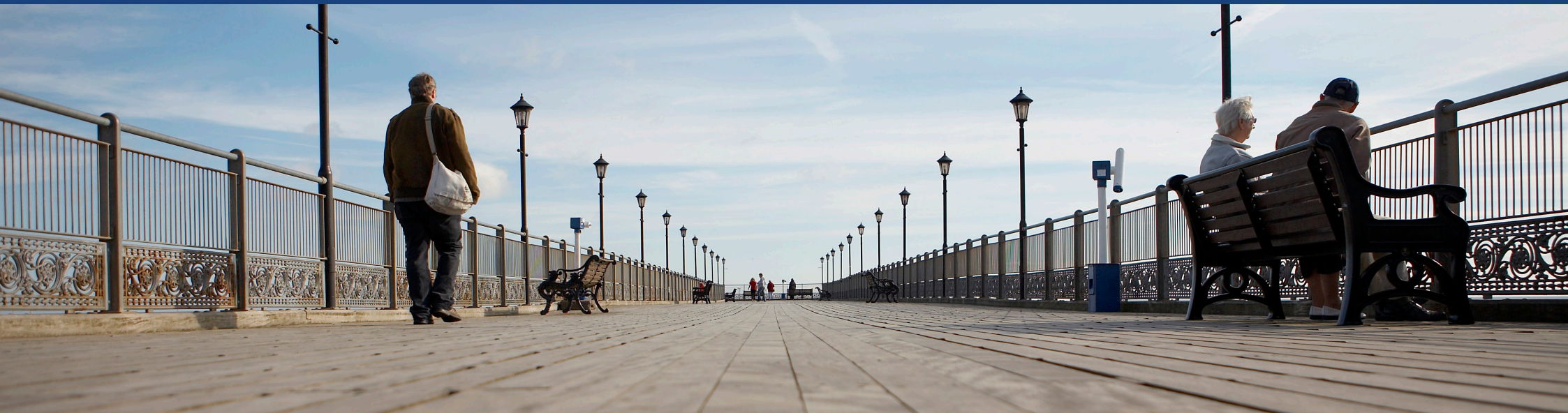


# CONNECTED COAST ANNUAL REPORT FOR SKEGNESS

December 2022



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# WELCOME

**“Skegness is an iconic seaside town, renowned for its golden sands and as a holiday destination for visitors. Now, through the Town Deal investment and projects, we have a unique opportunity to build on Skegness’ existing assets and enhance the town’s offer for residents and visitors alike.**

Over the last year, we have moved forward in realising this opportunity as our projects have gathered pace. We’ve seen planning permission granted for the redevelopment of the Embassy Theatre, a project which will create significant new arts and culture opportunities in the town. And, we’ve also seen the marketing of sites on the Foreshore, with this area set to be home to a range of facilities that will make it a destination of choice.

We have ambitious plans for Skegness because we recognise the town’s potential – and we are making progress in delivering these plans. The work that we do now will bring far reaching benefits for the local community and visitors, long into the future.

**I would like to thank the board members, officers, and partners for all their efforts to date, and I look forward to seeing the progress in the months and years to come as we work towards achieving our vision for Skegness.”**



