

CONNECTED COAST ANNUAL REPORT FOR MABLETHORPE

December 2022



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WELCOME

“With millions of pounds in funding confirmed and plans well advanced, we are progressing to delivery and we will soon be able to see the significant impact the Town Deal investment and projects will have for Mablethorpe.

Through the investment and projects, we have a once in a generation opportunity to bring transformational improvements to Mablethorpe. From the Campus for Future Living, which will put Mablethorpe at the forefront of medical technology, to the Leisure and Learning Hub, that will create a modern, purpose-built facility to support people’s wellbeing, the opportunity for the area is huge.

And, the benefits are set to be far-reaching and long-lasting for local communities and residents, visitors, and businesses. Ultimately, what we do now will ensure that Mablethorpe is an even better place to live, visit, and enjoy, long into the future.

I would like to thank the board members, officers, and partners for all their efforts as we start to make progress, and I look forward to seeing the exciting plans for Mablethorpe become reality in the months and years to come.”



Chris Baron, Chair, Connected Coast Town Deal Board



ABOUT CONNECTED COAST

The Connected Coast Town Deal Board is committed to maximising the significant potential of Skegness and Mablethorpe so that both towns can thrive, now and into the future.

With Mablethorpe benefitting from £23.9M and Skegness £24.5M in Town Deal funding, the Connected Coast board is overseeing the investment in these historic Lincolnshire seaside towns through a series of projects that respond to the needs of local communities.

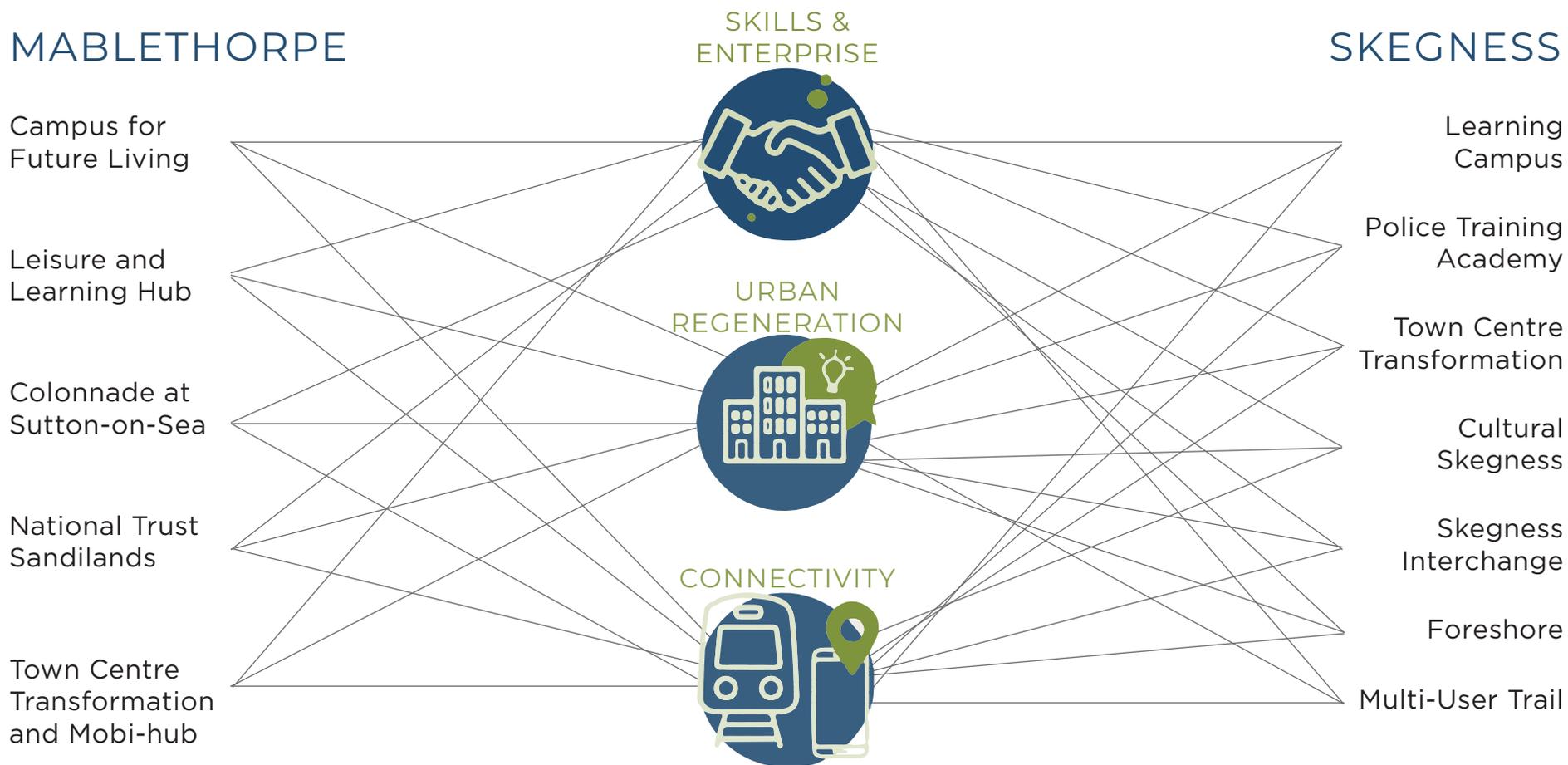
Working together with partners, and informed by public feedback, the projects make the most of the towns' existing assets and will create new opportunities within the local economy.

