

**'Future Proofing Coastal
Tourism
in Lincolnshire'
2019-2022**

**'Celebrate and
Learn'**

**30 November 2022,
Skegness.**

[Coastal Communities
Fund - Coastal
Communities](#)



Welcome!

Welcome

CLlr Colin Davie

Executive Councillor For Economy and Place



Dehenna Davison MP

Minister for Levelling Up – welcome speech

<https://youtu.be/xcuOlexuBBU>

- *'A thriving Lincolnshire coastline with a developing visitor economy founded on business growth and career opportunities for local people'*

Our Agenda Today

- Introduction, Rationale and Achievements – 'Celebrate and Learn'
- Coastal Skills Innovation
- Coastal Evidence Base
- Coastal Champions
- Looking Ahead - Future Opportunities
- Networking Lunch
 - www.coastalcommunities.co.uk/coastal-communities-fund



CCF PROJECT RATIONALE, DEVELOPMENT AND DESIGN

Rationale:

- Visitor Economy and its growth critical to the Greater Lincolnshire Economy
- Coastal economy acutely seasonal
- Mainstream Skills Funding often not aligned to seasonal economies
- Low aspirations, skills gaps and shortages make skills a barrier to growth

Data: (2019)

- Visitor Economy worth over £1.9bn pa to Greater Lincolnshire economy.
- 1/3 of all nights of holiday accommodation in the EU sold in July/August
- 26 of 37 principal seaside towns in England have an overall level of deprivation greater than average. Skegness (40% have no formal qualifications)

House of Lords Select Committee – Future of Seaside Towns

Greater Lincolnshire LEP/Employment & Skills Board

Coastal Developers Forum

Coastal Community Alliance

National Coastal Tourism Academy

Coastal Employment and Skills Partnership

Collaborative – Innovative – Visitor Economy focussed

Employer Group/Stakeholders ('Anchor' Employers)

Skills Provider Group/Stakeholders

1. Coastal Careers

2. Skills Innovation

3. Coastal Evidence Base

Greater local recognition and understanding of local visitor economy

Local skills pilot programme – training/jobs for locals to support business growth

Evidence-base of seasonal seaside skills gaps/shortages to compare with data nationally

Achievements in numbers

On and from the Lincolnshire coastal strip.....

- **60 + courses**
- **500 + enrolments**
- **150 + qualifications achieved**
- **50 + businesses**
- **10 local 'Coastal Champions'**
- **2 influential research reports**

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Coastal Skills Innovation

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Coastal Skills Innovation

The context

- Seasonality and peripherality?
- Local skills and careers aspirations?

Our response through CCF

- Locally led provision
- Off Season Skills Programme
- Breadth and depth of skills providers
- Covid response!



Coastal Skills Innovation

What happened?

- A focus on local providers
- A mix of traditional and contemporary
- In person, online and hybrid.....

What did we learn? - Scope for creativity, innovation and optimism!

- Training 'need' does not easily translate to 'demand'
- Seasonality affects Apprenticeship take-up and limits local career pathways
- Off season provides a super-narrow window of opportunity for training / upskilling
- Highest demand for newer 'contemporary' skillsets – especially bite-size options
- Small employers not seeing the ROI of skills investment



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Coastal Evidence Base



Coastal Evidence Base

The Context

- Lack of evidence on seaside economies nationally and locally
- Seasonality impacts on business and resident skills and aspirations?
- What are our local resident and business community views?
- What can we learn from other areas?

Our response through CCF

- Established a local economy, community and labour market evidence base
- Partnered with NCTA to undertake new research incorporating feedback from across our local coastal community and beyond
- Understand 'What Works' in coastal regeneration and skills projects



Local Data / What Works - Katya Bozukova - LORIC

Local Data

- Providing an evidence base
- Latest refresh on local economic activity and employment rates

The 'What Works' process

- Regular conversations with project managers, and skills provider interviews

What have we learned so far

- The benefits of a unified marketing strategy connected to skill- provider partnerships
- Offering short, to the point courses for employees
- The need to build relationships and confidence in learners
- Employer solutions based around existing resources
- Crucial to keep working community-wide, to keep talking and to work together on change



Coastal Sustainability through Careers and Business Skills:

Understanding skills,
seasonality and
aspiration on the coast

Samantha Richardson MBE
Director, NCTA
November 2022



Coastal Sustainability through Careers and Business Skills

- **ASPIRATION:** Coastal Communities often perceived as having 'low aspirations.'
- **INVESTMENT:** Perceptions of low private and public sector investment and low take-up of national or locally channelled funded employment, skills, and business support.
- **SEASONALITY:** What is the impact of seasonality on residents and businesses?

