# Together For Skegness

## Consultation and Engagement to Shape Skegness' Pride in Place Vision and Plan

## Final Report

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# Executive Summary

## Engagement and consultation overview

Consultation and engagement have been carried out across a range of methods to gain meaningful insight from the public to shape the ten year vision and four year investment plan for Skegness. The aim has been to raise awareness, generate interest, share information, drive involvement, and create excitement for the funding that is coming into the town. The consultation and engagement has taken place between May 2024 – and November 2025 and has been designed to involve people and gain understanding to shape Skegness' future.

Through the various activities that have taken place since summer 2024, 1,268 people have participated in surveys – including surveys led by the Skegness Neighbourhood Board as well as third party surveys – through leaflets, and in an open call for projects. In addition, over 130 people have been engaged in workshops and sessions – predominantly young people. And, many hundreds of pieces of feedback have been shared via feedback boards and postcards – methods which have proved particularly popular with people in the town – and in 1-2-1 conversations at events. As a result of this significant engagement and consultation, Skegness Neighbourhood Board has a deep understanding of what matters to local people in Skegness, and their priorities for the town.

### Together for Skegness

Community engagement is at the very heart of the Pride in Place programme and the Skegness Neighbourhood Board is committed to ensuring that the 10 year vision and four year investment plan are meaningfully shaped by local people.

The approach to community engagement is underpinned by some key principles with the Board committing to make its activities:

- **Easy** – through the variety of opportunities offered and by providing accessible communications to drive engagement;
- **Inclusive** – ensuring connection with people who may be seldom-heard;
- **Meaningful –** ensuring that people can tangibly make a difference and shape the funding for their area;
- **Empowering** – empowering community groups and individuals to take the lead on engagement activities;
- **Creative** – offering new and innovative ways to engage that inspire interest and involvement;
- **Listening** – actively listening to what people say and accordingly, shaping a plan that reflects what people want and need for their area;
- **Continuous** – continuing to keep people informed and involved.

### Early consultation

The consultation and engagement around Pride in Place builds on the consultation and engagement that took place in 2024 in the programme's previous form as Long Term Plan for Towns. This included a dedicated consultation period in summer 2024 – that involved a survey as well as in-person sessions with 80 year ten students, amongst other engagement activities - as well as subsequent targeted engagement. Amongst these activities were 121 conversations at the Storehouse with people using the food bank, the drop-in café for people experiencing homelessness, and the public coffee shop, and engagement with the Lincoln and Lindsey Blind Society.

In addition, prior to the details of the Pride in Place programme being announced, some general activities were also delivered:

- Engagement at the Connected Coast Skegness community exhibition event;
- A stand at the East Lincs Expo with postcards to the future available for people to complete;
- A presentation at the Skegness Town Council Community meeting, again with postcards to the future for people to complete.

The full report on findings from early consultation can be found here

## Pride in Place consultation and engagement 2025

At the heart of the approach in 2025 was a concerted consultation period between 4th July – 4th August 2025. During this period, people had their say through the following online surveys, resulting in the following responses:

- General survey ('Your Skegness') - 248 responses
- Young people survey (for under 25s) – 306 responses. The youth voice has been particularly captured in the consultation and engagement between 2024- 2025.
- Total sample sizes for both surveys provide findings with a margin of error of +/-6% (at a 95% confidence level) (based on a Skegness town population of 20,701 – Source: ONS Census 2021).

The cornerstone of the approach was a set of simple questions to capture quantitative and qualitative data to allow the Board to understand how local people feel the funding could make a difference.

In addition to these surveys, extensive written feedback was received via feedback boards, postcards, leaflets (84 responses), a newly created website, and children's competitions.

The feedback from the consultation and engagement mechanisms is highlighted within this report.

## Feedback mechanisms

To encourage involvement from diverse participants, there were a number of ways that people could share their views:

- An online general survey;
- An online survey just for under 25s;
- A freepost leaflet with just three questions that people could complete and return easily;
- Feedback boards and post its for people to share their thoughts;
- A feedback form on a newly created website;
- A competition for 4-16 year olds to draw, paint, and create their perfect Skegness.

Incentives were offered for the surveys, leaflet, and children's competition to encourage involvement.

## Engaging people in the consultation

Concerted activities were undertaken to drive engagement in the consultation. This included:

- Continuous organic and social media content. During the consultation period there were 40,341 views on the Connected Coast Facebook page with a reach of 13,441. The paid for Facebook advert got 8,506 views, a 3,907 reach, and 160 clicks.
- A Connected Coast chair's update sent to 146 people leading with content on the consultation.

- Interviewer sessions held around the town which saw three interviewers speaking to people on a number of occasions over a two-week period. Feedback was captured in the online surveys via an iPad.
- Freepost leaflets and posters were distributed across Skegness at Tower Gardens Pavilion, Hildred's Shopping Centre, Embassy Theatre, The Storehouse Church Skegness Interchange, Job Centre Plus, Skegness Diagnostic Centre, Skegness Library, Barclays Bank, Boots Opticians, St Paul's Methodist Church, and Nationwide Building Society. 84 of these leaflets were completed and returned.
- Feedback boards were located for people to share their thoughts in Hildred's Shopping Centre, Tower Gardens Pavilion, and the Embassy Theatre.

## Working together

With community at the very heart of the Pride in Place programme, a key focus of the consultation and engagement was working together with community groups, organisations, and charities to deliver activities. An engagement toolkit was created to support this.

A mapping exercise took place to support this aspect of the engagement, and connections and contact was made with a wide variety of community groups, organisations, and charities. Some of the highlights of this working together approach were:

- Skegness Grammar School had a dedicated and incentivised survey for pupils which resulted in 272 responses from young people. A dedicated young people survey – together with the competition for 4-16 year olds – was also shared with all primary and secondary schools in Skegness;
- Lincoln and Lindsey Blind Society provided large print versions of the survey for their clients and collected responses on the Board's behalf;
- Engagement with Lincolnshire CVS who shared materials with community groups;
- Engagement with NHS Lincolnshire ICB who shared content across their networks including within their engagement bulletin;
- Content was shared with community groups via the East Lindsey Community Leaders update, as well as with sports groups;

- In addition, content was shared by partners and third parties including East Lindsey District Council, Skegness Town Council, Active Lincolnshire (Let's Move Lincolnshire), Hildred's, and Skegness Area Business Chamber, amongst others.

### In-depth consultation

Building on the findings from the summer 2025 consultation, board members were keen to gain further depth in their understanding. A survey was created which asked questions around health and wellbeing, heritage, and community services and facilities. People were invited to have their say September - November via an online survey as well as in face to face consultation in the Hildred's Centre in Skegness. 104 people had their say in the in-depth survey, providing further understanding that will help the Board to develop the detail of the plans and projects for Skegness.

### Open call for projects

An open call for projects also took place between September – October 2025. Through this process, community groups, charities, and organisations in Skegness were invited to submit ideas for projects that could potentially benefit from the Pride in Place funding. Overall, 27 eligible responses were received to this open call for projects.

### Third party consultation

Skegness Neighbourhood Board is the research partner of East Coast Pride. As a result, East Coast Pride asked questions related to the programme within a survey promoted across their channels and networks. This survey resulted in 189 responses. This consultation was in addition to the Board's attendance at East Coast Pride on 13th September where attendees were invited to share their feedback on their ambitions for their town.

The results of the Zen City survey carried out on behalf of the government have also been reviewed and analysed as part of the consultation. The findings of this consultation – which captures responses from 149 people - is contained within this report.

### Next steps

The conversations that have begun will continue to evolve and develop for the lifetime of the programme, strengthening the connections within the community to ensure that local people continue to be at the heart of the funding and delivery.

**The Board is committed to working together for Skegness.**

## Themes

There are some key themes coming though the feedback:

**Safety and crime** – a top concern across all consultation feedback channels. Feeling safe is seen as most important when prompted. Problems identified include crime and anti-social behaviour, drug use and homelessness, begging and loitering. Key suggested solutions include increased police presence, more CCTV, address drug use and homelessness with enforcement and support, reintroduce night-time street lighting, stricter enforcement (e.g. on e-scooters).

**Cleanliness and environment** – there are frequent complaints about litter and general dirtiness, run-down town appearance, neglected pavements and pollution (especially noted by young people). Proposed improvements include more bins, regular street cleaning, improving public spaces, tidying up empty/boarded-up shops, better public toilet facilities.

**Shops, retail and town centre** – notable issues include lack of variety and quality in shops, too many charity or low-end stores. Key ideas for improvement include attracting big-name retailers, providing business rate relief/incentives, modernising the town centre, shopfront upgrades and pedestrianisation (e.g. Lumley Road). The town centre does not seem to be meeting local needs, particularly outside summer.

**Things to do / local amenities** – key concerns are not enough entertainment or activities (especially year-round) and limited leisure options for families and young people. Key suggestions include more all-year attractions and events, developing an evening economy (e.g. markets, cafés), improving family and youth-focused amenities. There is also a desire for inclusive, accessible spaces for SEND and LGBTQ+ residents.

**Transport and infrastructure** – key challenges include poor roads, congestion, parking issues, inadequate cycling routes, accessibility difficulties for those with disabilities, and public transport needs improvement. Solutions are better transport links and improvements to road conditions and services. Transport problems can restrict participation in activities, thereby reducing wellbeing.

**Jobs, training and education** – there is some indication that this is more important to young people, with 52% wanting better job and training opportunities vs 27% in the general survey; 30% wanting better study and qualifications vs 16% in general survey. There is some call to encourage economic diversification, with support for local / small businesses highlighted, to create year-round hobs and reduce reliance on tourism.

**Health and wellbeing** – active lifestyles are valued for physical, mental and social benefits, particularly outdoors by the sea / on the beach and in other green spaces. Barriers include safety concerns, poor facilities, limited accessibility, financial costs and seasonal/weather challenges. Desired improvements include modern, affordable leisure facilities, better public amenities, and more opportunities for social connection.

**Heritage** – there is a strong connection to local history, family traditions and iconic landmarks (e.g., Jolly Fisherman, pier, promenade, Gibraltar Point). There is a desire to protect, celebrate, and make heritage more enjoyable with accessible information and events.

**Interest** – the rich findings provided point to a strong interest in the issues within the consultation. How the Pride in Place funding is invested clearly matters to local people.

## Key findings

## Part 1a: survey analysis – General Survey

### i. Your thoughts on, and ideas for, Skegness

**What one thing would most improve life in Skegness right now (unprompted)**

1. When asked about what would most improve life for them in Skegness 'right now', key themes emerging included:
    a. Better roads and transport links
    b. Improved retail / shopping offering
    c. Cleaner, safer environment
    d. Affordable housing and health services
    e. More activities and facilities for children and families

**Dislikes about Skegness (unprompted)**

2. Key themes coming through when asked about their dislikes about Skegness included:
    a. Litter, rubbish, general dirtiness of the town
    b. Homelessness, begging and drug use
    c. Run-down appearance and empty / boarded up shops
    d. Crime and anti-social behaviour
    e. Traffic, parking and congestion
    f. Retail offering lacking in variety and quality

**Biggest change would make in Skegness (unprompted)**

3. Key 'biggest changes' in Skegness include (key themes):
    a. Better roads and transport
    b. Changes / improvements to shopping and retail
    c. Cleaner and safer streets
    d. More all-year-round attractions
    e. Town beautification and investment

**Important things to you and your life in Skegness (prompted)**

4. Prompted, respondents are most likely to think 'feeling safe' in the town is most important - selected by over three quarters of those who responded to this question (77%).
5. Closely followed by 'having a nicer town centre with more things to do' - just over two thirds of respondents (69%).
6. Around half selected 'feeling well and being able to get help to stay healthy' (49%).
7. And a similar number 'being able to get around Skegness easily' (48%).

**Ideas about how can make these things happen in Skegness (unprompted)**

8. Unprompted, there were many and varied suggestions as to how these things might happen in Skegness, such as:
    a. For 'feeling safe', key suggestions included:
        i. Increased police presence
        ii. More CCTV coverage
        iii. Address drug use, begging, anti-social behaviour, homelessness with enforcement and support services
        iv. Tackle concerns about immigration with sensitivity, with focus on integration, safety and community cohesion
        v. Reintroduce street lighting at night for safety
        vi. Stricter enforcement on e-scooters, littering, and youths loitering
    b. For 'having a nicer town with more things to do', key suggestions included:
        i. Modernise the town centre with better shops, less duplication (e.g. too many charity shops/tat shops)
        ii. Attract quality retailers and provide business rate relief/incentives

iii. Invest in cleaner streets (e.g. more bins, street cleaning)
iv. Pedestrianise areas like Lumley Road
v. Develop evening economy: leisure, events, outdoor markets, cafés

### ii. About Respondents

**How would describe themselves (prompted)**

9. The sample has a strong female bias, with 70% describing themselves as female.
10. And 29% as male.

**Respondent age (prompted)**

11. There is a good spread across age groups, although only a small number of those who responded are under the age of 25 (7%), but noting the separate 'Young People' survey for under 25s to have their say.
12. Just under half of respondents (43%) are aged 45 – 64; with 65% aged 45+.

**Respondent location (unprompted)**

13. Around four in 10 who responded specifically state Skegness as the place where they live (94 respondents or 39%). And a further 61 respondents (25%) say they live in a 'town' (highly likely Skegness).
14. Other notable 'multiple' mentions include:
    - Winthorpe (11 respondents)
    - Wainfleet (seven)
    - Chapel St Leonards (six)
    - Ingoldmells (five)
    - Spilsby (five)
15. Additionally, 20 respondents simply say they live in a 'village'.

**Whether would like to be kept informed on the consultation findings, and future opportunities to get involved (prompted)**

16. Two thirds of those who responded to this question would like to be kept informed on the consultation findings - 66% - which is 159 individuals

## Part 1b: survey analysis – Young People Survey

### i. Your thoughts on, and ideas for, Skegness

**What one thing would most improve life in Skegness right now (unprompted)**

17. When asked about what would most improve life for them in Skegness 'right now', key themes emerging included:
    a. Less crime, anti-social behaviour and drug use
    b. Cleaner streets, beach and public areas (litter control)
    c. More shops (especially big brands)
    d. More things to do in Skegness
    e. Better job and education opportunities

**Dislikes about Skegness (unprompted)**

1. Key themes coming through when asked about their dislikes about Skegness included:
    a. Litter and pollution
    b. Crime and safety concerns
    c. Drug use and anti-social behaviour
    d. Overcrowding and tourism
    e. Dirty and run-down environment

**Biggest change would make in Skegness (unprompted)**

18. Key 'biggest changes' in Skegness include (key themes):
    a. Cleanliness and tidiness (litter, pollution, scruffy appearance)
    b. Crime, safety and drug issues
    c. More entertainment and activities (especially for locals / young people)

d. Better shops and business variety
e. Improved infrastructure (transport, roads, services)

**Important things to you and your life in Skegness (prompted)**

19. Prompted, respondents are most likely to think 'feeling safe' in the town is most important - selected by over three quarters of respondents (76%). Very similar to the general survey (77%).
20. Very closely followed by 'having a nicer town centre with more things to do' - 75% of respondents. Also in second place for the general survey, there is some indication, however, that this is slightly more important to young people (69% general survey).
21. 58% selected 'having good quality homes to live in' - significantly higher than for the general survey (30%).
22. 52% 'being able to get the jobs I want and the training I need to help me to work' - also significantly higher than for the general survey (27%).
23. 45% respectively 'being able to get round Skegness easily' and 'feeling well and being able to get help to stay healthy'.
24. As might be expected, there is some indication that respondents (all young people under the age of 25) are significantly more likely to select the statement relating to study and qualifications than for the general survey (30% vs 16%).

