## Minutes of the Skegness Neighbourhood Board Meeting

## Held on Tuesday, 04 August 2026 at 2.00pm

## Venue: Online via Microsoft Teams

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**Present:**

**Board Members:**
Paul McCooey, Duncan & Toplis (Chair)
Jacqui Bunce – NHS Integrated Care Board (Theme Lead: Health & Wellbeing)
Dr Batul Dungarwalla – CVS Lincolnshire (Theme Lead: Community/Voluntary Sector)
Tracy Stringfellow – Heritage Trust of Lincolnshire (Theme Lead: Heritage)
Cllr. Danny Brookes – Lincolnshire County Council (Theme Lead: Physical Infrastructure)
Cllr. Adrian Findley – Skegness Town Council (Theme Lead: Town Centre)
Brad Johnson – East Coast Pride (Theme Lead: Community)
Sophie Harris – Micronclean (Theme Lead: Work & Productivity)
Richard Tice MP – Boston & Skegness

**Advisors & Programme Support:**
Jon Burgess – East Lindsey District Council (ELDC)
Bonnie Mitchell – ELDC
Saskia Zablockyj – ELDC
Michelle Gant – The Engaging People Company

**Observers:**
Steve Larner – Skegness Town Council

**Apologies:**
Cllr Steve Kirk – East Lindsey District Council (Portfolio Holder for Coastal Economy)
James Brindle – Magna Vitae (Theme Lead: Culture)
Chris Baron – Former Director of Butlins (Theme Lead: Visitor Economy)
Claire Foster – Kwello Ltd (Theme Lead: Education & Skills)
Katie Chapman – Active Lincolnshire (Theme Lead: Health and Wellbeing)
Maria Cotton – ELDC
Pranali Parikh – ELDC

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**Summary of Minutes**
The Board welcomed Katie Chapman as a voting member. Members received updates on the first Call for Projects, the Community Grant Scheme, the Street Scene Operatives pilot and the Communications and Engagement Plan. [redacted] and approved the proposed Communications and Engagement Plan. The Board also discussed the potential development of a Community focused Sub-Group.

## 1 Welcome and Introductions

The Chair welcomed Members to the meeting and confirmed that the meeting was quorate.

## 2 Apologies for Absence

Apologies were received from Cllr Steve Kirk – East Lindsey District Council (Portfolio Holder for Coastal Economy), James Brindle – Magna Vitae (Theme Lead: Culture), Chris Baron – Former Director of Butlins (Theme Lead: Visitor Economy), Claire Foster – Kwello Ltd (Theme Lead: Education & Skills), Katie Chapman – Active Lincolnshire (Theme Lead: Sports and Leisure), Pranali Parikh – ELDC, and Maria Cotton – ELDC.

## 3 Declarations of Interest

Brad Johnson declared an interest as a trustee for East Coast Pride and withdrew from the meeting during discussions relating to the respective grant application. No further declarations were received.

## 4 Minutes of Previous Meeting

The minutes of the previous meeting held on 03 July 2026 were approved as an accurate record, subject to a correction under declarations of interest. Dr. Batul Dungarwalla clarified that her declaration related specifically to a project grant application submitted by Lincolnshire CVS and Everyone Org, not multiple applications as recorded. No further matters arising were raised.

## 5 Board Membership Update

The Chair advised that Katie Chapman had now joined the Board as the representative for Active Lincolnshire, replacing Emma Tatlow following her resignation and appointment as Chair of the Boston Neighbourhood Board.

## 6 Pride in Place Programme Update

### (a) Call for Projects

The Board received an update from Jon Burgess and Members were advised that all grant applicants had been informed of the outcomes of the first Call for Projects and that successful applicants had received a Heads of Terms document setting out the conditions attached to their provisional grant awards. Work was underway to convert these into formal grant agreements subject to conditional terms being satisfied by the Accountable Body.

The Board noted that discussions had taken place with programme officers and [redacted] projects. Due to the complexity and scale of the proposals, officers and applicants agreed that additional time was required to respond comprehensively to the Board's requests for further information. An update would therefore be presented at the 1 September 2026 Board meeting.

Members were advised that a summary of the technical appraisal feedback had been provided to unsuccessful applicants upon request. Officers confirmed that satisfactory clarification had been sought from the third-party assessor regarding applicant engagement during the assessment process.

Members recalled that at the previous meeting the [redacted] grant application was provisionally approved subject to the Board agreeing a revised tapered funding profile for years 2-4, to encourage long-term event sustainability.

The revised proposal retained [redacted] Members approved the revised proposal and recognised that the reduced profile demonstrated a commitment to securing additional sponsorship and other income sources over time.

**(b) Community Grant Scheme**

The Board were updated by Bonnie Mitchell, noting that the [redacted] Members once again discussed the importance of ensuring [redacted]

Dr Batul Dungarwalla welcomed progress and reiterated Lincolnshire CVS's willingness to support groups requiring assistance with applications. Officers confirmed that details of the scheme would be shared with the Board and promoted widely through communication channels and future publicity activity.

**(c) Street Scene Operatives Scheme**

The Board noted the positive report provided within the agenda papers. Members welcomed the visible improvements achieved by the operatives and recognised the positive impact the scheme was having within the town centre.