**How are they connected? Are they equal?
Which are the key levers that need to change? & in what order?**



Coastal Sustainability through Careers and Business Skills

Research explored comparator locations:

Lincolnshire Coast – Skegness to Mablethorpe
Great Yarmouth
Clacton on Sea
Weston Super Mere

Comparison to national coastal & visitor economy results

Research overview:

1. Review all existing national and local data
2. Business and Resident surveys
3. Business interviews on key issues arising from surveys
4. Stakeholder workshops and conversations
5. Recommendations and report

Research undertaken between July 2021 and March 2022



Headline findings - aspiration

Half of visitor economy business owners and workers are **“keen to develop and learn new skills relevant to their role”**

The proportion of unemployed expressing that they were keen to develop new skills was higher than other respondents on average*

43% of visitor economy businesses said **“I am trying to grow my business”** much higher than other parts of the coast

There isn't a lack of aspiration – similar to other areas and is strong among key segments of the population



Headline findings - aspiration

Under 35s

Were generally more likely to be positive about the visitor economy

The proportion expressing that they were “keen to develop new skills” was higher than average (61%)

Under 35s were much more likely to have engaged with a funded training or skills programme than all residents and had a greater awareness of the opportunities

They were much more willing to undertake training outside their normal working hours provided their time was paid



Headline findings – investment and engagement in skills



Relatively low engagement in funded training and skills - Only 14% of visitor economy businesses on the Lincolnshire coast participating in skills programmes

- Those that have engaged tended to be larger organisations and visitor attractions
- Those that have engaged in skills programmes also have different aspirations, more likely to want to develop their own skills and are investing more in their business

Finding what is available (35%) and what they are eligible for (37%) are biggest barriers for businesses to engaging in training and skills programmes, followed by flexibility of schemes to meet their needs (22%)

- “Its too complicated to find out what’s available” “It’s never available when I need it”
- Similar to national results and skills providers believe common issue for SMEs anywhere

Headline findings – investment and engagement in skills

Residents also agree with top barriers to engagement being flexibility (26%), timing (25%), commitment required in advance (22%) – closely followed by additional costs incurred not covered by funding.

- 18% don't know how to find out what is available

Main barrier for those unemployed is concern “**over level of support from friends and family**” and “cost of attending not covered by funding”

Majority of workers expect training to be completed within paid working hours (49%)

Similar results across comparator locations – not unique issue

However, what is unique to coastal areas, is the seasonality dimension which provides a limited window of opportunity each year to engage businesses in skills and training programmes which makes the pace of change and development much slower.

Headline findings – seasonality on the coast



Research focused on the Lincolnshire Coast which is the most seasonal in England

- 94% of spend on Lincolnshire coast occurs between March-October, 49% in July and August alone
- England coastal average is 84% between March – October, 37% in July and August

Only two-thirds of businesses on the Lincolnshire coast are open year-round

38% of those seasonal businesses don't want to open for more months (similar to national coastal average)

38% of businesses take more than half their turnover in July and August (very similar to national coastal average)



