



Minutes of the Joint Town Deal Board for Mablethorpe and Skegness
(Connected Coast Board) held at Butlins, Skegness on Friday 6th March 2020 at 11:00am.

PRESENT:

Sarah Louise Fairburn	Chair
Chris Baron	Vice Chair
Councillor Craig Leyland	Leader, East Lindsey District Council
Councillor Adrian Benjamin	Mablethorpe & Sutton on Sea Town Council
Paul Collins	Boston College
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
Matt Warman	MP Boston & Skegness
Claire Draper	Mellor Group
Rachael Storer	Sub for Victoria Atkins (MP for Louth and Horncastle)
Jacqui Bunce	Sub for Sandra Williamson (Lincolnshire Clinical Commissioning Group)
Mark Humphreys	CEO Magna Vitae
Caroline Killeavy	CEO YMCA
Robert Parker	MicronClean
John Henry Looney	Sustainable Direction Ltd
Councillor Colin Davie	Lincolnshire County Council
Justin Brown	Lincolnshire County Council
Janet Stubbs	British Garden Centres
Councillor Carl Tebbutt	Mablethorpe & Sutton Town Council
William Price	CLA
Councillor Helen Matthews	District councillor for Sutton on Sea and Chair of the Mablethorpe Place Reference Group
Steve Kemp	Open Plan
Robert Thompson	Open Plan
Ivan Annibal	Rose Regeneration

GUESTS:

Natalie Giles and Paul Rhodes, Centre for Ageing Better



OFFICERS IN ATTENDANCE:

Tim Leader (Executive Director for Economic Growth), Lydia Rusling (Head of Economic Development and Growth), Martin Kay (External Funding Lead, Organisational Improvement & Development) and Craig Fiske (Commercial Officer).

MINUTES:

1. Apologies for absence:

Apologies for absence were received from Ruth Carver (LEP), Pat Doody (Natwest), Lisa Fairlie (Platform Housing Group), Pete Holmes (BEIS East Midlands), Councillor Steve Kirk (Portfolio Holder for Coastal Economy, East Lindsey District Council), Andrew Stevenson (University of Lincoln), Councillor Tony Tye (Skegness Town Council), Peter Watson (Distract), Councillor Sid Dennis (Skegness Place Reference Group and Visit Lincs Coast).

2. Minutes from 27th January 2020 Board meeting:

Sarah Louise Fairburn (SLF) opened the meeting and thanked everyone for coming. She gave special thanks to Chris Baron for hosting.

Craig Leyland (CL) asked for any changes/comments to the minutes from the board meeting on the 27th January 2020. Paul Collins (PC) requested an amendment on page 9, as Boston College was not a private education provider. Amendment was approved. Minutes were then approved.

3. Progress Report:

SLF provided the progress report (**Paper 1**). It was decided that the minutes from each Place Reference Group were to be shared. **Action:** Distribute notes from PRG to CCB.

SLF updated the board on the communication brief that was sent out to Public Relations agencies. The proposals from the agencies have been evaluated by Pat Doody, Claire Draper and James Gilbert. A decision on which agency/agencies were to be chosen would be imminent. SLF welcomed any comments on the recommendations that had been made by Claire, Pat and James.

SLF introduced the concept of an Investment Committee model to help with decisions of the main board. It was recommended that there be two additional people on the Committee, which would help with quicker decision making between board meetings. **Action:** Expressions of interest to Lydia Rusling (LR).

SLF spoke about project ideas. She re-iterated that no projects were a 'done deal' but we had got some strong projects already available. All projects need to be assessed to see which ones meet the requirements. There also needs to be an assessment on how we judge the projects and if the pro-forma for projects is suitable.



4. Evidence Pack:

Ivan Annibal (IA) introduced the evidence pack. It was recommended that the board look at this themselves to understand the statistical profiles of each of the Towns better. The board were to refer to this evidence pack during the workshop process today. Within the evidence pack IA mentioned the following was included: Audit of Strategies, Investment Research and Planning Permissions.

IA noted that there were a large amount of projects which had been suggested and these needed to be checked to see if they fitted within the strategic framework set out by government. IA emphasised the need for a pro-active effort within communities regarding the Towns Fund to gain support and ideas of what the community would like to see.

IA stated that it was critical to check that the process for assessing projects works i.e. the pro-forma. If not then what changes are needed to make it work.

IA spoke in regards to the theory of change element in assessing projects for both towns and having a logical agreed system in place. It is also imperative that the main board work together with the Place Reference Groups to take projects forward with community engagement. This will give a clear view to the local residents of what exactly is going on.

IA introduced today's workshop as a way to road test the process for assessing current 'pipeline' projects.

SLF commented that the projects were not just for the Towns Fund bid but some projects were levers to further funding from either government projects or private investment. The board must look at other sources of finance for these projects and not just the Towns Fund investment. SLF highlighted that connectivity was key and this would help accelerate other funding opportunities.

5. Open Plan Presentation:

SK opened the presentation by discussing that concept ideas need to be looked at in the bigger picture to see if they are possible. SK then explored the concept of the connected coast and current perception of it being unconnected or disconnected. SK showed a map of railway lines before the 'Beeching' cuts.

SK then described some of the possible projects that would help connect the coast, including the Campus for Future Living in Mablethorpe. The next idea revolved around the interface between the high street and the beach. SK mentioned the disconnect between the two. You cannot see the beach from the high street and we should try and transform it so people know there is something beyond the high street.