**Chris Baron, Chair, Connected Coast Town Deal Board**





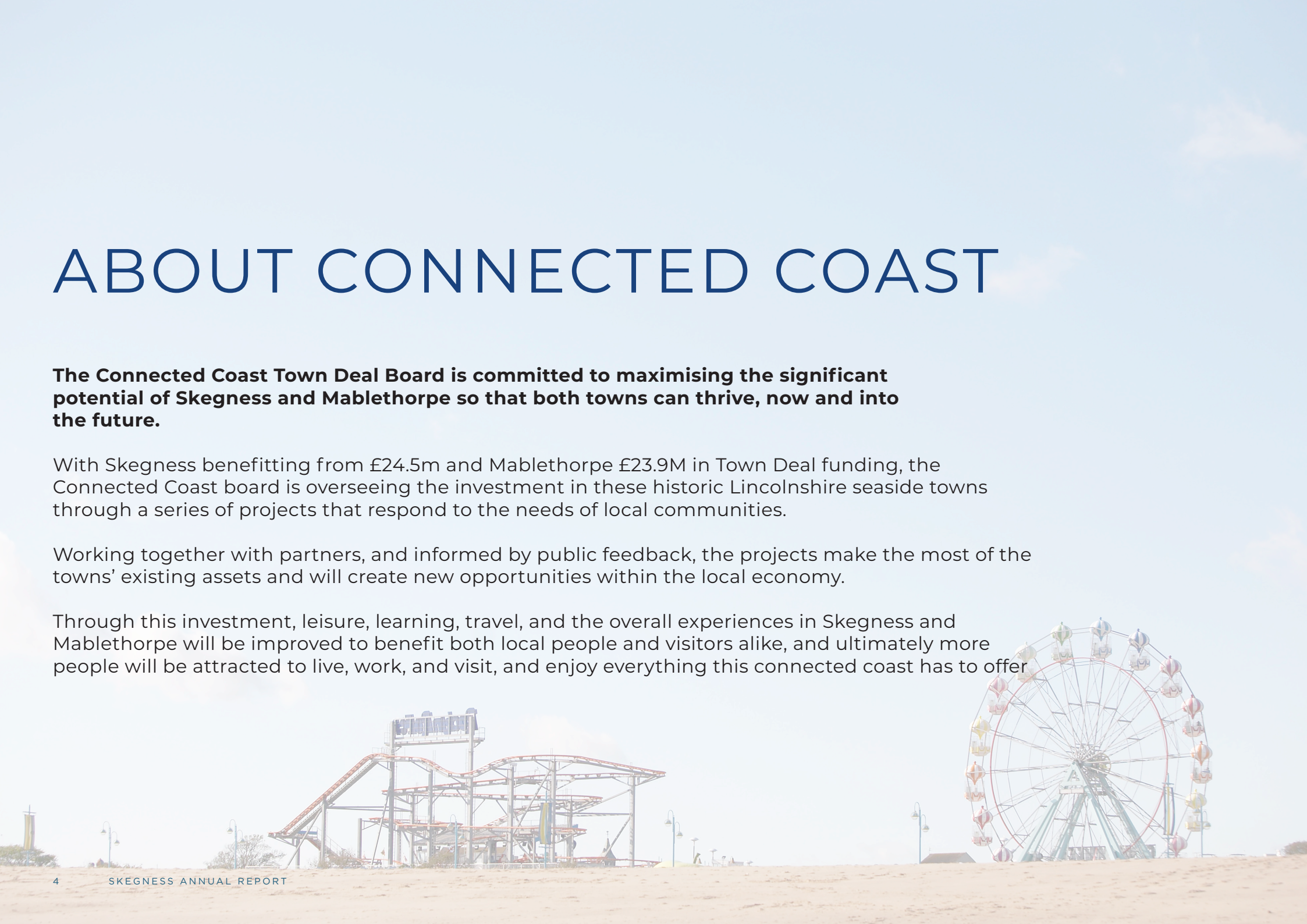
# ABOUT CONNECTED COAST

**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 Skegness benefitting from £24.5m and Mablethorpe £23.9M 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.