Through this investment, leisure, learning, travel, and the overall experiences in Mablethorpe and Skegness will be improved to benefit both local people and visitors alike, and ultimately more people will be attracted to live, work, and visit, and enjoy everything this connected coast has to offer



CONNECTED PROJECTS

Although both Mablethorpe and Skegness are delivering different, individual projects that reflect the needs and aspirations for each of these communities, there is a link between the approaches for both towns. The Connected Coast board has taken a holistic approach to developing the Mablethorpe and Skegness projects meaning that they complement and connect with each other, underlining the strong and shared opportunities for Mablethorpe and Skegness to work together as a truly connected coast.



THE OPPORTUNITY FOR MABLETHORPE

In 2021, Mablethorpe secured £23.9M in Town Deal funding from the government to deliver an ambitious vision that will empower a healthy, enterprising, resilient, balanced, and connected community with a healthy and diverse economy.

Through the investment, a series of transformational projects will be delivered that will bring significant and sustainable improvements to benefit both local people and visitors to the area, now and for years to come.

The Town Deal investment and projects represent a huge opportunity for Mablethorpe, and one that is now starting to be realised as work gets underway.

"I am delighted that these projects have been given the stamp of approval by the Government. This significant milestone brings us closer to shovels being in the ground. The Mablethorpe Town Deal will bring landmark investment to Mablethorpe and the surrounding area providing new services and attractions. I thank all those involved with delivering these projects."

Victoria Atkins, MP for Louth and Horncastle

"Through the Government's Levelling Up agenda, we are able to bring investment to Mablethorpe which will be transformational for the town."

"The council's flagship town deal project - the Campus for Future Living - in collaboration with the NHS and the University of Lincoln will put Mablethorpe on the map nationally in developing new medical technology and innovation."

"New facilities are being created to improve the health and wellbeing of residents and a swimming pool, which has been at the top of the wish list for many people in Mablethorpe is part of those plans."

"Through working with partners, including the Connected Coast Town Deal Board, we are investing in the town to improve lives, create new opportunities and support the local economy in Mablethorpe,"

Councillor Craig Leyland Leader, East Lindsey District Council

THE BENEFITS

The delivery of the Town Deal investment and projects will have a significant impact for Mablethorpe. At a glance, here are just some of the many benefits the projects will bring:



CAMPUS FOR FUTURE LIVING

Direct new jobs created **15**

Approximate additional spend each year within local economy **£714,600**

Number of new learners assisted each year **300**

No of businesses accessing co-worker space **40** every year



COLONNADE

New jobs created **22**

New commercial floorspace created **2,250m²**

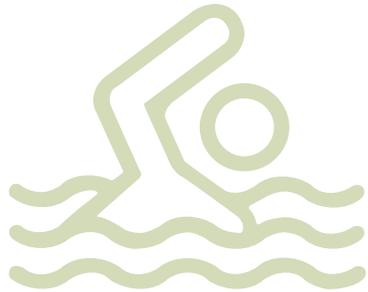
Day visitors **76,248** estimated each year

