

“Where sky and Lincolnshire and
water meet”



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Content

- Lincolnshire, the CC, the CCA
- Seminal time for Resorts
- Resorts – history/issues/costs
- Regeneration Book – why?
- Book recommendations
- New world, new actions, new solutions.

Lincolnshire and the CC

- Natural and fun coast
- 45 miles of silent sandunes
- Large sparse agri/hort area
- Poor resorts serving poor market
- CC create service solutions
- Support CCA

Skeggy in all her glory!



Seminal time!

- Coastal nearly national! Lobbying paying off!

2007 SCI Report

2008 xdwgct/RDA Network

2009 Conservative Coastal Report

2010 Jan. Regen' Book launched

2010 March. DCLG Seaside Strategy

- Need structural and policy changes
- Need evidence to make cases
- Need stronger CCA
- Background- more powers but less money for LAs

Party Pooper!



3 barriers to coastal lobbying:

- emotive**
- time and locations**
- quantitative**

**Growing evidence and the SCI
breakthrough**

Issues highlighted by the SCI

p=physical, e=economic, s=social

Erosion and flooding - p

Sea defences and regeneration - p

Low employment levels - e

Health and disability claimants - s

Housing, HMOs, caravans - s

Vulnerable people/families - s

Seasonal and poor economy - e

Need for diversification - e

Old in/young out - s

Lower educational levels - s

Enhance public realm - p

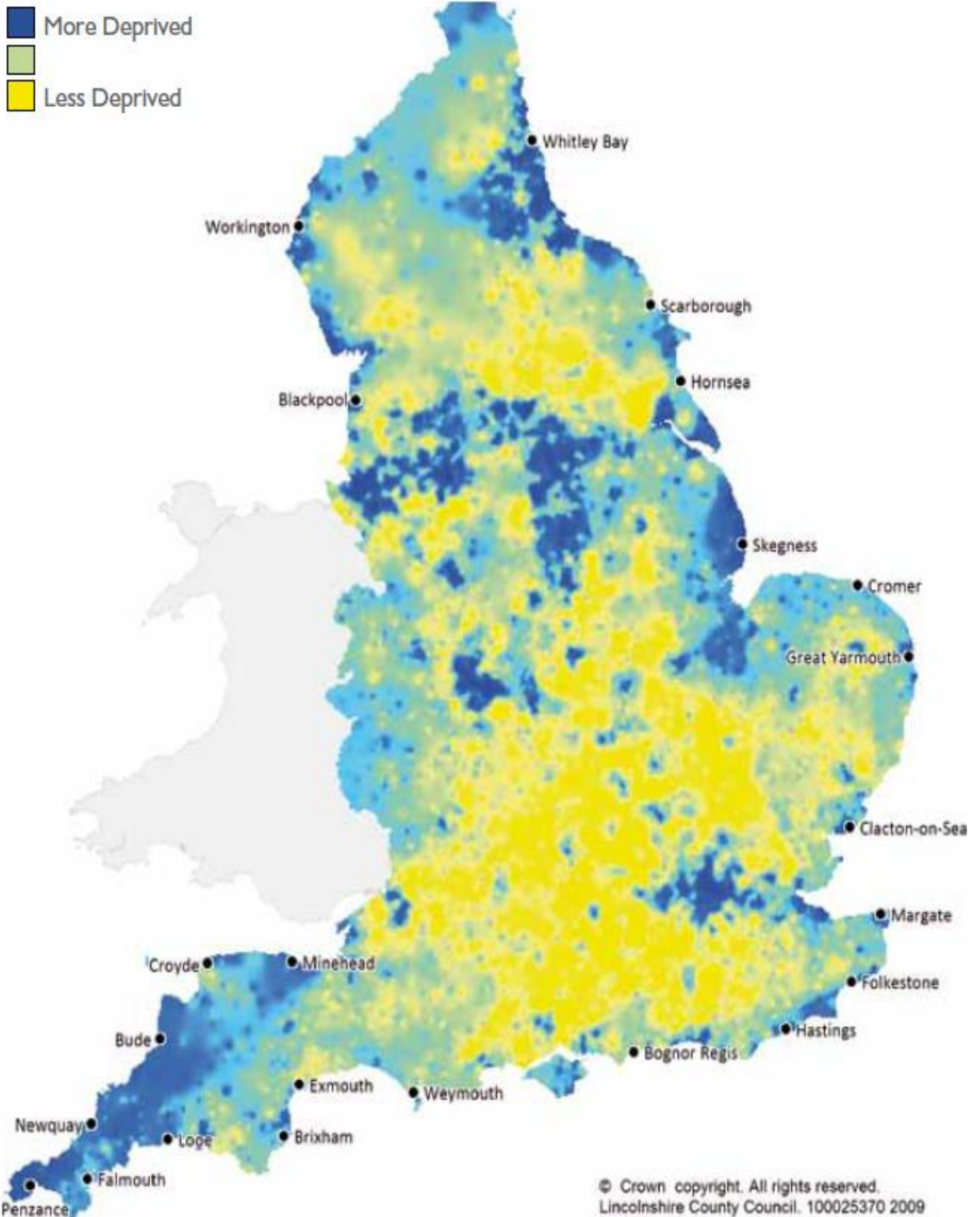
Low skills and wages - e

Public/private recruitment issues - s

Enterprise development - e

Tourism development - e

Figure 2-3 Multiple Deprivation 2007

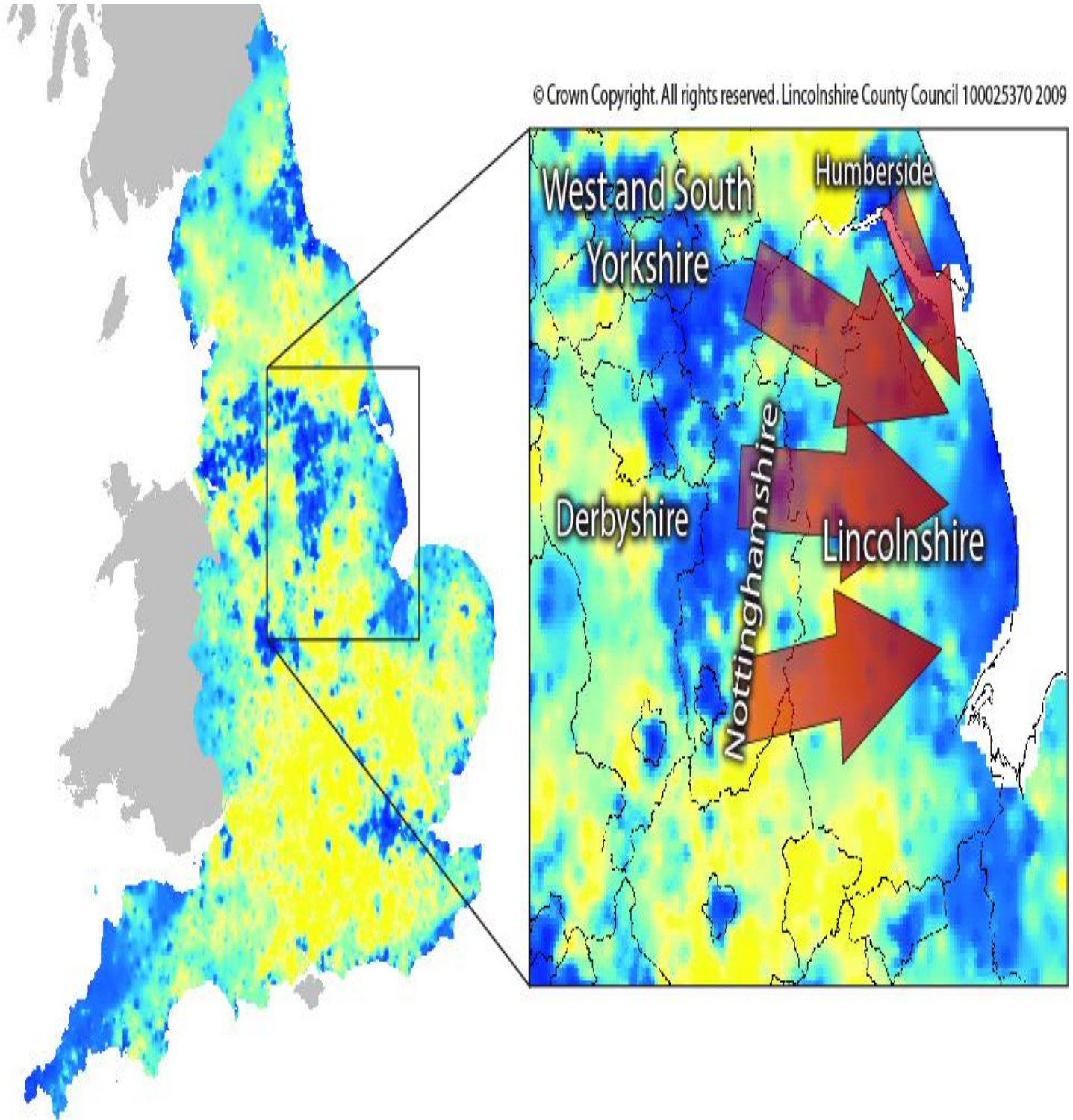


Coastal stats!

- 113 resorts > 1500 population
- 6250 miles of English coastline
- Embracing 3.5m people
- 45 DCs 19 CCs 23 Unitaries
- Floating Q. Best LA structure for coastal regeneration?