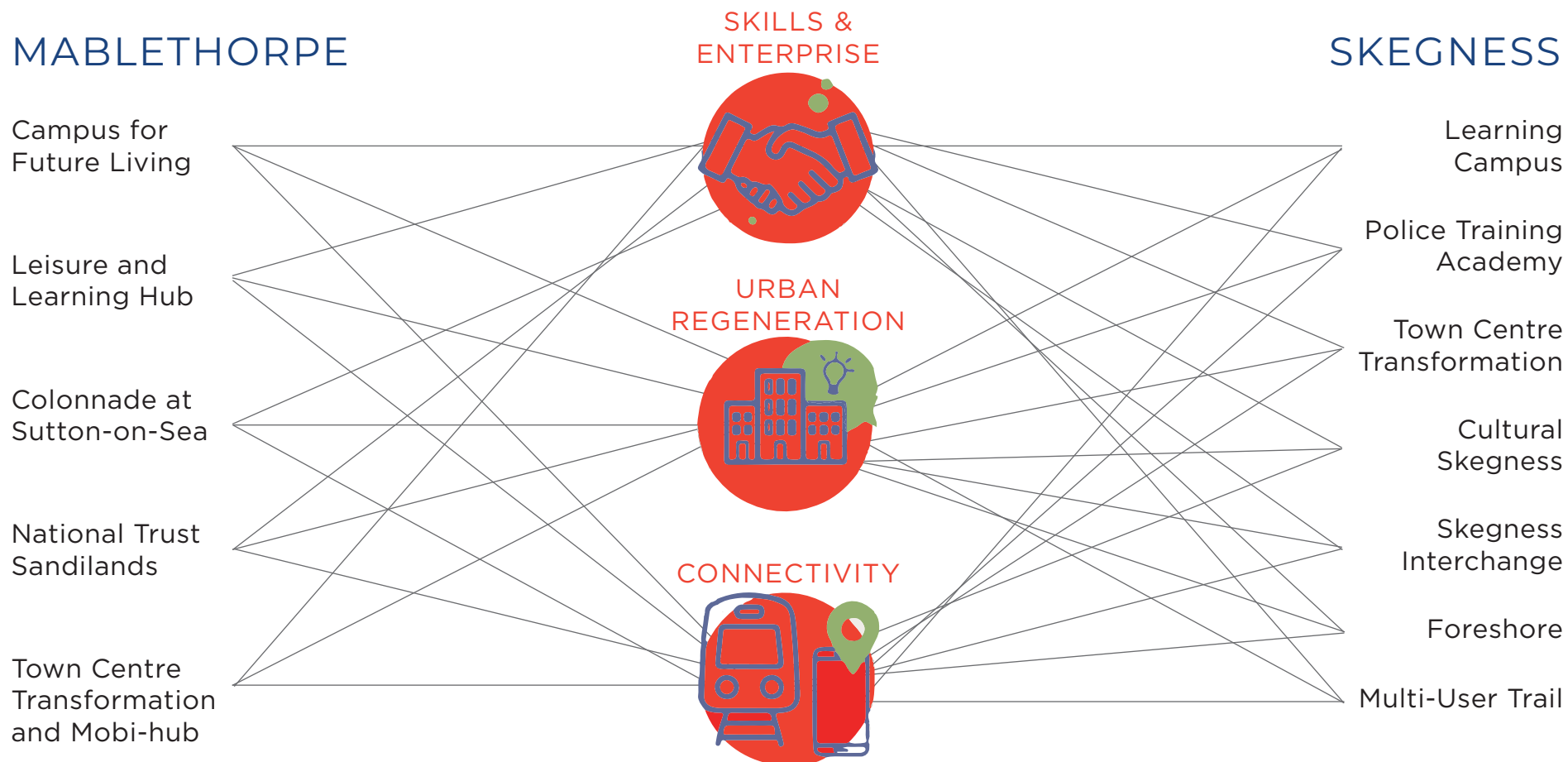
Through this investment, leisure, learning, travel, and the overall experiences in Skegness and Mablethorpe will be improved to benefit both local people and visitors alike, and ultimately more people will be attracted to live, work, and visit, and enjoy everything this connected coast has to offer





# CONNECTED PROJECTS

Although both Skegness and Mablethorpe 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 Skegness and Mablethorpe projects meaning that they complement and connect with each other, underlining the strong and shared opportunities for Skegness and Mablethorpe to work together as a truly connected coast.



# THE OPPORTUNITY FOR SKEGNESS

**In 2021, Skegness secured £24.5M in Town Deal funding from the government to deliver an ambitious vision that will empower a learning, enterprising, connected, healthy, and resilient community.**

Through the delivery of a range of projects – all linked by the theme of skills led diversification the Skegness Town Deal will be transformational for the area, bringing long term improvements to the town.

The investment and projects represent a once in a generation opportunity for Skegness, helping the town to become an even better place to live, visit, and enjoy, now and in the years to come.

*"The confirmation that Skegness has secured £24.5million in Government funding is a reflection not only of the Government recognised need for 'Levelling up' in places like ours but also the quality of the work carried out by the Connected Coast Town Deal board. I am confident that the projects selected, which met strict criteria around driving growth through skills, land use and connectivity, will begin to deliver real, visible improvements to our town and are only the start of the continued transformational funding this Government has recognised our area needs and deserves,"*

**Matt Warman, MP for Boston and Skegness**

*"As the fourth most visited coastal town in the UK and with more people choosing to holiday closer to home, it is vital that we bring new facilities and transformation opportunities to Skegness. The forward thinking Town Deal projects for Skegness will boost the town's visitor economy, create jobs as well as support the visitor offer for the resort and wider district.*

*"Securing £24.5m of Town Deal funding is a celebration of positive collaboration as East Lindsey District Council, the Connected Coast Town Deal Board and our associated partners continue to put the visitor economy at the forefront to deliver these ambitious facilities and town centre improvements for Skegness,"*

**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 Skegness. At a glance, here are just some of the many benefits the projects will bring:



## LEARNING CAMPUS

Number of learners (total over 30 years) **14,930**

Expansion of teaching space by **62%**

Delivery of targeted and award winning pre employment training, leading to **1,000 people securing jobs**



## SKEGNESS FORESHORE

From March 24 onwards - **35K** visitors to new build facilities and **15K** visitors to associated events.

