

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

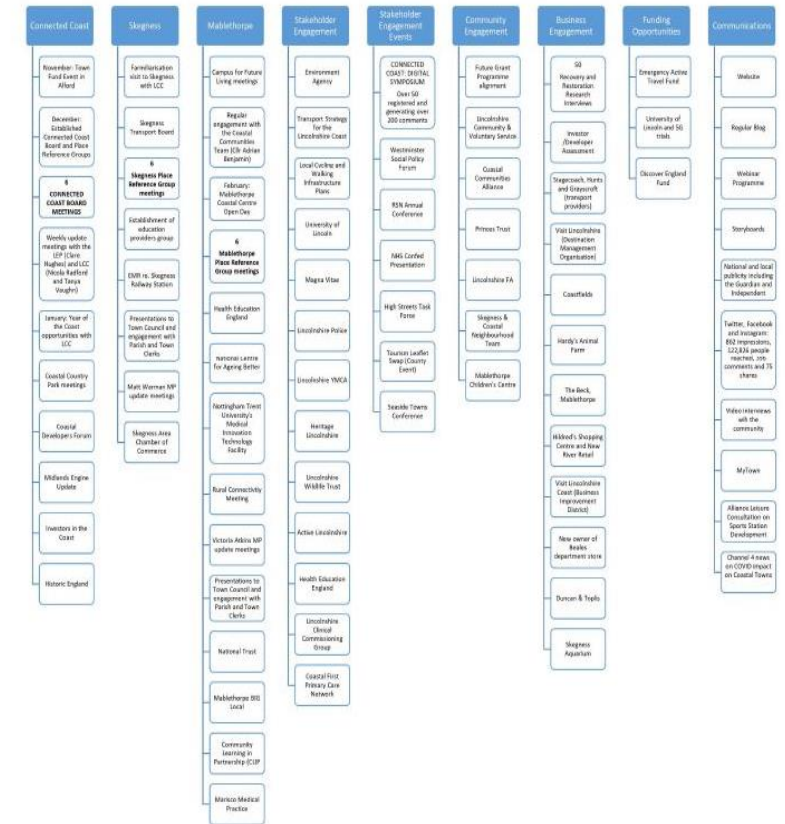
Impact of Covid-19
[Restoration and Recovery:
interviews with 50+ businesses]