- The impact in Lincolnshire

The holiday and retirement markets of the Lincolnshire Coast

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Dunromin'



NO LONGER THE END OF THE LINE

Our plan for coastal towns





Strategy for seaside success: Securing the future of seaside economies



Broadstairs

DCLG/Gov' Strategy Issues

**Establish a Cabinet sub-
committee on seaside**

**Resorts to explore
locational/green/low carbon
opportunities.**

**Review/Improve
housing/caravans**

**Review the funding formula
for coastal LAs**

£200k to 25 deprived resorts

Keep SeaChange Programme.

The solutions?



Money –
private yes,
public no!

Guarantee
d sunshine
+ 50 yrs



Book recommendations

*Gross Domestic Happiness to replace GDP....
well-being*

Coastal policy category, like urban and rural

Economic growth not reached coast

Coastal regeneration – new ideas needed

*Better coordination between all coastal
regenerators.*

*Research coastal tourism, enterprise, housing
and public costs*

*Definitions/datasets for coastal towns to be
established.*

Creation of coastal intelligence team

Councillors and coastal?

Leadership of area

Champions of the area

Realistic local vision

Realistic timescales

Staff for regeneration

Structures for regeneration

**Coordinate the many
regeneration players**

Challenge the status quo

**Reconcile “whose coast is it,
anyway!”**

CCA Services and Needs

- Many issues are national – CCA evidence and lobby
- Focus often local fire-fighting – CCA add-value to practitioners
- CCA maintain website, develop book
- CCA find evidence/partners for you?
- CCA need active Members and Officers to inform issues
- CCA needs to become national coastal intelligence unit

**.....meanwhile the
Economic Development
Officer continues the
search for funds!**

