

# **What is the Towns' Fund for? Or what are we all supposed to do?**

# It's All About Regeneration

Long term economic productivity and growth is to be driven by 3 “levers”:

- Urban regeneration, assisted by intelligent planning and land use
- Developing skills and “enterprise infrastructure”
- Improved “connectivity”

# General Considerations

- Transformational – big, bold brush strokes
- Strategic
- Long term
- Core public sector funding
- Alignment with other plans and strategies
- Awareness of, and integration with, private sector investment plans
- And those of other public sector bodies
- Integration of the 3 levers
- The Green Book – rigour, viability, deliverability

# Regeneration

- The uniqueness of place
- Perception of place: making it more “investable” and creating “pull”
- Town centres
- Identifying and developing particular local economic assets
- Interventions to unlock land across the town to fuel long term growth:
  - Site acquisition
  - Remediation
  - Preparation
- Alignment and coordination

# Skills and enterprise infrastructure

- Successful economies need access to enough of the right kind of skilled workers
- The vital role of universities colleges and skills providers
- Collaboration with large and small businesses
- Investment in facilities
- Supporting people by matching training to labour market needs
- Build on and complement existing initiatives
- Help for the young (especially if not in education, employment or training)



# Connectivity

- Addressing peripherality and remoteness
- Not about new strategic road or rail infrastructure
- Speed and reliability of public transport
- Better links with regional centres
- Investment in digital technology so it's fit for the needs of business

# So what might this look like? (Things others have mentioned)

- Building on uniqueness: the mix of traditional central place and historic sea side town functions
- Investment in the fabric and functioning of town centres: pedestrianisation; one way; key site assembly and regeneration; investment in service infrastructure; acquisition and repurposing of run down hotels/ guesthouses
- Investment in industrial estates
- Investment in tourism, especially related cultural and heritage assets that make each a destination: a destination leisure centre? Park and ride?
- Investment in educational infrastructure: A new college – tied to incubator units? A school?
- Better bus services to other regional centres; transport between Skegness and Mablethorpe
- Investment in better digital infrastructure

# It's Your Opportunity

- Think big
- Ambition
- Out of the local government/ public sector box
- It's only the beginning
- Should we just dust off “pet projects” and try and “stick them together”

# “Levelling Up Our Towns” Economic Prosperity and Opportunity for Everyone

Michelle Howard  
Ivan Annibal

*“Struggling Towns do not always have the **fundamental building blocks** of a strong local economy in place.*

*The evidence shows they can face some significant challenges: an **ageing population** without the **skills** necessary to attract new firms; fewer people going on to and returning from **higher education**, fewer **economic opportunities** in the surrounding region; and less foreign investment than in cities. Growth is held back where this is compounded by poor transport and digital connectivity”*

## Opportunities in the context of the Towns Fund

- Enabling as many people as possible to contribute and benefit from growth
- Development in and of the community
- Ensuring that economic growth benefits everyone
- A considered, strategic and collaborative approach



Opportunities to address particular growth constraints in our towns

- **Health**
- **Skills and Employment**
- **Better Ageing**

## Key Messages - Health

- Opportunity to explicitly and strategically align health, wellbeing and economic objectives to achieve genuine transformation
- Health and economic determinants are interdependent
  - *Poverty and deprivation are bad for health*
  - *Poor health is bad for the economy*
  - *Economic inequality worsens health inequalities*
- Place matters
- Collaboration matters



## Key Messages – Better Ageing

- Skills, employment
- Economic activity
- Opportunity to maximise economic contribution and productivity of our ageing population; for example, supporting people to remain in, re-skill or return to the workforce
- ‘Age Friendly East Lindsey’