Overnight visitors **4,435** estimated each year

New events and / or festivals **6** estimated each year

Visitors to events **15,000** estimated each year

THE BENEFITS



LEISURE AND LEARNING HUB

Adult fitness memberships **500**

Exercise referrals (egym) **270**

School pupils taking swimming lessons **330**

New sports clubs or associations established **3**

Number of businesses accessing co-worker-space **40**

Number of new learners assisted every year **300**



SANDILANDS

Number of new jobs created **7**

Commercial floorspace refurbished/
constructed and occupied
280sqm

Number of learners supported **60**



TOWN CENTRE TRANSFORMATION AND MOBI HUB

Number of new jobs created **31**

Number of businesses assisted to improve performance **35**

Number of learners supported **240**

500 residents benefitting directly from improved living environment

THE AREA



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PROGRESS TO DATE

October 2020

Town Investment Plan submitted



May 2021

Project summary documentation, including monitoring and evaluation plan and financial profile submitted to government

March 2022

Deadlines for business case submission of further Towns Fund projects

March 2021

Heads of Terms offer letter for both Mablethorpe and Skegness (received/accepted £48.4M combined allocation)



July 2021

Skegness and Mablethorpe grant offer letter received confirming projects/financial profile



June 2022

Transformational multi-million-pound projects for Mablethorpe, and Skegness given the go-ahead by the government after business cases confirmed

September 2022

East Lindsey District Council prepares to formally submit revised plans for the redevelopment of Sutton on Sea Colonnade and Pleasure Gardens



September 2022

Councillors approve planning consent for a new purpose-built leisure centre and digital learning complex for Mablethorpe



August 2022

£8.62M in Town Deal funding approved for the Campus for Future Living which will put Mablethorpe at the forefront of medical technology and health and care related teaching and research.



September 2022

Councillors approve planning consent for the Campus for Future Living, which is set to put Mablethorpe at the forefront of medical technology and innovation



THE INVESTMENT

Towns Fund £23.9M
Match funding £15.1M

Total investment in Mablethorpe through the Town Deal programme is £39M

	Private Matched Funding	Public Matched Funding	Total Matched Funding	Town Fund Awarded	Total Project Value
Matched Funding by Project					
	£'000	£'000	£'000	£'000	£'000
Campus for Future Living	0	1,200	1,200	8,620	9,820
Leisure & Learning Hub	0	5,855	5,855	7,500	13,355
Colonnade	660	2,000	2,660	4,200	6,860
Sandilands	4,359	0	4,359	2,000	6,359
Mobi-Hub	700	120	820	280	1,100
High Street	231	0	231	1,300	1,531
	5,950	9,175	15,125	23,900	39,025

MOVING FORWARD

Campus for Future Living

The Campus for Future Living is a flagship project that is set to put Mablethorpe at the forefront of medical technology and innovation.

Offering a centre for health and care related teaching and research, the campus will see the development of a faculty building housing laboratories, consultation spaces, lecture facilities, and ancillary facilities. Led by a coalition of local, regional, and national partners, the Campus for Future Living will put Mablethorpe at the heart of the provision of health and care related jobs and businesses.

The project is now ready to start the construction phase after the project received government approval in summer 2022 before East Lindsey District Councillors gave planning consent for the Campus in September.

“What about relocating some training for doctors and nurses and care workers to live and work locally”

Community Feedback

“The Council, working with its partners, is excited to bring the Campus for Future Living to Mablethorpe and the potential it offers in reducing health inequalities found in this area as well as the district.

“The Campus will bring new opportunities for our residents, particularly their health and wellbeing, as well as create new opportunities for our communities”

Cllr William Gray of East Lindsey District Council

The Campus for future living will:

Attract high quality jobs and investment to the area;

Support people to live independently for longer;

Support the development, manufacturing, and testing of new technology;

Help young people and adults to gain the skills they need to get jobs and business opportunities;

Connect service providers in health and care;

The Campus will position Lincolnshire coast as an exemplar in medical technology and innovation.

£8.6M

Towns Fund Investment



MOVING FORWARD

Leisure and Learning Hub

This project will see the development of a new purpose-built leisure centre and digital learning complex that will play a significant role in improving physical and mental wellbeing within Mablethorpe.

Set to be constructed on the site of the current Station Sports Centre in Mablethorpe, the new 2,509.7 sq.m hub will offer a new four-lane swimming pool and changing village, as well as studios and a fitness suite. Learning opportunities will be provided through digital learning settings within the centre where local learners of all ages will be able to access distance learning courses and gain new skills that can improve their career prospects.

In summer 2022, councillors gave planning consent for the new hub and plans are now progressing.