Additional visitor spend within local economy **£1.9m**

Land improved for leisure use **22,850sqm**

New commercial floorspace **1,100sqm**

Number of full-time equivalent (FTE) permanent jobs created through the project **12**

New businesses created **5**

New events or festivals per year **6**



# THE BENEFITS



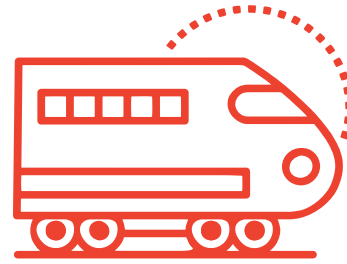
## TOWN CENTRE TRANSFORMATION

Number of new jobs created **42**

Number of businesses assisted to improve performance **60**

Number of learners supported **280**

Number of new businesses created **27**



## SKEGNESS INTERCHANGE

Commercial floorspace refurbished/constructed and occupied circa **142m<sup>2</sup>**

Community spaces created (Community Room) **31m<sup>2</sup>**

Number of businesses assisted to improve performance **2 every 18 months**

Total seasonal retail pop up units Up to **7**

Number of new businesses created in future years **2 per every 2 years**



## Cultural Skegness

Commercial floorspace refurbished/constructed and occupied **300sqm**

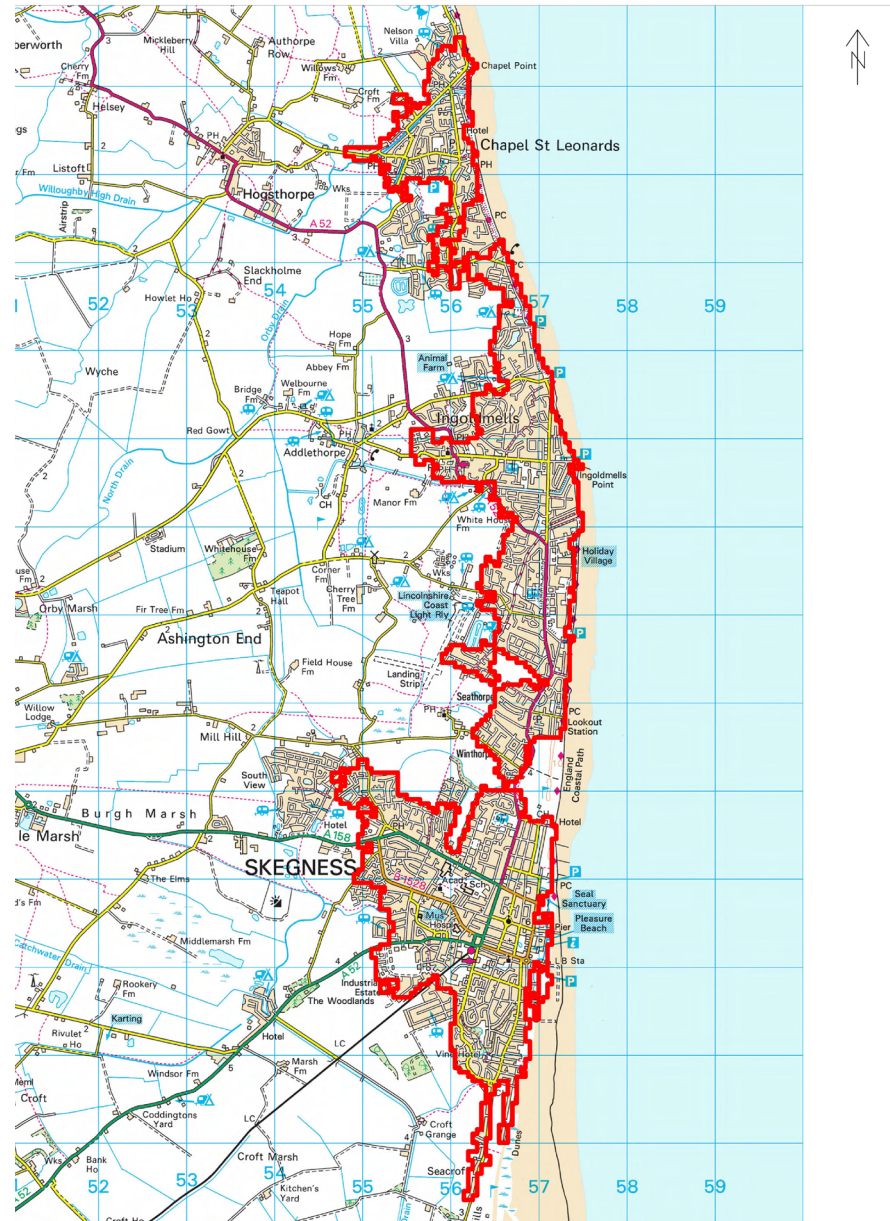
Number of new jobs created **4**

Number of businesses assisted to improve performance **12**

Number of learners supported **800**

Number of new businesses created **4**

# THE AREA



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Scale 1:25000

# THE INVESTMENT

Towns Fund £24.5M  
Match funding £9.8M

**Total investment in Skegness through the Town Deal programme is £34.3M**

	Private Matched Funding	Public Matched Funding	Total Matched Funding	Town Fund Awarded	Total Project Value
Matched Funding by Project					
	£'000	£'000	£'000	£'000	£'000
Foreshore	300	4,200	4,500	2,020	6,520
Skegness Interchange	0	200	200	2,900	3,100
Town Centre Transformation	485	0	485	2,710	3,195
Police Training Centre	0	1,121	1,121	1,000	2,121
Multi User Trail	919	0	919	520	1,439
Learning Campus	0	12,000	12,000	14,000	26,000
Cultural Skegness	0	80	80	1,350	1,430
	1,704	17,601	19,305	24,500	43,805



# 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 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 Skegness and Mablethorpe given the go-ahead by the government after business cases confirmed

### **September 2022**

East Lindsey District Council offers developers a unique opportunity to invest in five prime sites close to Skegness seafront to help shape the future of the iconic resort



### **March 2022**

Deadlines for business case submission of further Towns Fund projects

### **August 2022**

Councillors give planning consent for the redesign of the Embassy Theatre



# MOVING FORWARD

## Skegness Learning Campus

**The Skegness Learning Campus is a flagship project for Connected Coast and has the potential to be an economic game changer for the area.**

This project, led by TEC Partnership, will see the creation of a new, state of the art learning campus which will provide a vibrant environment where young people and adults will be inspired to learn and thrive.

The learning available through the campus will allow local people to gain the skills and knowledge they need to get the jobs they want, and meet the needs of local employers too.