## Key Messages – Skills and Employment

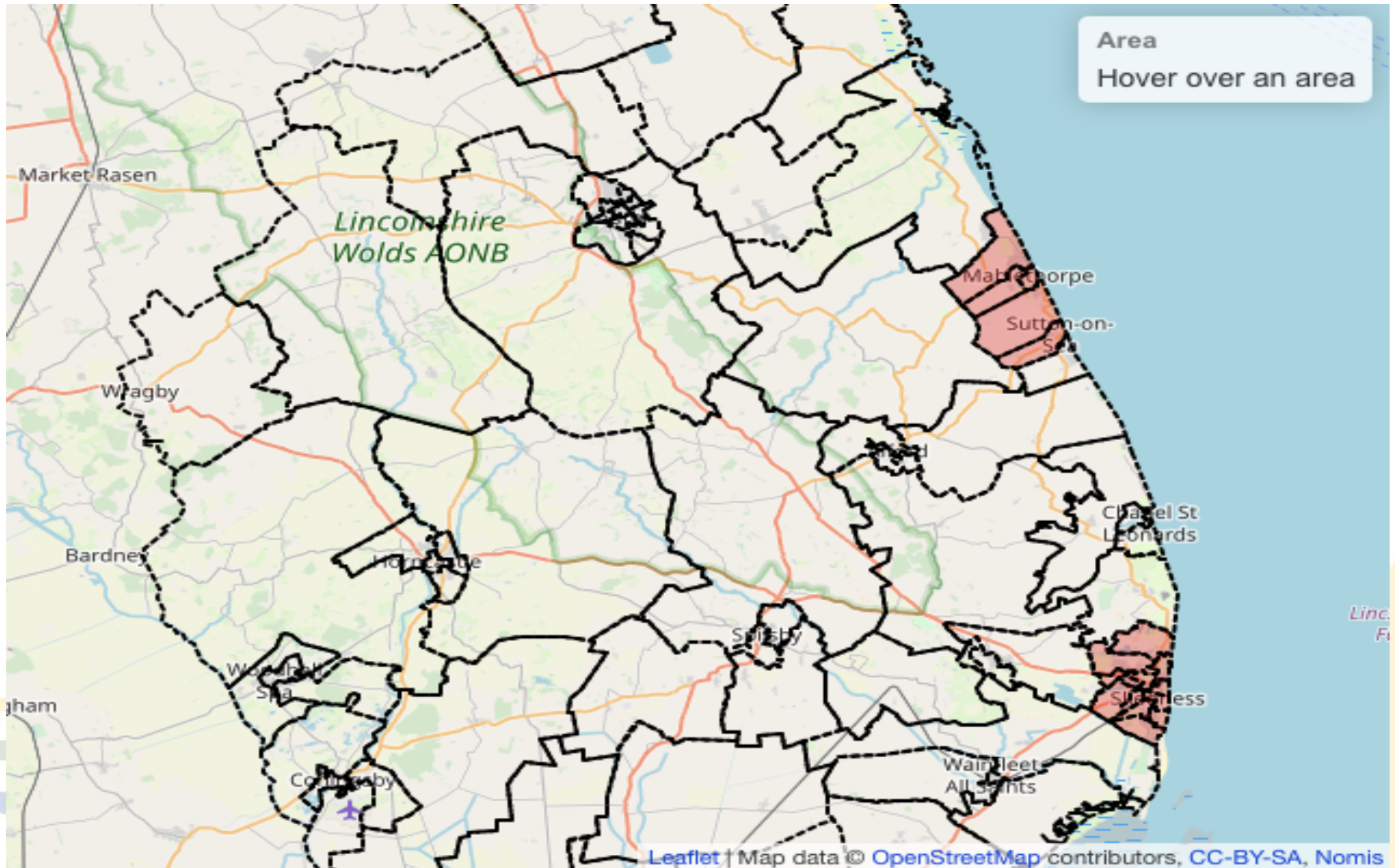
- Distance from other centres of learning and seasonality have distinctive and hard to crack impacts on our coastal economy
- This has led to a low skill, low wage equilibrium, which drives economic inactivity and stifles employer investment
- We are unlikely to generate significant short term inflows of new workers due to the challenges of infrastructure in terms of both connectivity and places to live.
- Economic inactivity is therefore a key challenge for our towns, reducing this can grow our local potential.
- The antidote to this challenge should be built on the twin pillars of learning and health – getting more people into work and up-skilling them.

