

The Campus for Future Living, Mablethorpe

Project Description

Project Base: Stanley Road, Mablethorpe

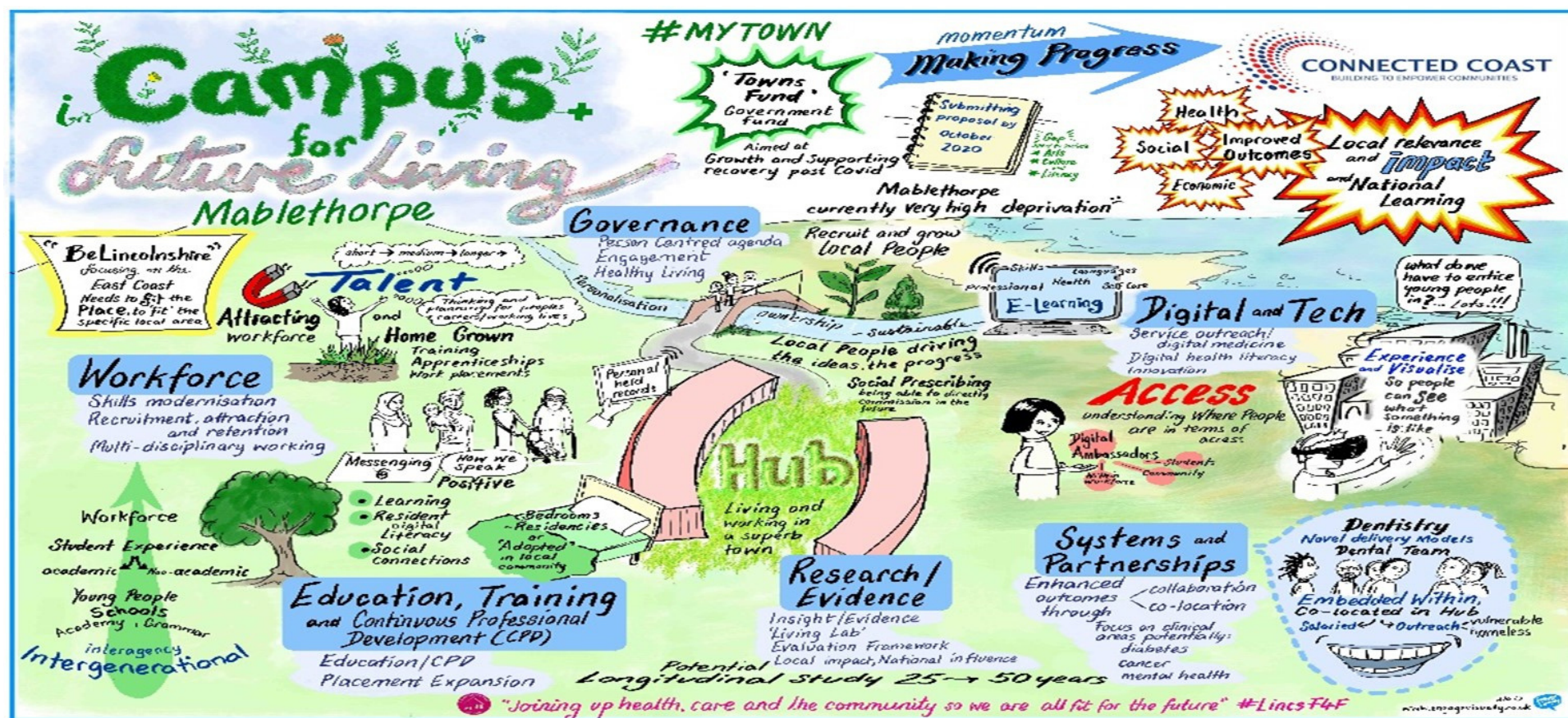
Timescales

Planned opening March 2022

Fit with Town Deal Priority Interventions

Urban Regeneration, Planning & land use

Skills and Enterprise infrastructure Connectivity



The Campus for Future Living is the landmark project in the Mablethorpe Town Deal. This project presents a once-in-a-generation opportunity to tackle the significant health, wellbeing and economic prosperity challenges in a town that has some of the most significant health inequalities and economic growth constraints across the country. This project is about more than the building itself; it will embrace these challenges whilst also attracting health care professionals to the area to train, develop and to work and provide inspiration and a skills / employment pathways for the local community to develop their skills, aspirations and employment opportunities. A testbed for rural and coastal health with local, regional and national partners engaged in its development and delivery; it will be a nationally significant centre in which new and innovative ways of learning and working are implemented, new technology is developed, manufactured and tested and where nationally significant academic research into population health will be focussed. Academic proposals, strategic system wide plans to address health inequalities and attract professionals to the coast, and national plans for a testbed for delivering oral health services differently are well developed.

