



Minutes of the Joint Town Deal Board for Mablethorpe and Skegness (Connected Coast Board) held at the Bacchus Hotel, Sutton on Sea on Monday 27th January 2020 at 3.00pm.

#### PRESENT

|                            |   |
|----------------------------|---|
| Sarah Louise Fairburn      | Chair   |
| Chris Baron                | Deputy Chair  |
| Councillor Craig Leyland   | Leader, East Lindsey District Council                               |
| Ivan Annibal               | Rose Regeneration   |
| Councillor Adrian Benjamin | Mablethorpe & Sutton on Sea Town Council                            |
| Ruth Carver                | Local Enterprise Partnership (LEP)                                  |
| Robert Caldwell            | Association of Drainage Boards                                      |
| Freddie Chambers           | Lindum Group  |
| Adrian Clarke              | Grimsby Institute   |
| Lisa Collins               | Visit Lincs Coast BID   |
| Paul Collins               | Boston College  |
| Martin Collison            | Collison Associates Ltd   |
| Stephanie Dickens          | Sub for Matt Warman (MP Boston & Skegness)                          |
| Pat Doody                  | Nat West  |
| Claire Draper              | Mellor Group  |
| Lisa Fairlie               | Platform Housing Group  |
| Pete Holmes                | BEIS East Midlands  |
| Mark Humphreys             | CEO Magna Vitae   |
| Caroline Killeavy          | CEO YMCA  |
| Councillor Steve Kirk      | Portfolio Holder for Coastal Economy, East Lindsey District Council |
| John Henry Looney          | Sustainable Direction Ltd   |
| Councillor Eddy Poll       | Lincolnshire County Council   |
| Sarah Starbuck             | Lincolnshire Clinical Commissioning Group                           |
| Andrew Stevenson           | University of Lincoln   |
| Janet Stubbs               | British Garden Centres  |
| Councillor Carl Tebbutt    | Mablethorpe & Sutton Town Council                                   |
| Councillor Tony Tye        | Skegness Town Council   |
| Peter Watson               | Distract  |

#### OFFICERS IN ATTENDANCE:

Robert Barlow (Chief Executive ELDC), Tim Leader, (Executive Director for Economic Growth, ELDC), Lydia Rusling (Head Economic Development and Growth) and Jo Paterson (Democratic Services Officer).



**1. APOLOGIES FOR ABSENCE:**

Apologies for absence were received from Gill Alton, (Grimsby Institute), Victoria Atkins (MP for Louth and Horncastle), Councillor Colin Davie (LCC), William Price (CLA), Councillor Sid Dennis (Visit Lincs Coast) and Sandra Williamson (Lincolnshire CCG).

**2. CONFIRMATION OF APPOINTMENTS:** Sarah Louise Fairburn (SLF) welcomed all and extended her thanks to those present. This meeting would set the scene in terms of understanding the Towns Fund and consider any ideas put forward.

It was proposed and seconded that the appointments of Chair and Vice Chair of the Joint Town Deal Board be confirmed.

RESOLVED

That the appointments of Sarah Louise Fairburn as Chair and Chris Baron as Vice Chair of the Joint Town Deal Board respectively be confirmed.

**3. INTRODUCTION TO THE TOWNS FUND:**

Apologies were extended for the lateness of papers and Members noted that papers would be provided 10 days in advance of future meetings.

The following points were highlighted:

Work would be driven from a private business perspective but it was important to work collectively with community groups to ensure engagement.

In terms of the Towns Bid, there were four key ingredients for success, namely; connectivity, culture, enabling of power and responsibility to local areas.

Reference was made to the provision of safer streets, accountability and jobs which would promote the economy. Grimsby was noted as an example of an area where the Towns Fund had worked well. It was suggested that the Board could use this example as a building block.



#### **4. CONNECTED COAST BOARD, INCLUDING DECLARATIONS OF INTEREST:**

Councillor Craig Leyland (CL) outlined the key responsibilities for Board Members as detailed with the paper provided.

Particular reference was made to the commitment required, which included attendance at Board Meetings every 4-6 weeks over a period of 6-8 months to oversee the establishment of a Joint Town Investment Plan. Members would be crucial in providing comments and feedback and would liaise with the Chair, other Board members and Council Officers between meetings on particular issues/projects, depending on their specialist skills and experience. CL also referred to the Towns' Fund Prospectus available online as a further source of information.