# Inclusive Growth

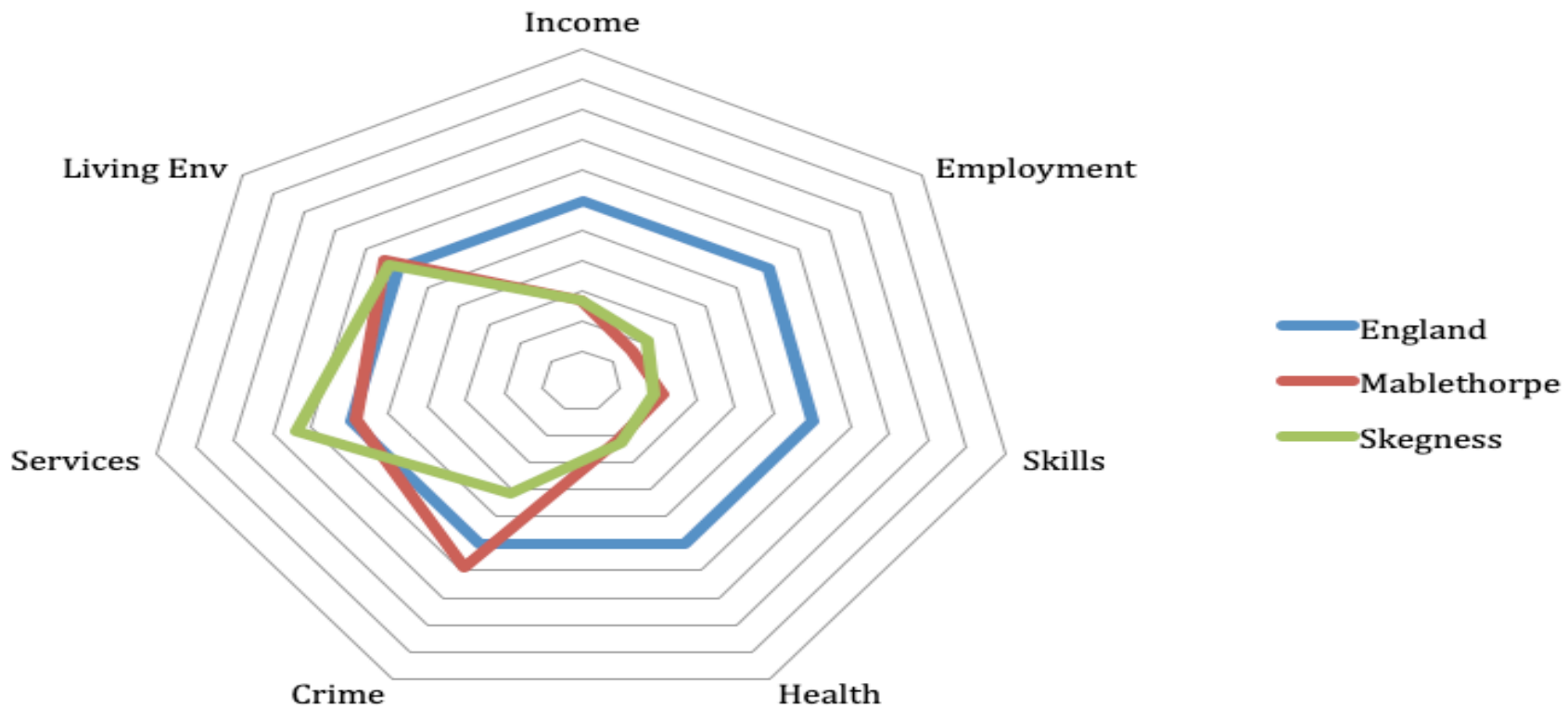
Industry	Multiplier Range	2015-18 change	Mablethorpe	LQ	2015-18 change	Skegness	LQ
BRES Data							
A : Agriculture, forestry and fishing	1.3	0	0	0.0	0	0	0
B : Mining and quarrying	1.4-1.5	0	0	0.0	0	0	0.0
C : Manufacturing	1.2-1.5	15	165	0.8	-5	405	0.6
D : Electricity, gas, steam and air conditioning supply	1.2 - 2.5	0	0	0.0	0	0	0.0
E : Water supply; sewerage, waste management and remediation activities	1.4	-20	10	0.5	-10	20	0.3
F : Construction	1.6	-20	55	0.4	50	265	0.7
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	1.2 – 1.4	-140	445	1.1	-40	2,035	1.5
H : Transportation and storage	1.5 - 2.2	0	20	0.2	15	200	0.5
I : Accommodation and food service activities	1.1	160	755	3.8	110	1,470	2.2
J : Information and communication	1.3	15	15	0.1	30	45	0.1
K : Financial and insurance activities	1.8 - 4.3	0	20	0.2	0	75	0.2
L : Real estate activities	1.8	5	35	0.8	-10	65	0.4
M : Professional, scientific and technical activities	1.1 - 1.5	0	30	0.1	60	240	0.3
N : Administrative and support service activities	1.1	40	115	0.5	-825	1,130	1.4
O : Public administration and defence; compulsory social security	1.4	-10	70	0.7	-10	280	0.8
P : Education	1.1	50	110	0.5	-135	600	0.8
Q : Human health and social work activities	1.2	90	550	1.6	25	935	0.8
R : Arts, entertainment and recreation	1.1 - 1.4	40	205	3.2	170	620	2.9
S : Other service activities	1.1	10	65	1.2	-10	385	2.2
Column Total		235	2,665	1.0	-575	8,770	1.0

