



Community Building

Public Engagement and Consultation

Date & Time	Item	How Promoted/Distributed
2015	Community Led Plan – Outcome was Pavilion area was place in most need of attention.	Questionnaires/Website
2016	Community Hub – Coastal Community Funding Bid	Website/Survey/Newspaper articles/Event in Hildreds and Tower Gardens/Newsletters
November 2017	Project Principles – Month long consultation	Website /Social Media/Public Meetings/Newspapers/Newsletters
November 2017	Budget/precept Consultation	Website/Social Media/Public Meetings/Newspapers/Newsletters
November 2017	Special Edition Consultation Newsletter November 2017 – Project Principles	Website/Notice Boards/Social Media/Email/Paper Copies via Cllrs
November 2017	Skegness Siren Article	Web based news site/Social Media
December 2017	Skegness Siren Article	Web based news site/Social Media
6 th December 2017 7:15pm	Public Participation in Council Meeting – Extended session on project principles and budget	Social Media/Website/Notice Boards/ Consultation Report - Agenda Item 15.
10 th December 2017	Skegness Standard Article – Plans a step closer	Newspaper/Website/Social Media
January 2018	Shoreline Article Issue 27 – see pg. 5	Posted out/in Churches/Internet
March 2018	Newsletter March 2018 – includes consultation response	Website/Notice Boards/Social Media/Email/Paper Copies via Cllrs
16 th July 2018	Lincolnshire Live Article	Newspaper/Website/Social Media
1 st August 2018	Skegness Standard Article	Newspaper/Website/Social Media
August 2018	Consultation on Use of Building – run for one month	Website/Feedback Form/Newspaper/Social Media – questions posted/Notice Boards
August 2018	Special Edition Consultation Newsletter August 2018	Website/Notice Boards/Social Media/Email/Paper Copies via Cllrs
7 th & 28 th August 2018 at 6pm	Public Meetings on Use of Building	Newsletter/Social Media/Website/Notice Boards
28 th August 2018	Facebook Consultation on Community Building – see Appendix A	Newsletter/Social Media/Website/Notice Boards
29 th August 2018	Coastal Sound Radio Interview	Radio/Social Media
August 2018	Shoreline Article Issue 34 – see pg. 3	Posted out/in Churches/Internet

7 th & 20 th November 2018 at 6pm	Opportunities to see the plans face to face.	Notice board in Council chamber, social media, website and by appointment.
November 2018 till February 2019	Engagement on building plans and naming of the building	Dedicated page on website , social media posts appendix B, Newsletter and press , to community groups by Councillors.
November 2018 till February 2019	Competition to name the building	Emailed to newsletter subscription list and local schools, website , at meetings, social media see appendix C & D, newsletter and press.
9 th November 2018	Skegness Standard Article	Newspaper/Website
12 th November 2018	Lincolnshire Reporter Article	Newspaper/Website
13 th November 2018	Scott Dalton Breakfast Show BBC Lincolnshire interview and recorded items for news bulletins	Radio
13 th November 2018	Images sent to Look North and Calendar as requested for viewers comments	Media/Press
December 2018	Newsletter December 2018	Website/Notice Boards/Social Media/Email/Paper Copies via Cllrs
December 2018	Competition Entry Form Article Shoreline Magazine Issue 38 – see pg.11.	Posted out/in Churches/Internet
17 th January 2019	Publication of Draft Community Building Business Plan	Website, social media,
February 2019	Newsletter February 2019 – includes publication of draft Business Plan	Website/Notice Boards/Social Media/Email/Paper Copies via Cllrs
Future Planned Events		
March 2019	Decision to borrow	Press statement, published on website
March 2019	Competition winner announced.	
June 2019	First brick laid event	
January 2020	Building grand opening - Mayor and competition winner.	

Facebook navigation bar with 'Settings' and 'Log out' links.

Event Insights tabs and 'Boost Event', 'Share', 'Edit' buttons.

Events sidebar menu: Events, Calendar, **Tower Pavilion Project Consultation**, Birthdays, Discover, Hosting, + Create Event.

Event Card:
Image of a building.
AUG 28 Tower Pavilion Project Consultation
Public · Hosted by Skegness Town Council
28 Aug at 18:00 – 19:00
Skegness Town Council, Town Hall, North Parade, PE25 1DA Skegness

INSIGHTS (See more):
2.1K People reached (+15 last 7 days)
26 Responses (+0 last 7 days)
Track ticket sales / Add ticket link
Audience: Women 45-54 (16% of total reach)

Get more responses: Boost your event to reach more people. **Boost Event**

New! We've simplified the options for promoting your event.

RECOMMENDED ACTIONS:
Reach more people, share your event: Help people find out about your event by sharing it in News Feed. **Share Event**
Create a post: Create a post in the event to engage your audience. **Create Post**
Track ticket sales: Let people easily get tickets or sign up to your event by including a link to tickets. **Add Ticket Link**

Write Post | **Add Photo/Video** | **Create Poll**
Write something...

26 interested Share this event with your followers **Share**

Details

The plans will also be available to view by appointment, call us on 01754 766113



Skegness Town Council

Published by office@skegnesscouncil.org.uk [?] · Yesterday at 13:43 · 🌐

9
People reached

5
Engagements

Boost Unavailable

👤 Andy Burrows

1 Comment 1 share

👍 Like

💬 Comment

➦ Share



Most relevant ▾



Write a comment...



Andy Burrows Looks pretty gd tbf!!!

Like · Reply · Message · 7m



Skegness Town Council

Published by UK Local Councils [?] · Yesterday at 12:00 · 🌐



Competiton Time.



SKEGNESS.GOV.UK

Competiton Time.

We need you to help us name the new community building in Tower...

478

People reached

99

Engagements

Boost Unavailable

Danny Brookes

3 Comments 3 shares

Like

Comment

Share



Most relevant ▾



Write a comment...



Linda Stone Scarborough Centre. 3

Like · Reply · Message · 1d

↳ 2 Replies



Julie Sadler The Jolly Fisherman Community Hub.

Like · Reply · Message · 20h

Appendix D

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Skegness Council @SkegnessCouncil · Nov 23 We Need You to Help Us Name the New Community Building in Tower Gardens... - The competition to name the building is open to all residents of Skegness and Winthorpe, regardless of age. We want to make sure that the building is accessible to all and help... bit.ly/2Kw55NC pic.twitter.com/KLC9OFpgmY View Tweet activity			770	6	0.8%