**Ideas about how can make these things happen in Skegness (unprompted)**

25. Unprompted, there were many and varied suggestions as to how these things might happen in Skegness (with similarities across both surveys), such as:
    a. For 'feeling safe', key suggestions include:
        i. Increased police presence
        ii. Improve security measures (e.g. more CCTV)
        iii. Address drug-related issues
        iv. General cleanliness
    b. For 'having a nicer town with more things to do', key suggestions included:
        i. Add more shops with popular brands
        ii. More entertainment and activities
        iii. Clean and maintain public spaces
        iv. Events and community activities

## Part 2: other consultation and engagement methods

26. Feedback from wider consultation and engagement strongly supports the findings of the general and young people's surveys, reaffirming priorities around **cleanliness, safety, better retail, and more things to do.**
27. However, additional insights highlight several broader and deeper priorities for the future of Skegness:
    - **Economic diversification:** A clear call to strengthen the local economy beyond seasonal tourism, with support for year-round attractions, festivals, and seafront regeneration that benefits residents as well as visitors.
    - **Heritage and identity:** Strong pride in Skegness's seaside character and landmarks, with interest in celebrating and reflecting this heritage in regeneration plans.
    - **Health, leisure, and wellbeing:** Desire for modern, affordable leisure and recreation facilities, better access to outdoor spaces and removal of barriers, such as cost, transport and safety concerns.
    - **Housing and social issues:** Greater emphasis on tackling homelessness and temporary accommodation through new social housing and improved support services.

- **Transport and accessibility:** Calls for better-maintained roads and pavements, year-round public transport, safer walking and cycling routes, improved disabled access and more sustainable travel options.
- **Community facilities:** Support for inclusive, affordable spaces and activities for all ages, promoting social connection and wellbeing.

28. Together, findings point to a shared community vision for 2036: a clean, safe, inclusive town with a vibrant, year-round economy, regenerated seafront and town centre, modern infrastructure and a strong sense of local pride and participation.

# Part 1a: survey analysis – *General Survey*

## i. Your thoughts on, and ideas for, Skegness

### 1. What one thing would most improve life in Skegness right now

*Q: What one thing would most improve life for you right now in Skegness? (unprompted)*
*Response rate to this question: 247 people / 99.6% of respondents to this survey*

Unprompted, when asked what 'one thing' would improve life in Skegness, **better roads and transport links** is a key theme emerging, including comments about:

- Road repair and maintenance (e.g. potholes)
- Traffic congestion relief (especially in the summer)
- Better connectivity to cities (e.g. Lincoln, London)
- Improved public transport – more buses, later services, rail links

*"Better roads and pot holes repaired."*

*"Better roads it's busy in summer and makes it hard to travel from Skegness and chapel it's hard to get about in the town in high season."*

*"Better public transport links. Rail link to Lincoln, London. Later public transport buses and trains as last ones at 6/7 pm means no nights out."*

*"Tackling the road layout issues. Roman bank needs to be wider to accommodate for heavy traffic and people parking their cars at their houses. The junction from Lumley Road to Drummond Road almost causes accidents daily, needs signage or recreating. The junction out of Butlins sees countless collisions, this should have a roundabout installed."*

There is a strong desire to **improve the retail / shopping offering**, with comments such as:

- A wider variety of shops (e.g. major chains, independents, unique)
- More clothing shops (e.g. Primark)
- Less tourist-only or low-quality retail (e.g. charity / 'cheap tat')

*"Larger chain shops in the town, so I don't have to travel an hour to get to them."*

*"More diverse shops in the town, for example clothes shops … Aware the culture is to shop online now but if we could attract some names to the town then that would be fantastic."*

*"Better shops, not just for tourists."*

*"Better shops - too many charity and junk shops."*

A **cleaner, safer environment** is wanted by many, including calls for:

- More rubbish bins
- Street cleaning
- Pathway maintenance
- Addressing drug use, begging, anti-social behaviour
- More policing
- More lighting (and ensure switched on)

*"Cleaning up the streets, the litter is disgusting, streets like Wainfleet Road seem to be forgotten and since the new McDonald's has opened it has got so much worse."*

*"More bins and beach wardens to clean up."*

*"More police patrols in the town centre and other gathering areas."*

*"Pathway improvements, especially for wheelchairs."*

*"'Homeless' people everyone, begging, drinking and taking drugs, especially at the train station and behind Wetherspoons."*

Another key theme coming through is **affordable housing and health services**, notably:

- More accessible housing, especially for families and people with disabilities
- NHS access (GPs, dentists, emergency facilities)
- Community health centre / hub (GPs, dentists, other healthcare providers under one roof)

*"Ensuring that young people in the area have local prospects in jobs and housing."*

*"A health care suite central to town which includes a doctor, dentist and maybe chiropractor or alternative medicine."*

*"Skegness to have its own proper NHS hospital that can do more emergency health issues for the people of Skegness and surrounding areas, rather than having to travel miles away to Boston or Lincoln."*

And **more activities and facilities for children and families**, including:

- More parks and outdoor play areas (especially in under-served areas)
- Free / low-cost children's activities)
- Sports centres, roller skating rinks, ice rinks, youth events
- Year-round provision

*"Affordable children's activities and affordable/free community spaces."*

*"An athletics stadium. We have some amazing young athletes in Skegness with nowhere to train!"*

*"Make it an all year round destination."*

*"Free activities for children that are safe and clean! (Free baby change facilities, toilets for children, safe and clean parks. The parks we have are fantastic but there are none on the Richmond drive area of town at all, the parks that are available are really run down and dirty with unsafe floors and tripping hazards)."*

## 2. Dislikes about Skegness

*Q: What things do you not like about Skegness? (unprompted)*
*Response rate to this question: 246 people / 99% of respondents to this survey*

Unprompted, a key dislike about Skegness is the **litter, rubbish and general dirtiness** of the town.

- There are frequent mentions of overflowing bins, lack of bins, rubbish on the streets and the beach, dog mess, weeds and unkempt verges

*"Litter, dog mess, overflowing wheelie bins and resulting smells."*

*"It looks dirty and unkempt, verges full of weeds, greenery growing over pavements. Litter everywhere."*

*"Rubbish on street. Bins overflowing"*

**Homelessness, begging and drug use** also comes through strongly as a 'dislike'.

- There is widespread concern about aggressive begging, rough sleeping in doorways, visible drug use, creating a feeling of intimidation and lack of safety. Especially noted around Lumley Road, the (train) station and shop fronts

*"All the homeless people, beggars and drug addicts all over town."*

*"Homeless causing no go areas, if the council could help these people, giving them a better quality of life then the town would have a nicer feel."*

*"People begging, sometimes aggressively."*

Another notable theme is the town's **run-down appearance and empty / boarded-up shops.**

- Many feel that the high street looks tired, outdated, neglected and / or depressing

*"The amount of shops closing and boarded up."*

*"How many run-down shops are on the high street. Even main brands like Boots look like it's about to crumble. We're not very presented and it seems only the seafront gets a tidy up for the holiday makers whilst other town and pedestrian areas are left looking neglected, cheap and run down."*

Concerns about **crime and anti-social behaviour** are frequently highlighted.

- There are many mentions of street drinking, open drug taking / the smell of cannabis, aggressive groups of people
- There is a strong sense of respondents not feeling safe in the town, particularly at night-time

*"Smelling cannabis when walking around town."*

*"Crime rates, homelessness, public drug use, large groups of intimidating men in public areas."*

*"Seems to be a large amount of crime and a limited police resource."*

**Traffic, parking and congestion** issues are mentioned by many.

- There is comment about heavy summer congestion, residents not being able to park near their homes, pavement and verge parking and poor road infrastructure (e.g. Roman Bank)

*"Not enough parking in summer, not enough roads in/out causing unnecessary congestion for locals."*

*"Holiday makers parking their cars on residential streets which have no permit only conditions in place. I think all the residential streets should be permit only."*

*"Cars parked on pavement on seafront and Scarborough Avenue mainly."*

The town's **retail offering** is widely deemed to be **lacking in variety and quality**.

- There is frequent frustration voiced about an over-concentration of charity / 'cheap' shops, and a call for big-name / quality shops

*"There not enough quality shops. Like Fat Face, White Stuff, Joules, Joe Brown, Superdry, Hollister etc."*

*"There's too many cafés and arcades and not enough of different shops like we could do with a Primark, a Burger King."*

*"Too many of the same shops. Lots of kebab shops, chip shops, same "cheap" clothing shops selling the exact same clothes."*

## 3. Biggest change would make in Skegness

*Q: If you had a magic wand, what is the biggest change you would make in Skegness? (unprompted)*

*Response rate to this question: 245 people / 99% of respondents to this survey*

Unprompted, a key 'biggest change' in Skegness would be **better roads and transport**, such as:

- Better road maintenance (e.g. fixing potholes)
- Improving traffic flow (e.g. dual carriageways, bypasses)
- Better bus / rail links (e.g. frequency)
- Better parking provision (e.g. multi-storey, resident only parking areas)

> *"Improve transport - more buses in summer to ensure you can get on a bus to get to work. later buses in the winter. Reduce congestion in town in the summer, too many cars, it's hard to get around town unless you go out really early."*

> *"Resurface roads and update pavements…roads around Skegness junior school are shocking and dangerous for kids cycling to school, huge pot holes."*

> *"Give residents parking permits to park on their street, holiday makers should be unable to park on side streets as this just clogs the town up."*

**Changes / improvements to shopping and retail** would be widely welcomed, with comments including:

- Attract major chains (e.g. Primark, M&S)
- Reduce number of 'cheap / tacky' and / or duplicate shops (e.g. charity shops)
- Pedestrianisation (e.g. Lumley Road)

> *"Better high street chain shops. You have to travel out of town if you want to buy anything for the home."*

> *"Pedestrianisation of Lumley Road and encouragement of cafe culture and covered areas."*

> *"Get rid of the all the seaside cheap crap tat shops. Proper independent retailers and big brands."*

**Cleaner and safer streets** are widely desired, with calls for:

- An increased police presence
- Crack-down on crime, drugs, anti-social behaviour
- Cleaning up streets, seafront, public spaces
- Tackling homelessness and immigration-related concerns

*"More Police walking round town to crack down on people smoking cannabis in the street!"*

*"Always having it clean and tidy with regular litter checks and cleaning of public areas, making them look more inviting and welcoming."*

*"Tidy up the streets - they are filthy - cracked paving, homeless beggars, make the station more attractive, give it a thorough tidy up - it's depressing."*

There is some mention of a need for **more all-year-round attractions**, such as:

- Ice rink, cinema, leisure centre
- Events and indoor activities for local residents
- Making better use of the seafront and promenade

*"Indoor attractions such as ice skating. More all year round attractions for locals."*

*"I would turn the clock back … to a better seafront. But that's not happening. So more things for the people of Skegness not holiday makers. More things for young people."*

*"Bring back its charm of latter years. Beach chalets, more gardens another "fairy dell" at the other end of the promenade. We used to have the sunshine pool which was popular. Free entertainment for families. Boat trips to Hunstanton. Bring back the pier to its former glory."*

**Town beautification and investment** is also notably highlighted, and suggestions for changes / improvements include:

- Restore landmarks like the pier
- Improve the look of buildings and shopfronts
- Bring in new business and support local jobs

*"Rebuild the pier. There are great plans but not seen any progress on bringing them into reality."*

*"Make it attractive for businesses to set up in our area, ensure jobs with prospects are available for our young people, give them a career to aim for and not have to leave their home town."*

*"Just to generally neaten up Skegness it looks unkempt, I.e. the shelters along the main sea road, some of the hotels are very off putting and you wouldn't book your pet into them. Set a protocol as to aesthetics required for shops and hotels and ensure it is stuck to."*

## 4. Important things to you and your life in Skegness

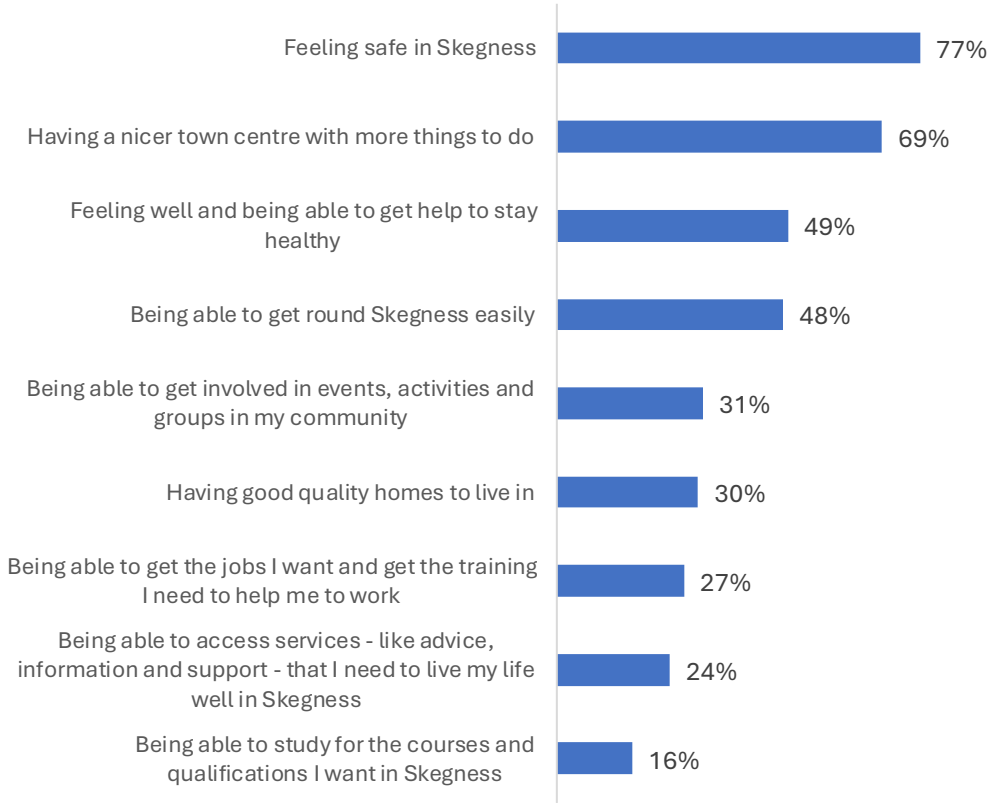
*Q: Which of these things are most important to you and your life in Skegness? Please tick up to five (prompted)*
*Response rate to this question: 248 people / 100% of respondents to this survey*

When prompted about which (up to five) things are most important to them and their life in Skegness, respondents are most likely to think 'feeling safe' in the town is most important - selected by over three quarters of those who responded to this question (77%).

Closely followed by 'having a nicer town centre with more things to do' - highlighted by just over two thirds of respondents (69%).

Around half selected 'feeling well and being able to get help to stay healthy' (49%).