Headline findings – seasonality on the coast

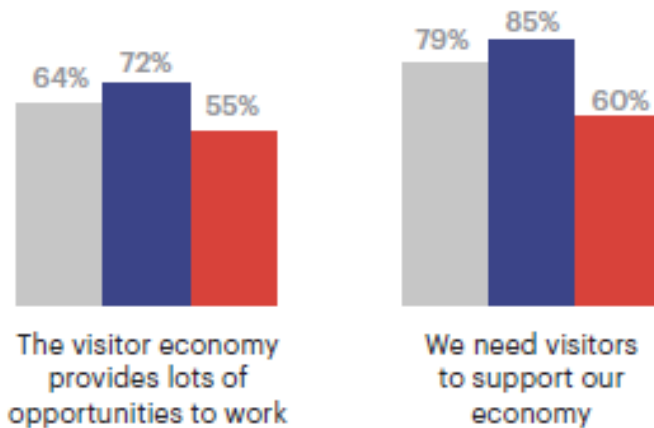
The most dominant barrier to business growth is Seasonality 59% - followed by access to funding (34%) and staff (27%)

The most dominant external factor influencing the business is Seasonality (43%) – followed by supply costs (40%)

Seasonality is consistently the most dominant barrier and external factor affecting all coastal visitor economy businesses - national coastal issue



Headline findings – perceptions



● ALL RESIDENTS ● VISITOR ECONOMY WORKERS ● UNDER 35s

Half of residents think the visitor economy is a "fun and vibrant industry", rising to 58% of those working in the visitor economy.

Under 35s in particular see the benefit of flexible hours and good work-life balance.

The national consumer perception of Skegness is that it is a welcoming and friendly location with a reasonable range of attractions and things to do.



Conclusions

Aspirations of residents on the Lincolnshire coast and other coastal communities are similar to other areas– there doesn't appear to be 'lower aspirations'

The skills and training issues experienced are broadly in line with other parts of the visitor economy in the country.

There are opportunities to increase engagement in skills and training programmes amongst the willing businesses and residents by making it easier to understand what is available, when it is available and providing clear benefits to sending staff on that training. As well as taking a more flexible approach to delivery to accommodate the needs of the sector and individuals.

However the seasonal nature of the coast presents a unique challenge where the opportunity to deliver training and skills programmes focused on the visitor economy is limited each year to a brief window at the start of the season.



Next steps - sharing best practice

There are some fantastic companies in the room, across the Lincolnshire coast and the rest of the country who are making a difference

- Improving skills
- Improving employability
- Supporting their local community
- Growing their business

6 new case studies – incl. 3 from Lincolnshire coast
Available to download from
<https://www.coastalcommunities.co.uk/coastal-communities-fund>



Next steps - sharing best practice

Cove Communities UK

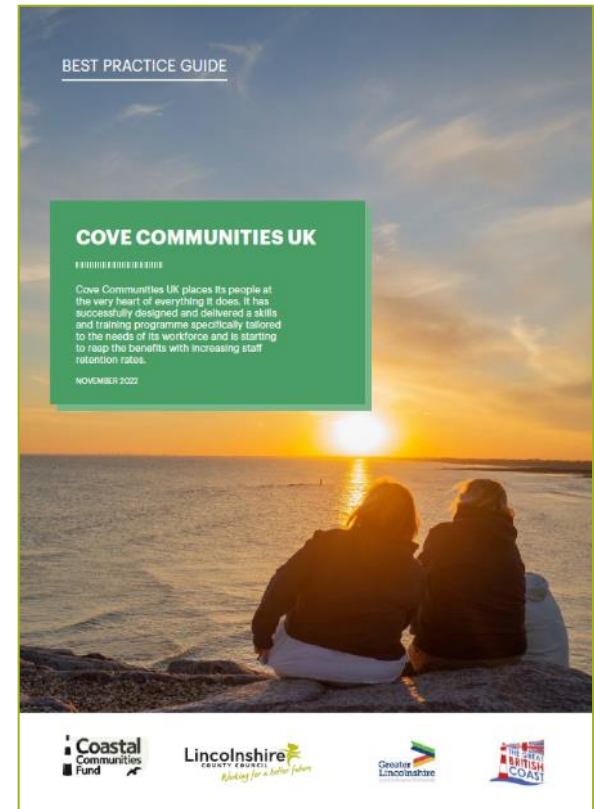
“Ensure your learning is targeted and there is a need for it”

Results:

- Retention has increased by 15% in the last year with a strong focus on looking after team members
- 2021/22 winner of the ‘Future of Hospitality Award’ at the Beautiful South Tourism Awards

Top Tips

1. Consult your customers and your team.
2. Be clear about what you stand for.
3. Never think you have all the answers, take inspiration from everywhere.
4. Be absolutely determined... Don't be afraid of failure, learn from it and move on, don't dwell on it.
5. Celebrate your achievements and ensure everyone gets to share in that success.



