



# Mablethorpe Pride in Place: Engagement Toolkit

Working together for Mablethorpe

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# The Opportunity for Mablethorpe

Major government funding is coming into Mablethorpe over the next ten years – and local people are at the very heart of deciding how this money should be spent.

Through the government's Pride in Place programme, Mablethorpe is set to receive £20M in funding, starting in 2027.

This funding is all about giving the community power to make Mablethorpe a stronger, thriving place – local people's voices will shape the future of Mablethorpe and its regeneration plan.

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# Together for Mablethorpe

We want to understand what matters to local people.

We want to hear from everyone in your town – and particularly, we want to capture feedback from people who may not ordinarily take part in consultation and engagement.

We want to reach and connect with people widely so that everyone in Mablethorpe has a say in the town's future.

**And we need your help....**

**As a champion for Mablethorpe, can you help us to capture local people's voices so that the Pride in Place plan for Mablethorpe truly reflects what matters to the community?**

# What we want to know?

These are the questions we're asking:

1. What makes you proud of Mablethorpe?
2. What ideas do you have to make Mablethorpe better?
3. Where do you think investment is needed in Mablethorpe?
4. Ten years from now, what would you like to be different about Mablethorpe?

We are also keen to understand more about who's providing the feedback so that we can make sure the funding is targeted to meet people's needs.

# Ways to have your say

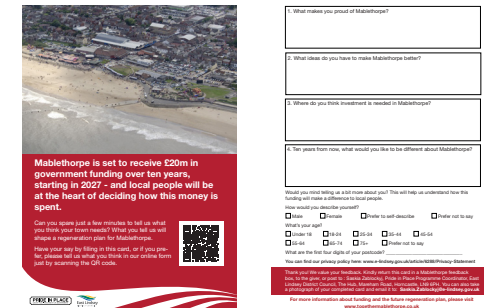
There are a number of ways we're inviting people to have their say:

Fill in the feedback form on the website here:



<https://www.togetherformablethorpe.co.uk/#haveyoursay>

Fill in our conversation card:



Fill in the online survey form here:



<https://www.surveymonkey.com/r/togetherformablethorpe>

Share thoughts on social media:



[Facebook](https://www.facebook.com/people/Together-for-Mablethorpe/)

[LinkedIn](https://www.linkedin.com/company/together-for-mablethorpe/)

[https://www.facebook.com/people/Together-for Mablethorpe/](https://www.facebook.com/people/Together-for-Mablethorpe/)

<https://www.linkedin.com/company/together-for-mablethorpe/>

Can you help us by sharing these ways to have your say with local people?

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# Mablethorpe community conversations

We are also asking you to help us by hosting your own Mablethorpe community conversations using the questions we've set out as a basis.

These conversations can take many different forms and some ideas that may be helpful are on the next page. However, it is up to you to decide what is the best format for your conversations.

We can support you to have the community conversation, including by providing small amounts of funding for things like venue hire, refreshments, or incentives.



# Mablethorpe community conversations: ideas

Here are just some ideas for how you could have a community conversation – but there are many different ways:

- Community drop-in event
- Focus group
- Existing or new meeting
- Talk and walk
- Vox pops
- Coffee and chat session
- Pizza and feedback session
- Interviewers / 1-2-1 conversations
- Activity session with questions
- Community reporting
- Arts and crafts workshop
- School assembly
- World cafe
- And much, much more!

# Mablethorpe community conversations: capturing feedback

It is up to you how you would like to capture the feedback from the community conversations, and film and visual feedback is welcomed as well as written feedback. Here are some ideas:

- Website form;
- Online survey form;
- Conversation cards (which we can provide);
- Minutes and notes;
- Flip charts;
- Post-its;
- Feedback board;
- Feedback wall;
- Feedback tree;
- iPads;
- Quiz;
- Films / audio clips,
- And more!

**However you chose to capture feedback, please share it with us so we can collate it and ensure people's voices are heard.**

# Mablethorpe community conversations: promoting your conversation

We can help you to promote your conversation across our channels.

Here is some content you can use:

*“Through the government’s Pride in Place programme, Mablethorpe is set to receive £20M in funding, starting in 2027 - and local people are at the heart of deciding how this money is spent. So we want to hear your thoughts on your town. Can you join us (time) on (date) at (venue) to share your thoughts? (more details about the conversation)*

*Your views will help to decide how this funding is spent in your town.*

Please also use the Pride in Place logo on any promotional information or materials:



# Branding Guidance

Logo for funded projects.

To ensure a consistent visual identity lead, local authorities and project deliverers must ensure the Pride in Place logo is used correctly, prominently and consistently in all communications materials and publicfacing documents relating to funded activity - including print and publications, digital channels and websites.

All beneficiaries of Pride in Place funding should use the primary version of Pride in Place logo (landscape) on any marketing material.

Incorrect use.

The logo must not be stretched, squashed, broken up or reproduced in colours other than those listed in the guidance.

The logo must not be reproduced in a different typeface or be rotated. The logo must not have any other wording or illustration added to it. The logo must not use italics, underlined variations or font effects.

The logo font must not deviate from the font types listed in the guidance. When resizing the logo, it must stay in proportion and must not become distorted. Pixelation or blurring of the logo resulting from the use of an incorrect format/insufficient resolution must be avoided.



1. Do not squash and squeeze the logo.



2. Do not add drop shadows to the logo.



3. Do not change the colour of the logo.

# Mablethorpe community conversations: support for you

We are here to support you to have community conversations.

We can help you to plan your activity, or promote what you are doing, and there is also a small amount of funding available to help you to have a community conversation.

The kind of things the funding could support includes:

- Venue hire;
- Refreshments;
- Incentives, such as gift vouchers for a prize draw;
- Activities to encourage engagement, such as for young people;
- Materials hire, such as for iPads.





# Mablethorpe community conversations

We're looking forward to working together for Mablethorpe!

Here's what to do next:

1. Think about how you would like to host a community conversation – you may want to join with others to co-host a conversation
2. Get in touch to let us know what you're doing and how we can help
3. Hold your community conversation – you can have as many as you like!
4. Share your feedback with us via:  
***[Saskia.Zablockyj@e-lindsey.gov.uk](mailto:Saskia.Zablockyj@e-lindsey.gov.uk)*** or in the post:  
***Saskia Zablockyj, Pride in Place Programme  
Coordinator, East Lindsey District Council, The Hub,  
Mareham Road, Horncastle, LN9 6PH.***

The deadline for all conversations is 1st September 2026.

# What happens next

Once all the conversations have taken place, we will collate and analyse all the findings along with our other consultation findings.

We will then publish a report on what we have found. If there is any information missing that we need, we will carry out some more consultation and engagement to find this out.

We will share this report with you, and the community, so everyone can see what has been said.

**And, we'll keep having conversations, listening to local people, and working together with you for Mablethorpe in the weeks, months, and years to come.**



# We're here to help:

Bonnie Mitchell, Pride in Place Programme Manager (Skegness and Mablethorpe)  
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East Lindsey District Council, The Hub, Mareham Road, Horncastle, LN9 6PH.

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**East Lindsey**  
DISTRICT COUNCIL