And a similar number 'being able to get around Skegness easily' (48%).



| Option | % | Number |
|---|---|---|
| Feeling safe in Skegness | 77 | 190 |
| Having a nicer town centre with more things to do | 69 | 172 |
| Feeling well and being able to get help to stay healthy | 49 | 122 |
| Being able to get round Skegness easily | 48 | 118 |
| Being able to get involved in events, activities and groups in my community | 31 | 78 |
| Having good quality homes to live in | 30 | 75 |
| Being able to get the jobs I want and get the training I need to help me to work | 27 | 68 |
| Being able to access services – like advice, information and support – that I need to live my life well in Skegness | 24 | 60 |
| Being able to study for the courses and qualifications I want in Skegness | 16 | 39 |

## 5. Ideas about how can make these things happen in Skegness

*Q: Do you have any ideas about how we can make these things happen in Skegness? (unprompted)*
*Response rate to this question: 210 people / 85% of respondents to this survey*

### 1. Feeling safe in Skegness

Key suggestions about how to make this happen:

- **Increased police presence** and community policing (on foot, not just patrol cars)
- **More CCTV coverage**, especially in hot spots
- Address **drug use**, **begging**, **anti-social behaviour**, and **homelessness** with enforcement and support services
- **Tackle concerns about immigration** with sensitivity, focusing on integration, safety and community cohesion
- Reintroduce **street lighting** at night for safety
- Stricter enforcement on **e-scooters**, **littering**, and **youths loitering**

### 2. A nicer town centre with more things to do

Key suggestions about how to make this happen:

- **Modernise the town centre** with better shops, less duplication (e.g. too many charity shops/tat shops)
- Attract **quality retailers** and provide **business rate relief/incentives**
- Invest in **cleaner streets** (e.g. more bins, street cleaning)
- **Pedestrianise** areas like Lumley Road
- Develop **evening economy**: leisure, events, outdoor markets, cafés

### 3. Feeling well and getting help to stay healthy

Key suggestions about how to make this happen:

- **More NHS GP and dental services**
- Invest in **Skegness Hospital**
- Create **community hubs** offering advice on health, finances, housing, etc.
- Invest in **sports and fitness facilities** and active transport options (bike paths, rentals)

### 4. Getting around Skegness easily

Key suggestions about how to make this happen:

- **Improve bus and train services**, especially connections to other towns
- Introduce **park & ride schemes**
- Improve **road surfaces**, signage and reduce congestion
- Make Skegness **more accessible** for people with disabilities and mobility scooter users
- Provide **safe cycle paths** and better walking infrastructure

**5. Getting involved in events and the community**

Key suggestions about how to make this happen:

- Invest in **community centres and hubs** for all age groups (youth, elderly, those with disabilities, LGBTQ+)
- **Support grassroots events** and empower local organisers
- Provide **more free or low-cost events** year-round, not just in summer
- Better **advertising** of events (e.g. newsletters, posters – not just online)

**6. Good quality homes to live in**

Key suggestions about how to make this happen:

- Build **affordable and good quality housing** (not just HMOs or holiday parks)
- Tackle poor housing and **support for people with disabilities and young people**
- Improve conditions in **social housing** and increase **accountability for landlords**

**7. Getting the jobs I want and training I need**

Key suggestions about how to make this happen:

- **Create year-round jobs**, not just seasonal tourism ones
- Encourage **investment in industry**, not just tourism
- Provide **apprenticeships** and **skills development** (especially for young people and digital skills)
- Support for **starting businesses**, local enterprise hubs and lower business rates

**8. Accessing advice, information, and support**

Key suggestions about how to make this happen:

- Create a **"One Stop Shop" community centre** for advice and support (health, housing, finance, training)
- More visible and better **advertised support services** (e.g. Citizens Advice, LGBTQ+ support)
- Increase support for **local community organisations** through funding and collaboration

**9. Studying for courses and qualifications locally**

Key suggestions about how to make this happen:

- **More course variety** (e.g. Skegness TEC and nearby colleges)
- Offer **evening classes**, adult education and interest-based learning
- Support for **travel to other colleges** for more advanced qualifications
- Promote **education for employability** (IT, trades, hospitality, etc.)

**Cross-cutting Themes**

- More funding from central government and grants
- Local voice and participation: residents want to be listened to
- Better branding and promotion of Skegness as a modern, diverse, year-round town
- Empowering local businesses and stopping the dominance of low-quality, seasonal commerce
- Emphasis on cleanliness, safety and pride in the town

## ii. About Respondents

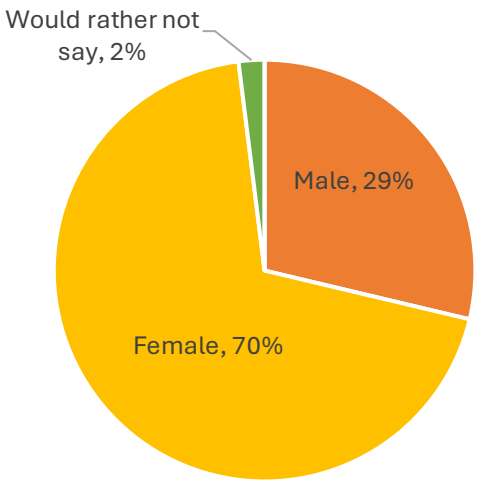
### 6. How would you describe yourself? (prompted)

*Response rate to this question: 247 people / 99.6% of respondents to this survey*

The sample has a strong female bias, with 70% describing themselves as female.

And 29% as male.

*N.B. Gender breakdown for Skegness (town) is 48.6% male, 51.4% female (ONS Census 2021).*




| Option | % | Number |
|---|---|---|
| Female | 70 | 172 |
| Male | 29 | 71 |
| Would rather not say | 2 | 4 |
| Prefer to self-describe | 0 | 0 |

*N.B. percentages may not add up to 100%, due to rounding*

## 7. What is your age? (prompted)

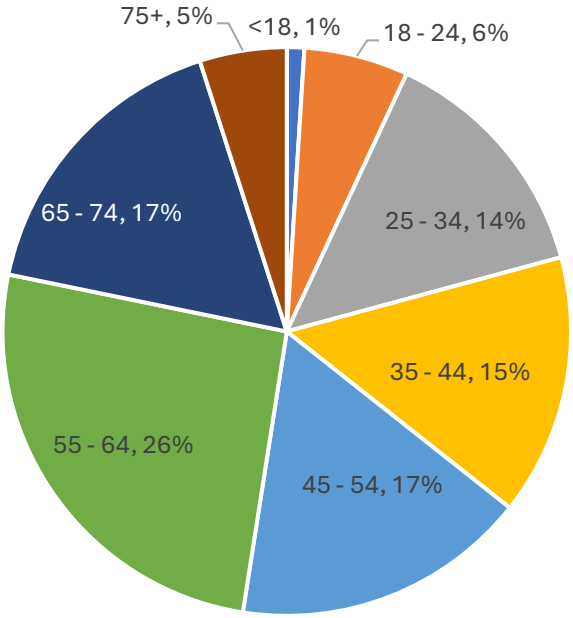
*Response rate to this question: 247 people / 99.6% of respondents to this survey*

There is a good spread across age groups, although only a small number of those who responded are under the age of 25 (7%). However, noting that a separate survey was available for young people to complete.

29% of respondents are aged 25 – 34.

And 43% are aged 45 – 64; with 65% aged 45+.

*N.B. The median age in Skegness (town) is 48 years (ONS Census 2021). The median age for England is 39 years.*




| Option | % | Number |
|---|---|---|
| Under 18 | 1 | 2 |
| 18 – 24 | 6 | 14 |
| 25 – 34 | 14 | 34 |
| 35 – 44 | 15 | 38 |
| 45 – 54 | 17 | 41 |
| 55 – 64 | 26 | 64 |
| 65 – 74 | 17 | 41 |
| 75+ | 5 | 13 |

*N.B. percentages may not add up to 100%, due to rounding*

**8. Where do you live – town or village? (unprompted)**

*Response rate to this question: 243 people / 98% of respondents to this survey*

Around four in 10 of those who responded to this question specifically cite Skegness as the place where they live (94 respondents / 39%).

With an additional 61 respondents (25%) stating that they live in a 'town' (N.B. highly likely Skegness).

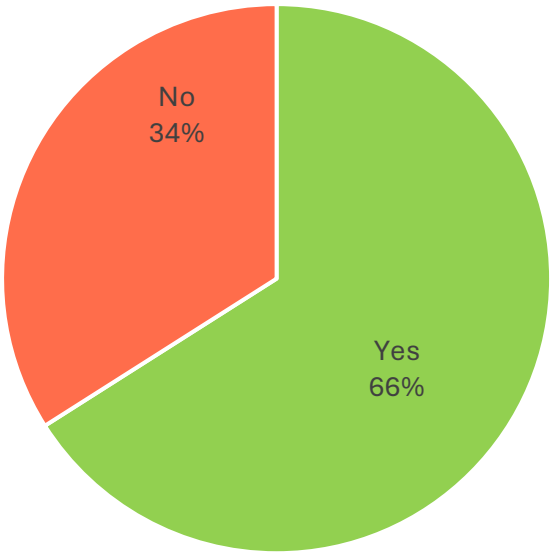
Other 'multiple mentions' of specific places include:

- Winthorpe (11 respondents)
- Wainfleet (seven)
- Chapel St Leonards (six)
- Ingoldmells (five)
- Spilsby (five)
- Burgh le Marsh (four)
- Croft (three)
- Mablethorpe (two)

A further 20 respondents simply say they live in a 'village'.

9. **Would you like to be kept informed on the findings of this consultation, and future opportunities to get involved? (prompted)**
*Response rate to this question: 240 people / 97% of respondents to this survey*

Two thirds of those who responded to this question would like to be kept informed on the consultation findings and future opportunities to get involved (66% – or 159 individuals).




| Option | % | Number |
|---|---|---|
| Yes | 66 | 159 |
| No | 34 | 81 |

# Part 1b: survey analysis – *Young People Survey*

- The Young People Survey includes feedback from Skegness Grammar School students
- All 306 respondents are under the age of 25

## i. Your thoughts on, and ideas for, Skegness

### 1. What one thing would most improve life in Skegness right now

*Q: What one thing would most improve life for you right now in Skegness? (unprompted)*
*Response rate to this question: 302 people / 99% of respondents to this survey*

Unprompted, a key theme emerging to improve life in Skegness 'right now' **is less crime, anti-social behaviour and drug use**.

- There is widespread concern about drug addicts, dealers and anti-social individuals in public spaces
- Many respondents don't feel safe in the town, especially along Lumley Road and near the seafront
- There are calls for more police presence and law enforcement

> *"Less anti-social behaviour and drug use because they make Skegness feel unsafe."*

> *"Being able to go into town and feeling safe without the worries of seeing bad people."*

> *"More police in all of Skegness because none of them care and are slow."*

**Cleaner streets, beach and public areas (litter control)** comes through strongly.

- Huge frustration with litter, especially during the summer tourist season
- Multiple mentions of dirty beach, streets, alleyways and public parks
- There is a call for more bins, more litter picking and cleaner public spaces

> *"If the litter was kept under control more in the busier times of the year."*

> *"More should be done to protect the environment of Skegness. this includes adding more bins and more encouragement into throwing away rubbish and not littering."*

> *"Have a cleaner environment to live in. Some places can feel very unpleasant and dirty."*

There is a notable call for **more shops**, especially big brands.

- There is a strong desire for a better variety of shops
- Specific mentions of Primark, Zara, H&M, Burger King, Nando's Taco Bell
- Many say they currently travel out of town for shopping

*"More bigger brand shops. for clothes etc. normally we have to travel for a minimum of an hour often longer to get to a place with bigger shops."*

*"Primark and other big clothing shops being closer to Skegness or even in Skegness."*

*"Better shops like Primark, Zara."*

And a desire for **more things to do in Skegness** (entertainment, activities, attractions).

- Many respondents feel there's nothing to do in town
- There are requests for:
  - Go-karting
  - Rollercoasters
  - Water parks
  - Sports centres
  - Music festivals

*"More fun activities to do with family and friends. New rides at the pleasure beach."*

*"A better go-kart track and more attractions would make Skegness more fun."*

*"To improve my life in Skegness I would like to have more activities."*

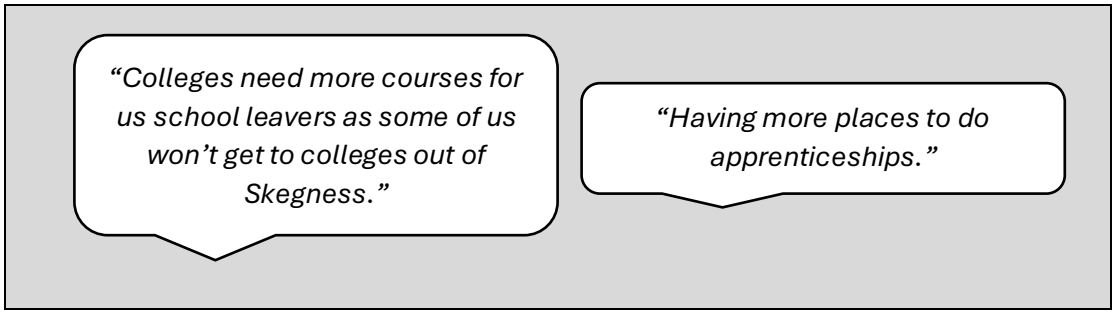
Another noteworthy mention is **better job and education opportunities**.

- There is a call for more local jobs, especially for young people and teens
- There is some frustration with lack of apprenticeships and job training locally
- Some mention of better schools and college course options

*"More job opportunities as younger people like myself are starting to work but nowhere will take them or if they do there is not enough places."*

*"Better educational opportunities to give young people more access to jobs."*

*"More jobs for teenagers."*


"Colleges need more courses for us school leavers as some of us won't get to colleges out of Skegness."
"Having more places to do apprenticeships."

## 2. Dislikes about Skegness

*Q: What things do you not like about Skegness? (unprompted)*
*Response rate to this question: 302 people / 99% of respondents to this survey*

Unprompted, a key cited dislike about Skegness is **litter and pollution**.

- There are frequent mentions of rubbish on the beach, streets, parks, near food places
- Litter is often linked to a lack of bins, cleaning services and tourists
- Pollution is affecting the sea and the environment generally

*"Litter everywhere in Skegness and the dirty sea."*

*"The amount of litter around Skegness on the beach and also on streets ruining the representation of Skegness, making it an unpleasant place."*

*"Dirty beach, brown water, dirty streets."*

*"There is litter down every road and it's very unpleasant to look at."*

There are frequent mentions of **crime and safety concerns**.

- Includes knife crime, drug-related activity, theft, violence
- Grosvenor is highlighted as a particularly dangerous area
- Many respondents say they don't feel safe, especially at night

*"Walking home alone at night … can be pretty nerve-wracking."*

*"The regular murders on Grosvenor Road."*

*"How unsafe it is to walk at night because of drunk people and they can create trouble which is the same with drugs."*

*"I don't like that there is such a high crime rate in Skegness and people are not taking enough action over this! Our school especially is situated in an area which feels unsafe. I think that there should be more improvements to help control the safety of residents living in an area of crime."*

**Drug use and anti-social behaviour** is also highlighted by respondents.

- Drug abuse, smoking, vaping and associated anti-social behaviour are major concerns
- Often linked to a feeling of danger and poor town image
- Again, many say it feels unsafe to walk around town due to substance misuse

*"The smell of weed."*

*"Too many vape shops, everywhere you go you can smell weed."*

*"All the druggies and naughty people. Also get rid of the people who make me chased me and threatened me. Take all the druggies away."*

*"The amount of marijuana and other drugs that get sold and can be smelt around town. The deprived areas can appear scary so I would not want to go there."*

Other notable dislikes about Skegness include **overcrowding and tourism**.

- Many respondents think their town is over-run by tourists in the summer
- Overcrowding affects transport, shops, the beach and quality of life
- Tourists are blamed for increased litter, traffic, inflated prices
- There is a perception that the town prioritises visitors over local residents

*"I do not like how overcrowded and littered it gets in the summer when tourists arrive."*

*"How busy it gets when tourists arrive, litter on the beach and in the grass."*

*"Skegness is only built of tourist attractions so there's not actually much to do for people that live there. Most things in Skegness are also very expensive."*

And the **dirty and run-down environment**.

