Connected Coast Towns Fund Board
6 March 2020
Agenda

11:00	Sarah Louise Fairburn:	Welcome, introductions and apologies
11:10	Cllr Craig Leyland:	Minutes of Meeting held on 29 January 2020*
11:20	Sarah Louise Fairburn:	Progress Report (Paper 1)
11:30	***Project Appraisal/Development Workshop (Paper 2):***	
	Ivan Annibal:	***Appraisal Process***
	Lydia Rusling:	***Structure of Workshop***
	CONNECTED COAST BOARD WORKSHOP	
12:30	Sarah Louise Fairburn:	Facilitate Feedback
12:45	Lydia Rusling:	Next Steps
12:50	Cllr Craig Leyland:	Any Other Business Dates of Next Meeting

Long-Term Vision

Our vision for the two towns is that they will make their distinctive contributions to a Connected Coast, renewed and refreshed as settlements through a programme which: diversifies their economies, builds their skills base and establishes them as national test beds for future living and natural resource management. They will become places where positive ageing, a cutting edge approach to tourism and innovation around energy and water management turn current weaknesses into nationally significant strengths

* Incorporates Declarations of Interest and Code of Conduct Policies

Connected Coast Town Fund Board
Paper 1: Progress Report

This report sets out the progress made by the Towns Fund since the last meeting of the Board in January 2020.

Emerging Projects

The Government Guidance required us to consider some "early win" or "shovel ready" projects as part of the creation of the Town Investment Plan. Since the designation of Skegness and Mablethorpe as eligible sites a number of ideas have been gathered and work has begun at an initial level to scope them out. These are listed below. More information about each emerging idea will be presented at the Board Meeting.

It is very important in the context of this emerging list of projects to note that they are yet to be appraised for suitability. There is also considerable scope for the development of new project ideas to come forward from all quarters to complement this list. Ultimately it will be the private sector led Board, which decides the projects to be incorporated in the Town Investment Plan for each settlement.

- Campus for Future Living – a multi-purpose business and community hub themed around the health sector – emerging plans focus on Stanley Avenue in Mablethorpe
- Leisure/Digital Centre – currently focused on the Station Sports site in Mablethorpe
- Transport Hubs – in both settlements
- Sutton Colonnade
- Skegness Foreshore masterplan
- Eco-chalets – Skegness
- Enhanced FE presence
- Ingoldmells (Fantasy Island investment)
- Hotel site (Travelodge) and potential re-development of Skegness Town Hall

Enhanced Evidence Base

Since the first Board Meeting a number of activities have been initiated to ensure decisions are made against the background of a robust evidence base this involves:

- A high level assessment of all relevant activities currently in train or planned for both town areas which are relevant to the Towns Fund Agenda
- A review of all extant planning permissions with an employment focus for both areas
- A literature review of all the relevant policies and plans likely to impact on the development of the Town Investment Plans with both a local and a regional/national focus
- An updating of the statistical evidence base (socio-economic profile) of the area to ensure this reflects feedback on the first evidence base provided

An evidence pack containing a summary of this information, which will also provide an opportunity for people to further identify information which could usefully be included will be circulated in advance of the next Board Meeting.

Place Reference Groups

Following the agreement of the creation of Place Reference Groups (PRGs) at the first board Meeting inaugural dates for each Place Reference Group have been agreed. Membership of the groups is currently being finalised. Each PRG will have its first meeting before the next Board Meeting and the outcomes of these meetings will be reported at the Board Meeting.

Wider Public Engagement

In the absence of any further detailed guidance from Government we are working to a notional June/July deadline for the submission of each TIP. Following the second Board meeting we anticipate being in a position to begin formally appraising, with Board Guidance the emerging projects listed above. The next stage in the process, in parallel with this will be to engage with the public in detail to seek their views and ideas. Some work has already been initiated to begin this process at a national level through the development of the MyTown campaign.

To move things forward in Skegness and Mablethorpe we plan the issuing of a Prospectus inviting the community to come forward with ideas. The process will involve the issuing of an electronic and hard copy document with an initial deadline of a month for people to put their ideas forward. To ensure effective engagement with the process we have commissioned urban design specialists to run workshops in both settlements in April to ensure local people are fully engaged in the process. The emerging ideas will be presented to the Place Reference Groups and Board for consideration in late April/early May. We are currently considering scope to develop some additional capacity at the community level to support any strong investment ideas arising from this process once this stage of the process is completed in April/May.

These activities will operate in the context of the brand and communications approach agreed at the last Board Meeting.

