

Minutes of the Skegness Neighbourhood Board Meeting
Held on Monday, 11 August 2025 at 11am
Online via Microsoft Teams

Present:

Board Members:

Paul McCooley, Chair – Duncan & Toplis
Jacqui Bunce – NHS Integrated Care Board
Dr. Batul Dungarwalla – Lincolnshire CVS
Chris Baron – Former Director of Butlins
Tracey Stringfellow – Heritage Trust of Lincolnshire
Emma Tatlow – Active Lincolnshire
David Bruce – Skegness Storehouse and NHS Community Connector
Cllr Danny Brookes – Lincolnshire County Council
PCC Marc Jones – Lincolnshire Police
Cllr Adrian Findley – Town & County Councillor

Advisors & Support Team:

Jon Burgess – East Lindsey District Council (ELDC)
Michael Dow – ELDC
Sandra Watson – ELDC
Michelle Gant – The Engaging People Company

Observers:

Steve Lerner – Town Clerk for Skegness Town Council
Brad Johnson – East Coast Pride
Ian Dickinson – First College
Chris Kirkwood – YMCA
Heather Frecklington – Focus Consultants
Ryan Fish – Whittam Cox Architects
Dave Holt – Media Wristbands

Summary of Minutes:

The meeting focused on progress with the Skegness Neighbourhood Board's governance, communications, Town Deal projects, consultation findings, and capacity funding. Members noted positive progress overall, including the launch of the Board website, completion or advancement of key projects, and strong

community engagement highlighting safety, town centre improvement, and jobs/training as key priorities. It was agreed to circulate further papers on hotspot policing and programme planning, develop proposals for street scene management, and bring theme leads together to shape the next stage of the programme

1 Welcome and Introductions

The Chair welcomed attendees and noted apologies.

2 Apologies

Apologies were received from Claire Foster; Steve Andrews; DPC Sara Munton; James Brindle; Deborah Higton; Pranali Parikh; Shaun Gibbon; Matthew Hogan; Jacky Evans; Jo Davison.

3 Declarations of Interest

No declarations of interest were raised.

4 Minutes of Previous Meetings & Matters Arising

The minutes of the previous meeting were confirmed as a true and accurate record, subject to an update from MG. MG clarified that the costs referenced in the previous minutes in relation to commissioning Natterjack covered two elements: first, face-to-face engagement activity using iPads, feedback boards, leaflets and direct conversations with local people; and second, the creation of social media content, including visuals and promotional assets, to support engagement activity.

5 Marketing and Communications Update

MG reported that Natterjack Creative had been commissioned to develop the logo and branding for the Neighbourhood Board.

The Board noted that the Skegness Neighbourhood Board website was now live.

MG advised that she was maintaining a record of all capacity funding expenditure, including outsourced spend, and was liaising with MD accordingly.

PM agreed to speak with AF separately to finalise Board membership and resolve any confusion arising from previous communications.

6 Skegness Town Deal - Projects Update

JB advised that the Town Deal programme remained broadly in a positive position and noted that TMN had been meeting with all project leads.

JB reported that EMR and the railway works were being closely monitored. The Board was advised that Network Rail had recently attended site to review options for the temporary reopening of waiting room facilities. EMR remained in the tendering process for phase two works, while Progen continued on site with ongoing works and the resolution of snagging items arising from phase one. JB invited members to raise any queries, concerns or risks so that these could be taken back to the project lead.

CB requested that further public relations activity be undertaken to keep residents and stakeholders informed of progress.

MG advised that she had met with Susan Lowe, EMR Project Lead, to discuss communications activity, including how best to highlight positive progress, key milestones and concerns relating to the waiting room. It was noted that joint public relations activity would be developed.

BJ and CB emphasised the need to manage expectations in relation to the building works, noting that the issue related to infrastructure works rather than train frequency. It was also noted that replacement trains were being provided while the current fleet was being updated.

Heritage Trust: JB reported that the project remained in a good position. A meeting with AU had been scheduled to review the remaining pipeline, and all funding was currently allocated.