An application for planning permission for the learning campus has been submitted, and if successful, it is expected that work could begin in spring 2023.

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*“Skegness desperately needs its own FE college”*

**Community Feedback**

---

*“The new Skegness TEC campus development is designed to enable a transformational employment and skills programme to tackle the net outward migration of talent and deliver local skills that match the economic vision for the area. The development of a college within Skegness is intended to drive up the levels of aspiration, improve local access to skills, training and employment, and support upskilling the local workforce”*

**Adrian Clarke, Group Vice Principal  
Corporate Services, TEC Partnership**

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## Project impact:

Local people will have greater access to training and learning – including digital learning – meaning they will be able to gain new and improved skills;

Local people will be able to get the jobs they want;

Local employers will be able to fill job roles as more people will have the skills needed for their roles



# £14m

Towns Fund Investment

# MOVING FORWARD

## Skegness Interchange

**Skegness Railway Station is an important gateway into the town, and through this project, the welcome that it provides for people arriving will be significantly improved. In addition, through this project – which is being led by East Midlands Railway and Network Rail – new facilities will also be provided for the local community.**

The project will see a full renovation of the main station building, the old Red Star building, and the internal concourse at Skegness railway station. New facilities will be developed, including commercial units and a separate community room that can be used by community groups or for uses such as learning and education. There will also be improvements to the outside of the station.

With detailed designs drawn up that show the extent of the transformation, the plans for the project are taking shape ahead of work starting in 2023.

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*“The station is tired and looks uncared for”*

**Community Feedback**

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*“The development will transform Skegness station as the gateway to the town, by encouraging integration with the surrounding community and offering an improved customer experience to all station visitors”*

**Lisa Angus, Transition and Projects Director for EMR**

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## Project impact:

Skegness railway station will be a destination station, offering a significantly improved welcome to the town;

There will be better connections to the town, and for other transport links such as cycling and the bus station;

There will be more use of the railway station;

Through including carbon reduction and neutral elements, and the new community hub and learning space, Skegness will be promoted as a leader in community rail and innovation.