Networking and Strategic Engagement

Whilst we are under no illusions that this is not a competitive process we also believe there are opportunities to work on a complementary basis with Boston and Lincoln as they develop their proposals. We have therefore initiated a series of discussions with both settlements as they progress their Town Investment Plans. Insights arising from this networking process will be fed into the Board.

We have also initiated a series of discussions with partner bodies building on our initial engagement with different organisations to develop the Connected Coast Board. These have led to a range of positive support proposals and we are working particularly closely with the

County Council and Greater Lincolnshire Local Enterprise Partnership and colleagues in the health and education sectors to move our Town Investment Plans forward.

Investment Vehicle Consideration

It was agreed at the first Board Meeting that there would be merit in the exploration of a potential public/private investment vehicle to underpin the implementation of the Town Investment Plans. A meeting has been scheduled with Investors in Lincoln which has a track record of playing this role in the City, to explore how this might work, learning from their experience.

Connected Coast Town Fund Board
Paper 2: Workshop Proposals

Introduction

This report sets out the arrangements for the next Connected Coast Board Meeting. The first meeting provided an opportunity to introduce the Towns Fund process to members of the Board and set its operational ground rules. In view of the fast moving nature of the programme the second Board Meeting is scheduled to develop a critical overview of key projects and provide a workshop environment in which those "shovel ready" projects and high impact landmark projects can be assessed.

The programme for the development of the bid then provides an opportunity for a prospectus for wider engagement to be produced which can be shared with the community, giving them a chance to review the early adoption projects which will have been reviewed at the second Board meeting and to propose additional projects. These projects will be filtered through the Place Reference Groups in each town prior to appraisal and final presentation to the Board.

In order to "Animate" the prospectus it is proposed to hold public drop in opportunities in both towns to review the urban development of the towns, these will be facilitated by Open Plan.

It is proposed that the issuing of the Prospectus should be in March 2020 and the public consultation process should be completed by the end of April 2020.

The Appraisal Process for the Workshop

Two appraisal "filters" are proposed to be used by the Board. The first is a strategic overview of what is desirable for each town – these are attached in diagrammatic form at the end of this report. They will be reviewed as the first part of the workshop session.

Secondly it is proposed to consider each proposal in the context of a deliverability test (this is derived from national best practice and the Greater Lincolnshire LEP expression of interest process). A copy of the proforma to be used in this context along with the scoring matrix is also set out at the end of this report. **Board members are asked to familiarise themselves with this material in advance of the Board Meeting.**

At the Board Meeting it is proposed to run the workshop on the basis of reviewing the documentation, which has been prepared for the filters. It is then proposed to split the Board into Groups to review each of the projects mentioned above to get a view about their appropriateness in terms of involvement. The groups will come together at the end of the session to negotiate a collective view. A proforma will be prepared for each project in advance for the Board to work on. Each Board Group will have a facilitator.

In addition to the potential known projects, which will be profiled on the day Board members are invited (if they have project ideas) to prepare a proforma for one project

which can also be included in the process set out. Prior to completing a pro-forma it would be helpful for Board Members to contact Lydia Rusling at ELDC so that she can explain and support the process and advise on potential duplication.