Culture House: JB confirmed that the works had been completed. All required information had been provided to Arts Council England and, following the initial meeting, the project was awaiting confirmation as to whether any further queries would be raised by the legal team or DCMS. It was hoped that this would enable the pedestrianisation works to be formally contracted, although the project continued to progress at risk in the interim.

South Foreshore: JB advised that bids had been received for the two parcels of land adjacent to Travelodge and Starbucks. These remained under consideration by property colleagues, and JB agreed to liaise with Duncan to ensure that discussions continued.

PM advised newer members that Town Deal funding would be reported at each meeting as projects progressed towards completion.

7 Chair's Update

PM reported that the principal focus following the previous meeting had been to ensure that the Board was formally constituted and that seats had been filled, which had now been achieved.

PM introduced the new Board members who had taken on theme lead roles: Ian Dickinson for Education, Skills and Work Productivity; Councillor Brookes, as the LCC representative, for Physical Infrastructure; Andrew Leivers, Resort Director of Butlins, for Visitor Economy; and Dr Batul Dungarwalla for Community and Young People. It was noted that vacancies remained for Housing and for Social Infrastructure/Community Cohesion.

8 Programme Manager Update

MD raised two matters arising: the timeliness of Board papers and a paper that had been received late on the preceding Friday evening.

MD provided a brief overview of a proposal from the Lincolnshire Police and Crime Commissioner relating to a hotspot policing programme and confirmed that the paper would be circulated following the meeting.

The proposed hotspot policing in Skegness would, if approved, commence within two weeks and run for 26 weeks to the end of the year. At a cost of £3,000 per week, or £39,000 per quarter, the proposal would complement the existing Home Office-funded hotspot policing pilots by increasing provision to four double-crewed eight-hour shifts per week. MD advised that the funding would primarily support activity focused on antisocial behaviour, weekend crime and the night-time economy.

MJ clarified that the hotspot policing model would consist of foot patrols and would be additional to policing resources responding to 999 emergency calls.

PM agreed that the paper would be circulated to Board members for comment and that funding options would be reviewed further, noting that the original £80,000 revenue allocation had been agreed for street wardens and associated street cleansing activity.

CB queried who would manage the Street Wardens. It was agreed that MD, JB and DB would take this forward and submit a proposal to Skegness Town Council, including negotiation with ELDC in respect of waste removal as part of the wider agreement.

MD advised that Board papers would in future be circulated within seven days of each meeting.

MD also provided an overview of the remit of Focus and Whittam Cox, namely masterplanning and the identification of potential opportunity zones. Members were referred to the report circulated to the Board for further detail.

9 Theme Lead Updates

No formal updates were provided by theme leads, as appointments had only recently been made. However, it was noted that these appointments would support deeper consultation through theme leads' respective networks and cross-theme collaboration.

It was proposed that all theme leads should meet within the following one to two weeks to share ideas on how themes would be addressed, consider the approach to consultation, and agree a high-level vision for the next six weeks.

MD agreed to circulate the programme-level Gantt chart.

MD confirmed that support would be available from the programme team to all theme leads and encouraged members to make contact if assistance was required.

10 Consultation and Engagement Update

An interim report had been circulated to the Board and MG provided an overview, noting that feedback was still being received at the time of the meeting.

Consultation had closed on Monday 4 August. Feedback had been gathered through the online survey, the Young People Survey, hard-copy leaflets, feedback boards, the website feedback form and a children's competition, providing multiple routes for engagement.

A toolkit had also been produced and shared with community groups and local champions to support wider promotion of the engagement opportunities.

The principal communications focus had been to drive online engagement through social media advertising, supported by updates from the Chair.

MG emphasised the importance of face-to-face engagement. Natterjack and its team had therefore undertaken on-the-ground activity in recent weeks, speaking directly with local people using the opening question: "Are you local; do you live in Skegness?"

Leaflets and posters had been distributed across Skegness, feedback boards had been made available at various locations, and iPads had been provided to support participation.

Using the stakeholder map, a range of community groups and local contacts had been approached to promote participation. This included Skegness Grammar School, which was highlighted as a particularly productive connection.