# Commuting

2011 Census	Place of Work					
Currently residing in	Boston	East Lindsey	West Lindsey	North East Lincolnshire	Mablethorpe	Skegness
Boston	18,205	1,432	48	28	33	257
East Lindsey	3,278	30,498	846	3,336	1,878	6,458
West Lindsey	94	919	13,435	1,760	11	27
North East Lincolnshire	29	1,257	864	49,985	24	33
Mablethorpe	44	1,795	26	51	1,040	123
Skegness	383	5,371	28	58	59	3,833



# Deprivation



# Deprivation

	England	Mablethorpe	Skegness
Income	16422	5388	5465
Employment	16422	1972	3682
Skills	16422	3605	2979
Health	16422	3861	4144
Crime	16422	19309	10300
Services	16422	15957	21001
Living Env	16422	17755	17060

## Towns Fund:

- A long term transformational opportunity for our Towns
- Economic prosperity and opportunity for everyone
- Understanding of place – challenges and opportunities – is key
- Enough resources to overcome the “critical mass” challenge and to not just follow but to “make” the market through new ideas and infrastructure
- Our focus can be on the visitor economy and health and care as key
- GLLEP sectors but our approach much be holistic recognising the importance of cross cutting factors such as skills and digital



**Rob Walsh  
North East  
Lincolnshire Council**

# Engaging businesses and communities

Lydia Rusling

*‘It is about PLACE’*

*“Perception of place is an important ‘pull’ factor in business location decisions and can affect a place’s capacity to attract and retain workers”*

*‘Build a spirit of pride’*

*'Locally owned'* investment plan

*'Community engagement'*

*'Business and education collaboration is key'*

*"Excited to see what entrepreneurial and creative plans communities bring forward..."*

## About



People in [100 places across England](#) are being asked to help write the next chapter for their town.

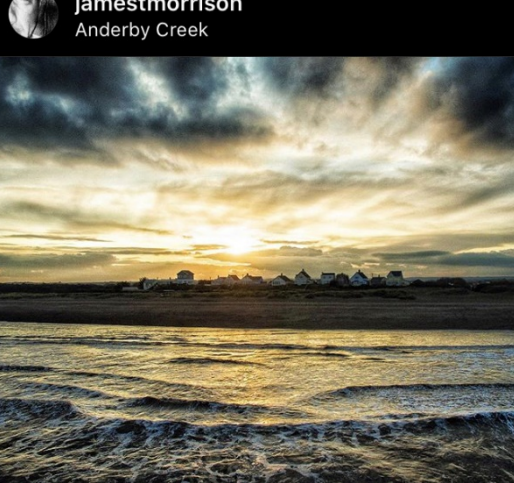
The [#MyTown](#) campaign gives people a say in how a new generation of Town Deals, each worth up to £25 million, should transform the place they call home.

