Minutes of the Skegness Neighbourhood Board

Monday, 14 July 2025 at 12.00pm

Venue: 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, Lincolnshire Police
Chris Baron – Former Director of Butlins
Tracey Stringfellow – Heritage Trust of Lincolnshire
Emma Tatlow – Active Lincolnshire
James Brindle – Executive Director at Magna Vitae
Steve Kirk – ELDC Portfolio Holder for Coastal Economy

Advisors & Support Team:
Jon Burgess – ELDC
Michael Dow – ELDC
Pranali Parikh – ELDC
Tom Mukherjee-Neale – ELDC
Amy Beckett – ELDC
Sandra Watson – ELDC
Michelle Gant – The Engaging People Company

Observers:
Claire Draper – Vice Chair of Connected Coast Board
Brad Johnson – East Coast Pride
Jacky Evans – Lincolnshire Police
Steve Andrew – Hildreds Shopping Centre

Summary of Minutes:

The Board reviewed progress across Skegness Towns Deal projects, noting that several schemes were nearing completion, while consultation and engagement activity for the Skegness Regeneration Plan was continuing to gather momentum. Members agreed to commission Natterjack Creative to support digital marketing

and engagement, and discussed priorities emerging from consultation feedback, including safety, town centre improvements, housing quality, jobs and training. The Board also agreed that future branding should feel more accessible and inclusive, and supported a community-led approach to thematic leadership and wider business engagement.

---

1 Welcome and Introductions

The Chair welcomed members to the meeting.

2 Apologies

Apologies were received from Chris Baron; Jacqui Bunce; Caroline Killeavy; Steve Larner; David Bruce; DPCC Sara Munton; Chris Kirkwood.

3 Declarations of Interest

No declarations of interest were raised.

4 Minutes of Previous Meetings & Matters Arising

The minutes of the meetings held on 17 July 2025 were approved as accurate records. No additional matters arising were raised.

5 Programme Updates – Skegness Towns Deal Projects

JB reported that several Towns Deal projects were nearing practical completion, including the college project, which was expected to welcome students in September.

A risk was noted in relation to the Foreshore Project, as confirmation of the Arts Council grant funding bid remained outstanding. It was noted that £600,000 programme funding had been committed alongside proposed Arts Council match funding, and that discussions with Arts Council England were continuing.

JB advised that the Scarborough Esplanade works were expected to mobilise in October, following the summer season.

Ongoing engagement with East Midlands Railway was reported, with the aim of minimising disruption during peak visitor periods.

6 Consultation & Engagement – Task and Finish Group

MG provided the Board with an update on consultation and engagement activity to support the development of the Skegness Regeneration Plan.

- A total of 254 responses had been received from Skegness Grammar School through the young people's survey.
- A further 81 responses had been received through the main community survey, bringing the total number of responses to more than 320.
- The deployment of iPads, posters, postcards and feedback boards was underway.
- Discussions were ongoing regarding a proposed partnership with Natterjack Creative to deliver face-to-face community engagement surveys and social media content.
- A preview of the new Neighbourhood Board website was expected shortly.
- The Skegness Neighbourhood Board had been confirmed as a research partner for Skegness Pride.

7 Digital Marketing Proposal

MG explained the need to engage an external partner to undertake digital marketing activity. The Board agreed that Natterjack Creative, a local digital marketing agency, would be commissioned to provide the following support: a) the provision of three trained staff for eight days at a rate of £240 per day and; b) Digital marketing support at a rate of £35 per hour.

8 Resources Update

MD introduced Tom Mukherjee-Neale as an additional programme support resource.

MD reported on a recent MHCLG webinar, which had encouraged the use of "on-menu" interventions to secure quick wins. It was noted that "off-menu" options could also be pursued, subject to robust evidence of need and MHCLG approval. The Board also heard that early discussions with partners, including the Police, were encouraged in order to anticipate recurring themes such as safety and anti-social behaviour.

9 Consultation Feedback Snapshot

It was noted that the main emerging priorities from the consultation were 1) feeling safe 2) improvements in Town Centres, and 3) housing quality, access to jobs and training.

10 Neighbourhood Board Branding

The Board discussed branding for the Skegness Neighbourhood Board and agreed that it should be less corporate in style and more accessible by design. Suggested taglines included “Your Skegness”, “Shaping Skegness Together” and “Skegness for All”, with members expressing support for a collaborative and inclusive tone of voice.

11 Board Membership & Thematic Leads

The Board discussed the responsibilities and level of commitment required of thematic leads. It was noted that volunteers would be preferred to imposed appointments, and members encouraged a call for expressions of interest from the wider community. The importance of building capacity for a future community-led board was also emphasised.

12 Business Engagement

The Board noted that the Council would be holding a Business Breakfast on 17 July 2025 at Aura Business Centre to promote the Plan for Neighbourhoods programme to the business community and encourage engagement.

13 Any Other Business

No other business matters were raised.

14 Date of Next Meeting

The date of the next meeting has been confirmed for Monday, 11 August 2025 at 11am to be held online via Microsoft Teams.

ACTIONS LOG

BOARD MEETING	ACTION	TO BE COMPLETED BY
14.07.2025	Provide Towns Deal project update on College admissions	Complete
14.07.2025	Proceed with engagement of supplier Natterjack Creative	Complete
14.07.2025	Circulate a link to preview new website	Complete
14.07.2025	Develop and distribute updated capacity funding breakdown	Complete
14.07.2025	Launch community engagement communications plan. Invite the wider community to express interest in joining thematic sub-groups	Complete
14.07.2025	Board members to express interest in thematic lead roles	Complete
14.07.2025	Circulate action oriented minutes	Complete
14.07.2025	Attend Business Breakfast to support engagement activities	Complete
14.07.2025	Share emerging consultation data trends	Complete
14.07.2025	Begin and continue early engagement with key community partners (e.g., Police)	Complete