It was noted that Lindsay and Lincoln Blind Society had supported accessibility by offering large-print surveys, alongside engagement work undertaken with the Storehouse.

MG thanked Board members for helping to share the engagement materials and reinforce the key messages.

Natterjack Creative reported that there had been a strong sense of interest and momentum within the community during its engagement activity.

MG reported that 159 respondents had indicated that they wished to remain involved, enabling direct engagement in the next stage of the process.

MG provided a high-level summary of the response data: 605 responses had been received, including 248 through the main survey and 306 from young people.

In addition, 160 responses from the 2024 engagement and 150 responses from the MHCLG Zen survey were available, bringing the total dataset to close to 1,000 responses.

This figure did not yet include all hard-copy leaflet returns, which were still being received.

The strongest recurring messages related to safer, cleaner streets, alongside wider issues concerning the local environment and transport and infrastructure.

A notable new priority emerging in 2025 was jobs, training and education, driven particularly by responses from young people, 52% of whom indicated a desire for better jobs and training opportunities. It was noted that this provided valuable insight that had not been available previously.

Two clear priorities emerged for the town: feeling safe and achieving a more attractive town centre. Feeling safe was identified by 77% of respondents to the general survey and 76% of respondents to the young people's survey. A nicer town centre was identified by 69% of the general survey and 75% of the young people's survey.

Other themes emerging from the general survey included feeling well and being able to access support to remain healthy. Ease of movement around Skegness also featured as an important issue.

Themes emerging from the young people's survey differed slightly and included good quality homes and access to jobs and training.

Board members were invited to contact MG if they required any further statistical analysis from the raw data. It was further noted that additional raw data could be provided as the programme moved into the thematic development stage. A supporting narrative document was also available.

It was noted that a logo was in development and would be shared with the Board once available.

TS noted the potential contribution of Focus and Whittam Cox in supporting the Board's work on training, skills and education.

11 Capacity Funding Update

MD welcomed Heather Frecklington of Focus Consultants and Ryan Fish of Whittam Cox, who provided an overview of their objectives and proposed support for the Plan for Neighbourhoods consultation.

MD advised that the intention was for both Focus and Whittam Cox to be fully embedded within the programme governance arrangements so that they formed part of the programme team, with the Board continuing to be advised of and involved in all work through to submission of the plan.

JB referred to a table that had been circulated, setting out aligned funding against previously agreed priority areas. At a high level, £450,000 was allocated across the three financial years. Taking account of the need to urgently revisit the £80,000 revenue allocation relating to community-based provision, just under £230,000 was committed to date.

JB advised that there were no fixed deadlines attached to the capacity funding and that MHCLG had confirmed any unallocated funding could be carried forward into the delivery phase.

The Board noted that resources would need to be prioritised from the end of November, once the Skegness Regeneration Plan had been submitted, in order to ensure that any additional work required for delivery from 1 April 2026 was in place.

12 Next Steps

MD agreed to share the Gantt chart, including relevant Council key dates, to support forward planning.

MD advised the Board that a new Section 151 Officer was due to start at the Council in November 2025, which coincided with the planned submission of the plan to MHCLG.

MD agreed to check within the Council on commissioning arrangements involving ELDC, SHDC and Boston in relation to the skills and employment report being prepared by Roy Harper, which was due in September.

ACTIONS LOG

BOARD MEETING	ACTION	TO BE COMPLETED BY
11.08.2025	Share update on college admissions and pressures with board	Complete
11.08.2025	Street Cleansing Operatives (£80k agreed by board). Re-visit the proposal and agree delivery route. Test market solutions.	Complete
11.08.2025	Consider option (and proposal) for Skegness Town Council to manage Street Scene Operatives	Complete
11.08.2025	Identify options for waste removal management by ELDC for Street Scene Operatives	Complete
11.08.2025	Safety and Security proposal to be circulated with new budget allocation	Complete
11.08.2025	Programme gantt chart	Complete
11.08.2025	Theme Lead meeting to determine a six-week vision	Complete