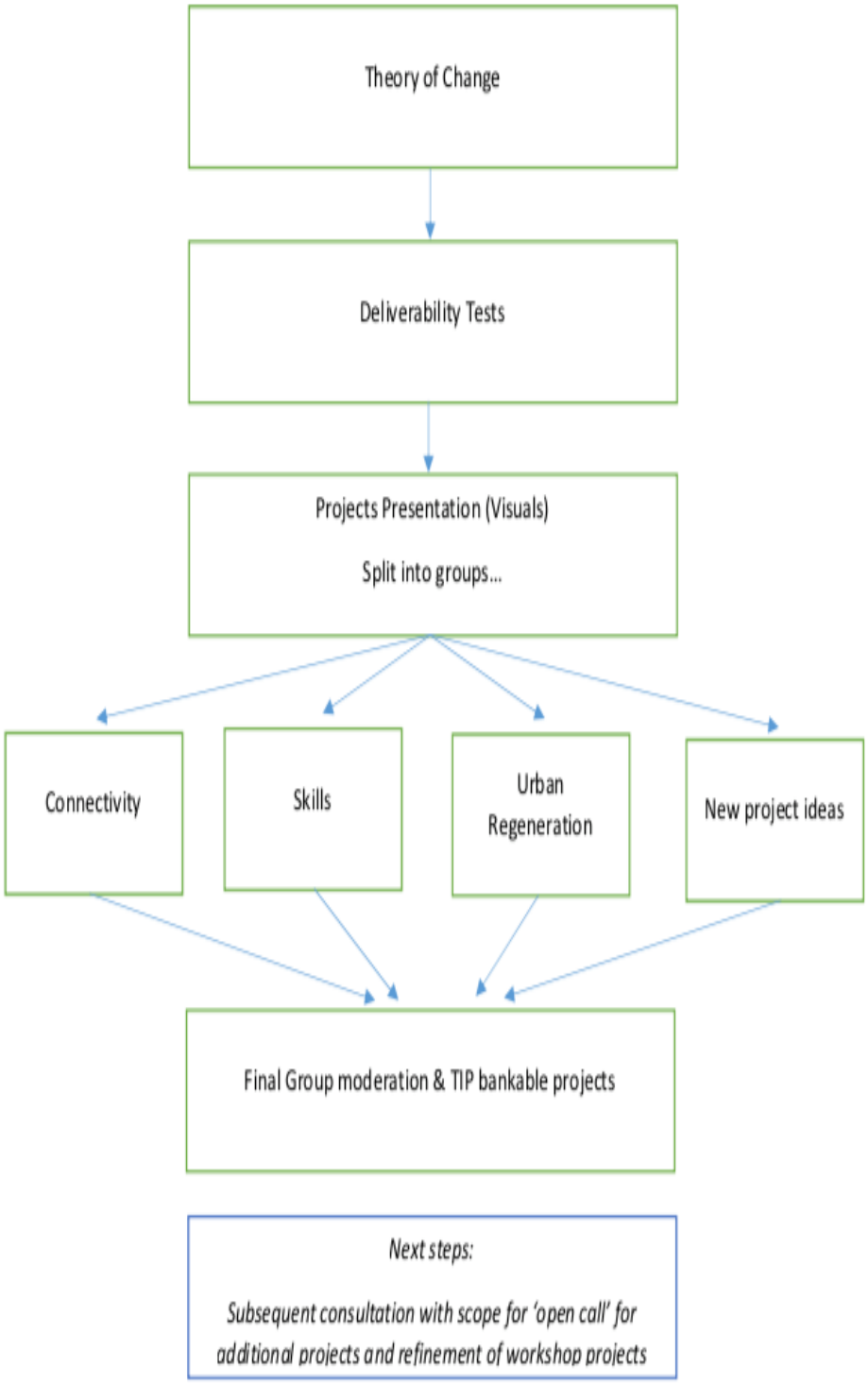
The diagram below sets out how it is proposed this workshop will operate,

A revised evidence base and information arising from interviews with local developers and businesses and a breakdown of all the relevant extant planning consents for employment land in the two towns will be circulated in advance of the meeting to further help with context.

End Point

The desired outcome for the session is to come up with a confirmed set of documentation to be used to appraise projects, to enable Board members to become acquainted with the key projects currently in scope and to develop a view on their suitability, to feed their initial project ideas into the process and to provide the key material to feed into the Towns Fund prospectus.

WORKSHOP AGENDA
6TH MARCH 2020



Each group will be provided with the Pro-Forma for each project.

Facilitated discussion and scoring against both the Theory of Change methodology and Deliverability Tests.

CONNECTED COAST

CONNECTED COAST: PROJECT PROFORMA

Project Name		**Project Ref:**	(ELDC to complete)
Project Base			
Geographical area(s) covered			

Lead Applicant		**Organisation Type**	
Key Delivery Partners			

Fit with Town Deal Priority Interventions (can be more than one)	
☐	Urban Regeneration, Planning & land use
☐	Skills and Enterprise infrastructure
☐	Connectivity

Project Start Date *date from which eligible expenditure will be incurred*	**Financial Completion Date** *date by which eligible costs will have been defrayed*	**Practical Completion Date** date by *which all Outputs/Results will be achieved*	**Activity Completion Date** *the date by which all the operation's activities described in the application will be completed*

Funding Summary					
	Town Deal Funding (a)	**Public Match Funding (b)** (please state source)	**Private Match Funding (c)** (please state source)	**Totals (d)**	**Contribution Rates (a)/(d) x 100**
Capital					
Revenue					
Totals					

1. Project Scope	**Score**	**Total**
1.1 What additional services and/or facilities will be delivered by the project?		
1.2 Who are the target beneficiaries where is the recipient population(s) based?		
1.3 Where is the recipient population(s) based?		