- Seafront, shops, streets and public areas are often described as scruffy
- Calls for renovation and revitalisation
- And more bins and regular cleaning

*"The seafront is okay, but it could be so much better, it feels a bit run-down ..."*

*"Run down neighbourhoods, derelict housing, abandoned bowling greens."*

## 3. Biggest change would make in Skegness

*Q: If you had a magic wand, what is the biggest change you would make in Skegness? (unprompted)*

*Response rate to this question: 303 people / 99% of respondents to this survey*

Unprompted, the key theme emerging for the 'biggest change' in Skegness would be **cleanliness and tidiness** (litter, pollution, scruffy appearance), with frequent call for:

- Cleaner streets and beaches
- Less rubbish and more bins
- Tackling pollution, especially in the sea
- Tidier appearance of public spaces

*"I would probably make it a cleaner place or change it to have less pollution in the sea."*

*"Clean up the streets and hire more road sweepers, clean the beach also."*

*"The litter. There is a big need for new bins in the area to stop rubbish entering the ocean. The pollution in the ocean needs to stop. I haven't ever seen a street sweeper cleaning the streets. That would be a huge part of keeping the streets clean and stop pollution."*

**Crime, safety and drug issues** is another key, emerging theme. Many comments reflect concerns over:

- Feeling unsafe
- Drug use / dealing in public
- Need for more police presence
- Anti-social behaviour
- Homelessness

*"Crime – it is not safe to come out after school."*

*"Get rid of drug dealers and make Skegness feel safe again."*

*"More police to protect Skegness from danger and protecting the local people so they feel safe and stop others getting into trouble also so they don't cause a scene for other people walking by. Also they could stop strange people for example like drug addicts and drunk people."*

*"My biggest change would be the amount of homeless people or druggies that roam the streets of Skegness which make people become a bit uncomfortable when going out so I would add a shelter or somewhere for them all to go instead of crowding the streets."*

**More entertainment and activities (especially for locals / young people)** are widely called for, including:

- More things to do for local residents
- Year-round entertainment / things to do
- Fun things to do beyond arcades and fairs
- New attractions and sports opportunities

*"Provide more recreational activities for young people in the area."*

*"I would make it so that there are more things to do for the people who live here permanently."*

*"Make more things to do for winter and summer."*

*"Add a water park, bowling, ropes courses, ice skating rink."*

**Better shops and business variety** is also highlighted, with a strong desire for:

- More high-street and brand-name shops (e.g. Primark)
- Fewer vape shops, arcades
- Greater retail diversity
- More food options

*"I would get rid of the vape shops around Skegness as they affect the younger population of Skegness that can endanger them, I would provide a larger selection of shops and food places so that people do not have to travel far to get basic needs and clothing items without the price of travel."*

*"Needs a bigger shopping centre and more variety of shops."*

*"I would bring bigger brands into Skegness like Primark or food places."*

There is also notable call for **improved infrastructure (transport, roads, services),** with many comments addressing the need for:

- Better roads and transport links
- Improved healthcare and emergency services
- Better housing for locals
- More accessible facilities (e.g. for people with disabilities)

*"Fix the roads, they irritate me."*

*"Better transport links and cheaper transport links to different parts of Lincolnshire."*

*"It's hard not to notice how outdated things feel in many ways. The infrastructure, for starters, could really use an upgrade. The roads, public transport, and even basic utilities like internet access are lagging behind what you'd expect in a modern town ..."*

*"Make houses cheaper and make more houses."*

## 4. Important things to you and your life in Skegness

*Q: Which of these things are most important to you and your life in Skegness? Please tick up to five (prompted)*
*Response rate to this question: 306 people / 100% of respondents to this survey*

When prompted about which (up to five) things are most important to them and their life in Skegness, respondents are most likely to think 'feeling safe' in the town is most important - selected by over three quarters of respondents (76%). This is very similar to the general survey (77%).

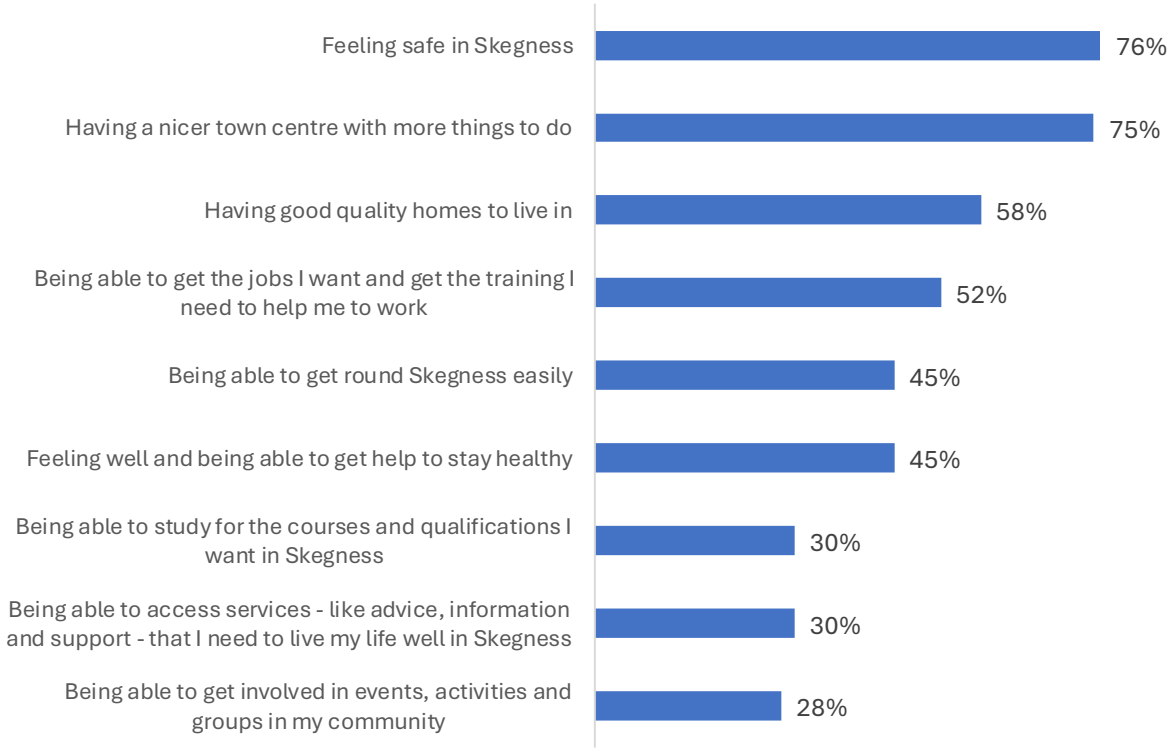
Followed very closely by 'having a nicer town centre with more things to do' - highlighted by three quarters of respondents (75%). Although also in second place for the general survey, there is some indication that this is slightly more important to young people (69% general survey).

Over half of respondents selected 'having good quality homes to live in' (58%) - a significantly higher proportion than for the general survey (30%).

And just over half 'being able to get the jobs I want and the training I need to help me to work' (52%) – again, significantly higher than for the general survey (27%).

And just under half of respondents 'being able to get round Skegness easily' and 'feeling well and being able to get help to stay healthy' – 45% respectively.

As might be expected, there is some indication that respondents (all young people under the age of 25) are significantly more likely to select the statement relating to study and qualifications than for the general survey (30% vs 16%).



| Option | % | Number |
|---|---|---|
| Feeling safe in Skegness | 76 | 234 |
| Having a nicer town centre with more things to do | 75 | 231 |
| Having good quality homes to live in | 58 | 176 |
| Being able to get the jobs I want and get the training I need to help me to work | 52 | 159 |
| Being able to get round Skegness easily | 45 | 138 |
| Feeling well and being able to get help to stay healthy | 45 | 138 |
| Being able to study for the courses and qualifications I want in Skegness | 30 | 93 |
| Being able to access services – like advice, information and support – that I need to live my life well in Skegness | 30 | 91 |
| Being able to get involved in events, activities and groups in my community | 28 | 86 |

## 5. Ideas about how can make these things happen in Skegness

*Q: Do you have any ideas about how we can make these things happen in Skegness? (unprompted)*
*Response rate to this question: 294 people / 96% of respondents to this survey*

### 1. Feeling safe in Skegness

Key suggestions about how to make this happen:

- **Increase police presence:** Many calls for more police patrols, better funding for police and stricter enforcement against drug use and crime
- **Improve security measures:** Suggestions include more CCTV cameras, better lighting, lifeguards on beaches and general community vigilance
- **Address drug-related issues:** Remove drug dealers and users from public areas, with rehab support for addicts
- **General cleanliness:** Cleaner streets and beaches contribute to feeling safer

### 2. Having a nicer town centre with more things to do

Key suggestions about how to make this happen:

- **Add more shops and popular brands:** clothing and food outlets often mentioned (e.g. Primark, Nando's, H&M, McDonald's ...)
- **More entertainment and activities:** Suggestions include water parks, gyms, sports facilities, pools
- **Clean and maintain public spaces:** Regular cleaning, less litter, improved aesthetics and better infrastructure
- **Events and community activities:** More frequent, varied, year-round events to engage locals (as well as tourists)

### 3. Having good quality homes to live in

Key suggestions about how to make this happen:

- **Build new, affordable and quality housing:** Especially to replace poor-quality homes (e.g. mould issues), and to provide for homeless and vulnerable populations
- **Hire skilled tradespeople:** Builders, plumbers, engineers to maintain and upgrade existing housing
- **Better support for tenants:** Particularly those in council or cheaper housing

### 4. Being able to get the jobs I want and get the training I need to help me to work

Key suggestions about how to make this happen:

- **More job opportunities:** Bringing new businesses and industries to Skegness
- **Job centres and youth employment:** More spaces and programmes for teenagers and young adults to get training and work
- **Improve education and training facilities:** More / better schools, colleges and vocational courses

**5. Being able to get round Skegness easily**

Key suggestions about how to make this happen:

- **Better roads and smoother traffic flow:** Fix potholes, create more direct routes
- **Improved public transport:** Cheaper, more frequent buses and trains; better connections with surrounding areas
- **More parking, including in central locations:** To reduce long walks and congestion

**6. Feeling well and being able to get help to stay healthy**

Key suggestions about how to make this happen:

- **Better healthcare access:** More doctors, hospitals and support services for all ages
- **More recreational and sports facilities:** Gyms, running tracks, swimming pools, athletic clubs
- **Clean and safe environment:** Cleaner beaches, streets and pollution control to promote better health

**7. Being able to study for the courses and qualifications I want in Skegness**

Key suggestions about how to make this happen:

- **More educational institutions:** Including vocational training centres
- **Better funding and quality of teaching:** Especially for struggling schools
- **Links between education and local jobs:** To reduce the need to leave town for work

**8. Being able to access services – like advice, information and support – that I need to live my life well in Skegness**

Key suggestions about how to make this happen:

- **More community centres and support hubs:** Places where people can get advice, support and information
- **Accessible services for vulnerable groups:** Homeless shelters, drug rehab, mental health support
- **Better communication:** Websites or apps to inform residents about jobs, events, services etc.

**9. Being able to get involved in events, activities and groups in my community**

Key suggestions about how to make this happen:

- **More community-driven events:** Regular local events, festivals, and activities designed with input from residents
- **Youth engagement:** Spaces and clubs targeted at teenagers and children
- **Greater community involvement in planning:** Surveys and open discussions to shape what happens in Skegness

# Part 2: narrative feedback

## i. Feedback boards and freepost leaflets

Following are key themes emerging from responses submitted via:

- Feedback boards (Embassy Theatre, Skegness Town Council, Natterjack Engagement – Hildred's Shopping Centre)
- Freepost leaflets

### Q: What one thing would most improve life for you right now in Skegness? (unprompted)

**1. Cleaner, safer and better-maintained environment**

- Many respondents want a cleaner, better-kept town and beach, improved paths, and action on anti-social behaviour, litter and cleanliness. They feel Skegness has become "dirty" and "unsafe" compared with the past.

  *Some verbatims:*

  - *"Make Skegness clean and safe to come to and live in."*
  - *"Cleaner streets, less rubbish – PICK IT UP!!!"*
  - *"Beach cleaning daily, by tractors."*
  - *"Getting rid of drug dealers."*
  - *"Clamp down on anti-social behaviour."*
  - *"Would love to see the streets cleaned at night – pavements near McDonalds are filthy."*
  - *"More police on beat to stop ASB."*

**2. Better transport, roads and connectivity**

- A major frustration is around road congestion, poor bus and train services and lack of affordable / sufficient parking. Residents feel trapped or cut off, particularly in the winter when bus services are reduced.

  *Some verbatims:*

  - *"Better roads and transport."*
  - *"Improve road surfaces and fill potholes."*
  - *"More regular buses from Hogsthorpe."*
  - *"Transport into/out of Skegness! No late buses."*
  - *"Better rail links – last train back gets us into Skegness at 20:50hrs."*
  - *"Park & Ride service – or better parking facilities."*
  - *"During season our roads cannot cope and makes me late for work."*

**3. More and better shops**

- By far one of the most repeated requests. Respondents want affordable, high-street-style retail (Primark, Matalan, Next, M&S), rather than more arcades, nail bars or cafés. There's a sense that the town centre is outdated and lacks variety for locals.

  *Some verbatims:*

  - *"We need a Primark!"*
  - *"More shops - Matalan and Primark."*
  - *"Some decent shops instead of nail bars, barbers and vape shops."*
  - *"Reduce the rent on empty shops in Skegness."*

- *"Outdated shops - needs modernising."*
- *"A new shopping area."*
- *"More shops for local people, not just tourists."*

**4. More facilities and activities for locals (not just tourists)**

- Strong call for year-round, affordable things for *residents* - especially for young people, families, and older or disabled residents. Many feel Skegness caters mainly to visitors, not locals.

*Some verbatims:*

- *"More activities for local people like swimming pools."*
- *"Something for teens and SEN teens."*
- *"More community get-togethers."*
- *"More social events in Tower Gardens."*
- *"More community centre projects/places."*
- *"More for teens - youth club etc."*
- *"Provide an easily accessible tourist information resource with a summary of any free entertainment."*
- *"Free evening events."*

**5. Improved public facilities and infrastructure (toilets, paths, medical services, accessibility)**

- Respondents repeatedly mention public toilets (especially free and clean ones), disabled access, better healthcare provision and general maintenance of public amenities, such as pavements and shelters.

*Some verbatims:*

- *"Free toilets and clean."*
- *"Make public toilets cleaner."*
- *"More disabled access to beach."*
- *"The pavements everywhere need re-laying."*
- *"A proper hospital that can do everything instead of having to travel miles away."*
- *"More doctors and better medical services."*
- *"More and better shelters along the seafront - keep them clean."*
- *"Awning for Café Dansant as it gets too hot inside."*

## Q: If you had a magic wand, what is the biggest change you would make in Skegness? (unprompted)

**1. Cleanliness, maintenance and town appearance**

- Many respondents express frustration with litter, untidy streets, neglected pavements, derelict hotels and poorly maintained public spaces. There is a strong call for a town-wide "clean-up", more bins, better waste management and landlords being held accountable for property upkeep.

*Some verbatims:*

- *"Clean the streets and repair pavements in Lumley Road."*
- *"Get landlords to tidy their properties up. They make it look like a ghetto."*
- *"Regular street cleaners Sea Front."*

- *“Make the town cleaner - remove rubbish and litter.”*
- *“Knock down tatty hotels - makes the seafront look dreadful.”*
- *“Filling in the potholes and improve the shop fronts.”*
- *“I love Skeggy - just mend the roads and footpaths.”*

**2. Infrastructure, transport and accessibility**

- Concerns include poor roads, potholes, inadequate parking, limited transport links and insufficient disabled access. There is also interest in better cycling routes and safer walking paths.