It was noted that future meeting dates would be:-

- 28th February [*subsequently amended to 6<sup>th</sup> March*]
- 3rd April
- 1st May
- 5th June
- 3rd July

The timings will be 11am to 1pm and where possible the meetings will be held in the Mablethorpe and Skegness areas.

CL made mention of the two very committed MP's in the areas concerned.

RESOLVED

1. That Code of Conduct Training be conducted at the start of the next Board meeting, details would be forwarded by email;
2. That Declarations of Interest Forms be circulated following the meeting.

#### **5. DRAFT ORGANISATIONAL STRUCTURE:**

The Chair introduced Pete Holmes (PH) from BEIS. Pete will oversee the Towns Deal agenda and assist with the process. SLF explained to Board Members that she had asked PH to attend meetings to take advantage of his knowledge.

PH explained that the Towns Fund Prospectus was published in November 2019. PH stressed that there was up to £25m Government funding



available, however as this was 'up to' it was necessary to gather robust evidence to develop a Towns Investment Plan, whilst considering what would effectively change and identify critical interventions. The points for consideration were:-

- How interventions might make a difference;
- Successful delivery of plans;
- Funding via private or public sector.

PH noted that the Towns Fund Prospectus was the only item in the public domain at this stage, and considered it was important to focus on developing evidence, consequently the Investment Plan would be much broader.

SLF suggested in terms of the skill set and expertise within groups, a 'buddying up' approach could be used to utilise the skills of specific areas. CL explained that work was underway on information gathering and establishing the PRGs (Place Reference Groups).

A Draft Organisation Chart for the Town's Fund' structure was circulated and feedback was requested. Martin Collison (MC) asked for clarity on the long term vision/projections over a 30 year period, and suggested a framework should be set up to monitor progress.

SLF supported the approval of a framework in order to have something to present to the next Town Deal Board.

RESOLVED

That a framework around the long term vision/projections over a 30 year period be established.

## **6. TERMS OF REFERENCE FOR PLACE REFERENCE GROUPS:**

CL explained the purpose of the Place Reference Group (PRG) (Paper 3 refers), was to provide a sounding board for the Connected Coast Board. SLF highlighted the PRG Groups should ensure that they were reflective of community views. In addition, the Chair of the PRG would be required to attend the Joint Town Deal meetings on a regular basis.

During discussion the following points were raised:

- Chris Baron (CB) commented on the terms of reference and noted that it could be viewed as too prescriptive to an area, and considered that the 'surrounding area' for both towns be added;



- Councillor Adrian Benjamin (AB) wished to clarify the boundary that had been used to measure the population of Mablethorpe;
- CL highlighted that in terms of community engagement, broad representation was required.

SLF advised that the PRG was very much a working group to bring new plans and ideas, ensuring relevant matters for both Reference Groups. It was highlighted that the work must be evidence based.

#### RESOLVED

1. That the Terms of Reference for Place Reference groups be amended to state 'surrounding area';
2. That the Terms of Reference for Place Reference Groups be approved;
3. That the importance of Place Reference Groups being evidence based be noted.

#### **7. SCHEDULE OF ACTIVITY FOR TOWN INVESTMENT PLAN AND EVIDENCE BASE:**

Members were provided with an overview of the experience of Ivan Annibal (IA) from Rose Regeneration. More recently, this had included projects with Lydia Rusling (ELDC) on Investment Plans. LR is working with ELDC Officers to establish and support the Connected Coast Board and the functions around it.

Members were referred to the Programme Plan and Evidence Base within the agenda papers. Some work had already been commissioned by (IA), using community business and stakeholder engagement.

The context behind the Connected Coast Communications Brief (Paper 7 refers) was explained to Members. Further reference was made to the opportunities for communication and engagement and it was noted that LR had attended Mablethorpe and Sutton and Skegness Town Council Meetings to ensure all relevant stakeholders were informed.

Members were invited to add any comments:

- Martin Collison (MC) highlighted that it was critical when taking a long term view that young people were considered and reference was made to engagement with Schools and Youth Groups;



- IA stressed that in terms of the Programme Plan, there was still a lot of work to be undertaken. In terms of the evidence base, an interim evidence base required more detail over the next few months;
- With regard to priorities, more work was needed, including local community engagement. Consideration would be given to multiple deprivations, particularly in Skegness and Mablethorpe where there were some challenged communities. It was noted that the focus needed to be around health, education and employment;
- The geographic locations of Mablethorpe and Skegness presented particular challenges. It was considered that on balance one single Board would be more efficient than two; however the differences between both Skegness and Mablethorpe should be recognised;
- Seasonality and tourism were important considerations for both towns. The importance of engaging young people who would drive communities forward was stressed. It was noted that in districts such as East Lindsey, there were areas that had not yet significantly recovered from the recession. In addition, average earnings were significantly lower than the natural average which required addressing in terms of upskilling the workforce;

SLF advised the next board meeting should consider priorities for both areas, taking into account evidence from community and stakeholder engagement. Consideration should be given to the following matters:

- Maximisation of outcomes from projects;
- Redundant buildings;
- Youth Centres;
- Future proofing.