“A sports complex with a swimming pool would be great for the town, its residents and for tourism”

Community Feedback

“This scheme will help improve the health and wellbeing of residents in Mablethorpe for years to come as well as providing new opportunities for learning in the town. It’s no secret that a swimming pool has been a desire of many residents in Mablethorpe over the years. This scheme, thanks to the Town Deal funding, now makes that possible.

I am delighted the Planning Committee approved the application and I look forward to seeing the benefits the scheme will bring to Mablethorpe.”

Councillor Richard Fry, Political Lead for the Leisure and Learning Hub Town Deal

The Leisure and Learning Hub will:

Support local people's physical and mental wellbeing;

Help local learners of all ages to gain new skills that can lead to jobs and business opportunities;

Provide new jobs and business opportunities within the town;

Help to improve the town centre and high street experience;

Support local businesses and the nearby high street.

£7.5M

Towns Fund Investment



MOVING FORWARD

The Colonnade

The redevelopment of the Colonnade and Pleasure Gardens will bring facilities, opportunities, and investment that will transform this area for both residents and visitors to enjoy.

This project, led by East Lindsey District Council, will see the creation of a new landmark multi-use pavilion and a unique promenade access. Overnight lodges and beach huts, two new craft studios, and a first floor viewing platform will also be developed within the main pavilion.

Meanwhile, the Pleasure Gardens are set to be enhanced to create new sensory play facilities for children, additional seating areas, and space for pop-up events and markets, as well as landscaping.

The designs for the Colonnade and Pleasure Gardens have been revised through working together with the Environment Agency, and the plans have now been submitted for planning consent. Subject to approval, the work on the redevelopment could start around Easter 2023.

In addition, South and East Lincolnshire Councils Partnership recently achieved Arts Council England National Portfolio Organisation status for the first time, securing just under £2m to support art, culture and creativity across the Partnership. This includes the creation of a cultural centre at the Colonnade.

“Develop attractions around Mablethorpe which would make us a destination”

Community feedback

“By working with our partners we have been able to come up with a scheme that still protects our flood defences while keeping the original design elements the council first proposed in its business case. Subject to planning approval, this modern development will be a game changer to Sutton on Sea. It will bring investment, new opportunities and facilities for both residents, day visitors and holiday makers who enjoy everything Sutton on Sea has to offer.”

Councillor Martin Foster, The Council’s Champion for the Colonnade Project

The Colonnade and Pleasure Gardens will:

Provide more choice for visitors
to the area;

Help to increase job
opportunities;

Bring greater footfall into the
town;

Provide more opportunities for
outdoor recreation and leisure,
which will benefit people's
wellbeing;

Help to make the area more
attractive and accessible;

Offer new business opportunities
to provide food and drink, art,
and retail;

Provide a better arts, cultural and
heritage offer for people to enjoy

£4.2M

Towns Fund Investment

Plus £0.5M Accelerated Funding



MOVING FORWARD

Sandilands

This project will enhance the visitor experience at National Trust Sandilands, a nature reserve, through the development of an accessible and eco-friendly visitor hub.

The hub will offer a range of facilities, including food and drink, accessible changing place facilities and a community space. It will provide a base from which people can explore the reserve and witness the nurturing of wetland wildlife habitats, which is providing a vital new home for nature.

A range of employment and volunteering opportunities will become available because of the project.

In October 2022, the temporary café – Sandidunes – opened at the reserve ahead of the development of the hub beginning in 2023.

“More facilities along the wonderful east coast beaches”
Community Feedback

“We are thankful that Towns Fund funding has been secured with support from the Connected Coast board. We are putting connections between nature and people at the very heart of the reserve”

**Kirsty James, General Manager,
Sandilands Nature Reserve**

Sandilands visitor hub will:

Provide a gateway for people to explore an area dedicated to nature;

Build relationships with residents, visitors, and businesses;

Support physical and mental wellbeing by getting people active in nature;

Provide job and volunteering opportunities that allow local people to learn skills;

Offer a stop-off hub for walkers and cyclists on the coast, with the potential to link up with other locations and hubs.

£2M

Towns Fund Investment



MOVING FORWARD

Town Centre Transformation and Mobi Hub

The Town Centre Transformation will bring a programme of improvements that will add to the appeal of Mablethorpe town centre, helping to attract more visitors to the town.

The work, which is being led by Heritage Lincolnshire, will see shopfront and building repairs in the heart of the town as well as better signage and public realm improvements. The programme is being delivered via a grants scheme available for property and business owners in the town.