*Some verbatims:*

- *“Fix potholes.”*
- *“Better roads - dual carriageway.”*
- *“More parking spaces.”*
- *“Better disabled parking with street signings.”*
- *“More cycle lanes.”*
- *“Easier access for disabled, parking, footpaths in town.”*
- *“Better transport going straight to more places - i.e. Grimsby, Lincoln, Cromer and Hunstanton.”*
- *“We need a bypass.”*

**3. Housing and affordability**

- Affordable and adequate housing is a major concern. Respondents mention homelessness, lack of social housing and too many hotels/caravans compared to permanent housing for locals.

*Some verbatims:*

- *“Build more social housing for ALL people - no-one deserves to be homeless.”*
- *“Housing for local families.”*
- *“Stop expansion of caravan planning permission and build houses people can afford.”*
- *“More affordable housing.”*
- *“Housing for locals to buy/rent.”*

**4. Safety, policing and anti-social behaviour**

- A significant number of comments mention feeling unsafe, drug use, noisy cars, and lack of visible policing. Residents want a greater police presence and actions to address homelessness and antisocial behaviour.

*Some verbatims:*

- *“More police in town centre patrolling on foot.”*
- *“Make it safer - see more police.”*
- *“Get rid of drug dealers and the homeless that run amok in the shops.”*
- *“Police around - welfare watch parents.”*
- *“Stop loud cars and bikes outside my house on Wainfleet Road.”*
- *“Introduce no drinking/begging zones.”*

**5. Parks, play areas and family facilities**

- There is a strong demand for improved parks, safe play areas and accessible recreation for children and families, including inclusive and updated facilities.

*Some verbatims:*

- *“Updated park for kids to play safely.”*
- *“Swing park for disabled kids.”*

- *"Play area revamped - play equipment, water splash area, fountains for kids to run and play in."*
- *"Tower Gardens park - not enough equipment."*
- *"Better parks and activity centres."*
- *"More things for children."*
- *"Develop parks, gardens and other public spaces where people could relax, exercise and socialise."*

## Q: What things do you not like about Skegness? (unprompted)

**1. Poor roads, pavements and infrastructure**

- This is a key complaint, with frequent mentions of potholes, damaged pavements, unsafe walking areas and poor road maintenance. There's also frustration about unnecessary building repairs taking priority over roads and housing.

*Some verbatims:*

- *"The roads and paths in very bad state. Put it back to local residents."*
- *"Roads are terrible, pavements are poor, Burgh Road near school and shops are terrible."*
- *"Pot holes, and parked cars on pavements."*
- *"Uneven pavements on Rutland Road… trip people up."*
- *"The roads and paths really bad state. Get rid of immigrants - bring back to normal. Make it safe."*

**2. Litter, cleanliness and general appearance**

- Also a strong theme emerging, with respondents repeatedly describing Skegness as dirty, shabby and poorly maintained - citing litter, dog mess, overflowing bins, untidy streets and shabby shopfronts.

*Some verbatims:*

- *"Litter around Skegness."*
- *"Make Skegness cleaner by picking up litter."*
- *"Tatty seating on seafront, and litter bins not giving good impression."*
- *"Walking through the street, the town looks and feels very rough and not a particularly welcoming touristic town."*
- *"The utterly untidy streets with rubbish and grass that is not cut properly."*

**3. Anti-social behaviour, safety and social issues**

- Many respondents feel unsafe due to begging, drug use, drunken behaviour, loud cars/bikes and perceived disorder. Some comments also mix in xenophobic remarks about immigrants being housed in hotels, but the consistent underlying concern is crime, disorder and safety.

*Some verbatims:*

- *"Cut down on ASB."*
- *"Need to make it safe to go around Skegness, don't feel safe."*
- *"Beggars; drinkers around the bus/train station."*
- *"Loud cars and bikes and unsocial behaviour."*

**4. Parking and transport problems**

- There's widespread dissatisfaction with parking costs, lack of spaces, broken ticket machines, traffic congestion (especially during the tourist season) and poor public transport links to nearby towns.

  *Some verbatims:*

- *"The stupid machines at Hildred's centre car park."*
- *"Parking – bad pavements, bad roads."*
- *"Traffic in Skegness during holiday season."*
- *"Cost of car parks (£1.50/hr !!)."*
- *"Transport service… takes 2 hours in bus to Lincoln."*
- *"Car parking facility, difficult to find parking spaces."*

**5. Decline in shops, facilities and opportunities for locals (especially teens)**

- Many respondents feel Skegness caters mainly for tourists and not for locals - especially outside of the summer season. There's concern about empty shops, lack of variety, few activities for teenagers and limited job opportunities.

  *Some verbatims:*

- *"Not having more shopping places for local people – after holiday season everything shuts."*
- *"The lack of proper shops."*
- *"Love Skegness just disappointing for teens."*
- *"Nothing for teens."*
- *"Not enough indoor centres especially for the elderly."*
- *"Not much opportunity to work out of summer. Need more jobs."*

## ii. Postcards

Following are the key themes emerging from responses submitted via postcards (including some completed at East Coast Pride on Saturday 13th September 2025).

### Q: What are your aspirations / ambitions for Skegness in 2036? (unprompted)

**1. Year-round economy and events – "Make Skegness a 12-month destination"**

- Extend the season beyond summer; bring life and entertainment through the winter with events, attractions and open facilities for residents and visitors.

  *Some verbatims:*

  - *"Longer season - Summer."*
  - *"A special winter season to bring more people into Skegness."*
  - *"Entertainment through the winter - join forces with clubs."*
  - *"Nothing open in Winter."*
  - *"Eateries and shops to stay open during winter as there is nothing for residents in the closed season."*
  - *"People are burnt out in the winter - make entertainment cheap or free!"*
  - *"Festivals/events more."*
  - *"Work together to entertain people."*

**2. Safety, cleanliness and community wellbeing**

- Create a clean, safe, and welcoming environment for locals and visitors - more visible policing, tackling homelessness, improving lighting and maintaining public spaces.

  *Some verbatims:*

  - *"More police needed."*
  - *"Policing is an issue – having police on the beat where holiday makers are."*
  - *"Homeless in shop doorways – it's intimidating."*
  - *"No-one is cleaning up after dogs."*
  - *"Keep it tidy – from Travelodge onwards and maintain existing paths."*
  - *"Safety and lighting."*
  - *"Safer drug-free and alcohol-free streets."*
  - *"Cleaner streets."*

**3. Accessibility, transport and infrastructure**

- Make Skegness easier to reach and move around for everyone, including disabled visitors, through better public transport, road systems, EV infrastructure and accessibility upgrades.

  *Some verbatims:*

  - *"Transport is key."*
  - *"Better transport."*
  - *"Extra train links especially to Lincoln and Norfolk."*
  - *"Pedestrianise Lumley Road – would entice big name brands."*
  - *"More accessible for disabled children and adults (places, access)."*

- *"Café and Restaurant toilets need more access for disabled users."*
- *"Hoping that traffic system will be made to reduce congestion."*
- *"EV chargers / Support for businesses to create EV chargers."*

**4. Community, family and youth facilities**

- Build a stronger, inclusive community with spaces and activities for all ages - especially children, teenagers, families and those with additional needs.

*Some verbatims:*

- *"More holiday clubs for kids."*
- *"Sports facilities – swimming pool for locals."*
- *"Things to do for kids – extend hours of things to do all year round."*
- *"More activities for young people around town."*
- *"Facilities for all ages."*
- *"No LGBTQ space like Eden Project."*
- *"Clubs and venues for the disabled all year round."*
- *"Free or not expensive entertainment."*

**5. Town centre, investment and local pride**

- Regenerate and reimagine the town centre - improve public areas, attract investment, improve retail mix and celebrate Skegness's identity and history.

*Some verbatims:*

- *"Refurbish the Foreshore and do something nice – Foreshore Masterplan was great."*
- *"Hotel - Town centre transformation – grant fund – South Parade – to improve frontage."*
- *"Pedestrianise Lumley Road – would entice big name brands."*
- *"Create Café Culture – 'Drive the change – look at the future.'"*
- *"Skegness has huge potential."*
- *"Markets, events, farmers' markets."*
- *"An entertainment museum/history of Skegness."*
- *"Maintain services for traditional visitors – not forgetting who visitors are."*

# Part 3: competition entries

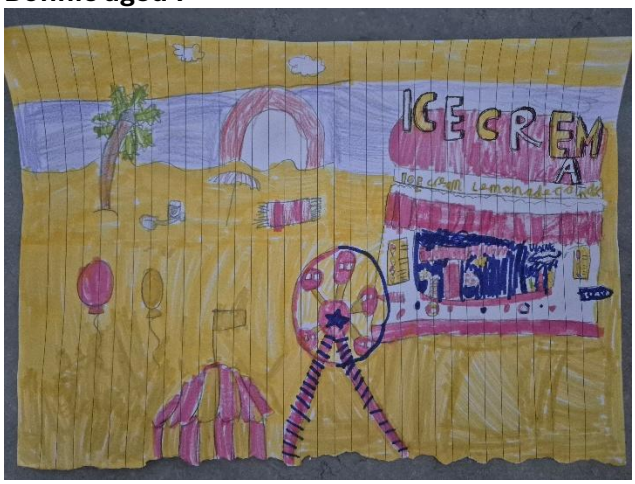
To engage young people, a competition was held for 4 – 16 year olds to draw, paint, or create their perfect Skegness.

**Lyra aged 4**

Lyra aged 4 said: "My perfect Skegness would be a sunny day on the beach making sandcastles and having a strawberry ice-cream, I would also like a park where we don't trip over and we can play all day in the sunshine under the trees; there would be places for mummies to put the babies and the big kids can play and enjoy themselves"

**Phoebe aged 10**

**Bonnie aged 7**




**Ralphy aged 6**

Ralphy is 6 years old and has made his own version of Skegness pier and has added different materials to make his own sea, lights, benches, shops.

# Part 4: in-depth survey for Board members

Building on the findings from the summer 2025 consultation, board members were keen to gain further depth in their understanding. A survey was created which asked questions around health and wellbeing, heritage, and community services and facilities. People were invited to have their say September - November via an online survey as well as in face to face consultation in the Hildred's Centre in Skegness. 104 people had their say in the in-depth survey, providing further understanding that will help the Board to develop the detail of the plans and projects for Skegness.

## i. Health and wellbeing

*Q1: Why do you think being active is important for your physical and mental health and wellbeing? (unprompted)*

Key themes emerging when asked about why being active is important include:

- **Mental health benefits** - Reduces stress, anxiety and depression; improves mood and emotional wellbeing; keeps the mind occupied and positive.
- **Physical health benefits** - Maintains fitness, circulation, strength and mobility; reduces risk of illness and supports healthy ageing.
- **Social connection and community** - Engaging in group activities or community settings promotes social interaction, motivation and a sense of purpose.
- **Sustained lifestyle and self-care** - Encourages long-term healthy habits, self-esteem, energy and motivation, contributing to overall life satisfaction.
- **Connection with nature and environment** - Being outdoors, walking or near the sea relaxes and refreshes the mind.

*Q2: Is there anything that stops you from being as active as you would like to be in Skegness? (unprompted)*

- Most commonly cited issues relate to **limited and poor-quality facilities** available locally, including a lack of affordable, diverse and well-maintained spaces for different age groups and abilities.
- **Accessibility challenges**, such as poor public transport, unsafe or poorly maintained footpaths and cycle routes and limited countryside access, further restrict opportunities.
- **Financial costs** (e.g. high gym fees) also deter participation.
- **Concerns about safety, anti-social behaviour and inadequate lighting** discourage outdoor activity, especially at night.
- **Personal circumstances**, including health conditions, disabilities, shift work and family commitments, combined with seasonal weather and economic pressures, make it difficult for many residents to maintain regular physical activity.

*Q3: What are the good things about Skegness that helps your physical and mental health and wellbeing? (unprompted)*

- The **beach, sea air, and scenic coastal views** are consistently highlighted as offering a welcome space to relax, reflect and stay active.
- **Walking**, particularly along the beach, seafront, and local nature areas, is one of the most valued and accessible forms of exercise.
- Respondents also appreciate the town's **green and open spaces**, such as Gibraltar Point and local parks, which provide opportunities for outdoor activity and mindfulness.

- In addition to its natural assets, Skegness is recognised for fostering **community connection and inclusion** through local clubs / groups.

*Q4: What would you like to see in Skegness that would help your physical and mental health and wellbeing? (unprompted)*

- Respondents would most like to see a **modern, affordable leisure centre** with a range of sports and fitness options, **more free or low-cost activities for all ages and abilities** and **improved access for people with disabilities**.
- Respondents also highlight the need for a **cleaner, safer and more attractive town** with upgraded pavements, lighting and public toilets, as well as better transport links.
- **Enhancing the seafront and public spaces**, such as with family areas and outdoor gyms, alongside more nature and greenery, is considered important for boosting wellbeing.
- There is call for **more opportunities for social connection** (e.g. clubs / groups / events).

### ii. Heritage

*Q5: What does Skegness heritage mean to you? (unprompted)*

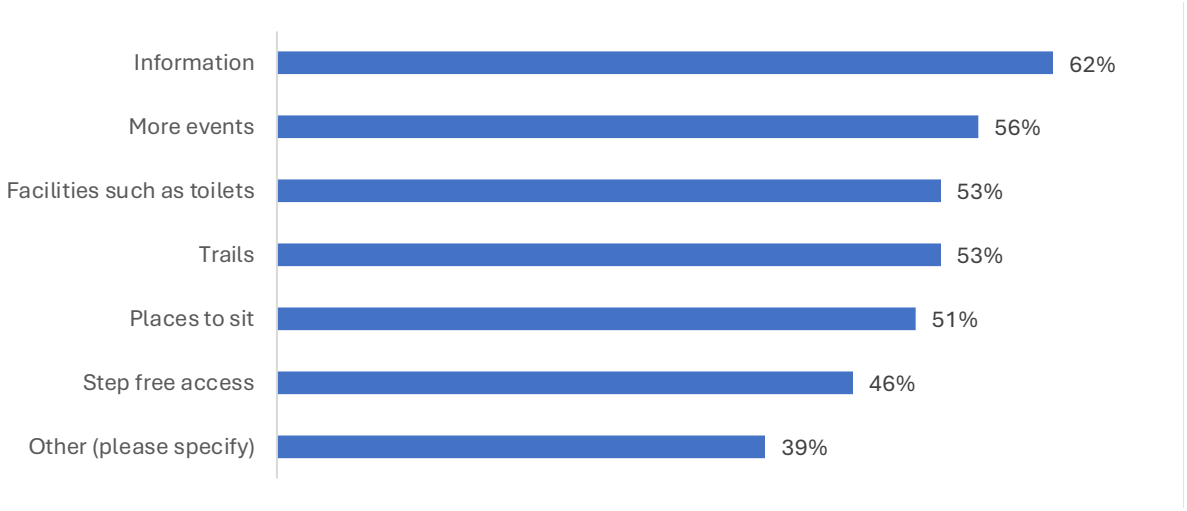
- Many respondents feel a **strong connection to Skegness through family ties and generational links**.
- It is deemed **important to keep the town's heritage alive**. However, respondents note **loss, neglect and limited celebration** of the town's history.
- Its heritage is typically **linked to Skegness's seaside resort identity and family traditions**.
- The **Jolly Fisherman, pier, promenade and clock tower** are central to local identity and are seen as 'must-preserve' landmarks / stories.

*Q6: What's the one Skegness place or story you'd most want to protect or celebrate? (unprompted)*

- **The Jolly Fisherman** is most likely mentioned as something respondents would like to see protected or celebrated – an iconic symbol of Skegness.
- Other places receiving multiple mentions include:
    - The pier
    - Seafront / promenade
    - Gibraltar Point
- **Victorian Skegness and the railway development** is highlighted by some as an important story to tell.

