



**CONNECTED COAST**

BUILDING TO EMPOWER COMMUNITIES

# **FROM VISION TO DELIVERY**

**CHRIS BARON, CHAIR  
CONNECTED COAST BOARD**

**Before we start ...**

**The event will be filmed and photos will be taken throughout the afternoon to be shared on social media**

- *Please let a member of the Town Deal Team know if you have any objection to being filmed or photographed*

# Why is there a Connected Coast Town Deal?

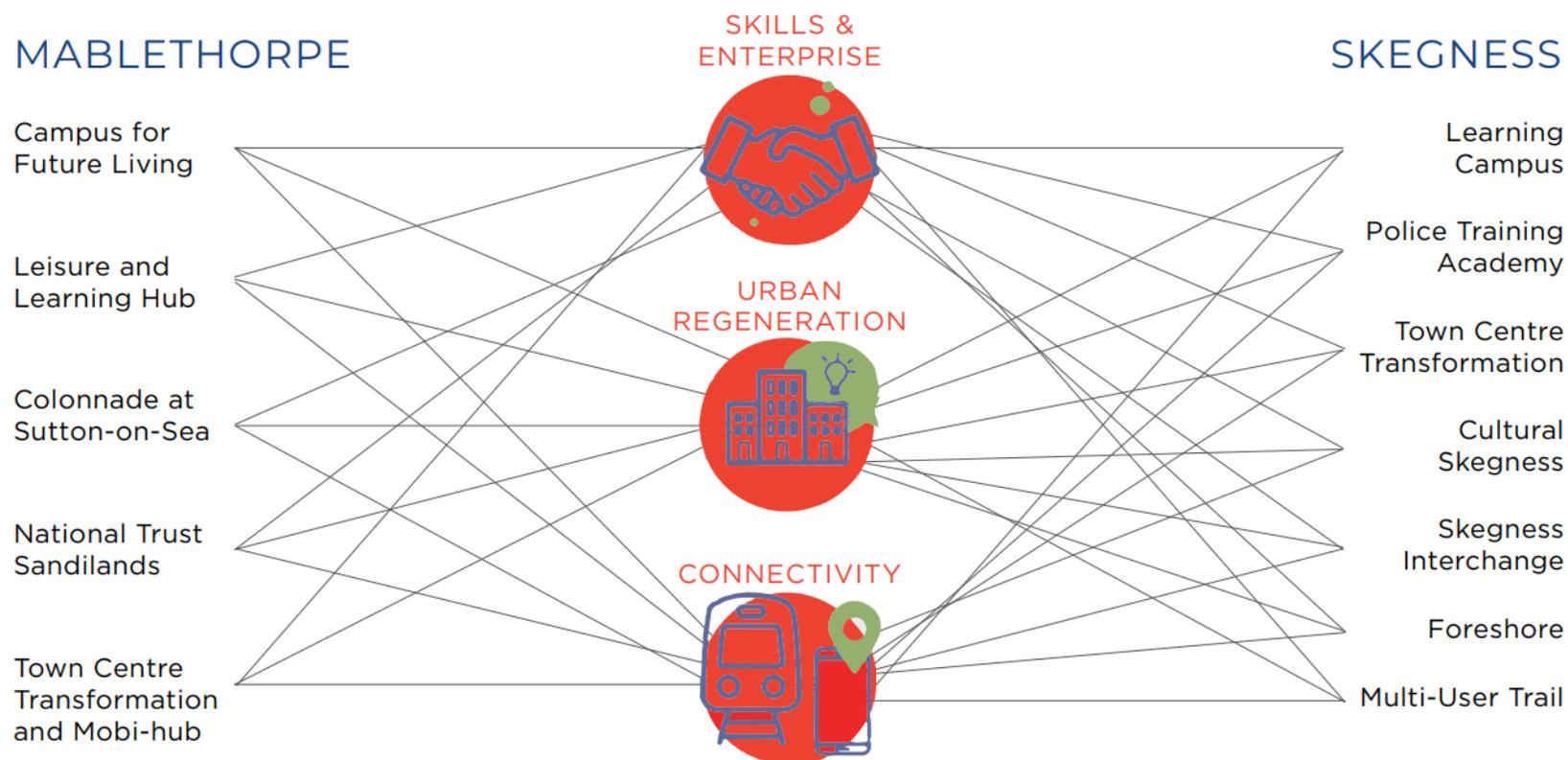
- From the formal announcement in November 2019, the two town areas of Mablethorpe and Skegness have a proud record of governance and connecting with representatives from public sector organisations, businesses, residents and community leaders
- The first was a call for members of the public, private business and local councillors to come forward to make up the members of the **Place Reference Groups** (PRGs) (one for each Township) and the overarching Board.
- A finance group was formed allowing for scrutiny of spend giving the Board confidence that officers were acting in an appropriate manner and that spend was in line with Towns Fund rules. A branding exercise was undertaken and **the Connected Coast Board** and **Connected Coast PRGs** were born.
- In 2021, Skegness and Mablethorpe secured £48.4m in Town Deal funding from the government to deliver an ambitious vision that will empower healthy, learning, enterprising, balanced, connected, diverse, and resilient communities.