Work is moving forward with a focus on community engagement activity to involve Mablethorpe high street building owners and businesses in in the scheme.

In addition, the Mablethorpe Mobi Hub will provide a year-round mobility facility in the heart of the town that will make it easier for people to travel around and connect with other places. The hub will include a hub building that will offer a range of facilities including a community transport office/travel centre, a cycle hub, and changing facilities, as well as a new bus / coach interchange.

Funding has now been made available for the start of this project and the project has been approved by government. Further funding is set to be sought to maximise the benefits of this project.

“Find ways to improve the High Street ‘experience’”

Community Feedback

“This project genuinely will transform and bring back to life historic buildings in Mablethorpe Town Centre and will substantially benefit the wider borough. We’re excited to be working with organisations across Mablethorpe and more widely, across Lincolnshire, on this project and can’t wait to get started”

**Michael Ashton, Chair of
Heritage Lincolnshire’s Trustee
Board**

The Town Centre Transformation and Mobi Hub project will:

Bring repairs to buildings, better signage and shopfronts that will improve the overall attractiveness of the town;

Improve public areas;

Add to the town's appeal and increase footfall;

Improve the overall town centre experience;

Make it easier to get around the town and connect with other places;

Provide a better choice of transport options, including greener ways to travel;

Offer more facilities for cyclists and pedestrians;

Provide more facilities to help people with limited mobility to travel.



£1.5M

Towns Fund Investment

ACCELERATED FUNDING

Connected Coast received accelerated funding in 2020 to support early activity.

This funding provided a catalyst for the redevelopment of the Colonnade at Sutton on Sea that is set to be transformational for this area, bringing new facilities including a landmark multi-use pavilion. The accelerated funding of £500,000 enabled the demolition of the existing failing structure, a first step towards the rebuild which will transform the Colonnade into a year round destination of choice for local people and visitors alike.



LOOKING AHEAD

With all the Mablethorpe projects approved by government, delivery on the ground is now gathering pace. In the coming year, there are some significant delivery milestones to look forward to, including:

- **February 2023** – work is expected to start on the Leisure and Learning hub, and expected to complete in May 2024
- **March 2023** – the first phase of the Town Centre Transformation begins
- **Spring 2023** – start on site on the Campus for Future Living
- **Easter 2023** – work expected to begin on the Colonnade
- **Spring/Summer 2023** – construction of the new visitor hub at Sandilands is anticipated to begin.



WORKING TOGETHER

Connected Coast Town Deal is led by a board made up of private and public sector representatives, with a chair from the private sector, in line with government guidance. Chris Baron is the chair and Claire Draper is the vice-chair.

The board works together to oversee the delivery of the Town Deal investment and projects, ensuring the ambitions for Mablethorpe are achieved



CHRIS BARON
Chair of Connected Coast Board

“The Board has a shared commitment to delivering transformational improvements for Mablethorpe, that will support a healthy and diverse economy for the town. Bringing together a diverse range of skills, knowledge, and experience, the board works collaboratively to make a difference for Mablethorpe. We can do and achieve more when we work together.”

Chris Baron, Chair, Connected Coast Board

MEET THE BOARD CONNECTED COAST



CLAIRE DRAPER
Vice Chair of Connected
Coast Board



CLLR CRAIG LEYLAND
Leader, East Lindsey District Council



PAT DOODY
Boston College Chair,
Greater Lincolnshire LEP



ROBERT CAUDWELL
Association Drainage Boards -
Chairman



MATT WARMAN
MP Boston & Skegness



JANET STUBBS
British Garden Centres - Owner



VICTORIA ATKINS
MP Louth and Horncastle



JOHN HENRY LOONEY
Sustainable Direction - Director



CLLR TONY TYE
Skegness Town Council



RUTH CARVER
Greater Lincolnshire LEP - CEO



ROBERT PARKER
Micronclean - Managing Director



FREDDIE CHAMBERS
Lindum Group - Group MD



SANDRA WILLIAMSON
Chief Operating Officer for
Lincolnshire East Locality NHS



SID DENNIS
Visit Lincs Coast BID -
Chairman



JACQUI BUNCE
Programme Director - Strategic
Estates, Partnerships & Planning
- NHS Lincolnshire Integrated
Care Board