This project harnesses the intrinsic link between health, wellbeing and economic prosperity. It has already inspired enthusiasm, excitement and commitment locally, regionally and nationally. As a beacon for change and a system wide opportunity to turn challenges and weaknesses facing our place into nationally significant strengths, the Campus for Future Living will have local relevance and impact, and national reach and influence.

As a nationally significant centre, this project will be an anchor point which not only supports better health, wellbeing and prosperity for the town's residents, but also attracts health care workers, innovates in digital and technology development and empowers the community. It will enable the creation of a prosperous, inclusive local economy and an empowered community, whilst also becoming a town that attracts people to our place, provides good quality jobs for residents all year round, with thriving businesses, a skilled workforce and a positive future.

It will:

- Attract high quality jobs and investment into Mablethorpe, diversifying its employment structure
- Be an inspiring and attractive proposition for people wanting to start or develop their career (or business) in health and care in a rural location
- Attracting, recruiting, developing and retaining health care professionals
- Support people to live independently for longer
- Be a national centre for piloting best practice in rural settings, particularly focussed on e-medicine
- Provide a location for developing, manufacturing and testing new technology
- Provide a base for cooperation and multidisciplinary training, development and working between service providers in health and care
- Lead to recognition of the Lincolnshire coast as a national exemplar
- Increase service provision and be a pathway for training, development and employment
- Academic research and the development, testing, manufacturing and application of technology present a significant and exciting opportunity



Themes of workforce planning, education training and development, the role of digital and tech, research and evidence and systems, collaboration and partnerships will shape the design and operation of the Campus. With a beautifully designed building in close proximity to and connected with other community assets for the area, this project will incorporate a dedicated learning space to support new training and continuing professional development, as well as an area for networking and downtime for those training and working in these areas on the Coast. Situated close to an existing library, medical practice, Sure Start Centre and Community Hub – the campus concept provides further opportunities for collaboration and innovation. It also links to and enhances other Towns Fund projects, particularly around health and wellbeing and the environment – from leisure, culture, sports and accessible activity facilities to digital learning and improved transport. This project really is at the heart of the meaning of a Connected Coast.

With work strands focussed on innovation, learning, outreach, enterprise and skills, the Centre has a mission to increase work placements, whilst enabling skills development in an environment that's welcoming and conducive to learning. Examples include:

- 1. An innovation zone** – focused on the development of new business activities pertinent to health and care in remote and rural settings. Digital innovation, new technological applications and collaboration will be intrinsic to the ethos of attracting new business.
 - 2. A learning zone** – operating as a base for skills development and clinical placements, showcasing the challenges and opportunities around rural practice for students, thereby enabling a pipeline of a future high calibre workforce for the coast. An opportunity to offer inter-disciplinary and non-clinical placements, to provide an in depth understanding of the importance of the wider determinants of health. AN opportunity to attract professionals to the area and also create opportunities for local residents.
 - 3. An outreach zone** - providing E-Medicine and treatment facilities, with key links to the local medical practice and other providers of health and care services and an opportunity to bring more specialist services to the area whilst also creating more sustainable service solutions.
 - 4. An enterprise zone** - centred around creating opportunities for employment, skills and raising aspirations and opportunities including for local residents.
 - 5. A skills zone** - in the form of a base for the continuing professional development of clinicians working on our coast with accommodation for remote workers and a potential café.
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Specifically, works will include:

A modern, statement building on a central plot of land currently owned by the District Council.