2. Project Solution	Score	Total
2.1 How will the project outcomes be delivered (e.g. new or changed service provision, creation of new markets, grants and subsidies)?		
2.3 How will the project ensure due regard to advancing equality of opportunity for persons with protected characteristics as defined by the Equalities Act 2010?		

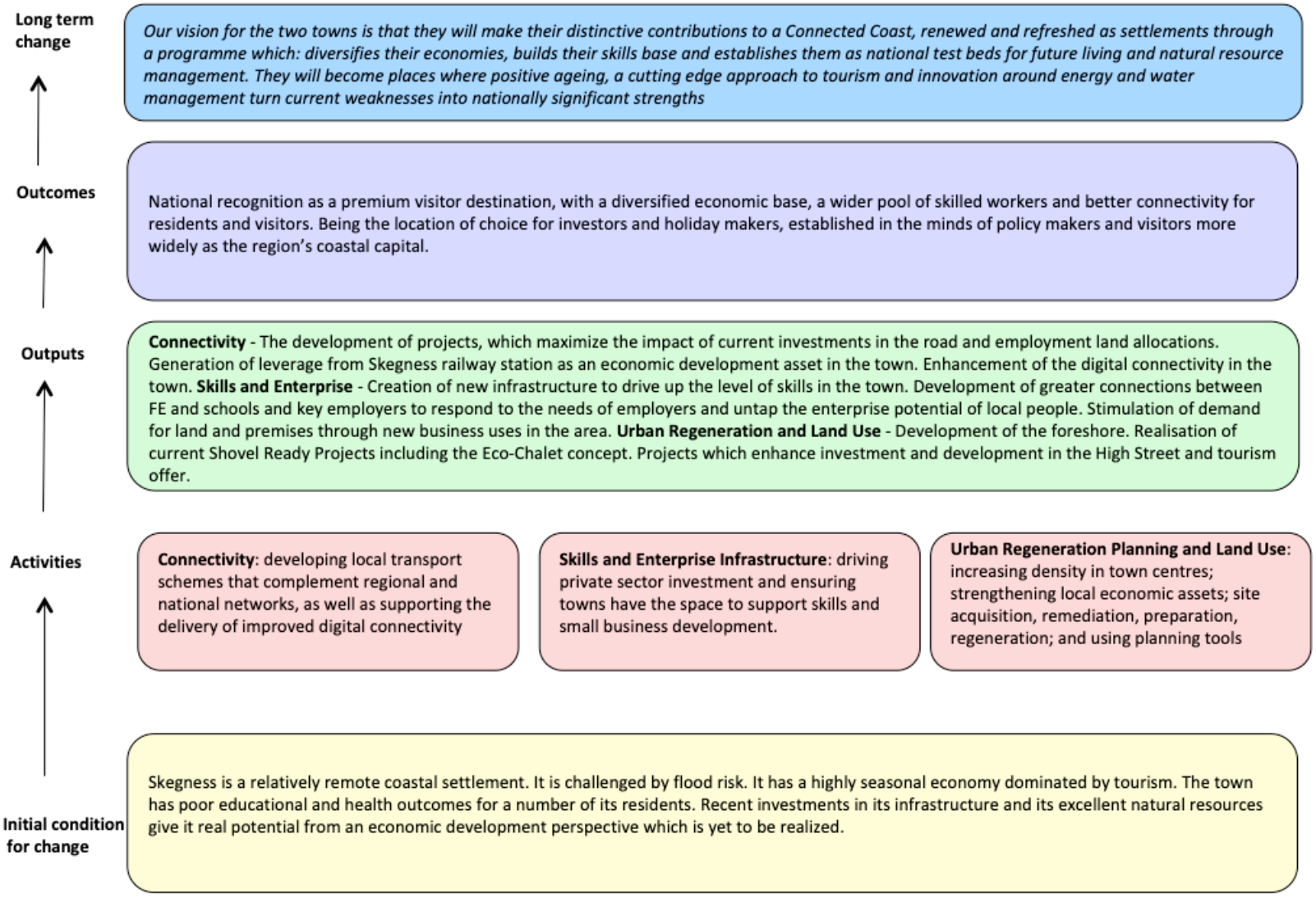
3. Project Delivery	Score	Total
3.1 Which organisation(s) is/are best placed to deliver the project, and why?		
3.2 What other key partners are required to ensure success of the project and how will they be engaged during the project design, development and delivery?		
3.3. What level of stakeholder engagement has been undertaken or is planned		

