

Minutes of the Skegness Neighbourhood Board

Tuesday, 17 June 2025 at 10:30am

Online Via Microsoft Teams

Present:

Board Members:

Paul McCooey, Chair – Duncan & Toplis
Claire Foster – Fomer Deputy Boston College
Jacqui Bunce – NHS Integrated Care Board
Dr. Batul Dungarwalla – Lincolnshire CVS
Sara Munton – Deputy PCC
Chris Baron – Former Director of Butlins
Tracey Stringfellow – Heritage Trust of Lincolnshire
Emma Tatlow – Active Lincolnshire
Chris Baron – Former Director of Butlins
Cllr. Steve Kirk – ELDC Portfolio Holder for Coastal Economy
David Bruce - Skegness Storehouse and NHS Community Connector

Advisors & Support Team:

Maria Cotton – East Lindsey District Council (ELDC)
Pranali Parikh – ELDC
Jon Burgess – ELDC
Michael Dow – ELDC
Luisa Stanney – Boston Borough Council (BBC)
Sandra Watson – ELDC
Michelle Gant – The Engaging People Company

Observers:

Steve Lerner – Town Clerk
Brad Johnson – East Coast Pride
Claire Draper – Vice Chair of Connected Coast Board
Steve Andrew – Hildred’s Shopping Centre Manager
Robert Parker – Managing Director of Micronclean
Chris Kirkwood – YMCA
Caroline Killeavy – National Trust
Gemma Robinson – Boston College
Sam Cullington – Council Comms Support

Summary of Minutes:

The Board reviewed progress on the Plan for Neighbourhoods for Skegness and agreed the overall approach to developing the plan, including further consultation to address evidence gaps and align with revised government guidance. Members agreed to use capacity funding to support community engagement, establish a smaller Task and Finish Group, and work towards a draft

plan by end September/early October 2025, ahead of the 28 November 2025 submission deadline.

1 Welcome and Introductions

The Chair welcomed Members to the meeting.

2 Apologies

Apologies were received from Claire Foster; PCC Marc Jones; Morag Moore; Shaun Gibbons and James Brindle.

3 Declarations of Interest

Brad Johnson - Trustee of East Coast Pride

4 Minutes of Previous Meetings & Matters Arising

No minutes were provided for approval from the Workshop held 16 April 2025.

5 Background and reminder of the journey of 'Plan for Neighbourhoods' so far

PM reaffirmed the group is tasked with helping gain consultation and input from the community and public on the investment plan vision and content.

The original date for the plan submission to government was late winter 2025, however the revised plan submission date is now 28 November 2025.

Confirmation of the board membership is to be communicated to MHCLG in July 2025.

The main purpose of the board meeting is to seek agreement from the board for the approach to submitting the plan. The plan needs to be robust, driven by the community and submitted to government by the deadline detailed above.

MG will lead the public consultation process and delivery.

6 Recap of the work produced for submission last year and summary of information collated, including data pack

JB provided a presentation to the group (enclosed). JB confirmed work has been undertaken against previous policy guidance and the initial 1 August 2025 plan submission deadline is superseded.

In the Autumn Statement it was confirmed the Long-Term Plan for Towns programme would be retained and reformed by the new government with a rebrand from to 'Plan for Neighbourhoods' (PfN). A revised guidance, prospectus and updated data pack have been received.

Previous work, informed by the data pack, stakeholder interviews and existing policy context, identified a range of community priorities and potential interventions. However, these do not fully align with the revised guidance. The board sought agreement on how to undertake further consultation and address any evidence gaps.

It was noted at the Westminster briefing that Zen City, undertook further polling which is included in the updated data pack with a representative polling sample.

MHCLG visited Skegness and met with CB and DB at the Storehouse. A visit to the Town Deal project sites was undertaken to provide physical understanding of Skegness, the projects and local context for intervention.

JB attended an event for PfN Chairs at Westminster on behalf of CB and PM. Insights and information sharing took place at the event.

It was agreed by the Connected Coast Board that Skegness Sub Group would be invited to take on the role of the Skegness Neighbourhood Board - becoming members with the responsibility to decide how to fairly and effectively use the capacity funding allocated, with clear target areas identified.