*Q7: What would make heritage in Skegness more enjoyable for you? (please tick all that apply) (prompted)*
*Response rate to this question: 95 people / 91% of respondents to this survey*

- When prompted, respondents are most likely to think **information** would make heritage in Skegness more enjoyable for them - 64% of respondents.
- Each of the other prompted factors are important to around half of respondents respectively.




| Option | % | Number |
|---|---|---|
| Information | 62 | 59 |
| More events | 56 | 53 |
| Facilities such as toilets | 53 | 50 |
| Trails | 53 | 50 |
| Places to sit | 51 | 48 |
| Step free access | 46 | 44 |
| *Other (please specify)* | *39* | *37* |

### iii. Your community

*Q8: What small-scale project or activity, over the next 10 years, do you think could make a big difference to community life in Skegness? (unprompted)*

Suggested small-scale projects or activities that could make a big difference to Skegness include:

- **Redevelopment of lakeside café and bowling greens** (e.g. into a family-friendly space)
- **Leisure centre and outdoor sports facilities** to promote fitness and youth engagement
- **Town improvement and public space improvements** (e.g. tidying / smartening up, high street pedestrianisation)
- **Community activities / events / projects** (e.g. social events, workshops, classes)

*Q9: How could funding be used to bring people together, improve wellbeing, or create more opportunities for residents at a grass root level? (unprompted)*

- **Community spaces and facilities:** Accessible, affordable spaces for all ages, such as community centres, leisure facilities, coffee shops and warm spaces.
- **Social, cultural and recreational activities:** Regular arts, music, sports, and family-friendly events to encourage social interaction and inclusion.

- **Support for local / small businesses:** Funding local / small businesses to create jobs and economic opportunities beyond the seasonal economy.
- **Volunteering and community support:** Initiatives that promote volunteering, skill-sharing and support for older or isolated residents.
- **Transport and accessibility:** Improved transport and flexible opening hours to ensure all residents can access community spaces and activities.

*Q10: Are there particular spaces, groups or services in Skegness that could benefit from extra support to have a greater impact on the community? (unprompted)*

- Spaces, groups or services suggested are many and wide-ranging.
- With **activities and spaces for young people** most notably highlighted by respondents.

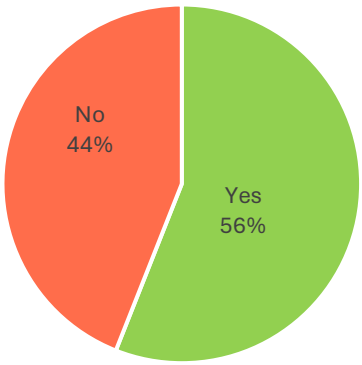
### iv. About you

*Q11: Where do you live? (unprompted)*

- Around three quarters of respondents live in Skegness itself.
- Other mentions include Burgh le Marsh, Chapel St Leonards, Croft, Ingoldmells, Mumby, Spilsby, Willoughby, Winthorpe.

*Q12: Would you like to continue to be informed and involved in future consultation opportunities around this funding for Skegness? (prompted)*
*Response rate to this question: 90 people / 87% of respondents to this survey*

- Over half of those who responded to this question (56%) would like to continue to be informed and involved in future opportunities around this funding for Skegness – which is 50 individuals.




| Option | % | Number |
|---|---|---|
| Yes | 56 | 50 |
| No | 44 | 40 |

# Part 5: Open Call for Projects

An open call for projects also took place between September – October 2025. Through this process, community groups, charities, and organisations in Skegness were invited to submit ideas for projects that could potentially benefit from the Pride in Place funding. Applications were invited via an online and hard copy form available and was promoted via:

- Media coverage on the Shaping Skegness Together, Connected Coast, and LincsOnline websites
- Social media coverage via the Skegness & District Wellbeing Hub and Connected Coast
- An email from the Board to community groups, organisations, and charities across the town to invite them to take part in the open call.
- The Open call for Projects was also promoted within all communications around the masterplan proposals consultation.

Overall, 27 eligible responses were received to this open call for projects. Collectively, the project call has the following characteristics:

- The majority of project proposals are aligned with the Health and Wellbeing Pride in Place intervention (8 projects).
- Projects covered a broad range of Pride in Place interventions, including Regeneration, High Streets and Heritage (5 projects), Education and Opportunity (5 projects); Cohesion (5 projects), Work, Productivity and Skills (2 projects); Safety and Security (1 projects); and Housing (1 project).
- With no funding limits set for proposals, projects ranged in value from c.£1,500 to £12,500,000.
- Across all applications, capital costs total more than £16.1m, and revenue costs total around £2.5m.

Project proposals submitted during the call align with the following consultation priorities:

- More amenities for families and young people and cleaner, safer public spaces.
- Need for stronger community voice, collaboration, and local empowerment.
- Support for more creative, educational, and inclusive community spaces for young people and residents.
- Support for better sports and leisure facilities accessible to all age groups.
- Enthusiasm for arts and culture opportunities, music events, and youth engagement.
- Priorities for inclusivity, diversity, and cultural celebration.
- Support for investment in heritage assets and improving the appearance of buildings and public spaces.
- Desire for better jobs, training, and education opportunities, particularly among young people.
- Calls for more year-round events, volunteering opportunities, and community-led projects that strengthen cohesion.

# Part 6: East Coast Pride survey

### Methodology

- **Survey Dates -** Conducted 13 through 23 September 2025, immediately after the event.
- **Sample Size -** 189 respondents.
- **Approach -** Online form shared via Pride social media channels, main website, and at-event QR codes. Anonymous collection, and included additional questions which are to be shared with Skegness Neighbourhood Board as the Research Partner of East Coast Pride.
- **Data Collected -** Visitor demographics (anonymised), experience measures, economic indicators, and open-text feedback

### Questions Provided by Skegness Neighbourhood Board

### Priorities for Investment and Improvement in Skegness

#### 1. Introduction

This report summarises community feedback on the main priorities for investment and improvement in Skegness. Respondents shared a wide range of ideas, concerns, and aspirations, with recurring themes around regeneration, safety, inclusivity, tourism, and community wellbeing. The findings, collected following East Coast Pride 2025 provide a clear view of the areas where investment could deliver the most significant impact for both residents and visitors.

### 2. Key Priority Themes

### A. Town Centre & Retail Development

- **Better retail mix:** Strong demand for more high street variety, including larger chain stores such as Primark and Tesco Extra.
- **Reduced decline: C**oncerns about too many charity and betting shops, alongside neglected shopfronts.
- **Cosmetic improvements:** Calls for modernisation, flowers, statues, improved signage, and tidier backstreets to improve first impressions for visitors.
- **Economic investment:** Many highlighted the need to attract businesses that create jobs and increase local spending, reducing reliance on seasonal tourism.

### B. Tourism, Events & Attractions

- **Revitalising the pier:** Calls for extending the pier, new attractions, boats, and modern facilities.
- **Off-season activities:** Suggestions for Luna cinema, winter festivals, and undercover attractions to extend the visitor season.
- **Flagship events:** Requests for more recurring festivals such as Pride and Beachfest, with investment in infrastructure to grow their scale and attract larger audiences.
- **Experience-based attractions:** Demand for more family activities, adventure-style attractions, and affordable fun for children and young people.

### C. Safety & Inclusivity

- **Improved policing:** Concerns over antisocial behaviour, drug use, street drinking, and begging.
- **Safe spaces:** Desire for safer meeting areas, particularly for vulnerable groups.
- **Inclusivity:** Calls for an LGBTQ+ bar/venue, more year-round inclusive events, and improved education to combat homophobia.
- **Mental health & wellbeing:** Community members stressed the need for improved services and social groups beyond traditional hobbies and alcohol-centred activities.

### D. Public Realm & Infrastructure

- **Cleanliness:** Repeated calls for better street cleaning, more bins, improved upkeep of public toilets, and removal of fly tipping.
- **Transport & parking:** Improvements to bus services, taxi quality, parking provision, and road/pavement maintenance were major concerns.
- **Seafront regeneration:** Requests for improved promenade, boating lake, and sea front amenities.
- **Housing:** Affordable housing and better rented accommodation, with attention to homelessness, were frequently mentioned.

### E. Young People & Community Facilities

- **Youth provision:** More activities and spaces for young people (e.g., skateparks, BMX tracks, indoor facilities) to engage 20–30s as well as teenagers.
- **Affordable options:** Clear concern that many attractions are too expensive for families and young people.
- **Community hubs:** Desire for inclusive venues for socialising, including LGBTQ+ friendly and SEND-accessible spaces.

## 3. Emerging Priorities

From the feedback, several priorities emerge as having the strongest level of community support:

**1. Town Centre Regeneration:** Attracting better retail and modernising the look and feel of the high street.

**2. Tourism & Events Growth:** Investing in the pier, expanding year-round events, and offering more affordable attractions.

**3. Safety & Wellbeing:** Addressing homelessness, drugs, antisocial behaviour, and ensuring safe, inclusive spaces.

**4. Infrastructure & Cleanliness:** Improving roads, pavements, transport, parking, bins, toilets, and seafront areas.

**5. Youth & Community Provision:** Expanding opportunities and spaces for young people, families, and marginalised groups.

### 4. Recommendations

Based on community feedback, Skegness Neighbourhood Board should consider:

**1. Launching a Town Centre Regeneration Strategy:** including retail attraction, shopfront upgrades, and public realm improvements.

**2. Expanding Tourism Offerings:** with investment in the pier, new attractions, and off-season cultural programming.

**3. Enhancing Safety & Social Care**: improved policing presence, tackling homelessness, and increasing support services.

**4. Investing in Infrastructure:** resurfacing roads, expanding parking, modernising transport, and ensuring clean, well-maintained public spaces.

**5. Building Inclusive Community Facilities:** year-round LGBTQ+ venues, youth-friendly spaces, and SEND-accessible services.

### 5. Conclusion

The feedback demonstrates a strong affection for Skegness but also a deep concern that without investment the town risks further decline.

Respondents are clear: revitalisation must balance tourism and local needs, ensuring Skegness is both a vibrant holiday destination and a thriving place to live.

By focusing on regeneration, inclusivity, and community wellbeing, Skegness can secure a sustainable future.

## If You Had a Magic Wand – Biggest Changes for Skegness

### 1. Introduction

As part of wider community engagement, residents and visitors were asked: “If you had a magic wand, what is the biggest change that you would make in Skegness?” The responses highlight both practical priorities and aspirational visions for the town’s future. People expressed ambitions that range from immediate fixes, such as tackling homelessness and improving the high street—to transformative ideas such as developing new leisure complexes, building year-round attractions, and making Skegness a truly inclusive and modern coastal destination.

### 2. Key Priority Themes

### A. Town Centre, Shopping & Economy

**Retail regeneration:** A clear call for more “big name” shops (e.g. Primark, Tesco Extra, better high street brands) alongside support for small independent traders.

**Reduced decline:** Concerns that too many charity shops, betting shops, and low-quality traders undermine the town centre's appeal.

**Affordable commercial rents:** Suggestions to incentivise healthier food outlets, diverse businesses, and new ventures.

**Revitalisation:** Modernising the high street, shopfronts, and key public areas to make the town more attractive to visitors and residents alike.

### B. Tourism, Events & Attractions

- **Year-round economy:** Many respondents wished to "break the six-week season" by creating attractions and events that bring visitors all year round.
- **Pier revival:** Calls to return the pier to its "former glory," extend its length, and introduce modern attractions.
- **Big-ticket attractions:** Ambitious ideas included a leisure complex, indoor waterpark, tram system, aquapark, and even an airport or bridge across The Wash.
- **Events culture:** Pride was repeatedly cited as a model for inclusivity and success. Suggestions included more festivals, themed events, parades, illuminations, and better seasonal programming (e.g. Christmas markets, winter festivals).

### C. Tourism, Events & Attractions

**Safer public spaces:** Concerns about antisocial behaviour, drug use, and intimidating groups in the town centre. More policing and better lighting were suggested.

**Homelessness & housing:** Strong concern for tackling homelessness through shelters, affordable housing, and support for those with complex needs.

**LGBTQ+ inclusion:** Repeated calls for a gay bar, a dedicated LGBTQ+ "quarter," and more inclusive venues/events throughout the year. Many stressed the importance of Pride as a safe space and wanted this culture extended.

**Mental health & social care:** Requests for better access to therapy, rehabilitation support for addicts, and services that promote wellbeing and inclusivity.

### D. Infrastructure, Transport & Environment

**Transport improvements:** Suggestions for better rail links, free or cheaper parking, improved one-way systems, and wider pavements.

**Accessibility:** More disabled parking, better pavements for mobility scooters, and improved accommodation for people with complex mobility needs.

**Environmental upkeep:** Cleaner streets, less rubbish, tidier green spaces, improved public toilets, and perennial planting instead of seasonal bedding.

**Sea & coastline:** Ideas ranged from "clean the sea" to water sports facilities and better seafront regeneration.

### E. Leisure, Sport & Youth Provision

**Family-friendly activities:** More low-cost or free spaces such as skateparks, BMX tracks, and family play areas.

**Sports facilities:** Calls for a large sports centre capable of hosting basketball, roller skating, and inclusive events year-round.

**Youth opportunities:** Investment in social spaces and educational activities for young people to reduce isolation and improve long-term prospects.

## 3. Emerging Priorities

**From these imaginative and diverse responses, the strongest recurring aspirations can be summarised as:**

**1. Revitalise the Town Centre:** attract major retailers, modernise shopfronts, and encourage independent businesses.

**2. Reimagine the Pier & Seafront:** extend, upgrade, and invest in attractions that compete with other UK seaside destinations.

**3. Expand Year-Round Events & Leisure:** build on the success of Pride and introduce more festivals, markets, and cultural programming beyond the summer.

**4. Tackle Homelessness & Improve Housing:** shelters, affordable housing, and support services to address visible deprivation.

**5. Create a Safer & More Inclusive Skegness:** policing, anti-drug measures, LGBTQ+ venues, SEND-friendly spaces, and community hubs.

**6. Modernise Infrastructure:** roads, parking, public transport, public toilets, and environmental upkeep.

## 4. Recommendations

**Based on community feedback, Skegness Neighbourhood Board should consider:**

**1. Develop a Long-Term Masterplan:** Position Skegness as a year-round seaside town, combining retail, cultural, and tourism investment.

**2. Create Inclusive Social Infrastructure:** LGBTQ+ venues, SEND-friendly facilities, and community hubs to improve safety and belonging.

**3. Invest in the Pier & Seafront:** Make this the flagship redevelopment project, supported by attractions that encourage overnight stays.

**4. Expand Event Funding:** Secure investment for Pride, illuminations, and seasonal festivals that extend the visitor season.

**5. Prioritise Housing & Homelessness Solutions:** Explore charity-led housing models, affordable rents, and integrated support services.

**6. Modernise Transport & Access:** Cheaper parking, improved train links, and upgraded roads/pavements to improve mobility and visitor flow.

## 5. Conclusion

When asked to dream big, people consistently envisioned a Skegness that is cleaner, safer, more inclusive, and more vibrant. They want a town that is not only a traditional seaside holiday spot but also a modern, diverse, and thriving community with opportunities year-round. The "magic wand" responses provide a bold vision: a Skegness that balances heritage with modernisation, delivers for locals as well as tourists, and stands out nationally as a welcoming, inclusive, and innovative coastal destination.

# Part 7: Zencity survey

## Plan for Neighbourhood Survey Results

### Skegness

### July 2025

Ministry of Housing, Communities & Local Government

## *Introduction*

*Plan for Neighbourhoods (PFN)*

As part of a £1.5 billion investment programme to foster stronger, better-connected and healthier communities across the UK, Zencity has partnered with the **Ministry of Housing, Communities and Local Government (MHCLG)** to help capture **community sentiment** on the **PFN** and the future of local towns.