Next steps - sharing best practice

Top Tips

Key themes that run across the suite of case studies:

- Staff training and development is more successful when it is tailored to the individual
- Importance of being flexible and adaptable
- Listening to the team and customers - being transparent and understanding barriers
- Focus on quality not quantity
- Seek support and work in partnership with external agencies and partners including local colleges and universities
- Recognise and reward success
- Clear on the business need and individual benefits
- “Family feel”
- Engage and support the wider community



YEAR OF THE *Coast* 2023

Get involved in Year of the Coast 2023!

Toolkit for businesses:

[2023 Year of the Coast - A celebration of England's Coastline](#)

www.yearofthecoast.com



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Coastal Champions

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Coastal Champions

The context

- A lack of coastal career role models for young people
- A perceived low profile for coastal business innovation

Our response through CCF

- Profiling individual coastal 'career' champions
- Profiling career opportunities available locally
- Support through skills investment and profiling of business innovation and sustainability champions



Coastal Champions

What Happened?

- 10 Individual Coastal Career Champions profiles available for careers, schools and local young people
- Local business champions in areas such as Green / Sustainability, digital innovation and skills investment

What did we learn?

- Excellent examples of a diversity of traditional and non-traditional career progression available with great local role models
- Many examples of career development achieved through resilience and personal determination rather than traditional occupational pathways
- Green career opportunities are emerging but still difficult to recruit to
- Several beacons of cutting-edge coastal business practice



VIRTUAL IMMERSIVE ENVIRONMENTS & SMARTPHONE FILMMAKING

Making the most of new digital
technologies



Creating 3D digital copies of spaces and places

VIRTUAL AUGMENTED ENVIRONMENTS

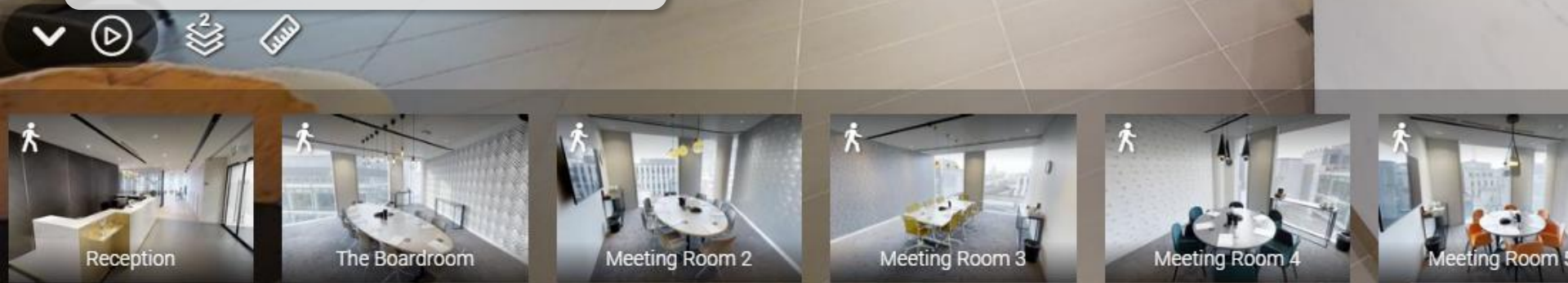
Our expertise and technology can create immersive 3D copies, or 'digital twins', of all types of built spaces and venues. These can then be shared with clients, contractors and visitors to freely navigate and explore, anytime, anywhere.



Creating 3D digital copies of spaces and places

VIRTUAL AUGMENTED ENVIRONMENTS

- Staging.
- Audio tours.
- Virtual museums and exhibitions
- Augmenting hidden histories.
- Virtual training environments
- Facilities management..
- Virtual showrooms and facilities.
- Marketing and communications.
- Schools virtual trips.
- Remote collaborations.



