

The Government invited 100 places in England to develop proposals for a Town Deal, forming part of the £3.6 billion Towns Fund announced by the Prime Minister in 2019.

The Towns Fund is at the centre of Government's ambition to **level up** this country and make it a better place for everyone to live and work.

A fundamental prerequisite of a Town Deal was strong governance arrangements, which led to the establishment of a Joint Town Deal Board (Connected Coast Board) to prepare Town Investment Plans for Skegness and Mablethorpe.

Place Reference Groups for Skegness and Mablethorpe whose role was to promote and enhance "the uniqueness of place".



January 2020

First Connected Coast meeting – joint Town Deal Board for both Mablethorpe and Skegness

February

Place Reference Groups established

Commenced programme of community, stakeholder and business engagement

April

Impact of Covid-19 [Restoration and Recovery: interviews with 50+ businesses]

July

Announcement of Accelerated Funding opportunity (September award)

October

Town Investment Plan submission followed by 10 weeks to negotiate Heads of Terms



MABLETHORPE

SKEGNESS



INTERNET
 "I have a YouTube channel and it's something I'm really passionate about, the signal around here is not as good as it should be for starters. The internet always cuts in and out."
 — Sam Bradshaw



OFFERING
 "I wouldn't like to see too much change when it came to that traditional seaside offer, because it's popular and people love it. But I'd like to see additional offers that mean an all-year-round economy"
 — Helen Matthews



LEISURE
 "What I'd like to see in the area, and I think I speak for many people when I say this, is that we'd like to see an indoor swimming pool."
 — Chris Lilley



SUPPORT
 "The community and voluntary sector are the backbone structure for the people of Skegness and we need to make sure that it isn't just a nice place to visit, but a great place to live too"
 — Angela Dobson



INFRASTRUCTURE
 "We need some vision and that vision needs to go ahead ten or even twenty years. We need to look at things like infrastructure, like sea defences"
 — Sid Dennis



OFFERING
 "I'd like to see more attractions on North Parade, south Parade has really got everything and we're lacking a lot. When you come into Skegness it would be nice to see it be welcoming"
 — Dawn Asplen

3 in 10 people are over 65



almost 900 thousand visitors each year



30+ mins to access further education



4 miles of award winning blue flag beaches

58% of people are economically inactive



lowest 10% in England for health outcomes

2 out of 3 of jobs are in tourism-related activities



CONNECTED COAST

BUILDING TO EMPOWER COMMUNITIES

3 in 10 people are over 65



Skegness attracts 4 million visitors every year



55% of people are working age



Blue Flag award for the

3RD cleanest beach in England

tourism-related jobs are

42% of people are economically inactive

lowest 15% in England for health outcomes



4x national average

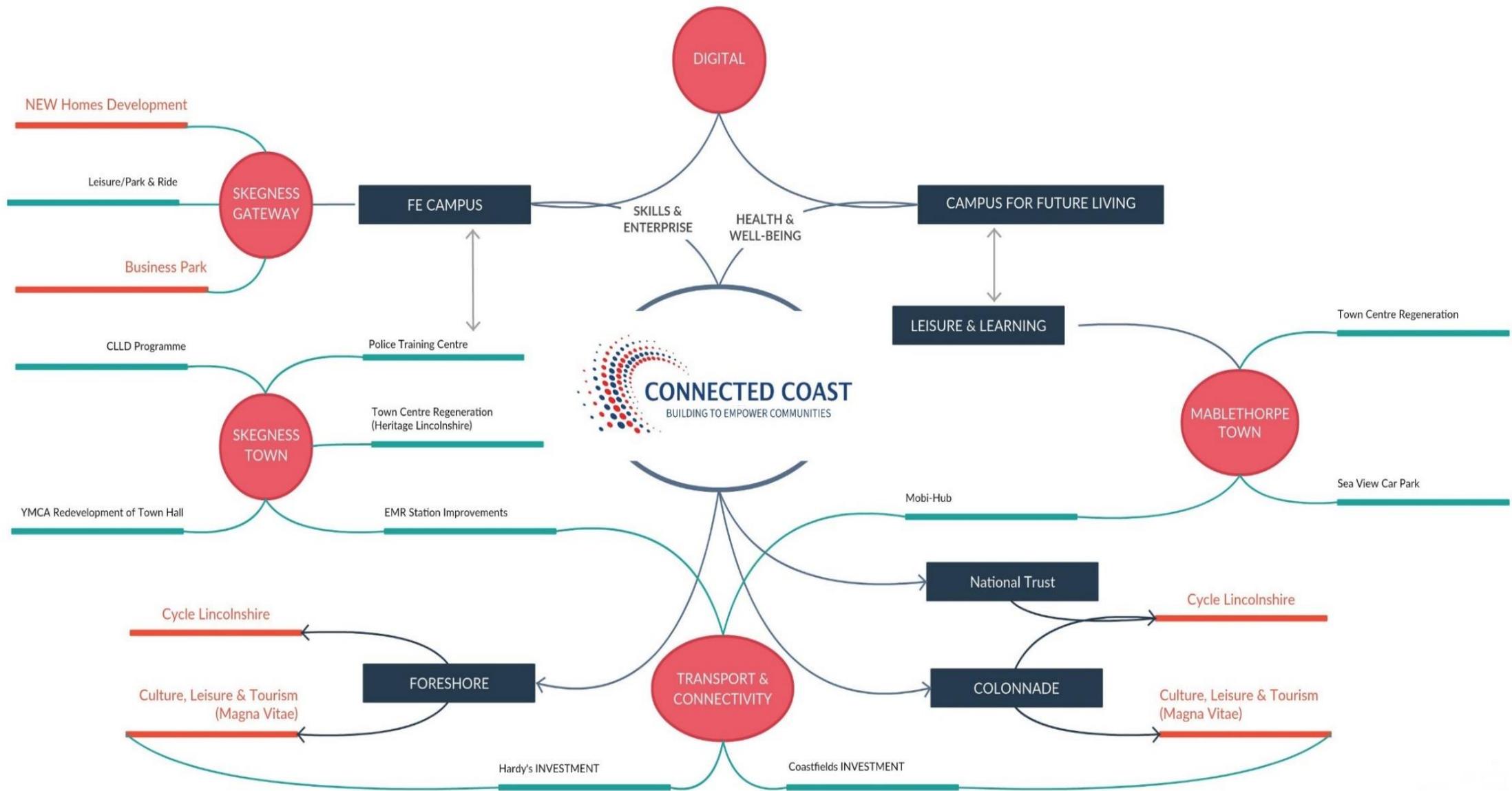


CLICK HERE TO SEE THE CONNECTED COAST STORYBOARDS SO FAR AND WHAT'S IN STORE FOR THE DEVELOPMENT OF SKEGNESS AND MABLETHORPE.

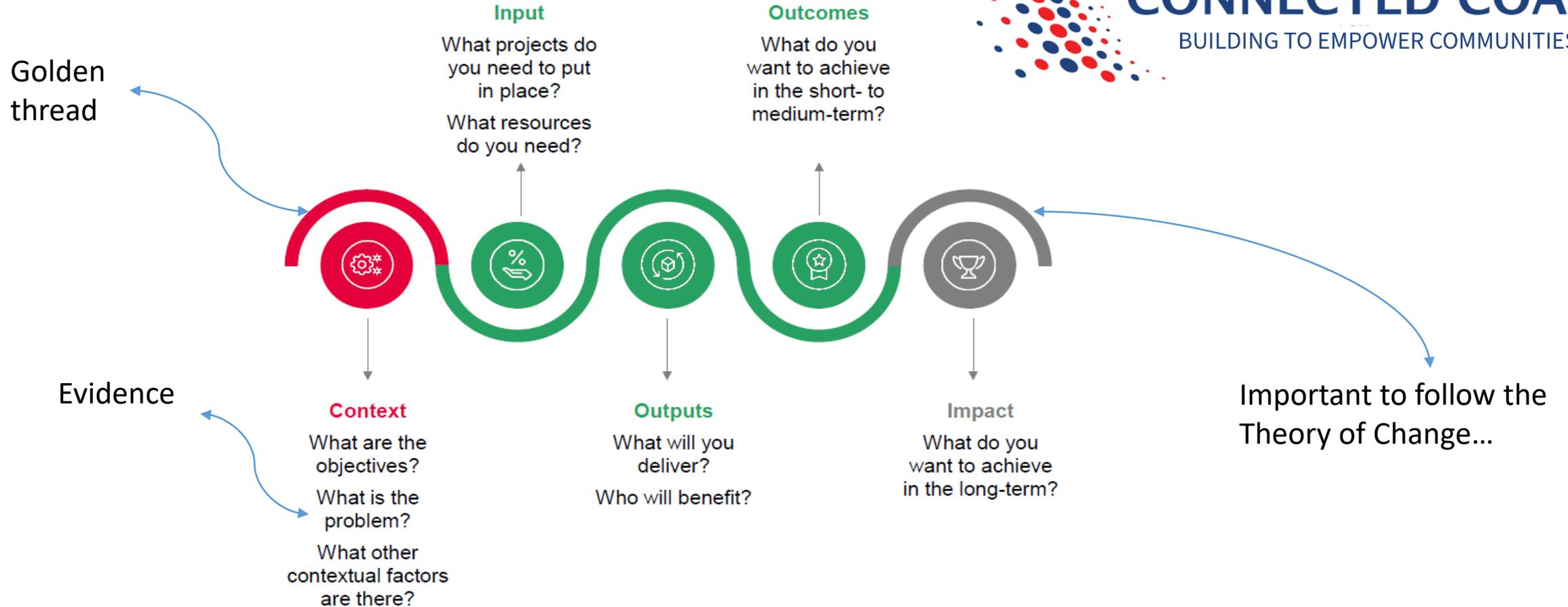
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BUILD UP THE LOGIC



Town Investment Plans



MABLETHORPE
TOWN INVESTMENT PLAN 2020



SKEGNESS
TOWN INVESTMENT PLAN 2020



Campus for Future Living



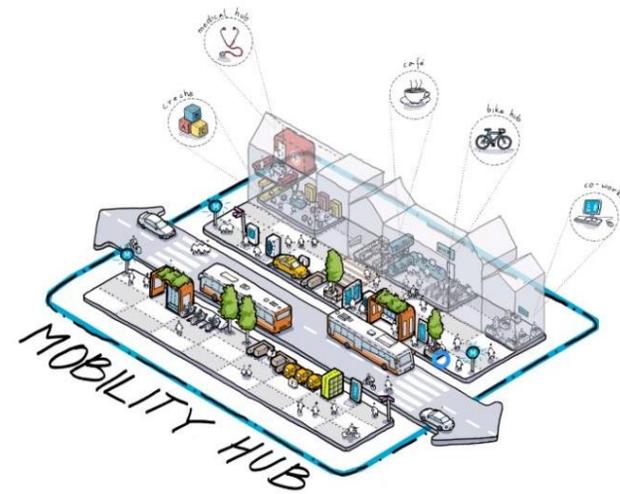
National Trust



Leisure and Learning



Colonnades



Town Centre and MobiHub

Campus for Future Living Mablethorpe

#MYTOWN

Momentum Making Progress



'Towns Fund' Government Fund
Aimed at Growth and Supporting recovery post Covid

Submitting proposal by October 2020
Gap needs to include Arts, Culture, Literacy

Health, Social, Economic, Improved Outcomes, Local relevance and impact and National Learning

Mablethorpe currently very high deprivation

Governance

Person Centred agenda
Engagement
Healthy Living

Recruit and grow local People

"BeLincolnshire"
focusing on the East Coast Needs to fit the Place, to fit the specific local area

Talent
short → medium → longer →
Attracting workforce and Home Grown
Thinking and planning for peoples careers/working lives
Training Apprenticeships Work placements

Workforce

Skills modernisation
Recruitment, attraction and retention
Multi-disciplinary working

Skills Languages Health Self Care
Professional
E-Learning

Digital and Tech

Service outreach/digital medicine
Digital health literacy
Innovation

What do we have to entice young people in?... Lots!!!

Experience and Visualise
So people can see what something is like

Access
understanding Where People are in terms of access
Digital Ambassadors
Students
Community
Within Workforce

Personal held records
How we speak
Positive
Messaging

Hub

Living and working in a superb town

- Learning
- Resident digital literacy
- Social connections

Bedrooms - Residencies or 'Adopted' in local community

Education, Training and Continuous Professional Development (CPD)

Education/CPD
Placement Expansion

Research/Evidence

Insight/Evidence
'Living Lab'
Evaluation Framework
Local impact, National influence

Potential Longitudinal Study 25 → 50 years

Systems and Partnerships

Enhanced outcomes through collaboration co-location
Focus on clinical areas potentially: diabetes, cancer, mental health

Dentistry
Novel delivery Models
Dental Team
Embedded Within, Co-located in Hub
Salaried → Outreach → vulnerable/homeless

Workforce
Student Experience
academic / Non-academic
Young People
Schools Academy, Grammar
interagency
Intergenerational

"Joining up health, care and the community so we are all fit for the future" #LincsF4F