Zencity digitally engaged with residents and businesses across the **selected 75 towns**, gathering voluminous, inclusive and valuable feedback on where people want to see investment in their local areas, as well as their views on a range of other important topics.

The insights collected have been compiled into both a **nationwide aggregate report** and **75 individual town-level reports**, designed to help empower central government and local authorities to make informed decisions that reflect the priorities of their communities.

What you'll find here is the **town-level report**, which highlights key findings from the survey.

## *Zencity Sampling*

*Methodology*

The data presented in this report was collected from the **9th of April to the 26th of May,** 2025. **149** respondents from **Skegness** were digitally recruited (e.g., over social media, mobile apps, and survey panels).

Zencity built a representative sample by matching respondent data to UK Census race, ethnicity, age, and gender distributions for the town. Rake-weighting was then also applied as a statistical safeguard to balance out any remaining discrepancies in distribution, such that no demographic group was overrepresented or underrepresented in the final score.

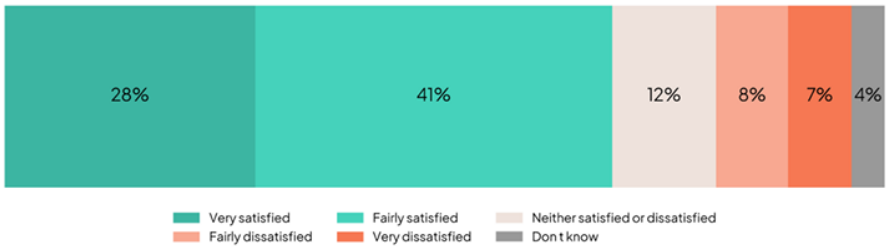
Respondents under the age of 18 and those who did not give a valid postcode were excluded from the sample.

The questions that were included in this survey can be found here.

# Satisfaction with Local Area

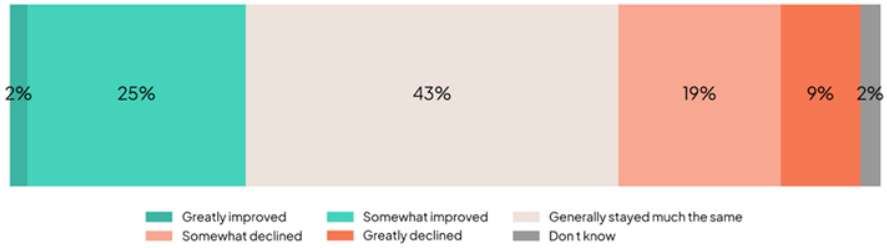
**Q2: Your local area is the area within 15-20 minutes walk from your home. How satisfied or dissatisfied are you with your local area as a place to live?**

*Most respondents in Skegness are satisfied with their local area as a place to live (69%).*



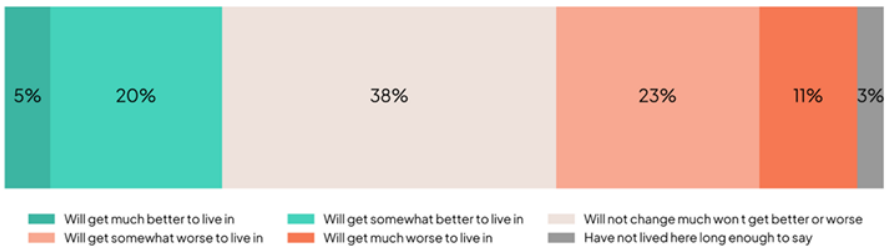

**Q3: Would you say that in the past 12 months, your local area has improved or declined?**

*Most respondents in Skegness feel their local area has generally stayed much the same (43%) in the past 12 months.*




**Q4: Generally speaking, do you expect your local area to get better or worse to live in 2 years from now?**

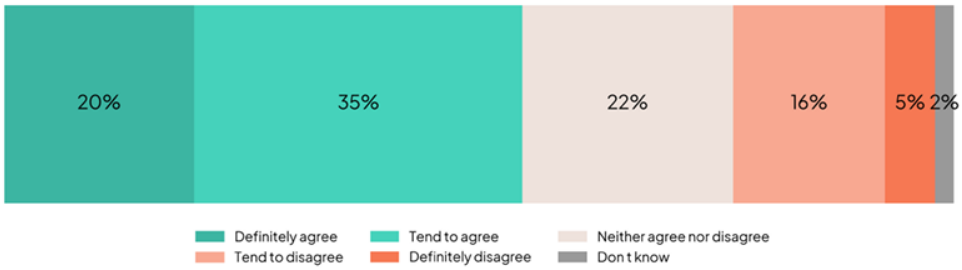
*Most respondents in Skegness expect their local area to will not change much/ won't get better or worse (38%) in the next 2 years.*



# Pride in Local Area

**Q5: How much do you agree or disagree with the following statement: I am proud to live in my local area.**

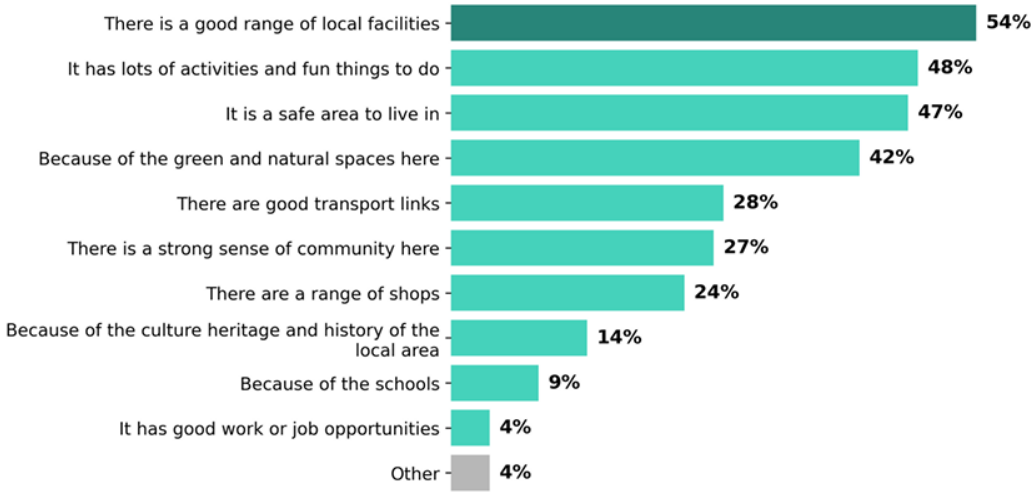
*Most respondents in Skegness are proud to live in their local area (55%).*




**Q6: What are the main reasons you agree with the statement that 'I am proud to live in my local area'?**

*Number of respondents who are proud = 84*

*Among respondents who are proud to live in their local area, the top reasons they are proud are "there is a good range of local facilities" (54%) and "it has lots of activities and fun things to do" (48%).*



# Pride and Satisfaction in Local Area

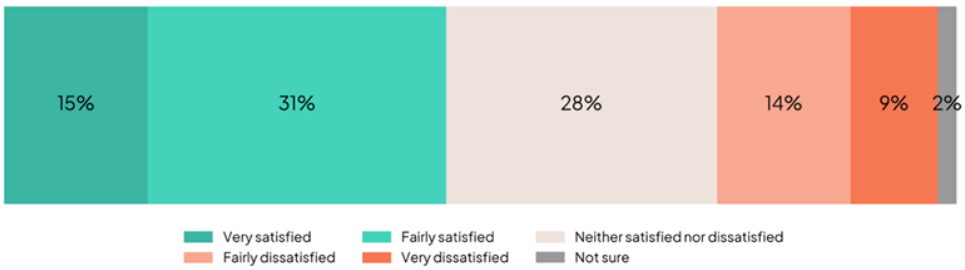
**Q7: What are the main reasons you disagree with the statement that 'I am proud to live in my local area'?**

*Number of respondents who are not proud = 25*

*The number of respondents in this area for this question was lower than the minimum required to obtain a representative sample.*

**Q8: Generally, how satisfied are you with the local services and amenities in the town centre closest to your local area?**

*Most respondents in Skegness are fairly satisfied (31%) with the services and amenities in their closest town centre.*



# Perceptions of Local Area Features

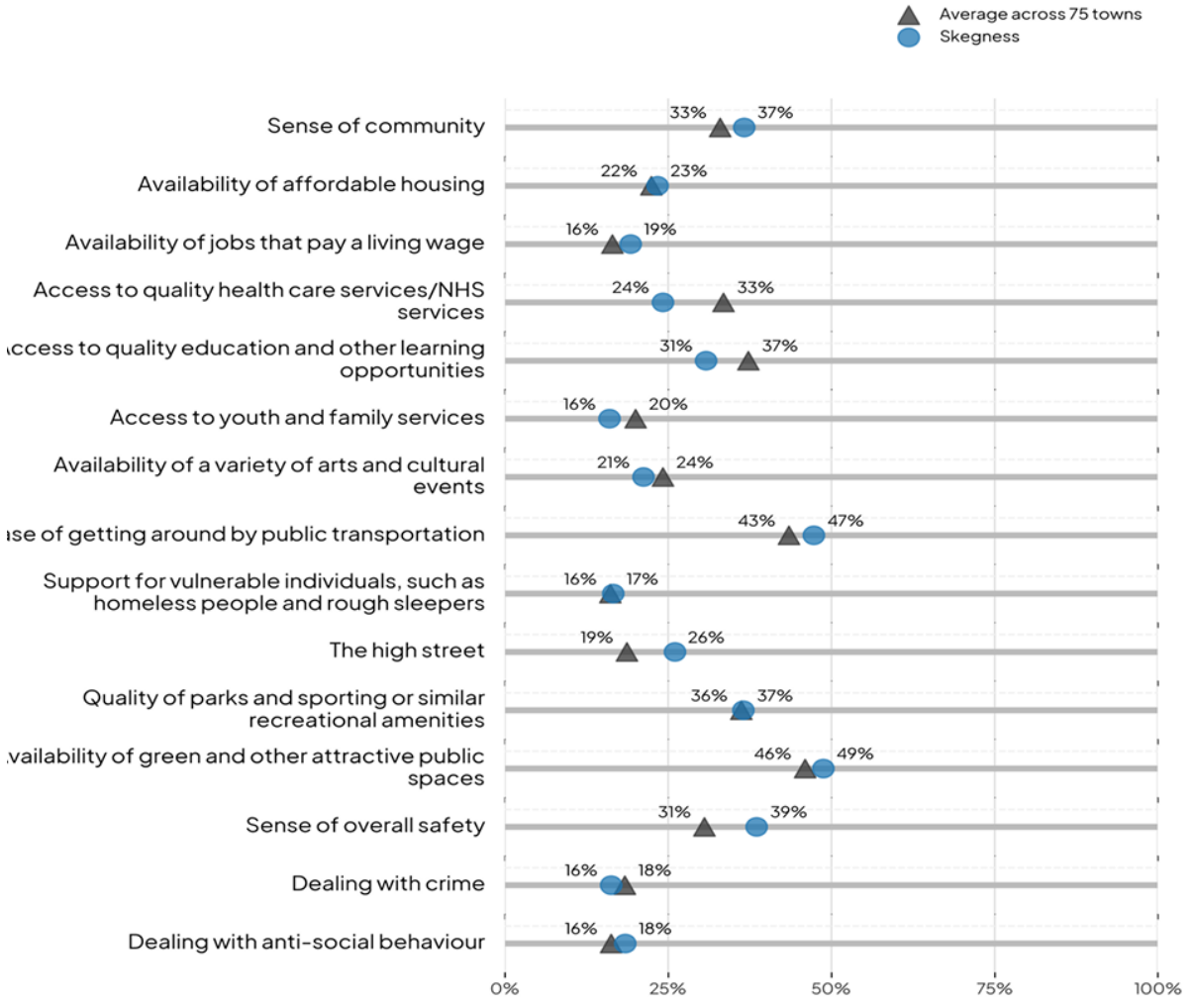
Powered by Zencity

**Q9: The following questions cover different parts of life in your local area. For each, respondents rated whether they felt they were good or excellent.**

*This chart shows how the proportion of respondents rating features in Skegness as good or excellent compares to the average across the 75 Plan for Neighbourhood towns.*

*In Skegness, residents were more positive than the average across the 75 Plan for Neighbourhood towns about 'Sense of overall safety' (+8%) but less positive about 'Access to quality health care services/NHS services' (-9%).*

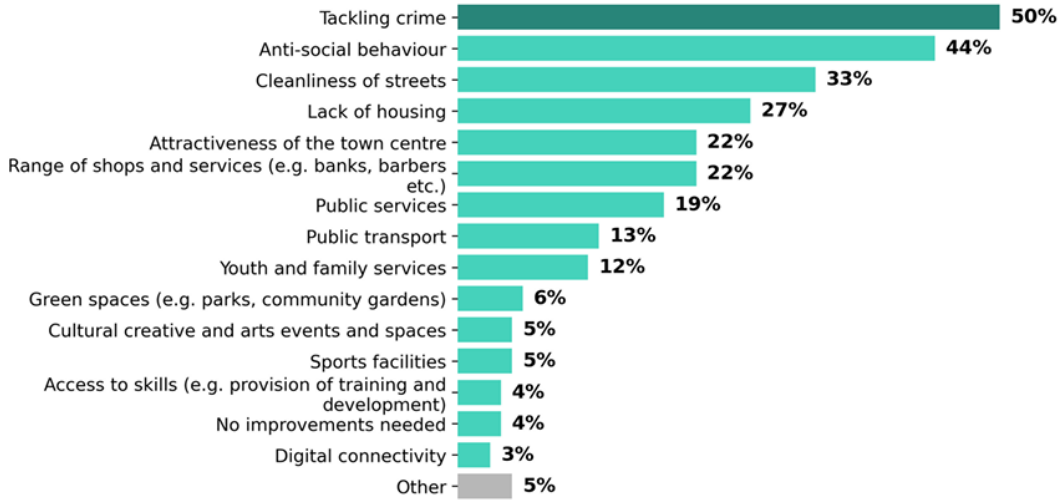
% Rate "Good" or "Excellent"
(Q9: Town features and infrastructure)



# Improving Local Area

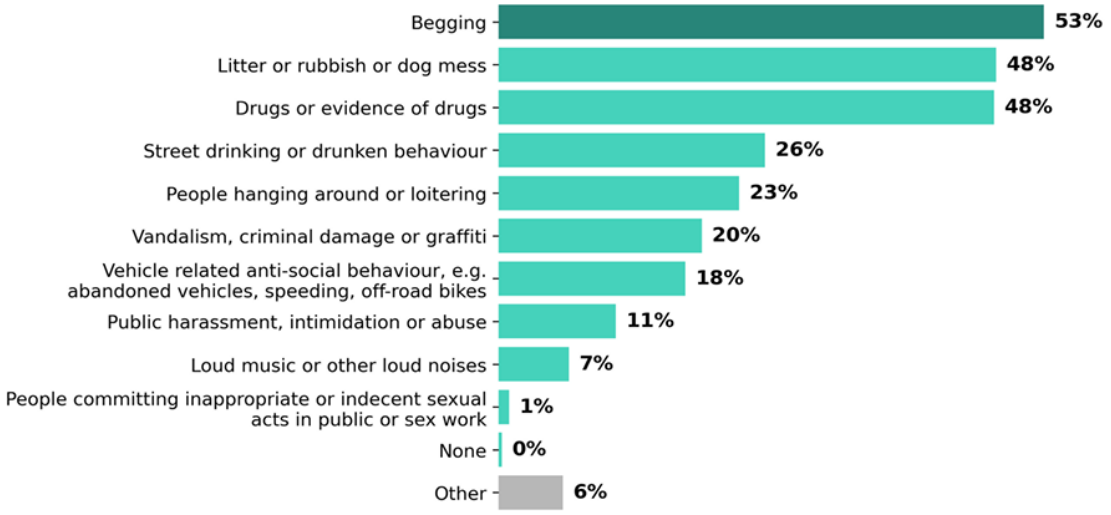
**Q10: Which of the following needs the most improvement in your local area?**