Creating simple stories: winning new business

Fancy a Mini Adventure?

<https://www.youtube.com/watch?v=TgjHWdFzcRc&feature=youtu.be>



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**Looking Ahead – Future
Opportunities**



Skegness TEC Learning Campus

Adrian Clarke

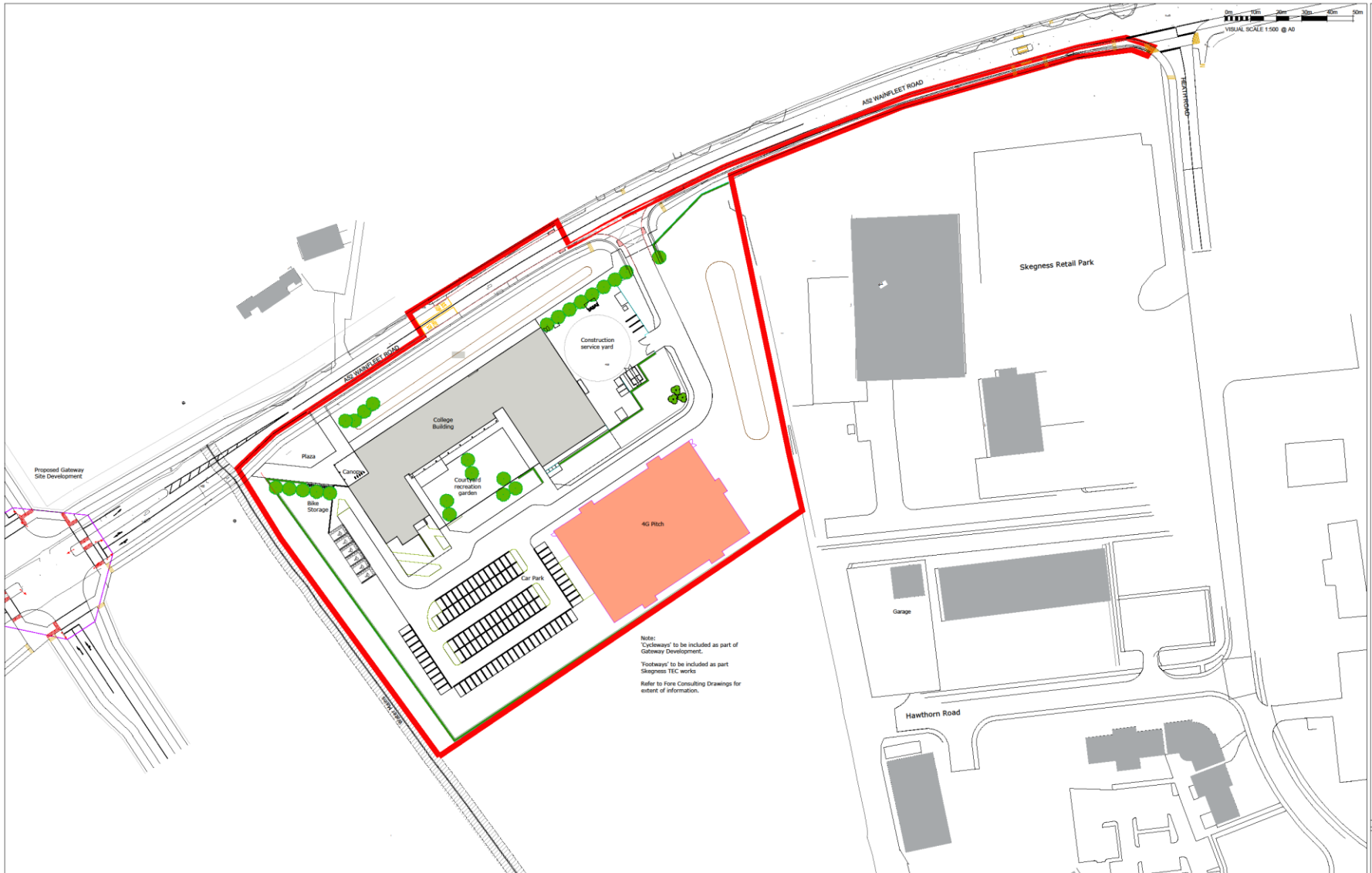
Aspiration

- To create a purpose built further and higher education college campus for Skegness and the surrounding areas
- To be flexible to offer the curriculum demand to match the learners and local employers
- To be innovative and use technology where possible to support delivery when viability is problematic
- To support the local area to develop the skills of all within the funding and offer we can sustain
- To create a home for post 16 learners in the area that is social and in a safe environment