## **8. PAPER 5 POTENTIAL DEVELOPMENT OF AN INVESTMENT VEHICLE:**

The Chair referred Members to the potential development of an Investment Vehicle, (paper 5 refers). It was agreed to discuss this in greater detail at the next meeting. RC advised that in terms of evidence, it was considered that local partners such as the health sector and education establishments should be approached before the next meeting. RC advised it was worth being public on this in the evidence stage as this approach had worked well before.



During discussion reference was made to the sustainability of areas being supported via retention of young people through the local education offer and also the importance of graduate returners. Members noted that the District Council was working with Boston College to create a hub in Horncastle. This would provide a much needed further education facility in addition to a base for the District Council and other potential partners.

Members noted that an independent investment vehicle had been successful in Lincoln and some seaside resorts and agreed that the example referred to previously of Grimsby could provide useful information on working collaboratively with the public and private sectors. Adrian Clarke (AC) advised that Grimsby had received additional funding through the Cultural Development Fund. Members were asked to give further thought to other potential funding streams.

MC would prepare a project list, it was noted however that some towns were up to ten times the size of Skegness and Mablethorpe and had more resources available. It was highlighted that advice via government schemes and the raising of awareness through the recognition of unique selling points were important factors in promotion of the areas.

RESOLVED:

That consideration be given to the Grimsby Town Deal papers in terms of how they worked collaboratively with the public and private sectors.

## **9. BRAND DESIGN BRIEF PLUS INITIAL BRAND DESIGN:**

The Chair explained the option of instructing a specialist agency to create a brand that was distinctive and broadly based with a sound strategic plan. The Connected Coast documentation was circulated to Members, this included brand guidelines and simple logo designs.

LR provided an overview of the Connected Coast, including the rationale for the 'Connected Coast'.

A Member advised that these were great examples of what could be of use in a social media package and asked if the aspiration would be to keep the process local. It was suggested that the tender process should ensure a cross section of local businesses. Members agreed that it was important to secure something distinctively Lincolnshire and Coastal, particularly for our pitch to government. In terms of financing external commissions, it was noted that a separate finance group would monitor spending.

CK expressed concern that the primary focus of the Board's commissions should be to support the Town Investment Plan development and



consultation and communication, rather than 'branding' being the first external commission of the Board.

LC added that the local businesses and communities across both towns need to see that the Board are consulting and engaging on projects that will form the Town Investment Plan and its long term strategic vision, and not a new branding exercise which would be perceived negatively.

MC suggested the branding would primarily be required for the proposition to government.

The Chair highlighted the need to ensure the branding concept was correct and outcomes noted.

#### **10. COMMUNICATIONS BRIEF:**

Members considered the communications brief and highlighted the following points:

- Engagement with both the community and private sector was required to ensure a wide range of views;
- The social media exposure was 6 months;
- Consideration of long term aspirations would require further thought;
- Consideration of the urban areas in addition to coastal areas;

With regard to timescales for the Communications Brief, it was considered that February 2020 for commencement was an acceptable target. The key points were:

- Community engagement;
- Costings;
- Youth requirements;
- Strategic Marketing Plan;
- Engagement of the private sector as key stakeholders in economic development.

RESOLVED:

That a tender exercise be undertaken to provide the required communications/consultation support.



**11. AOB AND FUTURE BOARD DATES:**

In terms of involvement, it was noted that there were a number of private education/skills providers along the coast, including Boston College who would be very keen to be included.

It was considered important to take a realistic view on how long it would take to provide a robust Investment Plan and this was something for discussion at the next meeting.

Paul Collins (PC) considered that timescales were unclear and consideration should be given to the challenges and risks. PC advised further that it was important to work with the Secretary of State and Local MPs.

CL advised that work initiated today would be considered at the February Board Meeting.

The Chair thanked all for their attendance and input.

**RESOLVED:**

That the Investment Plan timescales be discussed at the next board meeting;

The meeting closed at 5.22pm.