Steve Larner highlighted the importance of ensuring that all works were undertaken with the appropriate permissions and landowner approvals to avoid any unintended consequences. Members agreed this was a sensible consideration.

The Chair also noted positive feedback previously received from Cllr. Adrian Findley regarding the quality of work being delivered. Members agreed that monitoring should continue throughout the pilot period to inform future funding decisions.

**7 Communications and Engagement Plan**

The Board received a presentation from Michelle Gant for the communication and engagement plan. Members noted that the strategy provided a framework for communications, community engagement, branding and project promotion over the coming year, supported by a communications toolkit for funded projects.

Members discussed the importance of diversifying communication methods and ensuring that engagement activity reached different audiences, including young people and those not typically engaged through traditional channels. Suggestions included increased use of video content, social media platforms beyond Facebook, youth-led content creation, stronger links with colleges and schools, and greater use of visual storytelling.

The Board also discussed opportunities for project promotion through signage, public displays and other visible town-centre communications to increase awareness of Pride in Place investment and outcomes. Members emphasised the importance of ensuring funded projects actively contributed to communications activity and provided visual content to support promotion.

Members further discussed the need to measure engagement effectiveness and adapt communication approaches where necessary to maximise reach and impact. Michelle Gant confirmed that monitoring and evaluation would be embedded within the strategy. The Board approved the Communications and Engagement Plan and proposed frequency of updates to the Board.

**8 Community Sub-Group**

The Chair provided a verbal update on proposals to establish a Community Sub-Group to strengthen community participation and help shape future programme activity. Members noted that government guidance continued to place increasing emphasis on community-led approaches and meaningful resident involvement.

The proposed sub-group would bring together community organisations, grassroots groups, charities and residents from across Skegness to provide input into programme development, future funding priorities and local engagement activity. Members agreed that broad representation would be essential and encouraged Board Members to identify individuals and organisations with strong community connections.

Discussion also focused on the importance of reaching groups whose voices are not traditionally heard, providing clear feedback loops following engagement activity and ensuring the community can see how their views influence decision-making. Members welcomed proposals to develop a simple Pride in Place information leaflet and update the existing stakeholder mapping exercise to support recruitment.

The Chair advised that a date for an initial Community Sub-Group meeting would be sought for September 2026.

**9 Any Other Business**

**(a) Mablethorpe Pride in Place Programme**

Jon Burgess advised that good progress was being made in establishing the Mablethorpe Neighbourhood Board. Jacqueline Robinson had been appointed Chair and recruitment of a Board was to be led by the Chair with the support of the Accountable Body. Members noted opportunities for future collaboration and shared learning between both Boards.

### (b) Local Government Reorganisation

Members received an update on the Government's preferred structure for Local Government Reorganisation within Greater Lincolnshire. Officers advised that while Accountable Body arrangements would ultimately transfer to the new authority structure, Pride in Place decision-making would continue to be led by local Neighbourhood Boards.

Members discussed potential risks associated with organisational change, including impacts on staffing capacity, grant payments and programme delivery. It was agreed that Local Government Reorganisation should be added to the programme risk register and monitored by the Board. Members also noted potential opportunities for closer collaboration with other Pride in Place and Town Board programmes operating within the future unitary authority area.

### (c) Action Tracker

Members reviewed the action tracker and noted progress against outstanding actions. The Communications and Engagement Plan had now been completed and approved. Recruitment to the Coastal Tourism Officer role had also been successfully completed, with a formal introduction to be provided in due course.

The Board received an update regarding branded uniforms for the Street Scene Operatives. Officers confirmed that follow-up enquiries were ongoing and would continue until confirmation was received that the uniforms had been delivered. The Board expressed continued frustration at the lack of communication regarding the branding of the uniforms.

## 10 Date of Next Meeting

The next meeting will be held on Tuesday, 01 September 2026 at 2.00pm, in-person at Tower Gardens Pavilion, Skegness.

The meeting concluded at 3.19pm.

## ACTIONS TRACKER

| BOARD MEETING | ACTION | STATUS | RESPONSIBLE |
|---|---|---|---|
| **02.06.2026** | Develop and deliver PR activity and communications plan | Complete | MG & BM |
| **02.06.2026** | Develop clear monthly work plan for Street Scene operatives | Complete | JB / CB / AF |
| **02.06.2026** | Street Scene operatives branded uniforms | In Progress | BM/AF |
| **03.07.2026** | Complete onboarding process for new member | Complete | SZ / BM |
| **03.07.2026** | Communicate funding bid outcomes to grant applicants subject to additional Focus checks | Complete | BM |
| **03.07.2026** | Develop community grant scheme specification (complete) and initiate procurement | To do | BM |
| **03.07.2026** | Circulate Destination Management Plan to Board | Complete | BM |
| **03.07.2026** | Circulate Destination Coastal Tourism Officer vacancy to Board | Complete | BM |
| **04.08.2026** | Arrange initial Community Sub-Group meeting and invite relevant community representatives | In Progress | SZ |
| **04.08.2026** | Develop community engagement leaflet / one-page summary | To Do | MG |
| **04.08.2026** | Contact and request community group leaders to register interest for the Community Sub-Group | To Do | All Board Members |