MEET THE BOARD CONNECTED COAST



ANN HARDY
CEO - TEC Partnership



CLLR CARL TEBBUTT
Mablethorpe and Sutton on Sea Town Council - Town Mayor



CLAIRE FOSTER
Boston College - CEO



Cllr Colin Davie
Lincolnshire County Council



CAROLINE KILLEAVY
YMCA - CEO



JOHN LATHAM
University of Lincoln - Director of DVC Projects



JAMES BRINDLE
Magna Vitae Trust for Leisure & Culture



DEBORAH CAMPBELL
Environment Agency - Area Coastal Manager



SARAH LOUISE FAIRBURN
CEO & Founder - IMP & MAKER



CLLR STEVE KIRK
East Lindsey District Council (Portfolio Holder for Coastal Economy)



ADRIAN BENJAMIN
Mablethorpe and Sutton CCT - Chair of the Sutton on Sea Residents Association



LISA FAIRLIE
Platform Housing Group - Assistant Director Communities and Neighbourhoods

WORKING TOGETHER

Working together underpins the work of the Connected Coast Town Deal, and the projects are being delivered through a partnership approach.

A focus on working together can also be found in the community engagement and consultation that Connected Coast has carried out. The consultation that has taken place has allowed Connected Coast to shape the projects for Mablethorpe to reflect local needs and aspirations. Opportunities for people to feedback and get involved will be provided for the duration of the delivery of the projects.

Here is some of the feedback the community shared through the My Place campaign:

"The town needs footfall for not just the summer season"

Community feedback

"We need cohesive opportunities for lifelong learning"

Community feedback

"Inspire education, business opportunities, develop sustainable employment"

Community feedback

The delivery of the Towns Fund investment and projects is being delivered via a collaborative approach:

HERITAGE LINCOLNSHIRE



National Trust



HM Government

THE STRATEGIC ROLE OF THE BOARD

The board will be following the further guidance issued by Government for boards as they move into delivery phase of the projects.

Building on its track record to date and its strong approach to partnership working, the strategic role of the board is being expanded to take a holistic approach to delivering improvements for Mablethorpe. UK Shared Prosperity projects will come under the board's governance, and If Mablethorpe's Levelling Up Fund Bid is successful, the role of governing this will also be added to the Connected Coast board's remit.

Both funding streams offer exciting potential and opportunities for Mablethorpe. Combining these funds and activities with the Town Deal investment and projects will mean the Connected Coast Town Deal can take a joined up approach to delivering for Mablethorpe and the wider area.



THE STRATEGIC ROLE OF THE BOARD

Levelling Up Fund

Exciting plans to regenerate and revitalise East Lindsey have been included as part of bid to the Government's Levelling Up Fund. The Levelling Up Fund is a separate government funding stream that contributes to the levelling up agenda by investing in infrastructure that improves everyday life across the UK, including regenerating town centre and high streets, upgrading local transport, and investing in cultural and heritage assets. It was introduced to help drive capital investment in projects that have been identified as priorities by local stakeholders and will have the most impact within their local area.

If successful, East Lindsey would gain more than £8.1m to work with its partners on cultural and tourism projects in the market towns of Alford and Spilsby. The money would secure the future of heritage assets, adding to the tourism offer across the Lincolnshire Wolds as well as compliment the Towns Deal funding already secured for projects in Mablethorpe and Skegness.

UK Shared Prosperity Fund

East Lindsey was allocated £4.4M in funding from the UK Shared Prosperity Fund.

The fund is a key part of the Government's 'Levelling Up' agenda to provide money for councils to specifically invest in three priority areas: local communities and places; support for local businesses; and people and skills.

The application has been made collaboratively by South and East Lincolnshire Councils Partnership.

Extensive consultation took place to directly gauge public opinion and hear what people want for their local communities. East Lindsey is considering where this funding should be invested to create maximum benefits and meet the needs of communities and people.

KEEP CONNECTED

Do you want to keep connected on the progress of the exciting plans for Skegness? Why not give us a follow on social media or send us an email to receive regular updates from Connected Coast.



Home - Connected Coast | www.connectedcoast.co.uk



Facebook | search for Connected Coast



@ConnectedCoastL



LinkedIn | search for Connected Coast



Or get in touch via email **Connected.Coast@e-lindsey.gov.uk**

If you'd like to receive regular email updates from Connected Coast Town Deal and keep informed on the progress of the projects, please do get in touch: **Connected.Coast@e-lindsey.gov.uk**

Towns Fund

On 27 July 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth