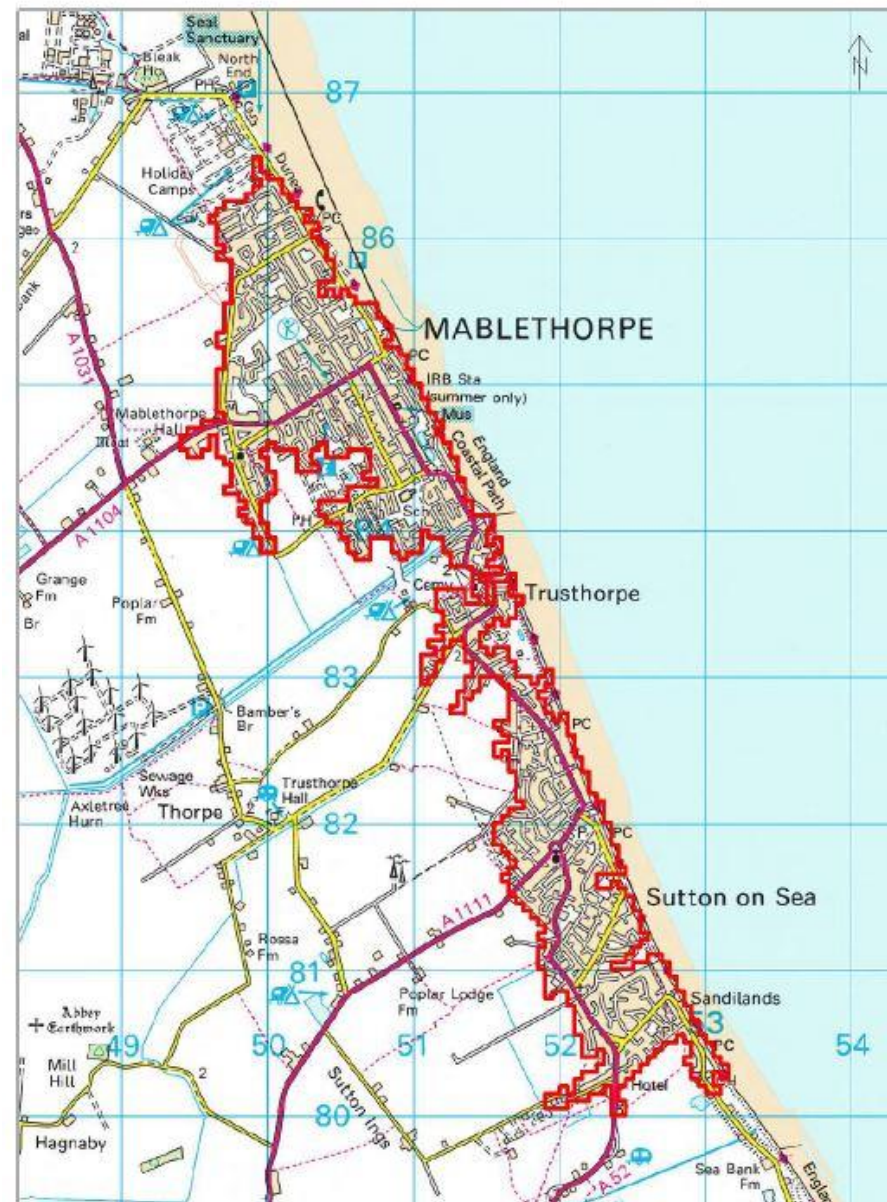


The Government invited 100 places in England to develop proposals for a Town Deal, forming part of the £3.6 billion Towns Fund announced by the Prime Minister in 2019.