A new interim Programme Manager has been recruited for Plans for Neighbourhoods commencing 1 July 2025 – Michael Dow. The role will be the lead contact for the Skegness Neighbourhood Board utilising the capacity funding to identify gap analysis, coordinate what is already known and work directly with the board and MG to implement the community engagement plan.

The deadline of 25 April 2025 has been met for the submission, with assurance mechanisms to be put in place with the Skegness Neighbourhood Board - agreeing the geographic boundary for the investment plan and to also reaffirm what the capacity funding would be used for. It was confirmed that the financial years capacity funding of £200,000 is to be released. This will now enable the board to concentrate on what the future investment plan will be.

The data pack was shared for board review. One noticeable change from the previous data pack is recorded crime – it showed below the national average, and the new pack is showing above national average. The group agreed that this was likely a result of an increase in population (i.e. transient visitor increase) and there is a requirement to overlay the information received. JB advised that there is data available for GP contact.

The plan consists of a 10-year vision and investment plan, frontloaded with a 4-year investment plan:

1. A static vision statement.

2. A rolling investment plan (split into 4 years/3 years/3 years) across the 10-year programme.

The 4-year investment plan will be put forward as an indicative plan of how the funding will be allocated against the themes on the understanding the detailed design (through the capacity funding) will need to determine exactly what the project detail will look like alongside that.

The group agreed the suggestion around a smaller group to be formed to drill down and go through the revised list of key themes/approved interventions and identify what is known, priority interventions and to understand consultation and engagement in some of the new theme areas. There are existing studies which could provide intelligence.

A broad timeline to undertake the gap analysis in June and July was agreed with MD to propose how best to target the engagement activity which can run until September. It was noted that the Pride event in the town would be a good opportunity to capture community views in areas of high footfall. It was agreed that staff are to be recruited to obtain face to face engagement and consultation.

Timelines

It was agreed that coordination of all the consultation and engagement data into a draft plan is to be presented by end of September/early October.

It was agreed to work on costings and investment plan to satisfy requirements to be in a position for the Board and Accountable Body to approve a draft plan to be submitted by 28th November deadline.

Key community engagement points for noting:

- What is already happening?
- What is already known?
- What is already planned?
- What can we understand better?
- What questions do we need to ask?
- What are the priority 'on menu' interventions for Skegness?
- What are the opportunities for alignment and additionality?
- How can we continue to ensure that local residents inform delivery?

It was noted that consultation is required to shape the plan but also to continue with local residents and continue grassroots engagement throughout the whole process and programme. The design and delivery have the local residents in mind and links back to social trust statistics. It will enable the community to support the engagement process.

PP requested members provide and share information and going forward information will emerge which needs refreshing such as interpretation of the evidence in the data pack and other plans being developed in the background.

BJ asked to be kept informed as to how the Pride event could assist, noting that there are 3 event site locations and access can be granted to engagement staff if required.

It was agreed that it would be beneficial to have a set of qualifying questions to enable engagement to be captured and filtered out between visitors' improvement and residents' improvement.

CB advised this should not be focussed on Skegness residents wholly as part of the engagement process is around transport and connectivity. For example, access to work from Wainfleet, Mablethorpe, Ingoldmells and access to schools and colleges.

BJ added that it was disappointing that remote working had been removed from the key themes as it is a good opportunity of drawing economic opportunities from cities to local community investment.

7 Engagement and consultation with community

Documents referred to at the meeting were circulated to the group.

Conversations have continued since the initial engagement in May and June 2024. Targeted conversations, at the Storehouse and events have helped with the basis of good community feedback rather than just insight. It was noted that differentiation between engagement and consultation is a of key importance for consideration when developing the community engagement plans.

It was agreed that questions need to be written in a way to enable community engagement, including detailed questions as part of the conversations, to enable insight required. CK added the phrasing of the questions need to be personally focussed rather than address to Skegness in general. MG added that lessons learned have also been included.