Others ideas such as a traffic management systems, a mobi-hub which could provide transport solutions in Mablethorpe and the Sutton on Sea Colonnade project.



SK then discussed ideas for Skegness. These included a further education centre and the possibility of linking the station with the high street better to encourage more trade and tourism to Skegness from the railway station. There was mention of the issue around traffic management and a new system being needed to help ease congestion for locals in peak times around the town centre.

SK/RT finished their presentation talking about drawing people to both of the Towns. This started by talking about physical attractions in both towns. Gibraltar Point and the North Sea observatory were both mentioned, but it was highlighted that there was maybe need for more physical attractions to draw people to both town areas. The coastal path could be promoted for its wildlife and how it brings about a 'Wild Coast'.

There is a need to reconnect with cities to encourage investment with the coast and towns. Public Transport was suggested as being the best way of doing this. Looking at investing in railway links in both Towns especially Skegness and links with major cities. Major businesses would need these links to make these Towns viable investment opportunities. SK mentioned the link between both towns and using tram trains with the example of the Coast in Belgium.

SK presented us with future profiles on people and how the investment in various projects has effected them in the future.

Please see document from SK for these profiles.

6. Workshop:

The board were split into 3 groups:

Learning/Skills/Enterprise	Urban Design	Connectivity
Facilitator: Ivan Annibal	Facilitator: Lydia Rusling	Facilitator: Martin Kay
Chair: Caroline Killeavy	Chair: Chris Baron	Chair: Adrian Benjamin
Cllr Craig Leyland	Claire Draper	Janet Stubbs
Adrian Clarke	Freddie Chambers	Cllr Colin Davie/Justin Brown
Paul Collins	Lisa Collins	Martin Collison
Mark Humphreys	Robert Caudwell	Cllr Carl Tebbutt
Jacqui Bunce	William Price	John H Looney



Feedback from Chris Baron (CB) on the Urban Design group. Simplification is required to understand projects and get to the root of them. The pro-forma needs to state how the project will support the vision and help the town, reflected through scoring that assesses the quality of the bid not the ability to complete the form. Freddie Chambers (FC) added that the pro-forma needed to have more specific outcomes, for example, social value. CB suggested a process which started with an expression of interest, which could then be supported with the right expertise to produce a pro-forma. Robert Caudwell (RC) highlighted that there also needs to be further investment outside of the Towns Fund project from private investors and how the project would attract these.

Caroline Killeavy (CK) agreed with CB's feedback and further added that the pro-forma didn't reflect the bigger picture. It lacked what the project was going to achieve and how it would help the Towns Fund as a whole. CK suggested that we need to ask 'is there a sufficient need for this project and how will the project be delivered'. Need to drill down in to the demographics and evidence base to ensure projects benefit the towns and their communities. CK highlighted the lack of linkages with other projects.

Adrian Benjamin (AB) seconded what had been said by CB and CK. He discussed the need to look at the wider process of a project. Also how the projects would be judged by professionals, in particular if they are going to meet green book guidance. AB stressed the need to look at what government wants from projects and look at the wider strategy, so projects would benefit government agenda and heighten the chance of success from the investment plan.

SLF talked about the need for our plan to be distinctive from others and stand out. We needed to do this by looking at issues that the government have and how our projects are going to resolve these. SLF emphasised the need for there to be a human element for the public to engage with and how it would benefit them and their lives. SLF then discussed the VISION of the Connected Coast and suggested that IA needed to refine this. SLF suggested that the chairs of each group work with IA to refine the vision.

Helen Matthews (HM) asked for clarity on connectivity as she believed it was currently around aspiration. CL gave a narrative about what he believed the Connected Coast is and what it should be doing for both of the Towns. HM reaffirmed the need to engage with the community/residents, and their views need to be fed up to the board through the Place Reference Groups.

Tim Leader (TL) questioned what transformation is and means and what does it look like? CL responded with his views of what transformation is and how we are repairing damage in some cases. CK questioned the vision of the Connected Coast and the complexity of trying to involve everything into it. CK believed that we needed to list what our priorities are so we are all clear on them. Picking the key words from the vision would help. CL responded by saying that there needed to be leadership from the board on what our vision is and how it relates to the two Towns. Also agreeing with CK on a succinct list of priorities.



Justin Brown (JB) stressed the importance of focussing on Government's objectives. We need to cater for different audiences with different projects, whilst ensuring we are doing what government have asked us to do. We have the freedoms and flexibilities that government don't have to know and acknowledge what our local communities want and need. However, we must link it back to government and not lose sight of what they want to achieve, and ensure our plans are in line with theirs.

Matt Warman MP (MW) provided a summary of the government's objective for the Towns Fund. It has to be community driven. MW suggested that infrastructure projects are needed to boost local communities. Evidence driven projects of the needs of the community are critical. For example skills crisis and broadband in the local area need to be addressed. There needs to be evidence of why people are annoyed and how plans to tackle these issues are being developed.

SLF asked Lydia Rusling (LR) for any notices and next steps. LR commented on the upcoming public consultation dates in Skegness and Mablethorpe on the 20th and 28th March 2020. Also that the next Place Reference Group dates have been set and invitations to the meetings have been issued.

SLF finished by stating the need for the development of a vision and transformation plan for the next meeting.

SLF thanked the board for attending.

Meeting finished at 1:11pm

Next meeting: 3 April 2020 at Butlins, Skegness.