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

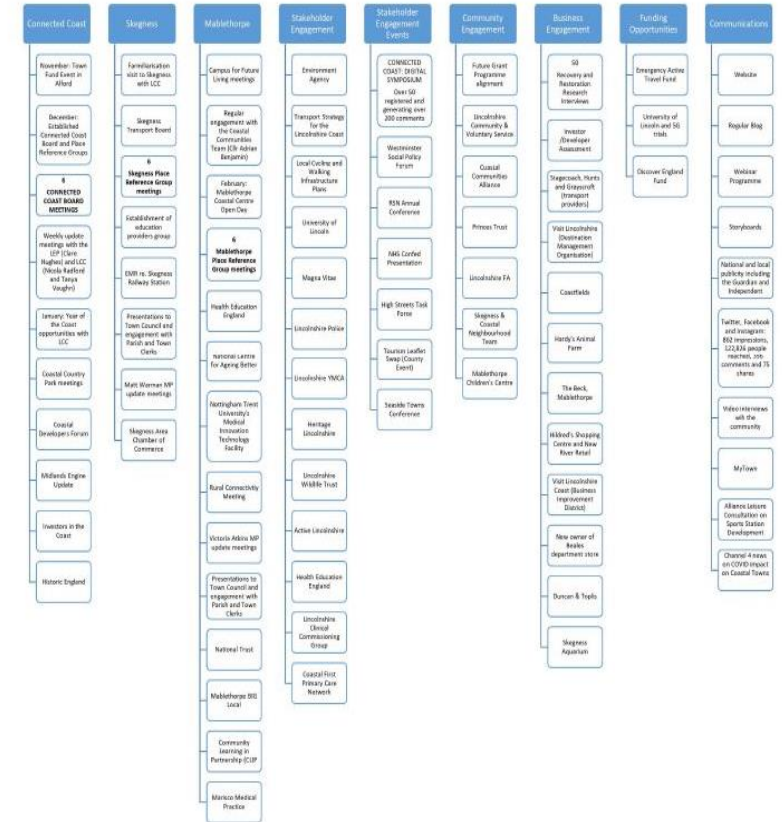
Impact of Covid-19
[Restoration and Recovery:
interviews with 50+ businesses]

July

Announcement of Accelerated
Funding opportunity
(September award)