# £2.9m

Towns Fund Investment





# MOVING FORWARD

## Town Centre Transformation

**This project, led by Heritage Lincolnshire, will transform Skegness' historic town centre through a programme of improvements.**

Through the Town Centre Transformation Scheme, grants ranging from 50% to 90% will be made available to building owners to invest in repairing or restoring their buildings. These improvements will include improving and repairing shop fronts, and making use of empty upper floors. By the end of October 2022, there were seven projects progressing through the stages of the grant scheme.

There will also be work carried out to improve Tower Gardens which will complement the improvements in the town centre. It is hoped the design will be developed in early 2023.

---

*"Help towards reconstruction costs of grade 2 listed buildings. There are too many old buildings falling apart"*

**Community feedback**

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*"Skegness has an enduring appeal as one of the country's most popular seaside towns where generations of families made memories. We're excited to be working with the Town Deal board and business owners to help showcase the town's proud seaside heritage and uncover the underappreciated beauty and history of Skegness"*

**Matt Bentley, Senior Manager  
(Conservation and Heritage),  
Heritage Lincolnshire**

---

## Project impact:

The shop front and public realm improvements will create a beautiful and welcoming environment;

Investment in Tower Gardens;

The project will celebrate the town's local heritage;

Overall, the town centre will be more attractive which will attract visitors all year round.



# £2.7m

Towns Fund Investment

# MOVING FORWARD

## Skegness Foreshore

**The development of the Foreshore will provide more opportunities for people to enjoy and experience Skegness, with cultural, heritage, arts, sports and leisure facilities and activities all set to be on offer on the site.**

This project, which is being led by East Lindsey District Council, will make use of the existing structures around the boating lake to create an outdoor events arena as well as improvements to local facilities.

With the area welcoming around 2.2 million holiday visitors each year, the development of the Skegness Foreshore will strengthen the town as a tourist hotspot, whilst offering new facilities for local people.

The project has taken a step forward with the marketing of five prime sites along the Foreshore beginning in the summer, attracting national and regional interest.

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*“There are so many things that the town could do to not only boost tourism but also improve how the town and coastal region functions during the summer season”*

**Community Feedback**

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*“Skegness is one of the UK’s much-loved resorts and through collaboration with partners, we hope to grow the investment opportunities in the resort even further. Through the Town Deal, we have been able to start the process in finding new investment for the foreshore to bring something new, create opportunities for our residents and give even more reasons for people to choose to spend their time and money here”*

**Cllr Steve Kirk, Portfolio Holder  
for the Coastal Economy at East  
Lindsey District Council**

---



# £2.02m

## Towns Fund Investment

### Project impact:

Visitors will be able to enjoy an improved welcome and experience;

There will be more visitors, and more passing trade along the Foreshore;

There will be new business opportunities and more trade for existing businesses;

The project will help to extend the tourist season.





# MOVING FORWARD

## Cultural Skegness

**This Embassy Theatre is set to house one of the first culture houses in the country which will bring new cultural and arts activities for the area.**

The redevelopment of the theatre, which has been a mainstay of the town since 1926, will reflect a Scandinavian culture house concept and will see the construction of a new two storey cultural involvement centre at the theatre. The centre will incorporate a lounge, café/bar, as well as informal meeting spaces, improved visitor seating in the foyers, and multi-use workshop space.

Once complete, the Embassy Theatre will offer new and exciting opportunities for creativity, performance art, music, and learning.

In August 2022, councillors gave planning consent for the redesign and in the autumn, project lead Magna Vitae secured additional arts council funding after achieving National Portfolio Organisation status.

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*“Look to introduce more inside entertainment venues so people can visit all year round”*  
**Community Feedback**

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*“We are very excited for the future of all that is currently delivered at The Embassy Theatre to be embraced and enhanced by the Scandinavian model of Culture House. The creation of an environment for our communities to discover, develop, observe and practise what Arts and Culture means to them can deliver life satisfaction on both social and economic fronts.”*

**Pollyanne Trapmore-Shaw,  
Embassy Theatre Manager,  
Magna Vitae**

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## Project impact:

An improved arts, cultural and heritage offer for residents and visitors to engage with and enjoy;

More arts and culture choices for residents and visitors, which will also help to extend the tourist season and attract new visitors;

Better perceptions of the town's culture offer, and as the town as a great place to live and visit;

More career opportunities and pathways in local hospitality and arts provision;

Having access to the new facilities at the theatre will help to increase satisfaction and pride in place;

More opportunities for agencies to work together to bring social benefits for the town;

Greater business and economic prosperity for businesses and those that live and work in the area;

This project will also support physical and mental wellbeing thanks to the new recreational activities on offer.