# Why is there a Connected Coast Town Deal? Cont ...

- 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 and Mablethorpe benefitting from millions 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.



# Who are the Connected Coast Board?

- Broad Spectrum of Membership
  - Private Sector Companies
  - Public Sector Bodies
  - Educational Organisations
  - Local Community/Voluntary Organisations
- Chaired by Private Sector Representatives and have regard to the three strands of the Prospectus and develop the interventions and maximise the impact of those interventions:
  - Urban Regeneration, planning and land use
  - Skills and Enterprise
  - Connectivity
- Terms of Reference

The CCB brings together private, public and voluntary sectors to provide strategic leadership to develop and deliver an Investment Plan and schedule of interventions utilising government funding and matched funding.

Comprises key stakeholders in the area providing local representatives with an interest and commitment to deliver transformational and sustainable improvements for both Skegness and Mablethorpe.

# The Future Strategic Role of the Board

**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.**

**This will see the board's continuing Town Deal role with Levelling Up and UK Shared Prosperity projects added to its 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
- The Levelling Up Fund is a separate government funding
- 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.

## 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
- 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.

# Where is the Town Deal Funding Being Spent?

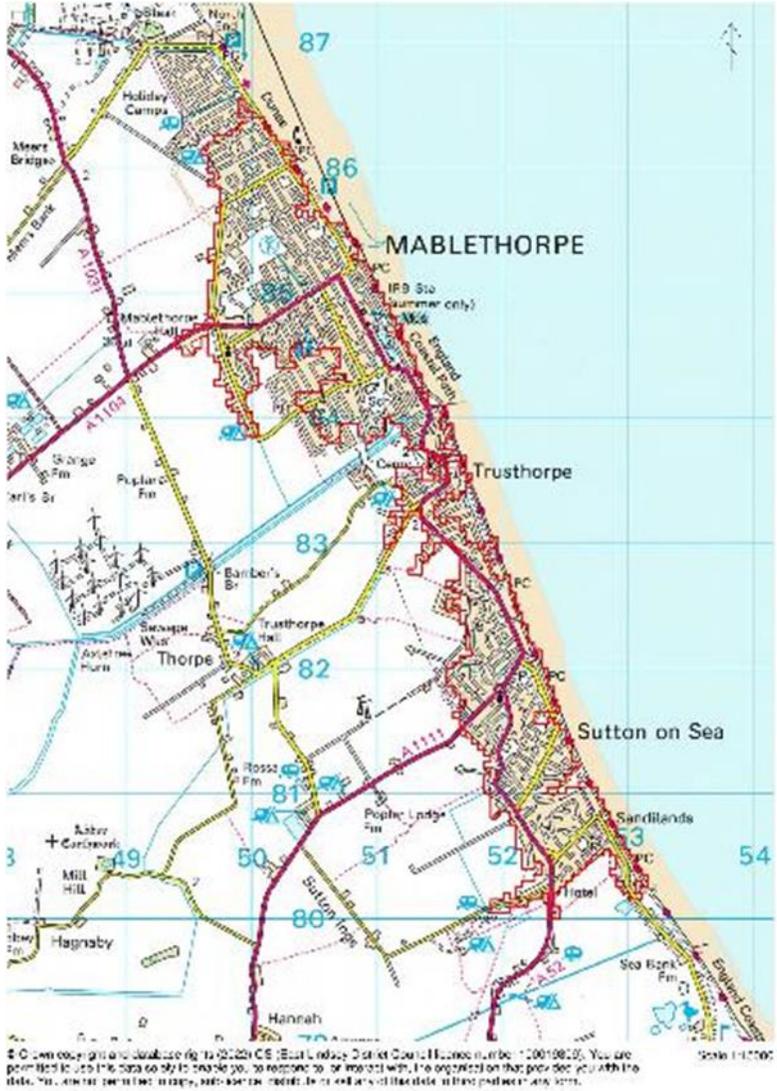
SKEGNESS



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Scale 1:25,000

MABLETHORPE



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Scale 1:25,000

# What has the Connected Coast Town Deal done to date?

Undertaken comprehensive community consultation exercises to establish potential projects to be funded.