LINDUM



The Campus For Future Living

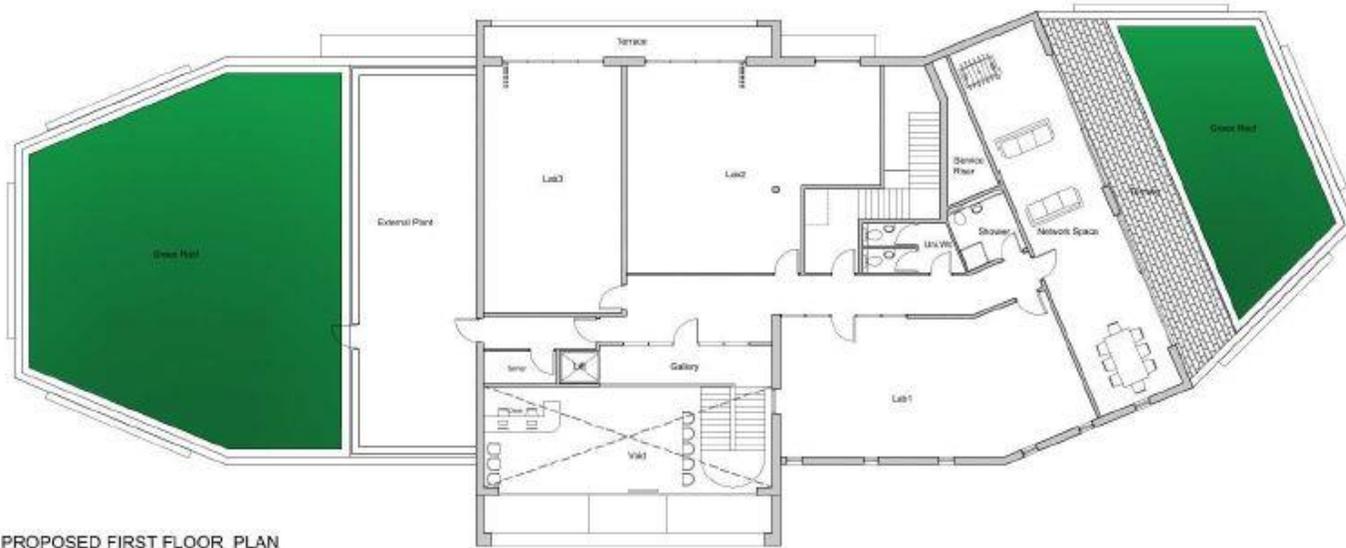


MATERIAL PALETTE

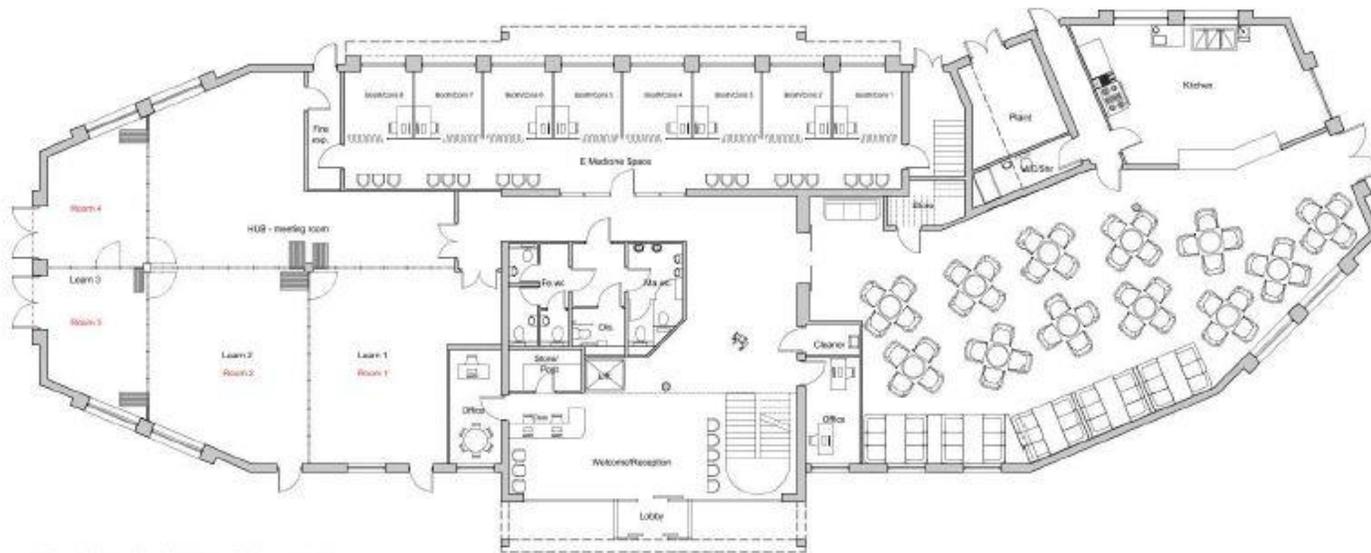


PROPOSED SIDE ELEVATION (View from Medical Centre)
Scale 1:200 @ A3





PROPOSED FIRST FLOOR PLAN
Scale 1:200 @ A3



PROPOSED GROUND FLOOR PLAN
Scale 1:200 @ A3

Revision A







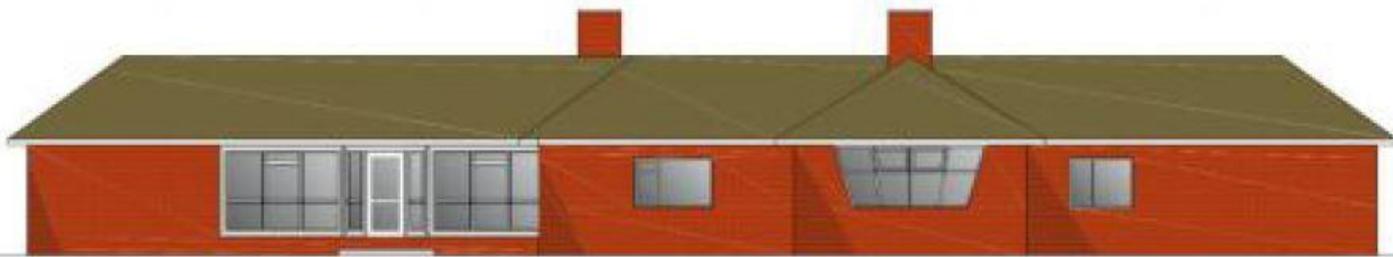
Introduction

The intent is to shape the Towns Fund bid to meet the needs of the community. This proposal is a multi-million pound investment in a replacement leisure and learning facility at the existing Station Sports Centre site. The aim is to provide a modern, refurbished leisure facility to help increase participation in exercise and create access to more lifelong learning opportunities.

The proposed new facilities will include:

- Swimming Pool Facilities
- Changing Village for the Pool
- Fitness Suite
- Group Exercise Studios
- Fitness Changing
- Accessible Changing and Changing Places Facilities
- Spa and Wellbeing Facilities
- Adventure Play Area
- Reception Area with Café
- Digital Learning space
- Multi-purpose community space
- Parking Spaces