# £1.35m

Towns Fund Investment



# EARLY ACHIEVEMENTS

## Accelerated Funding Projects

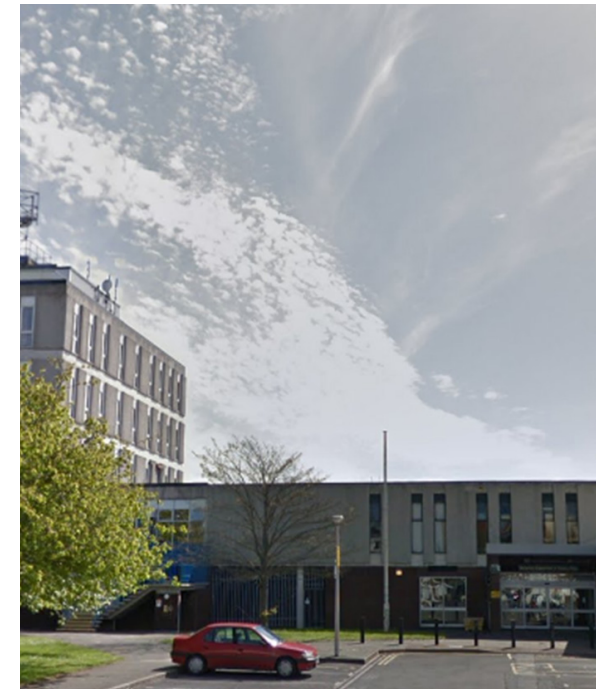
The Connected Coast Board received an additional Accelerated Fund grant of £750,000 in 2020 to support early work to make a difference for Skegness. With additional match funding from East Lindsey District Council, the grant award delivered the part- pedestrianisation of **Tower Esplanade**. These works form part of an adopted Masterplan for Skegness and now provide a larger, safer and more diverse trading environment at the main visitor gateway to the resort, and key link between the Skegness town centre and Foreshore. These works also release other under-utilised sites along the Foreshore for additional investment through improved access and commercial viability by redirecting all peak visitor traffic passed/into these alternative sites via Princes Parade.



## Immediate Delivery on the Ground

The approved refurbishment of the former Magistrates Court in Skegness has already been completed to provide a new **police training academy**. The academy provides Lincolnshire Police with new learning and development training facilities, as well as a new conference and meeting venue and office accommodation for the Probation Service. The development of the police training academy means new recruits no longer have to always travel to Lincoln for training and it will help recruit and retain local officers. The project received a £1M contribution through the Towns Fund Investment Plan award for Skegness, and was delivered in conjunction with funding from the Police and Crime Commissioner and the Probation Service.

The development of a new multi-user trail connecting Chapel St Leonards and Ingoldmells to provide a series of cycling, walking, and public transport connections has also been completed. The new **multi-user trail** for cycling and walking connects to a large bus turnaround that will allow visitors to the area to travel onto popular locations such as Fantasy Island, Butlins, and the town. The trail then joins existing roads and paths to create a free to use, four- mile - long circular route, which connects to the beach and promenade. The project received £500k in Towns Fund support.



# LOOKING AHEAD

With all the Skegness 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:

- **Winter 2022** – planning decision expected for Skegness Learning Campus; work expected to start in early 2023
- **Spring 2023** – shortlisted schemes selected for the Foreshore; work expected to start in December 2023
- **Spring 2023** - Skegness Interchange work set to start
- **Early 2023** – procurement work begins for the first phase 'culture house' refurbishment at the Embassy Theatre; work expected to start in May 2023
- **Late Autumn 2023** - Capital works for Tower Gardens are expected to be on site.

Cultural Skegness will see the redevelopment of the Embassy Theatre



# 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 Skegness are achieved.



**CHRIS BARON**  
Chair of Connected Coast Board

*“The Board has a shared commitment to delivering transformational improvements for Skegness, 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 Skegness. We can achieve more when we work together.”*

**Chris Baron, Chair, Connected Coast Board**



# MEET THE BOARD CONNECTED COAST



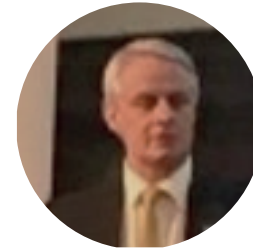
**CLAIRE DRAPER**  
Vice Chair of Connected  
Coast Board



**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 Skegness 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:**

*"Let's try and create a Skegness that locals can be proud of and tourists will want to return to,"*  
**Community feedback**