October

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



MABLETHORPE



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

SKEGNESS



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



58%
of people are
economically
inactive



almost
900
thousand
visitors each
year

4 miles
of award
winning blue
flag beaches

lowest
10%
in England
for health
outcomes



30+
mins to
access further
education



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

Skegness attracts

4 million
visitors every
year

Blue Flag award for the

3RD
cleanest
beach in
England

lowest
15%
in England
for health
outcomes



55%
of people are
working age



tourism-related
jobs are

4x
national average



CONNECTED COAST

BUILDING TO EMPOWER COMMUNITIES

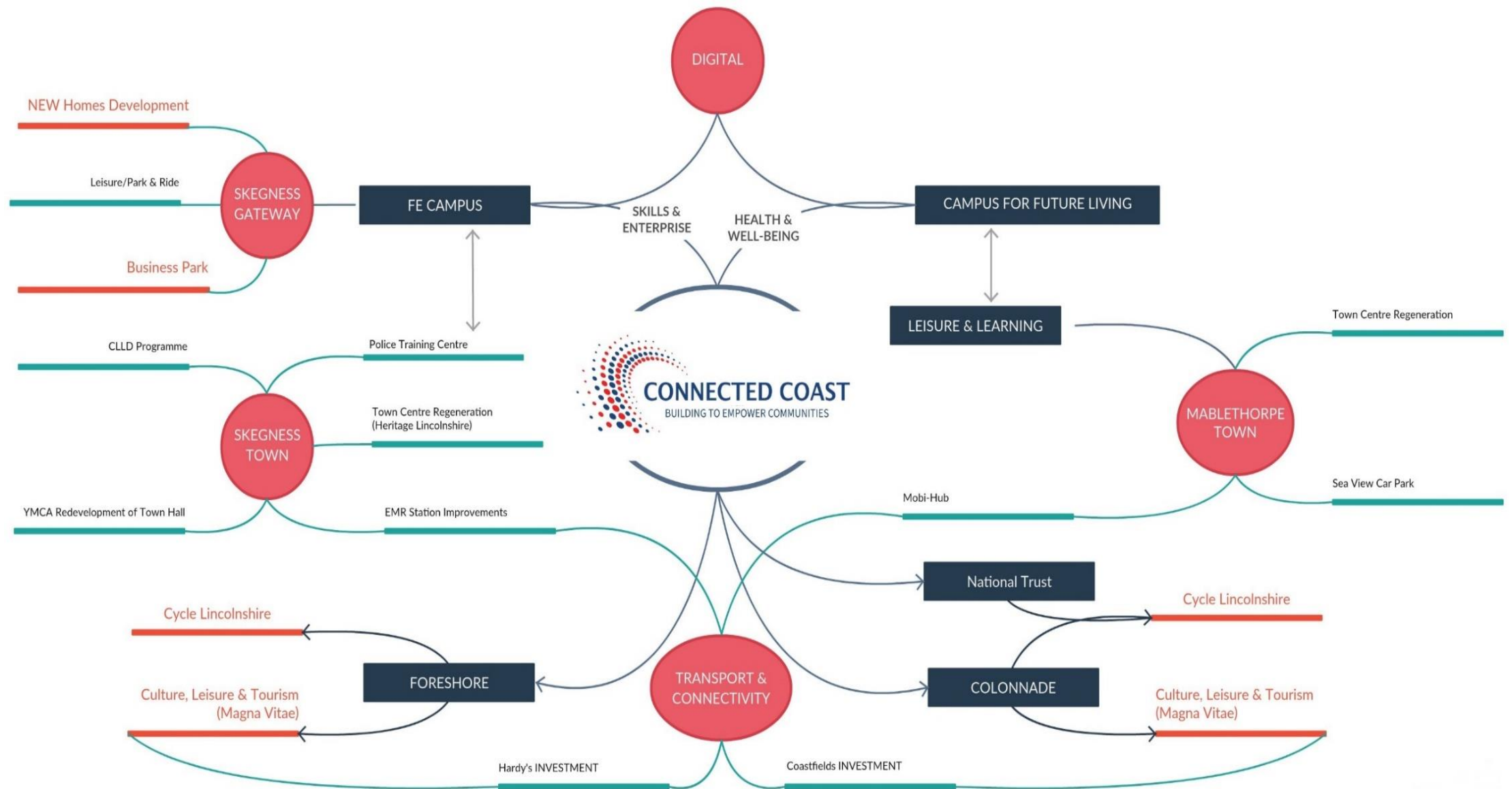


**CLICK HERE TO SEE THE CONNECTED COAST STORYBOARDS SO FAR AND
WHAT'S IN STORE FOR THE DEVELOPMENT OF SKEGNESS AND MABLETHORPE.**

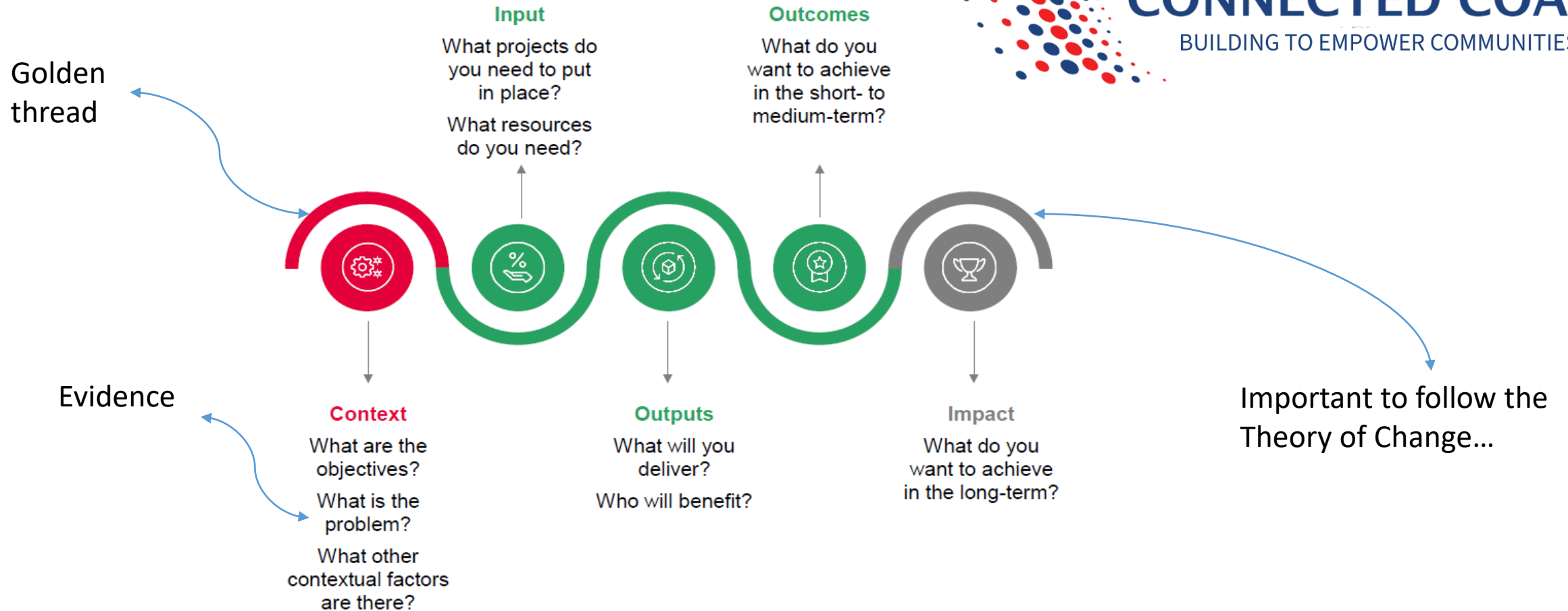
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BUILD UP THE LOGIC