The location



Site Layout



Note:
"Cyclways" to be included as part of Gateway Development.
"Footways" to be included as part Skegness TIC works
Refer to Fore Consulting Drawings for extent of information.

VISUAL SCALE 1:500 @ A0

N

Site boundary

ASB WAINFLEET ROAD

HAWTHORN ROAD

NEWCASTLE ROAD

Proposed Gateway Site Development

Skegness Retail Park

College Building

4G Pitch

Car Park

Construction service yard

Courtyard recreation garden

Plaza

Garage

Base Storage

Garage

Social and Green Impact

- Improving community access
- Fewer journeys
- EDI targets, non traditional pathways and promotion
- Improved career guidance – matching the 2 sides of demand
- Community engagement in the build
- Access via local public transport
- Improvement on Green agenda
 - Rationalising to a single site
 - Improved BREEM – reduced CO2 – looking options for carbon neutral??
 - Localised offer – fewer journey
 - Local supply chain where possible
 - Modern methods of construction

First Floor

0m 2m 4m 6m 8m 10m
 VISUAL SCALE 1:100 @ A0

Do not scale from this drawing.
 The contractor shall verify all dimensions on site and report any discrepancies to the architect.
 All work shall be done in accordance with the contract documents and all applicable codes and regulations.
 Notes



- Department
- Adult Learning
 - Art & Design
 - Care / Vocational
 - Central Learning
 - Changing Rooms
 - Consultation & Support
 - Hair & Beauty
 - Hospitality / Catering
 - Plant
 - Staff / Admin
 - Store
 - Student Support
 - Toilets

Room No.	Room Name	Area (sqm)	Volume (cu m)
00-00-00-A-0401
00-00-00-A-0402
00-00-00-A-0403
00-00-00-A-0404
00-00-00-A-0405
00-00-00-A-0406

Prepared by: [Name]
 Checked by: [Name]
 Drawn by: [Name]
 Date: [Date]

Development Update

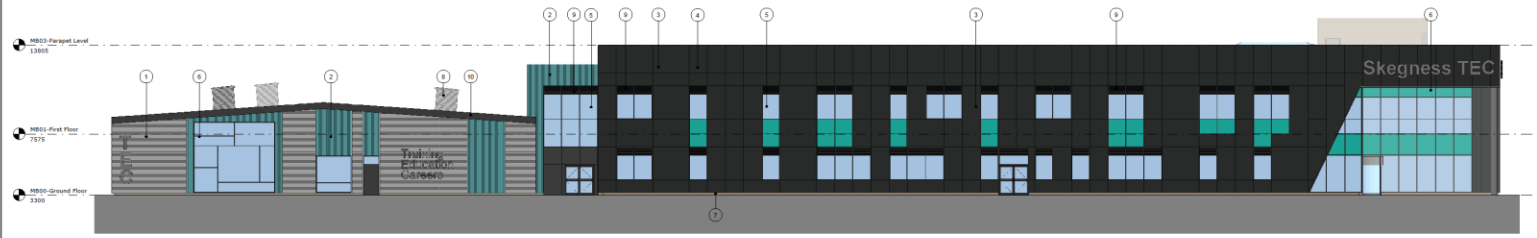
- Scheme currently being developed to RIBA stage 4
- Secured Towns Fund investment
- Matching with TEC Partnership investment
- Finalising the purchase of the land
- Completed Planning Pre-application
- Awaiting the outcome of the planning application
- Out to the market for contractors