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

3 in 10
people
are over 65



42%
of people are
economically
inactive



55%
of people are
working age



tourism-related
jobs are

4x
national average



CONNECTED COAST

BUILDING TO EMPOWER COMMUNITIES

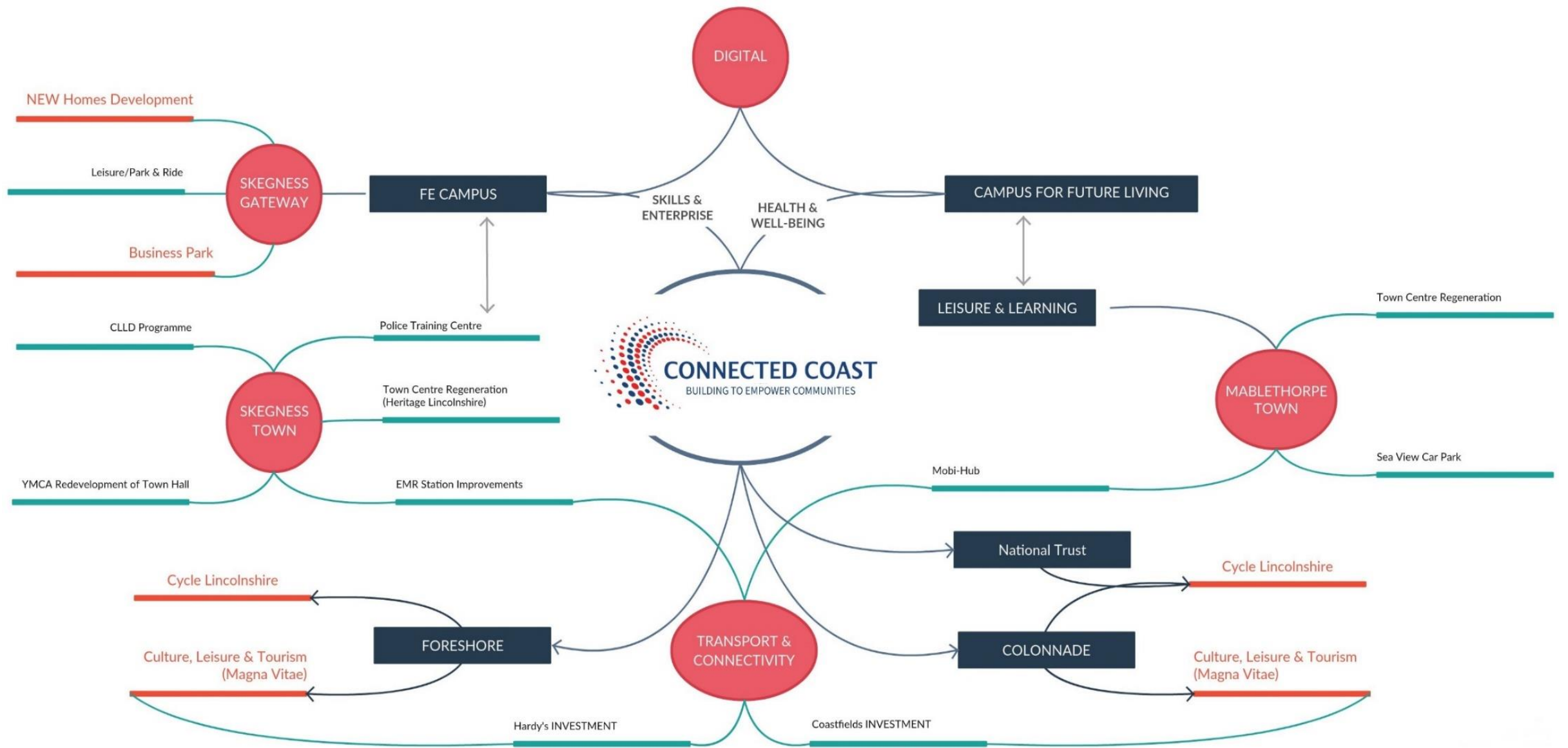


**CLICK HERE TO SEE THE CONNECTED COAST STORYBOARDS SO FAR AND
WHAT'S IN STORE FOR THE DEVELOPMENT OF SKEGNESS AND MABLETHORPE.**

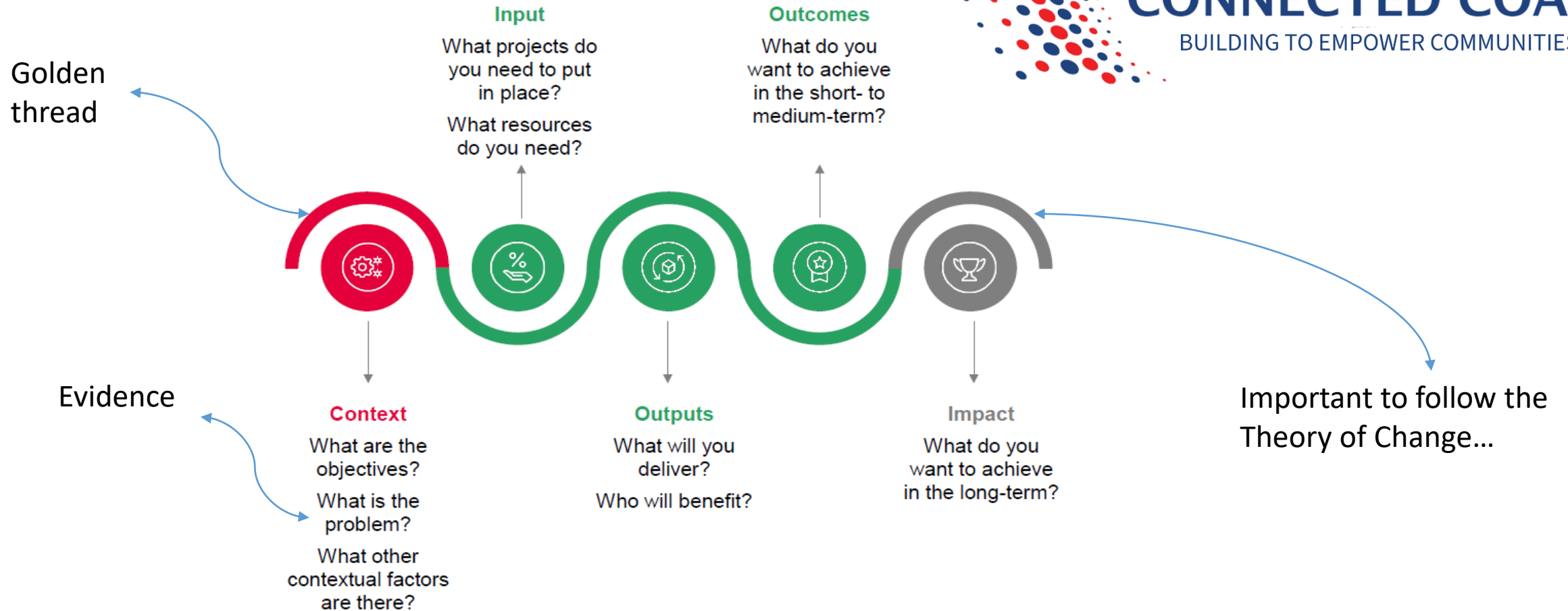
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BUILD UP THE LOGIC