Town Investment Plans



MABLETHORPE
TOWN INVESTMENT PLAN 2020



SKEGNESS
TOWN INVESTMENT PLAN 2020



Campus for Future Living



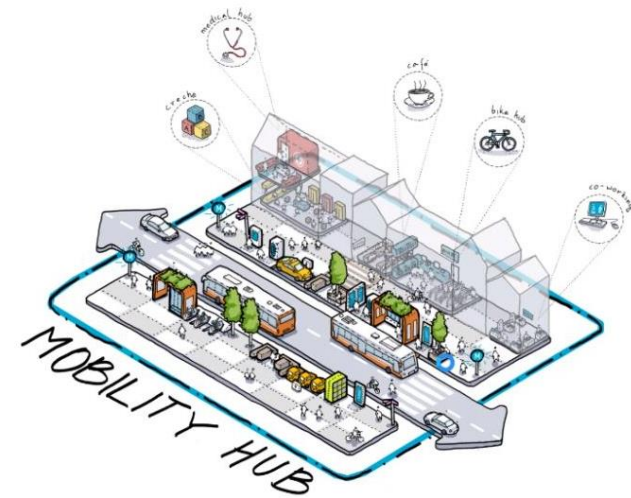
National Trust



Leisure and Learning



Colonnades



Town Centre and MobiHub

Campus for Future Living Mablethorpe

#MYTOWN

momentum
Making Progress

CONNECTED COAST
BUILDING TO EMPOWER COMMUNITIES

'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
National Learning
and **Impact**

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

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

Workforce

Skills modernisation
Recruitment, attraction
and retention
Multi-disciplinary working

Personalisation
ownership - sustainable
Local People driving
the ideas, the progress

Skills
Professional
Languages
Health
Self Care
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
Within
Workforce
Students
Community