It also provides a platform for communities to share their proud history and ambitions for a bright future.

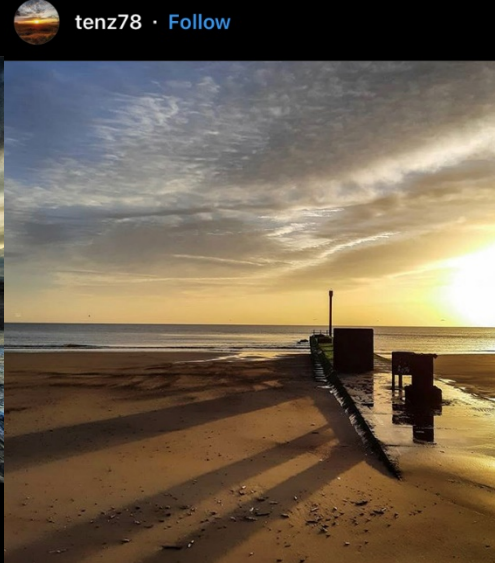
From Blackpool to Bedford, Torquay to Truro, 100 towns will get the chance to pioneer new multi-million pound Town Deals as part of the £3.6 billion Towns Fund.

A total of 45 places across the [Northern Powerhouse](#) and 30 places across the [Midlands Engine](#) are among the 100 places that have been invited to develop ambitious plans to transform towns across England as part of the government's

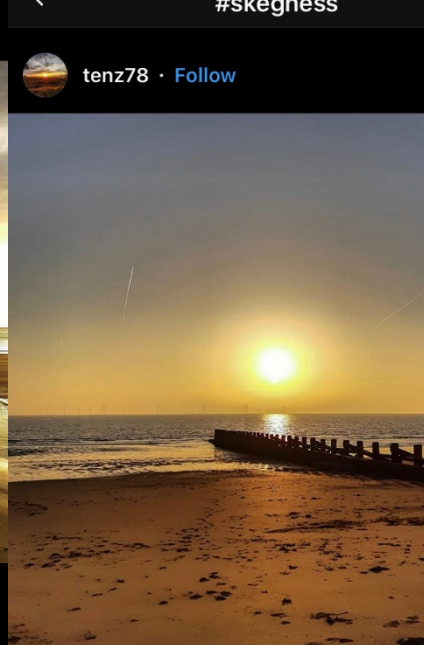




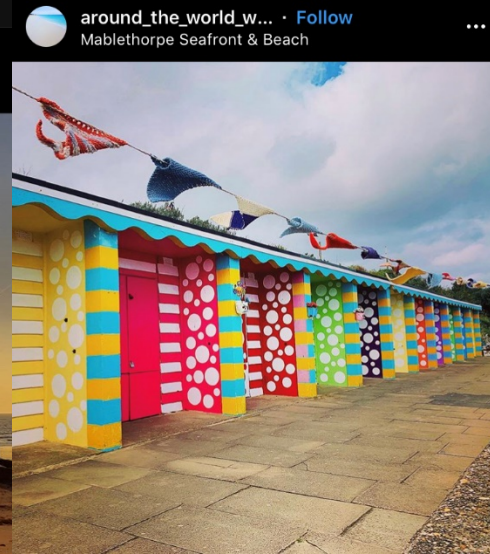
jamestmorrison  
Anderby Creek



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Mablethorpe Seafront & Beach

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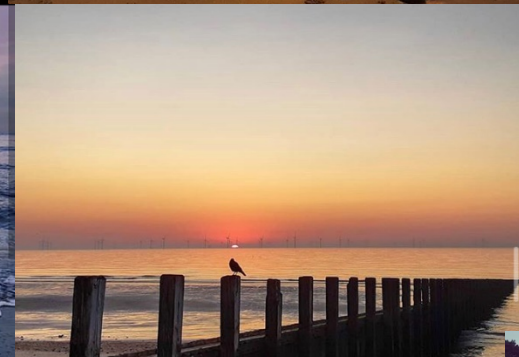
jamestmorrison Thought it was about time I took a photo. This was taken yesterday last year.

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