



# 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?

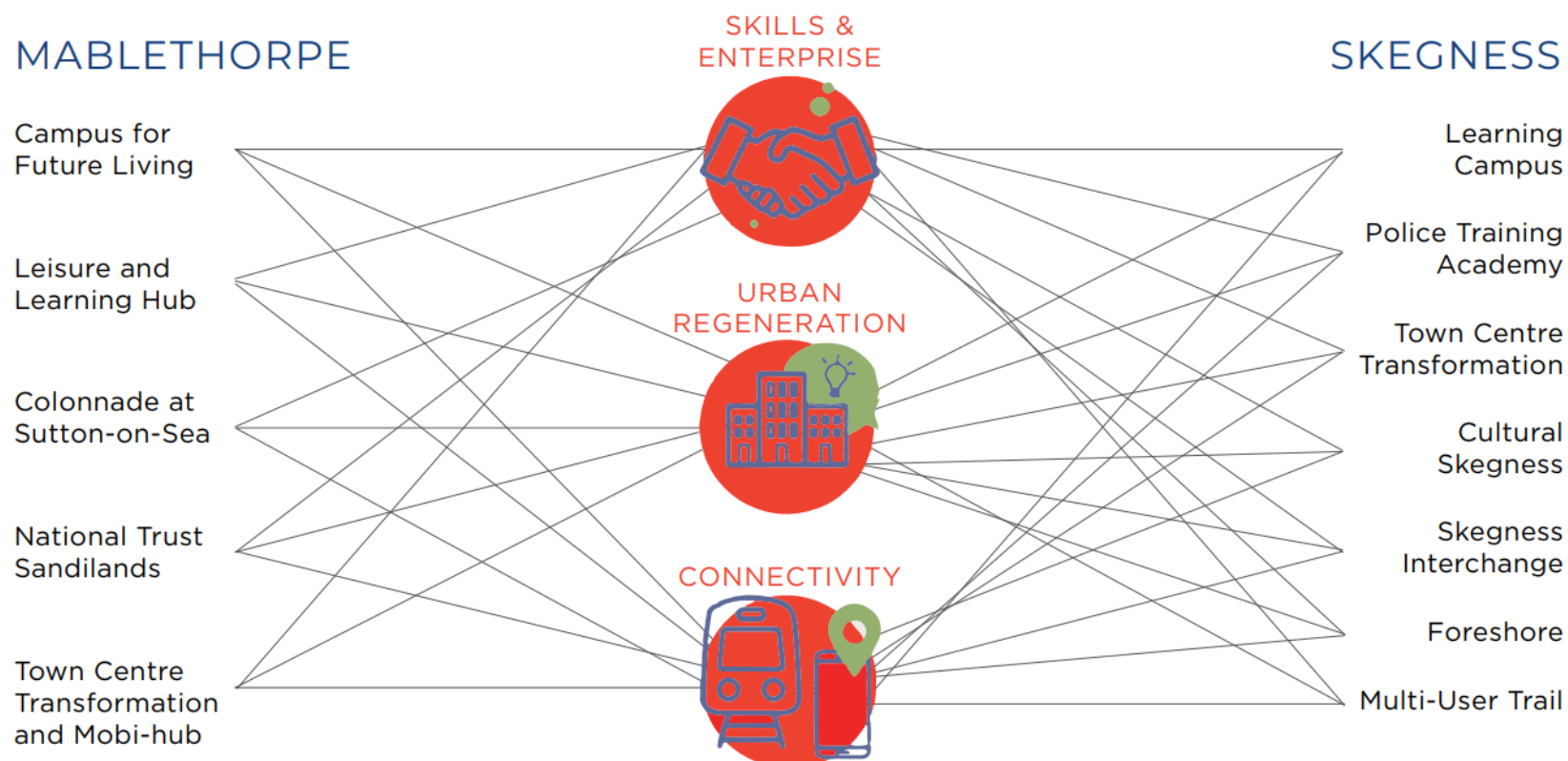
- From the formal announcement in November 2019, the two town areas of Mablethorpe and Skegness have a proud record of governance and connecting with representatives from public sector organisations, businesses, residents and community leaders
- The first was a call for members of the public, private 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 an holistic approach to delivering improvements for Mablethorpe.

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 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.

# 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



Scale 1:25,000

MABLETHORPE



Scale 1:25,000

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# 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

# 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



# 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





# **Turning Vision into Reality .....**

## **Town Deal Projects - Mablethorpe**

- 1. Campus for Future Living**
- 2. Learning and Leisure Hub**
- 3. Colonnade and Pleasure Gardens**
- 4. Sandilands**
- 5. Town Centre Transformation and Mobi Hub project**

# 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.

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*"What about relocating some training for doctors and nurses and care workers to live and work locally"*

**Community Feedback**

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*"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**

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## 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.

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

**Community Feedback**

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*"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 Towns 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**

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## 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.

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*"Develop attractions around Mablethorpe which would make us a destination"*

**Community feedback**

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*"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**

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## 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.

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

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*“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**

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## 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 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.