- Based on an analysis of the Town, created a strategy/vision around three key themes:
  1. Skills & Aspirations
  2. Pride of Place
  3. Sustainable Economic Growth
- Assessment process to formulate Town Investment Plan (TIP) in October 2020, to submit bid to government for £49.9m of Town Deal funding.
- TIP comprises a series of interconnected projects meeting Town Deal criteria that seek to maximise the potential of the Town and help unlock the full economic potential of both Skegness and Mablethorpe.
- Projects to be delivered by 2025/2026 with total match funding for the project giving an overall investment into the East Coast of over £80m

# 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



# Turning Vision into Reality Cont...

## Town Deal Projects - Skegness

**1. TEC Learning Campus**

**2. Skegness Interchange**

**3. Healing the High Street**

**4. Foreshore**

**5. Cultural Skegness**

**6&7 Completed Police Training Centre and Multi User Trail**

# 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**

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*“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.

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*“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**

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## Project impact:

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

Improved access to and upgrading of the 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**

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# £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.



# EARLY ACHIEVEMENTS

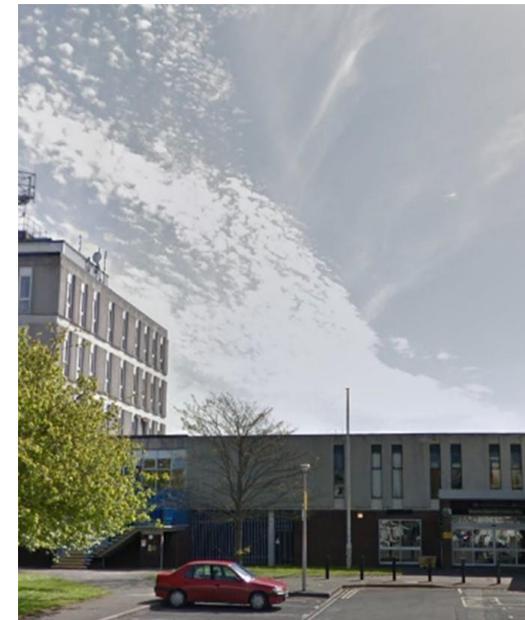
## Accelerated Funding Projects

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 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:

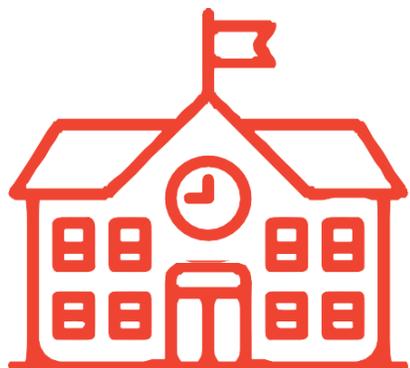
- **Winter 2022** – planning decision expected for Skegness Learning Campus; work expected to start in early 2023
- **Spring 2023** – shortlisted schemes selected for the Foreshore; work expected to start in December 2023
- **Spring 2023** - Skegness Interchange work set to start
- **Early 2023** – procurement 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



# 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



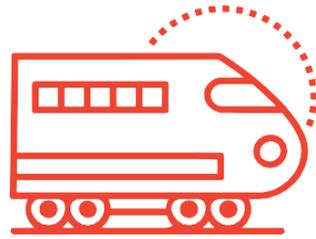
## TOWN CENTRE TRANSFORMATION

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**

# Turning Vision into Reality .....

## Town Deal Projects - Mablethorpe

**8. Campus for Future Living**

**9. Learning and Leisure Hub**

**10. Colonnade**

**11. Sandilands**

**12. Mobi Hub**

**13. Healing the High Street (Town Centre Transformation) including  
Tower Gardens**

# Get Involved

- ❑ Annual Report launched today
- ❑ Available on website [www.connectedcoast.co.uk](http://www.connectedcoast.co.uk)
- ❑ Follow our social media on Facebook, Twitter & Instagram
- ❑ Subscribe to updates – email [Connected.Coast@e-lindsey.gov.uk](mailto:Connected.Coast@e-lindsey.gov.uk) to be kept informed on the latest developments

# 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.



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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)

# Thank you for listening

- **Any questions ?**
- **Meet the Project Delivery Team**