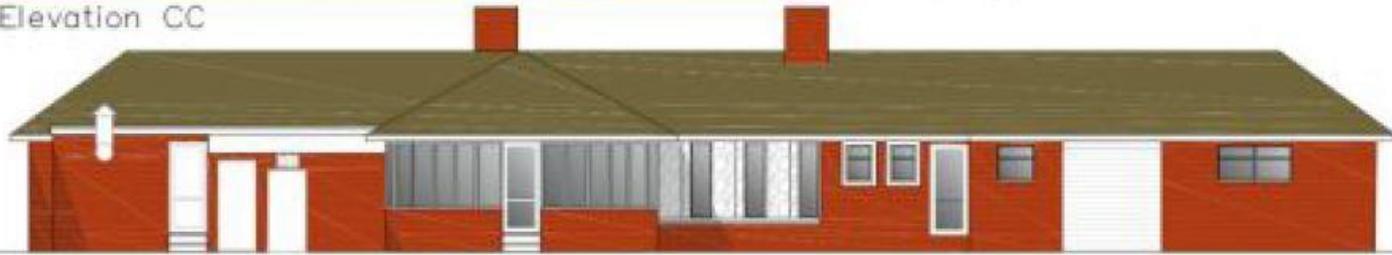




Elevation AA



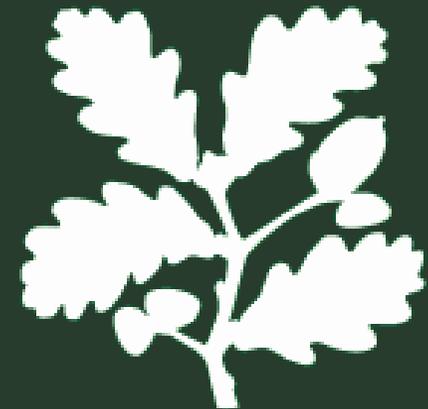
Elevation CC



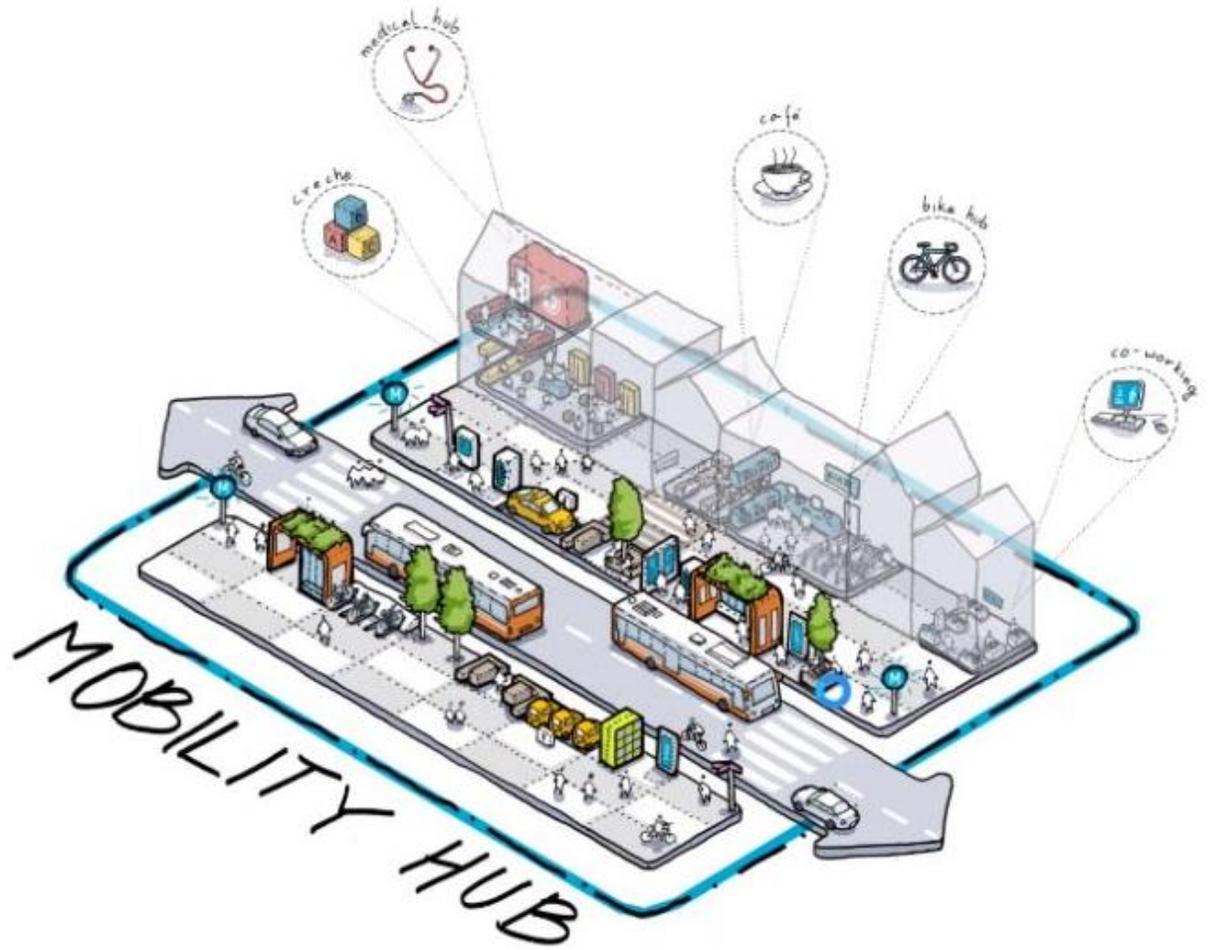
Elevation BB



Elevation DD



THE NATIONAL TRUST



Create Gateway feature as welcome to the resort

Increase and improve planters and seating and replace street trees

Make the top of High Street more pedestrian friendly

KEY	
	High Priority Grant Property
	Medium Priority Grant Property
	Low Priority Grant Property
	Park & Garden Enhancements
	Public Realm Enhancements
	Canopy Restoration
	Public Art
	Wayfinder / Finger Posts



Shutter public art project to create interest out of season

Provide wayfinder to encourage continuation along the promenade towards Queens Park and to act as a point of interest or focal point

Increase and Improve on existing photo gallery showcasing resort

Interpretation boards and heritage trail providing link between Queens Park and High Street

- Check and Challenge
- ...refining and shaping plans (opportunity to align to Tourism Sector Deal)
- Town Investment Plan approval and submission
- Heads of Terms (10 weeks)
- Full Business Case development
- Phased programme and importance of ongoing engagement
- Next steps: Board 16th October
Council 28th October
- Investors in the Coast

We are here!