*"Skegness needs to be brought up to date, a place where high street shops want to open,"*  
**Community feedback**

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



HM Government

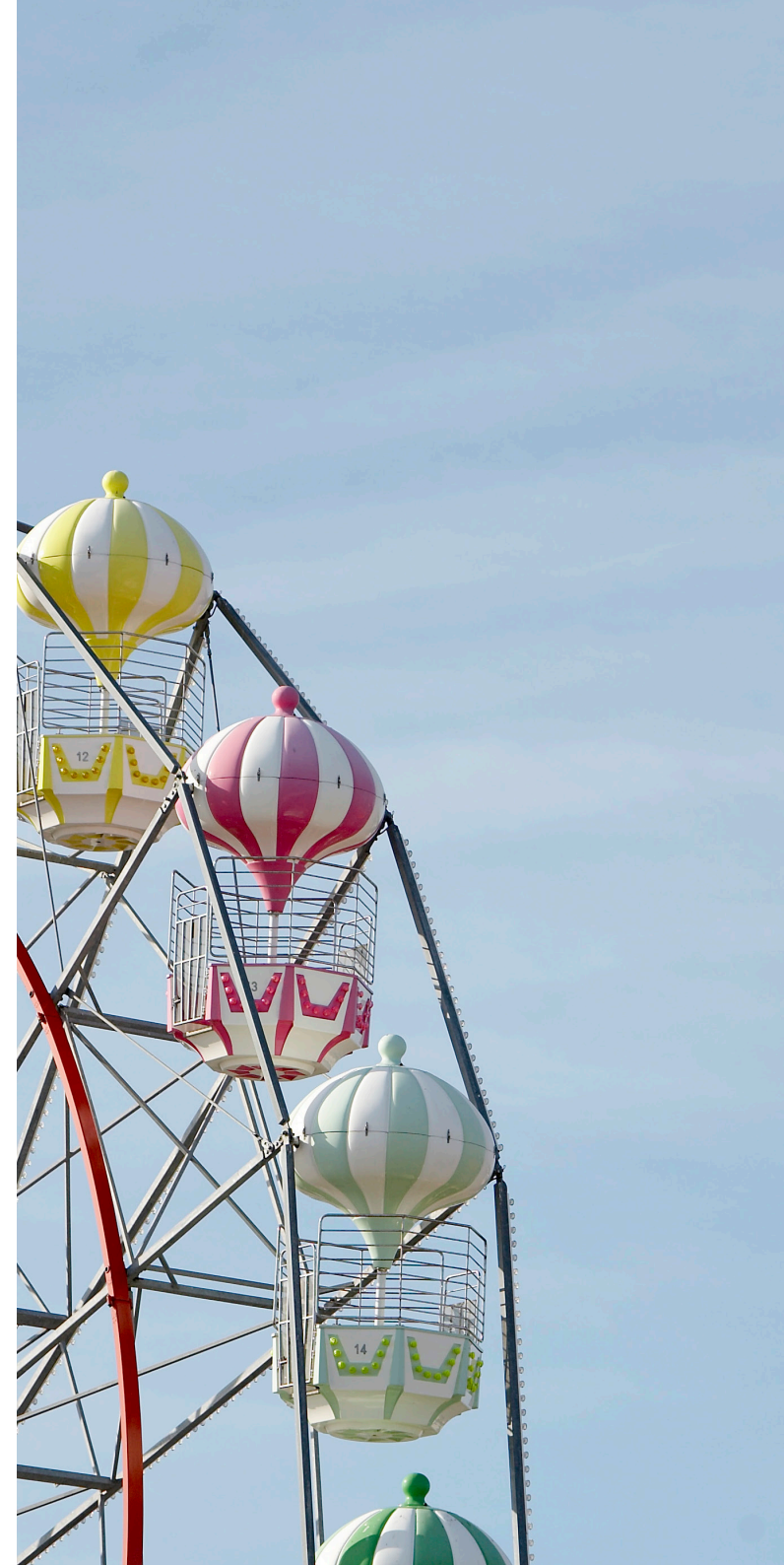


# THE STRATEGIC ROLE OF THE BOARD

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 Skegness. UK Shared Prosperity projects will come under the board's governance, and if Skegness' 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 Skegness. 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 Skegness.



# 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 complement the Towns Deal funding already secured for projects in Skegness and Mablethorpe.

## 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 - [www.connectedcoast.co.uk](http://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](mailto: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](mailto: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