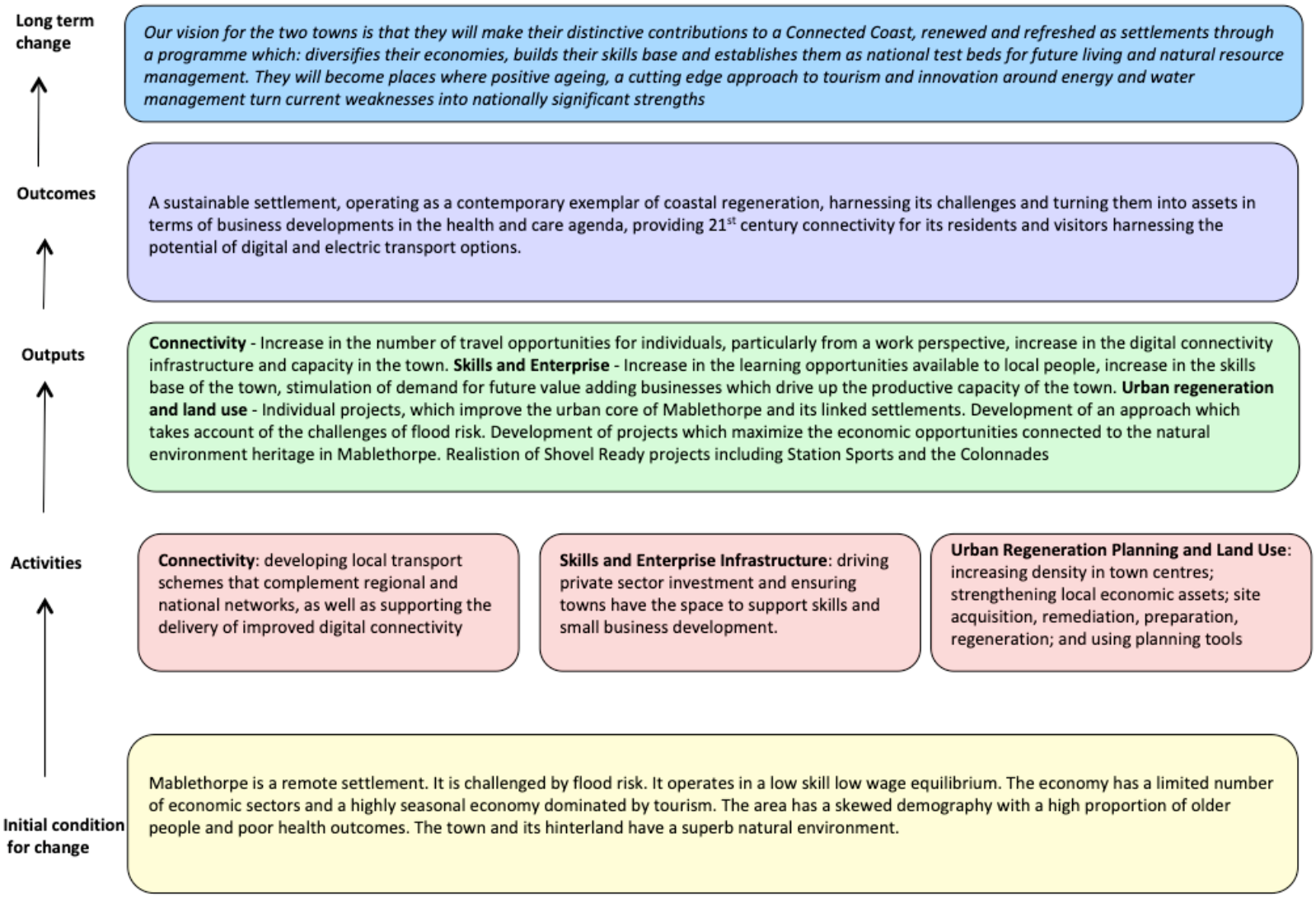
4. Project Implementation	Score	Total
4.1 How will the project be delivered (e.g. will it be an initial pilot, phased implementation or 'big bang' approach)?		
4.3 Is the roll out of the project reliant on other dependencies (e.g. land assembly, off site infrastructure, expiry of existing arrangements)		
5. Critical Success Factors		
5.1 How will the project deliver additional social, economic and environmental value in the target areas?		
5.2 How will the lead partners secure the necessary capability and skills to deliver the project?		