Elevations

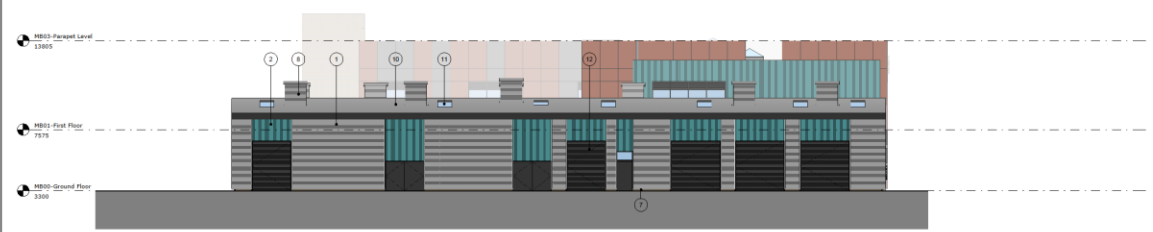
0m 5m 10m 15m 20m
 VISUAL SCALE 1:100 @ A0

For more than 100 years,
 Skegness has played a central role in the life and work of
 the East Angles. It is a town of many faces, a place of
 history and tradition, and a community of people who
 have made it what it is today.

- KEY**
1. Built-up roof and lighting system with air pollution lighting
 2. Built-up steel panel cladding system with horizontal profile cladding
 3. Horizontal perforated aluminium
 4. Vertical perforated aluminium with vertical cladding panels above PVC cladding
 5. Aluminium double glazed window frames
 6. Aluminium double glazed curtain wall with horizontal panels
 7. Window (dark frame (D&F colour))
 8. Roof installation
 9. Vent frames above windows
 10. Built-up steel panel system
 11. Skylight
 12. Rolling shutter door
 13. Window head bull back



2 Elevation North
 SCALE: 1:100



1 Elevation East
 SCALE: 1:100

NO.	REVISION	DATE	BY	CHKD
1	ISSUED FOR PERMIT	15/01/2024	MM	MM
2	ISSUED FOR TENDER	15/01/2024	MM	MM
3	ISSUED FOR CONSTRUCTION	15/01/2024	MM	MM



Skegness TEC

GA Elevations Sheet 1

DATE	BY	CHKD	DATE
15/01/2024	MM	MM	15/01/2024
PROJECT NUMBER	PROJECT NAME	SCALE	DATE
PRELIMINARY		1:100	15/01/2024

Timescales

- Planning permission January 2023
- Contractor appointed April/May 2023
- Development commences May/June 2023
- Handover Christmas 2024

Questions



Julian Gray
South West Coast Path
England Coast Path

<https://youtu.be/b-REXHhX-o>

Wayfinders

<https://youtu.be/LtKUeeYpKVY>

Pollyanne
Trapmore-Shaw
Manager and
Executive Producer



Magna Vitae
Embassy Theatre





Investment for Healthy, Resilient
Enterprising and
Connected Communities.

Place Change | Skills & Ambition



Embassy
EMBASSY THEATRE
Skegness

Concept Floor Plan - Level 0

Precedent Images

Proposed Concept Floor Plan - Level 1

Precedent Images

Indicative South East Aerial View

Concept Floor Plan - Level 2

MA TRUST

This central circular graphic contains architectural and branding information. At the top, it features the "Embassy" logo and "EMBASSY THEATRE Skegness" with a stylized logo. Below this, it is divided into several sections: "Concept Floor Plan - Level 0" showing a site plan with various colored zones; "Precedent Images" showing a collage of interior and exterior photos of modern buildings; "Proposed Concept Floor Plan - Level 1" showing a detailed floor plan with a central auditorium area; "Precedent Images" showing another collage of interior photos; "Indicative South East Aerial View" showing a 3D aerial perspective of the building's footprint; and "Concept Floor Plan - Level 2" showing a partial floor plan. A legend on the right side of the floor plans lists various room types and their colors. The "MA TRUST" logo is visible in the top right corner.





Culture...a house with many rooms?



The UK's First Culture House



Coming Soon



The SO Festival



Coming Soon



The Moon, Earth And Planets



Coming Soon



England Coast Path –
Mablethorpe to Skegness

[Skegness to Mablethorpe Coast Path - Bing video](#)

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**Thank you and safe
journey home!**