Town Investment Plans



MABLETHORPE
TOWN INVESTMENT PLAN 2020



SKEGNESS
TOWN INVESTMENT PLAN 2020



FE Campus



Skegness
Foreshore



Town Centre
Transformation



Railway Station
Development



Police Training Centre



Hardy's multi-user path



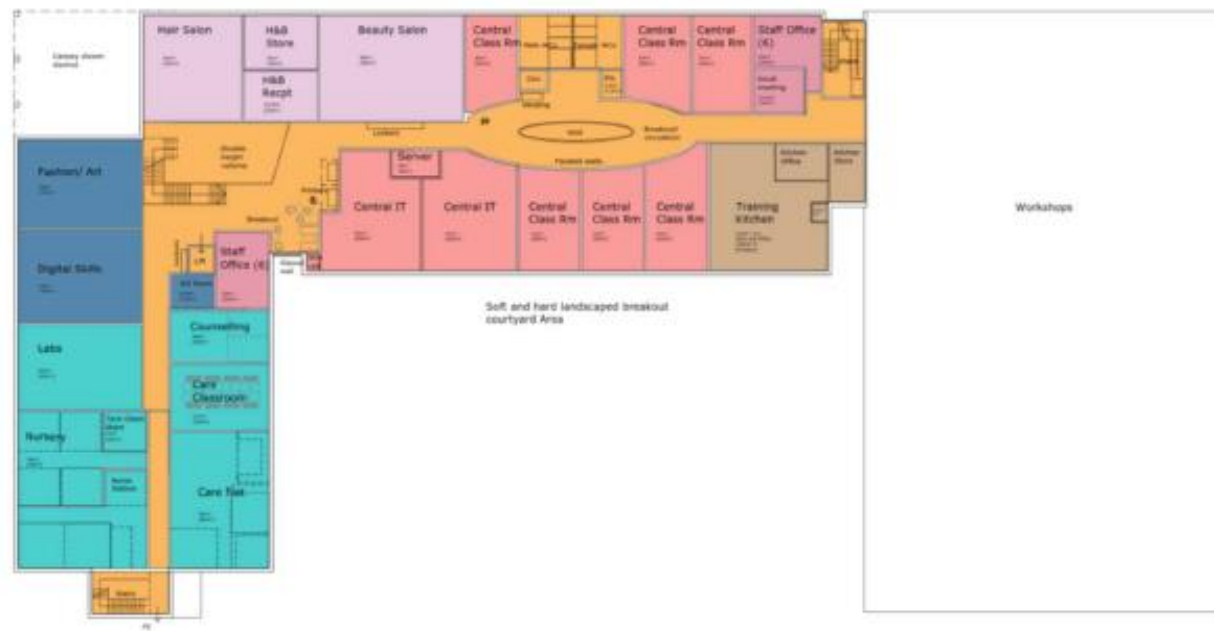
Cultural Skegness



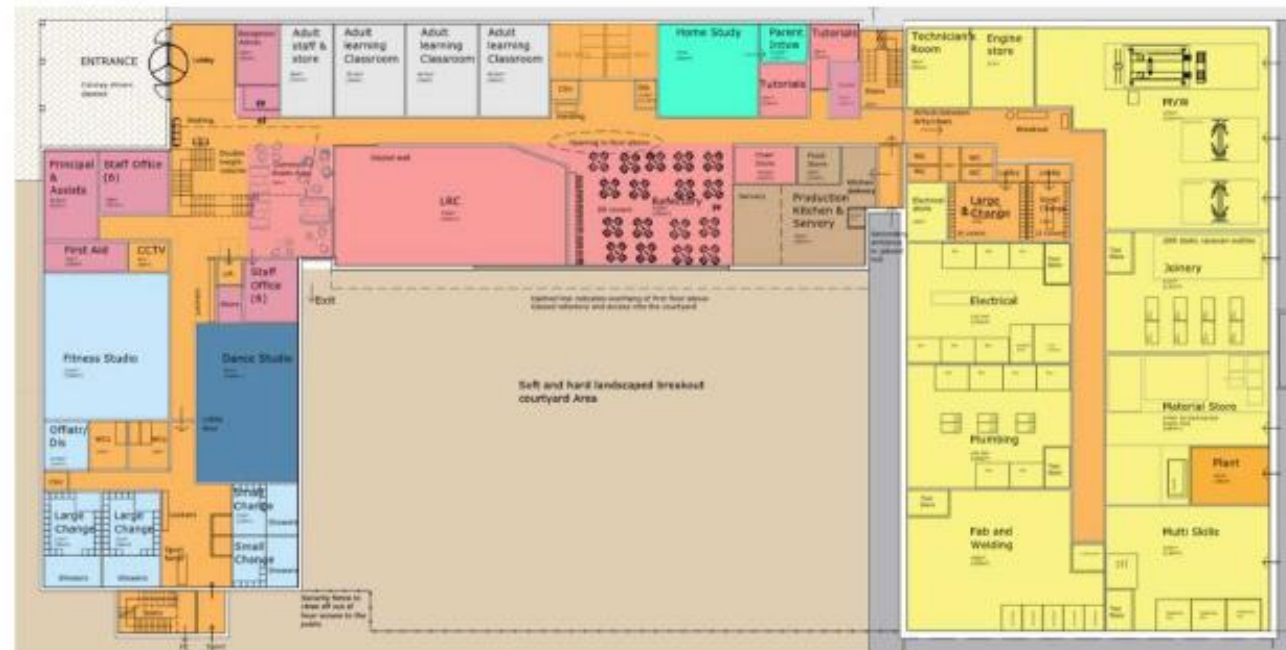
Skegness TEC –

Option A Masterplan





First Floor Plan



Ground Floor Plan



TEC

Training
Education
Careers



SKEGNESS FORESHORE
KEY ELEMENTS OF PROPOSAL (LOOKING NORTH)

-----> New route to parking

- A** Clock Tower
- B** Aquarium
- C** Boating Lake
- D** Paddling Pool
- E** Car parking
- 1** Landmark development
- 1.1** Observation Tower (30+m)
- 1.2** Base building
- 1.3** Pedestrianized route and plaza
- 1.4** Tensile multi-use space
- 1.5** Adventure playground
- 1.6** Zip-line and adventure island
- 2** Event space pavilion
- 2.1** Terraced seating
- 2.2** Deck level
- 2.3** Kitchen and core
- 2.4** Pop-up shop and storage
- 2.5** Event space
- 2.6** Screen and stage







Provide gateway features at either end of High Street

Street Furniture de-cluttering exercise

Make more of views towards the Church

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

Improve accessibility, create sensory garden and heritage trail

Increase and improve on existing photo gallery, extend paving towards the park and provide gates/screens to hide waste bins

Provide wayfinder to direct towards Tower Gardens and High Street

Provide wayfinder to encourage progression along High Street and add interest

Create focal point through public art / display board

De-clutter street furniture and promote consistency in design and materials



- 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
- **Investors in the Coast**
- Next steps: Board 16th October
Council 30th October

We are here!