5.3 What are the key constraints to delivering the project? What mitigation measures are in place to manage and reduce key risks?		
5.4 What other options have been considered?		

Scoring Matrix

0	**Completely unsatisfactory/unacceptable response** No response to the question or serious deficiencies in meeting the required standards. The risk to the Town Deal Board is very high.
1	**Poor response:** The proposals provide only limited evidence that the requirements of the Town Deal Prospectus and relevant local strategies will be met and / or demonstrate significant omissions and / or demonstrate only a limited level of quality. The risk to the Town Deal Board is high.
2	**Acceptable response in some areas:** The response is sufficiently detailed in most areas, but in some areas falls short of the requirements of the Town Deal Prospectus and relevant local strategies. The proposals provide evidence that reasonable quality standards will be met, but with some material omissions. The risk to the Town Deal Board is medium.
3	**Good response:** The response is sufficiently and meets the required project standards. The proposals provide evidence that the requirements of the Town Deal Prospectus and relevant local strategies will be met, with reasonable quality and no more than minor omissions. The risk to the Town Deal Board is low.
4	**Outstanding response** The response is fully compliant, with no omissions, and a full understanding of the project requirements. The proposals provide strong evidence that the objectives of the Town Deal Prospectus and relevant local strategies will be consistently delivered to a high level of quality. The risk to the Town Deal Board is very low.


Long term change
Our vision for the two towns is that they will make their distinctive contributions to a Connected Coast, renewed and refreshed as settlements through a programme which: diversifies their economies, builds their skills base and establishes them as national test beds for future living and natural resource management. They will become places where positive ageing, a cutting edge approach to tourism and innovation around energy and water management turn current weaknesses into nationally significant strengths
Outcomes
National recognition as a premium visitor destination, with a diversified economic base, a wider pool of skilled workers and better connectivity for residents and visitors. Being the location of choice for investors and holiday makers, established in the minds of policy makers and visitors more widely as the region's coastal capital.
Outputs
Connectivity - The development of projects, which maximize the impact of current investments in the road and employment land allocations. Generation of leverage from Skegness railway station as an economic development asset in the town. Enhancement of the digital connectivity in the town. Skills and Enterprise - Creation of new infrastructure to drive up the level of skills in the town. Development of greater connections between FE and schools and key employers to respond to the needs of employers and untap the enterprise potential of local people. Stimulation of demand for land and premises through new business uses in the area. Urban Regeneration and Land Use - Development of the foreshore. Realisation of current Shovel Ready Projects including the Eco-Chalet concept. Projects which enhance investment and development in the High Street and tourism offer.
Activities
Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity
Skills and Enterprise Infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development.
Urban Regeneration Planning and Land Use: increasing density in town centres; strengthening local economic assets; site acquisition, remediation, preparation, regeneration; and using planning tools
Initial condition for change
Skegness is a relatively remote coastal settlement. It is challenged by flood risk. It has a highly seasonal economy dominated by tourism. The town has poor educational and health outcomes for a number of its residents. Recent investments in its infrastructure and its excellent natural resources give it real potential from an economic development perspective which is yet to be realized.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Outcomes
A sustainable settlement, operating as a contemporary exemplar of coastal regeneration, harnessing its challenges and turning them into assets in terms of business developments in the health and care agenda, providing 21st century connectivity for its residents and visitors harnessing the potential of digital and electric transport options.
Outputs
Connectivity - Increase in the number of travel opportunities for individuals, particularly from a work perspective, increase in the digital connectivity infrastructure and capacity in the town. Skills and Enterprise - Increase in the learning opportunities available to local people, increase in the skills base of the town, stimulation of demand for future value adding businesses which drive up the productive capacity of the town. Urban regeneration and land use - Individual projects, which improve the urban core of Mablethorpe and its linked settlements. Development of an approach which takes account of the challenges of flood risk. Development of projects which maximize the economic opportunities connected to the natural environment heritage in Mablethorpe. Realistion of Shovel Ready projects including Station Sports and the Colonnades
Activities
Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity
Skills and Enterprise Infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development.
Urban Regeneration Planning and Land Use: increasing density in town centres; strengthening local economic assets; site acquisition, remediation, preparation, regeneration; and using planning tools
Initial condition for change
Mablethorpe is a remote settlement. It is challenged by flood risk. It operates in a low skill low wage equilibrium. The economy has a limited number of economic sectors and a highly seasonal economy dominated by tourism. The area has a skewed demography with a high proportion of older people and poor health outcomes. The town and its hinterland have a superb natural environment.