*In Skegness, the top areas residents would like to see improvements in are Tackling crime (50%) and anti-social behaviour (44%).*




**Q11: Which of the following are the biggest problems in your local area?**

*In Skegness, residents identified begging (52%) and litter or rubbish or dog mess (48%) as the most pressing problems in their area.*



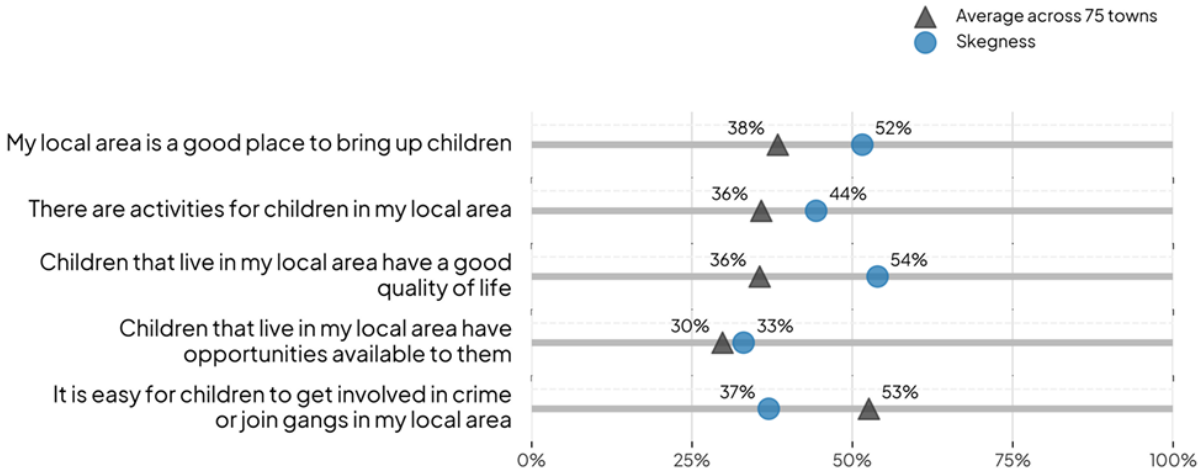
# Perceptions of Children & Young People in the Local Area

**Q12: Thinking about your local area, how much do you agree or disagree with the following statements:**

*This chart shows how the proportion of respondents agreeing with each statement in Skegness compares to the average across the 75 Plan for Neighbourhood towns.*

*In Skegness, residents agreed with the statement 'Children that live in my local area have a good quality of life' more than the average across the 75 Plan for Neighbourhood towns (+18%), but agreed with the statement 'It is easy for children to get involved in crime or join gangs in my local area' less (-16%).*

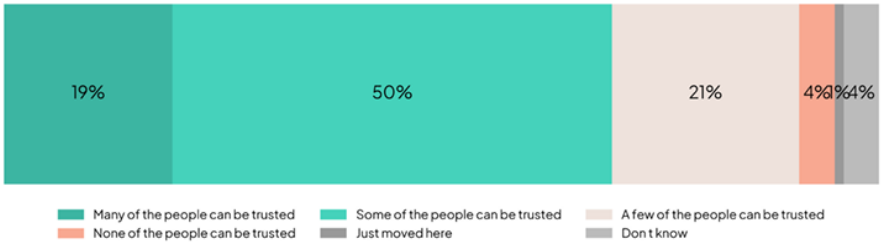
% Agree (Tend to / Definitely)
(Q12: Children & young people)



# Perceptions of Local Community

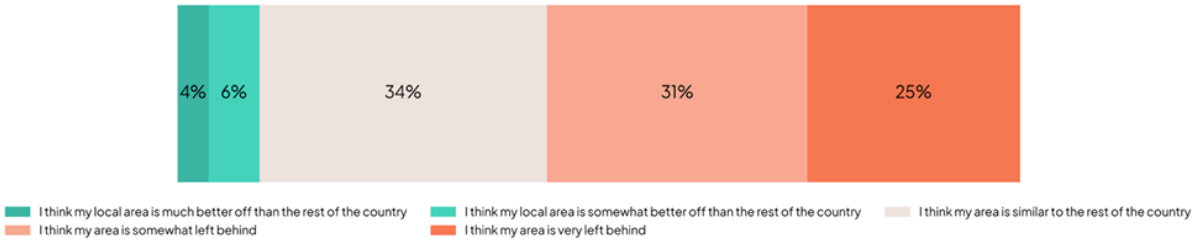
**Q13: Thinking about the people who live in your local area, to what extent do you believe they can be trusted?**

*In Skegness, most respondents trust some people in their local area (50%) for this question.*



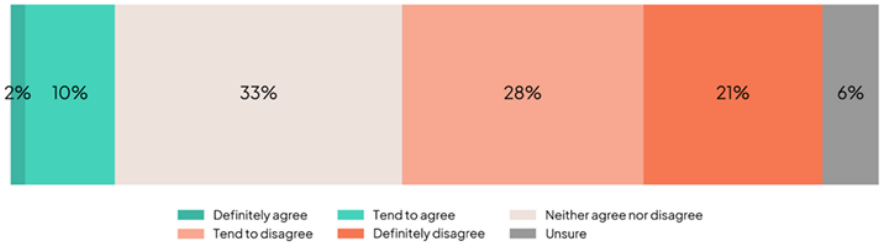

**Q14: Do you feel your local area is 'left behind' in comparison to the rest of the country?**

*Most respondents in Skegness think that their area is similar to the rest of the country (34%) in comparison to the rest of the country.*




**Q15: To what extent do you agree or disagree that you personally can influence decisions affecting your local area or influence what happens in your community?**

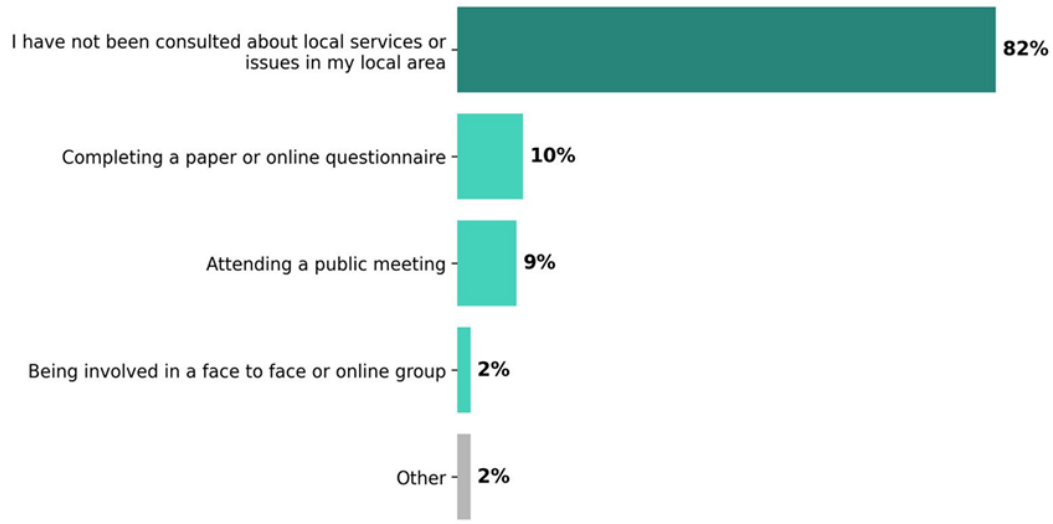
*Most respondents in Skegness disagree that they can influence decisions affecting their local area (48%).*



# Empowering Residents

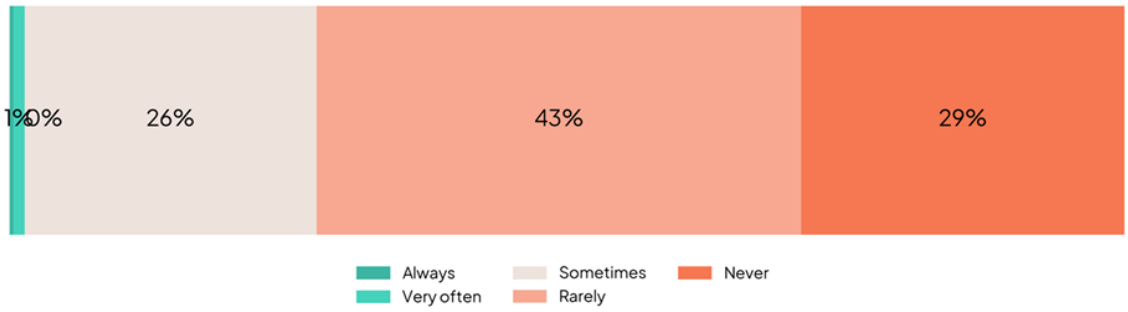
**Q16: In the last 12 months, have you been consulted about local services or issues in your local area through any of these methods?**

*Most respondents in Skegness report that they have not been consulted about local services or issues in their local area (82%).*




**Q17: Do you feel your voice is listened to when decisions are made about your local area?**

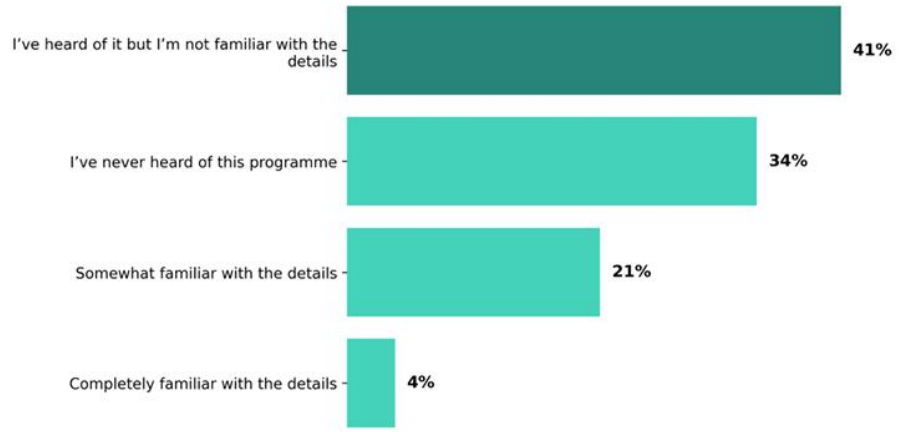
*In Skegness, most people report that their voice is rarely when decisions are made about their local area (43%).*



# Familiarity with Plan for Neighbourhoods

**Q18: Your local town has been selected to receive £20 million of funding as part of the Government's Plan for Neighbourhoods programme. Prior to this survey, how familiar are you with this programme?**

*Most respondents in Skegness reported that they have heard of the Plan for Neighbourhoods but are not familiar with the details (41%).*




**Q19: What would your number one priority be for use of the £20 million of funding through the Plan for Neighbourhoods programme in your area?**

*The word cloud below shows the top priorities suggested by residents for how the £20 million funding should be used in Skegness.*

## Appendix A: survey questions – *General Survey*

CONNECTED COAST
BUILDING TO EMPOWER COMMUNITIES

# Your Skegness

## Have your say and you could win £100 Love 2 Shop voucher

Skegness is getting millions of pounds in government funding over the next 10 years. This is a big chance to make our town better for everyone.

**And we want to hear from you.**

Tell us what you think so that we can make sure that the money is spent where it can make a difference.

**Everyone who fills in the survey can enter a draw to win a £100 Love 2 Shop voucher. Just tick the box at the end and leave your details.**

1. What one thing would **most improve life** for you right now in Skegness?

2. What things **do you not like** about Skegness?

3. If you had a magic wand, what is the **biggest change** that you would make in Skegness?

4. Which of these things are most important to you and your life in Skegness? Please tick up to five:

- ☐ Having a nicer town centre with more things to do
- ☐ Having good quality homes to live in
- ☐ Being able to get the jobs I want and get the training I need to help me to work
- ☐ Being able to get involved in events, activities, and groups in my community
- ☐ Feeling well and being able to get help to stay healthy
- ☐ Being able to get round Skegness easily
- ☐ Feeling safe in Skegness
- ☐ Being able to study for the courses and qualifications I want in Skegness
- ☐ Being able to access services – like advice, information, and support - that I need to live my life well in Skegness

5. Do you have any ideas about how we can make these things happen in Skegness?

Finally, can you tell us a bit about you? This helps us to understand what people in Skegness need.

6. How would you describe yourself?

- ☐ Male
- ☐ Female
- ☐ Prefer to self-describe
- ☐ Prefer not to say

7. What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+

8. Where do you live – town or village?

☐ Yes
☐ No

10. Would you like to enter our prize draw? *Competition rules*

☐ Yes
☐ No

11. If yes to question 9 and / or 10, please fill in your details below *privacy policy*

Name

Email Address

Phone Number

**Thank you.**

The feedback you have given will help us to make sure that money is invested in our town to make a difference where it is needed.

Funded by UK Government

## Appendix B: survey questions – *Young People and Skegness Grammar School*

# Your Skegness – Young People Survey

## Have your say and you could win a £50 Love 2 Shop voucher!

Skegness is getting millions of pounds in government funding over the next 10 years. This is a big chance to make our town better for everyone.

**And we want to hear from you.**

Tell us what you think so that we can make sure that the money is spent where it can make a difference.

**Everyone who fills in the survey can enter a draw to win one of four prizes of £50 Love 2 Shop vouchers. Young people under 13 will need parental consent to enter the prize draw, details at the end of the survey …**

1. Are you aged under 25?

- ☐ Yes
- ☐ No - if you're aged over 25, please head over to our general survey which can be found here

2. What one thing would **most improve life** for you right now in Skegness?

3. What things **do you not like** about Skegness?

4. If you had a magic wand, what is the **biggest change** that you would make in Skegness?

5. Which of these things are most important to you and your life in Skegness? Please tick up to five:

- ☐ Having a nicer town centre with more things to do
- ☐ Having good quality homes to live in
- ☐ Being able to get the jobs I want and get the training I need to help me to work
- ☐ Being able to get involved in events, activities, and groups in my community
- ☐ Feeling well and being able to get help to stay healthy
- ☐ Being able to get round Skegness easily
- ☐ Feeling safe in Skegness
- ☐ Being able to study for the courses and qualifications I want in Skegness
- ☐ Being able to access services – like advice, information, and support - that I need to live my life well in Skegness

6. Do you have any ideas about how we can make these things happen in Skegness?

7. Would you like to enter our prize draw? Our competition rules can *here*

- ☐ Yes
- ☐ No

8. **If you are 13 and over**: please provide your email address to enter the prize draw. By submitting this form, you confirm that you are aged 13 or over and consent to the use of your email address solely for administering the prize draw, in accordance with our Consultation Privacy Policy and Terms and Conditions. You may withdraw your consent at any time by contacting michelle@engaging-people.co.uk
Name

Email Address

9. **For respondents aged under 13**, this part **must** be completed by a parent or guardian.

Parent or guardian - please provide your name and email address for your child to be entered into the prize draw in accordance with our Consultation Privacy Policy and Terms and Conditions.

Before doing so, we need to know that you are giving your consent to allow your child/children to enter the prize draw so by adding your name and address below you are confirming that. The Terms and Conditions can be found here
By providing your name and email address, you confirm that:
You are the parent or legal guardian of the child.
You give consent for their entry into the prize draw.
You understand that your child's/children's personal data will be processed in accordance with our Privacy Notice and Terms and Conditions of this survey.
Name

Email

**Thank you.**

The feedback you have given will help us to make sure that money is invested in our town to make a difference where it is needed.

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