Hub

Living and
working in
a superb
town

Social Prescribing
being able to directly
Commission in the
future

Messaging
How we
Speak
Positive

- 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

www.engagevisually.co.uk

LENDUM



The Campus For Future Living

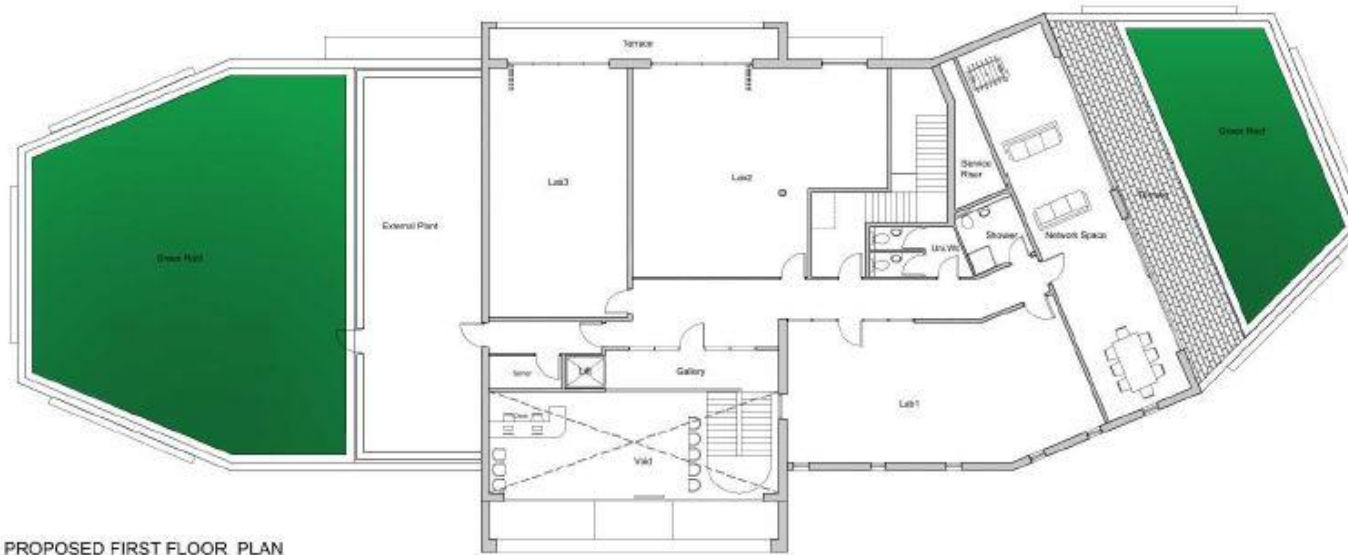


MATERIAL PALETTE

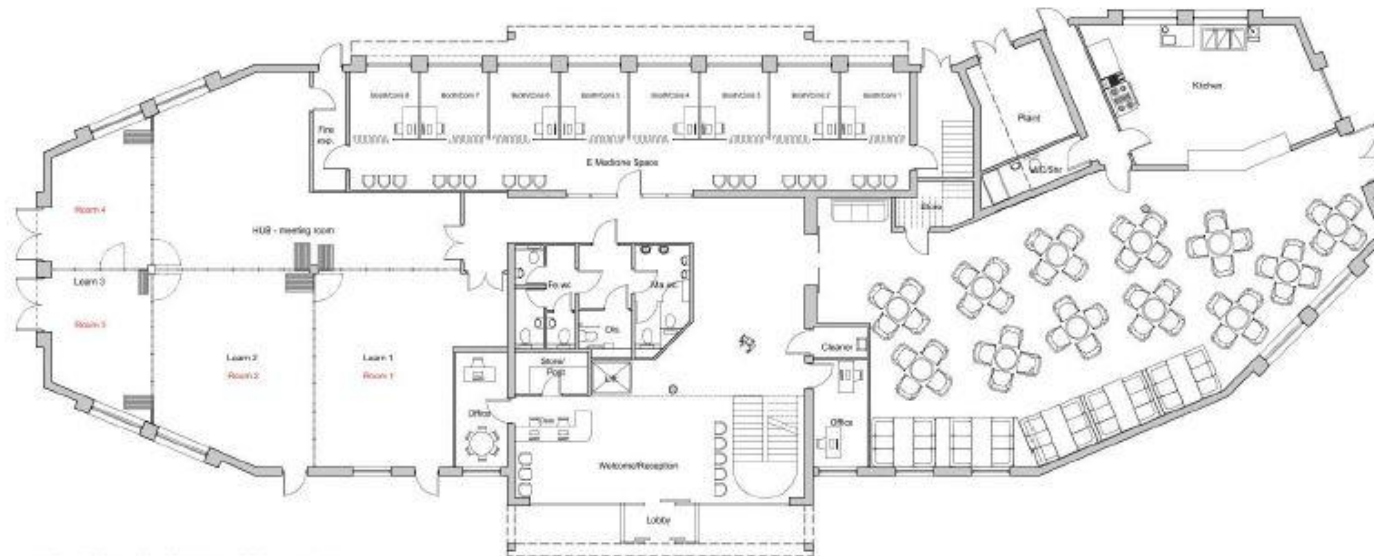


