

Sid Dennis, Chair:

We have a vision for Skegness - pull ideas and work together, from sea defences to education. A 30 year plan needed. Referenced capacity funding to enable a vision which is evidenced. Vision and ambition.

Introductions:

- John Chapelle, proposed as vice chair
- Sarah Louise Fairburn, Chair of Connected Coast Board: Charing Towns Fund process, clearly distinctive that adds real value, shows connectivity, vision for 25 years, add and drive value, think about how we are perceived by central government, proud of main board and representatives from private sector, environmental, digital, skills, tourism and hospitality, distinctly different and exciting, leveraging other funding.
- Steve Kemp, OpenPlan
- Graham, DWP
- Stuart Hardy, Hardy's Animal Farm
- Martin Collison, Collison Associates
- JohnHenry Looney, Sustainable Development
- James Parker, Fantasy Island
- Martin Kay, ELDC
- Ivan Annibal, Rose Regeneration
- Lydia Rusling, Head of Economic Development and Growth for ELDC
- Rob Parker, Micronclean (employ 200)
- Tim Leader, ELDC
- Tanya Vaughn, LCC
- Adrian Clarke, Grimsby Institute
- Rob Thompson, supporting OpenPlan

Tim Leader, introduction to Towns Fund:

Three distinct areas:

- Pump priming, economic regeneration through town planning, redevelopment of key brownfield sites, innovative planning.
- Skills and education, upskilling central to regeneration, fuel growth.
- Digital, transport and communication - connectivity essential

£25m aspirational (more likely up to £15m).

Help private sector do things it would like to do - additionality will result in funding.

Serious consideration to oven ready projects which regenerate and create jobs.

What can private enterprise do on the Coast, what is the biggest component of growth and how can the Town Fund unleash potential.

Town Fund board needed to be created ASAP, requirement to come up with investment strategy by this summer, done rigorously (Green Book methodology).

Present proposals that have rigour.

Long term plan, medium term goals and short term projects - money available in near future.

Boston and Lincoln are getting a move on - 'early bird captures the worm'.

A lot to be said for pulling our finger out and getting on with things.

By the end of today we need to achieve a list of things that are tangible and deliverable.

Ivan Annibal: Showing rigour through 'Theory of Change':

'Activities' - set in stone from Towns Fund prospectus

TL - Not emphasising the flood risk.

SLF - Need to work with EA and other experts - package to sit alongside to attract funding for flood defence.

TL - Currently reviewing Local Plan - working with LCC and EA to approach Defra.

MC - Concern separating Town Deal with plans for flood defence. Needs to be an enabler of a vision.

TL - Issues/options paper in May for Local Plan (ELDC adopting positive approach to growth).

MC - Addressing flood risk will unlock growth.

JHL - Show strength and importance of tourism offer (historically important).

SD - Doubtful of help from EA, unless we have the political will. Stressed importance of vision.

MC - Digital connectivity (Matt Warman interest); progression to higher level education. Grimsby Institute (HE/FE).

RB - Urban regeneration focussed on tourism and nothing else.

TL - Diverging economic base.

MC - Bringing in other types of business, example of Cornwall.

IA - Region's coastal capital.

MC - Should be talking about young people and families. If we want sustainable growth we need to be a location that retains and attracts young people.

RP - Senior managers relocated to Lincoln and commute to Skegness. Quality of life.

SLF - Current need to incentivise jobs to attract skilled people.

**SLF - Send any recommendations / ideas to Lydia.**

Steve Kemp, OpenPlan:

Exploration of Skegness findings, started at Gibraltar Point.

Railway Station, awkward road system into town centre.

Strong asset, tree lined High Street, garden city elements to Victorian design.

Image problem not borne out by the reality of the place.

Natural, wild and fun - blend is a unique opportunity.

Improve and diversify caravan proposition.

Derbyshire miners building (connection with the Midlands).

Coast punctuated by good facilities - North Sea Observatory, The View at Winthorpe, Cloud Bar. Blend of wild Coast and good town structure.

Under developed sporting side.

Rob:

Connectivity with Lincoln and up and down the coast.

How the towns work and connect together.

Outstanding beaches, sky - visual drama.

Discussion:

Biggest disadvantage – remote.

Need to look at care industry - Skegness was sold as 'good for health'.

JP - Transport infrastructure, poor welcome at train station, fundamental issues to address.

SD - Freight opportunity (TV - Line not suitable for heavy goods).

MC - Are we trying to attract more visitors? Increase economic value and spread throughout the year.

People accessing the natural environment doubled in the last 10 years. Walking and food/drink offer - enhancing green infrastructure.

SD - Difficult to keep good staff through the quiet times. Importance of education. Proper service is an art.

MC - Flooded 200 acres of grazing land on Holkham estate, Agricultural support changing.

TL - Need to Focus on Town and need to attract private sector investment. Plans at LCC for infrastructure improvements. Large scale development.

SH - Image problem as a resort, we play to the lowest common denominator. Extend employment season.

JP - Key challenge is getting in and out of town. Problem of signage.

JP - Rail focus and needs to be fun.  
TV - Vibrant bus service, massive investment to make the route quicker.  
Tim - Ask to LCC to improve flow in and out of town.  
JP - Example of Disney, day out starts at car park  
SLF - What can we do now? Short term versus longer term vision.  
SD - What is oven ready?  
SH - Take advantage of towns fund opportunity to get 'off the shelf plans' ready.

#### Further Education for Skegness:

AC – IT centre opened in Skegness. Briars Way - offered limited set of courses. ELDC building - GI (Grimsby Institute) widened educational programme (out grew). Went into industrial units - not fit for purpose. Never had capital investment. There is demand for FE and HE in the area. Lots of history in Skegness. A five day week on campus leaves Saturday and Sunday available for car park. Also thinking of a leisure offer – perhaps a MUGA?  
TL – Land has been identified and landowners engaged.  
AC – Can we get the designers on with the project to move things on?  
SD – Planning is difficult, the County are difficult to deal with.  
TL – If you wanted a facility of the like that Adrian is describing then I think it's achievable.  
Ivan – The idea of an FE College is exciting and could make a huge difference.  
MC – Can we put some extra innovation into the thought process? Could we have six months study then six months working – that will utilise the site for twelve months of the year.  
SD – What sort of numbers are you looking at? AC – 200 16-18YRS 300 – 400.  
RP – As an issue I have £350 per person to spend on training and I don't use any of it. Reason because no training providers.

#### Next Steps:

Ivan – 6<sup>th</sup> March Full Board Meeting followed by wider public consultation and then to bring back some refined topics.

JP – I have several ideas that I would like to feed in before the Board. We need to keep the momentum.

SD – Date of the next meeting? I would like to invite other people namely the headmaster from the Academy.

RP – I don't think the risk of flood is understood.

TL – Outlined the upcoming meeting with EA and County. The Local Plan is the official voice on flood risk.

SL – What we need is clear communication as we need to understand the flood risk.

TL – Need to meet with Cllr Craig Leyland outside of this meeting to discuss.

**Ivan – We will circulate the 'runners and riders' can everyone email any other suggestions into Lydia before the 2<sup>nd</sup> March?**

SL – Resource is available to work up relative ideas. Can we **send out the Grimsby link?**

Ivan – I will send a **resource pack** out to each individual, this will be available within the next 24 hours.

SD – After the email has gone out we will issue a date for the next meeting. Can I have the email addresses for all present? I would like to know how Mablethorpe react to their meeting, can someone let me know.

SD – thanked everyone for their attendance.

Meeting closed 5.10pm