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*"Find ways to improve the High Street 'experience'"*

**Community Feedback**

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*"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**

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## 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

# Summary of Skegness Town Deal Projects

- **Skegness Learning Campus - £14m Town Fund Investment**

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

- **Skegness Interchange - £2.9m Town Fund Investment**

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

- **Town Centre Transformation - £2.7m Town Fund Investment**

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

- **Skegness Foreshore – £2.02m Town Fund Investment**

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

- **Cultural Skegness - £1.35m Town Fund Investment**

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.



# 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 **2,250m<sup>2</sup>**

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**

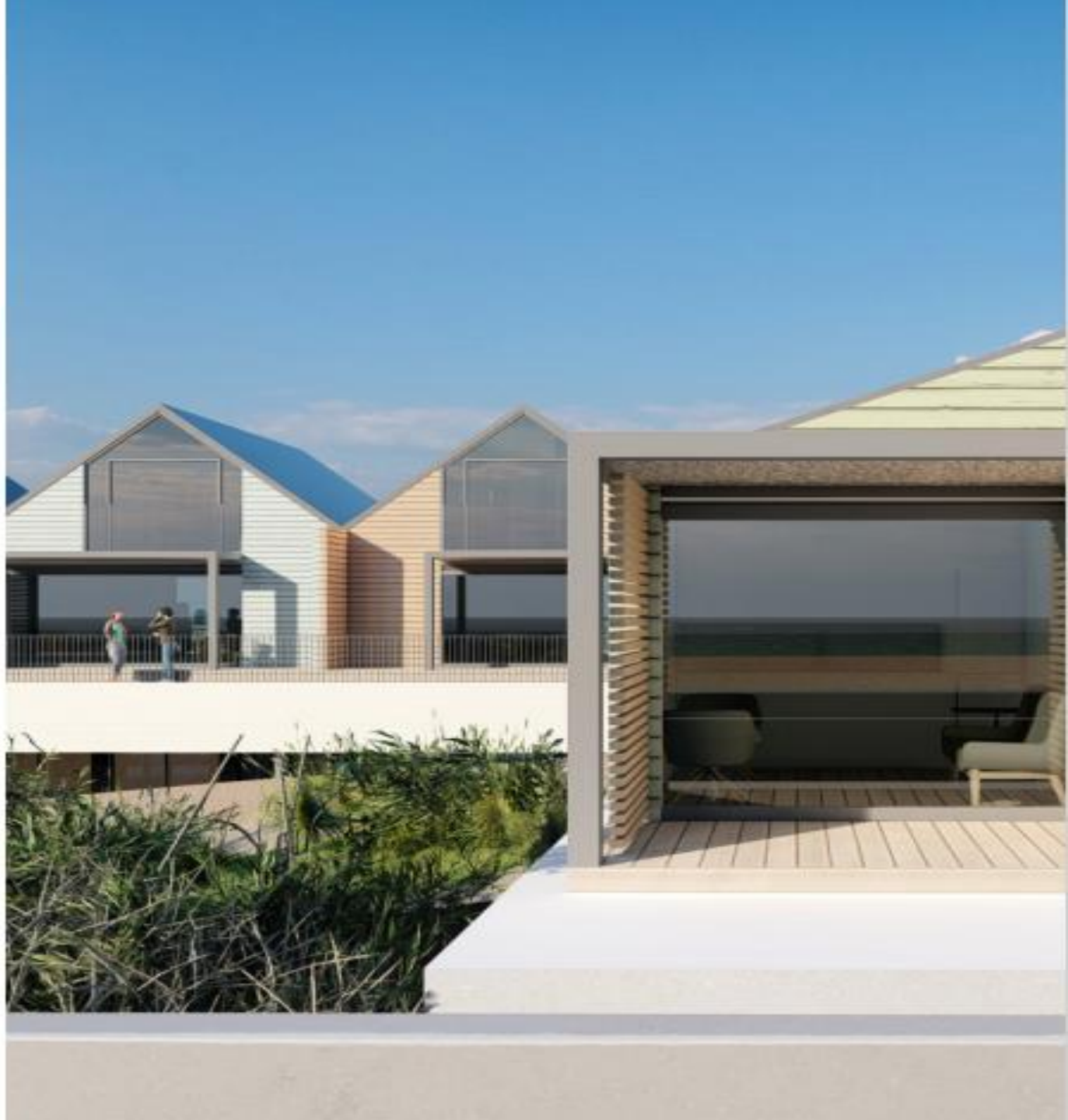
Number of learners supported **240**

**500** residents benefitting directly  
from improved living environment

# 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.





# 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

# Research with young people in Mablethorpe

- We are researchers from the University of Lincoln working as part of a national team of researchers. We are doing a research project to understand young people's experiences of growing up in their neighbourhood. Mablethorpe is a key site for the study.
- The project is about finding out where young people like to spend their time, what affects their lives, what opportunities are available and how they can help make decisions about their local area.
- We are seeking to identify 20 young people aged 10-15 from Mablethorpe to work closely with us in January to engage in creative methods including photography and arts. After that we also hope to be working with some adults in the community such as parents, carers, and community workers.
- If anyone can support us with identifying some young people to work with, or people who may be able to support us to do this, please contact the University of Lincoln team and Anna Tarrant ([atarrant@lincoln.ac.uk](mailto:atarrant@lincoln.ac.uk)) and Maria Alfaro Simmonds

# 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**