PROPOSED SIDE ELEVATION (View from Medical Centre)
Scale 1:200 @ A3





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

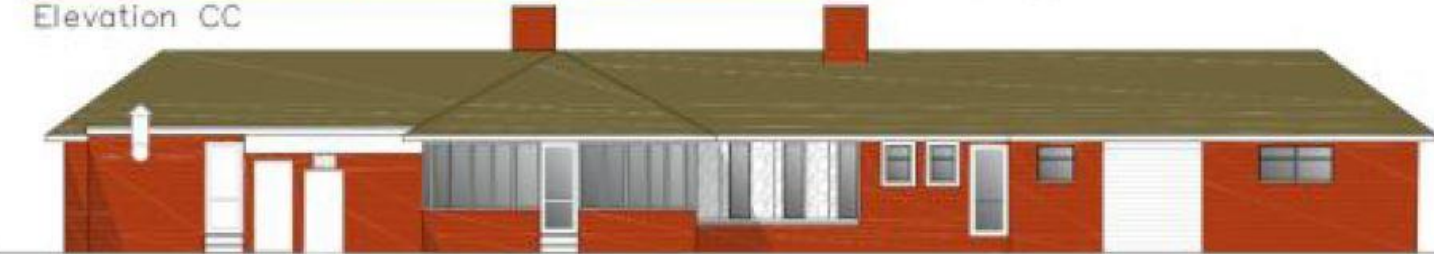




Elevation AA



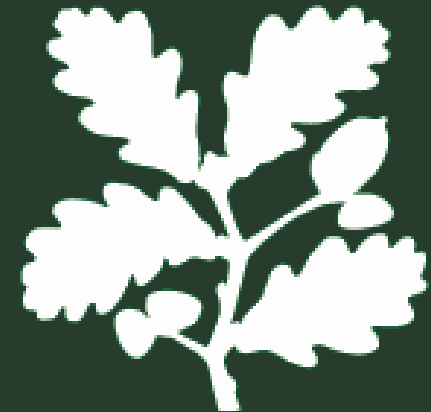
Elevation CC



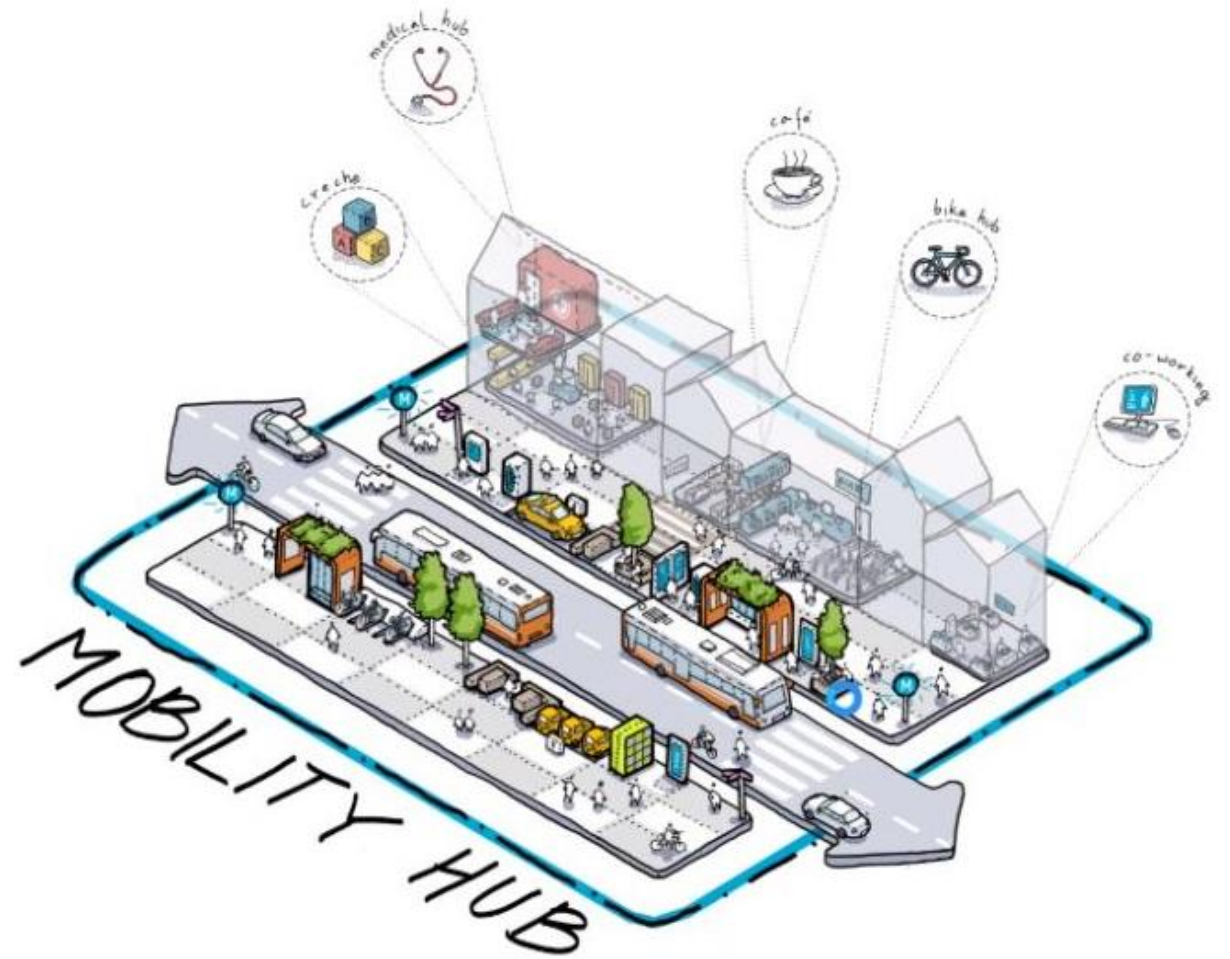
Elevation BB



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!