Suggested passive tools included:

- (a) Feedback boards (worked well in Skegness particularly Hildreds)
- (b) On line form
- (c) Postcards with one question to be sent back
- (d) Conversation Cards, encouraging groups to have conversations with more detailed questions
- (e) T Shirts with "Talk to me about Skegness"

CK/SM suggested engaging an agency for engagement (for large responses). PP suggested further guidance, i.e. street cleansing or an agency to clean pavements for visible quick wins and community rangers (particularly evening, night-time and weekends), tools of engagement can be wider. PM added there was an agreement for funding for street wardens. PP suggested that with the group agreement the work could start straightaway.

£30,000 was agreed in March, CB added that ELDC and Skegness Town Council would need to follow protocol to seek Council agreement.

SK advised the topic can be taken to the Skegness Town Council for agreement and noted that there are community groups who could help (with the aid of some passported funding) with community engagement - further noting this could be a resource to be re-visited in the future for continuing support (including hard to reach groups).

PM asked for the group to provide group details and for all to take responsibility to take this engagement forward. SK requested contact with district councillors in Skegness (not just actively involved in Plans for Neighbourhoods). SL agreed to provide contact details for district councillors and groups (once permission agreed).

BJ added that groups are run by volunteers and would appreciate supporting costs to help them to help run the engagement. BJ asked what the process is for contacting under 18s for their input to encourage them to stay in Skegness. MG added that there is a lot of organisations and charities and this is the first pillar of engagement. There is a community group map for everyone to feed into, aligned with the themes, there is also a recommendation to make potential funding available to enable delivery i.e. refreshments, space or activity for young people.

CKi added the YMCA would be happy to help with this consultation. SL added there is a need to find out what would make the lives of young people better, i.e. social issues, problems on streets and an insight into behaviours seen on a daily basis (i.e. drug dealing, anti-social behaviour etc.).

CB added his frustration around young people being brought onto the board or sub groups, which has taken a long time to implement. Decisions are not being actioned.

MG continued we need to capture as many people as we can in high footfall areas such as supermarkets, GP surgeries etc., with professional interviews, local people, community rangers. MG added how to bring this altogether, noting a portal could be added for people to add their comments, pictures to encourage people to get involved.

PM added there are two elements:

1. Feeding into the plan
2. Ongoing engagement

CB added that AH agreed at the Connected Coast Board to enable access to young people quickly via the TEC (around 1,500 students). CB also added it would be worth re-checking the engagement around the Town Deal, and if there was anything as part of this engagement. It may also be benefit in contacting other coastal towns receiving the Plan for Neighbourhoods and their consultation process.

JB added a “brand” i.e. tag line #yourskegness or #growingskegness may help with the consultation. MG noted the group need to start to populate the actions and questions (which are key) and build awareness. There is a website page ready to go.

8 Next steps

CB suggested a need to show when incremental work will be completed and a need to evidence funding has been put in place. CB added that it may also be beneficial for a weekly email update to bring the actions to the forefront.

SK asked if the engagement will be branded or include a logo, social media posts i.e. Tik Tok (10-15 sec) to get the message out.

SK asked if the board could agree quick wins i.e. street cleaning operatives

- Focus on engagement, identifying the right groups and identifying and agreeing the right messages
- Further ideas agreement from the group by email rather than a meeting

9 Any Other Business

No other business matters raised.

10 Date of Next Meeting

First Skegness Neighbourhood Board meeting confirmed for Friday 27 June 2025 at 13:15pm with agreed attendees:

Paul McCooey; Michelle Gant; Caroline Killeavy; Steve Larner; Niki Shepheard; Jacqui Bunce; Jon Burgess; Steve Andrews; David Bruce; Emma Tatlow; Brad Johnson; Pranali Parikh; Sandra Watson.

ACTIONS LOG

BOARD MEETING	ACTION	TO BE COMPLETED BY
17.06.2025	Community Rangers and street cleansing operation	Complete
17.06.2025	JB to circulate PowerPoint slides	Complete
17.06.2025	Information and evidence-based ideas to add to the plan for long term	Complete
17.06.2025	JB to set up Sharepoint for MD to interrogate data received and uploaded. Budget and spending – Capacity funding to be used for this consultation.	Complete
17.06.2025	Smaller task and finish group to be created for cohesion and agree engagement activities straight away to be implemented	Complete
17.06.2025	Contacts/networks and who needs to be involved in organising	Complete