Building will include:

- Flexible learning, engagement and teaching space with a number of configurable meeting rooms including space for local community groups, social prescribing and mental health recovery groups to engage with their participants– an opportunity immerse and inspire them in terms of the possibilities and pathways to employment in the health and social
- care sectors, student progression, placement opportunities and helping local people to realise their aspirations
- Open plan office space – tech and equipment to required standard
- Lab / clinical training space and kit
- A café (run by local Community Interest
- Company as a training café)
- Approx. 8 units self-contained accommodation for overnight stays, placements, short term living accommodation for students and professionals
- Innovation and technology space (Nottingham Trent University and Private Sector)
- Communal / social space for networking and down time
- Facility/space for Technology Enabled Care for residents to access clinical support
- Reception area

Complementary outdoor and landscaping enhancements to improve the connectivity and accessibility of the area and engage the community / build pride will include:

- Tree planting, learning garden, community orchard model
- Seating and outdoor classroom / learning space
- Intergeneration play park to allow families to be physically active



Theory of Change

Health, wellbeing and economic prosperity are intrinsically linked. So too, are deprivation and health inequalities. We cannot 'level up' without understanding that driving growth requires us to create opportunities and an environment in which everyone can benefit from them. We are already seeing the impact of Covid19 on deprived communities.

Mablethorpe is reliant on tourism and a seasonal economy. It has a declining population, low paid employment, limited opportunities and significant health inequalities affecting the aspiration and prosperity of the town. We are already seeing the impacts of Covid 19 and the disproportionate risks for our coastal economy, our businesses and our people are significant; levelling up has never been more important for our coastal towns. The needs and challenges are significant require us to collaborate and to think differently for our place.

Consistent within feedback from residents, community groups, businesses and stakeholders - the themes of **health, skills, education and opportunity** are strong. Community engagement has revealed the extent and impact of difficulties attracting, recruiting health and social care professionals to live and work locally, limited access basic services such as banking and dentistry in the area and concerns around prospects for young people.

The insight and evidence regarding the health, wellbeing and economic prosperity challenges for Mablethorpe make compelling and difficult reading. It is an area that features at the top a number of league tables, but for the wrong reasons.

We know that:

- There are significant and disproportionate health and deprivation inequalities
- Mablethorpe has the highest levels of limiting long term illness/disability in the country (40.8%)
- Economic challenges include unemployment, seasonal employment, low paid jobs and difficulties attracting, recruiting to and retaining people in the area; particularly in sectors such as health and care
- We have an ageing resident population and for many of our residents; social isolation, deprivation and accessibility of services remains a challenge
- Residents living in Mablethorpe have the lowest life expectancy in the region critically, fewer healthy years
- The gap between healthy life expectancy and life expectancy (the period people spend living in poor health) for the area, ranges from 19.1-24 years for females² and 16.5 - 21.6 years for males
- Diabetes prevalence is particularly high for the East Coast at 12%, compared to the England average of 6.9%. Patients registered with Mablethorpe/Sutton on Sea practice have a diabetes prevalence of 14.8% Sutton On Sea has the highest levels of Diabetes prevalence in Lincolnshire and is 4th highest in the in the country. Mablethorpe is 9th in the Country
- Mental health is an overwhelming factor in worklessness and claims for Employment and Support Allowance

The local medical practice has around 14,000 patients. Its practice population is strikingly different from all others in Lincolnshire and even nationally:

- It has the highest deprivation score of any practice in Lincolnshire
- Over 74% of patients with a long-term health conditions (74.6% compared to the national average of 51.5%)
- Over 40% patients aged over 65 (compared to England average of 17.4%)

In terms of recruitment:

- It has become increasingly challenging to attract and recruit health and care professionals to work in the East Coast area. The East Coast struggles to grow its own because of levels of aspiration and infrastructure e.g. poor transport links and lack of local education provision make it difficult for students to go on to further education.
- Students' experience of placements in the area is not conducive to encouraging them to remain living and working in the area after placements end and there is therefore very little retention of professionals who train in the area. Factors contributing to this include the lack of local support networks and social amenities for students placed in the area.
- The high levels of patients with long term conditions and complex care needs means that working on the patch can be challenging and of high intensity. The distance to specialist practitioners and centres of excellence and the level of housebound patients and care homes in the area adds additional layers of challenge for local staff.
- Lincolnshire CCG are working with Lincolnshire STP and partners across Lincolnshire are to develop an Attraction Strategy for Lincolnshire, including a particular focus on the East Coast area.

The extent and impact of the challenges facing our coastal towns are so significant that it has led to a system wide strategic focus on the area and much needed emphasis on the need to think and do differently for our place. The Towns Fund makes this a possibility.

With a range of 'wicked issues' to consider and commitment to turn current weaknesses into nationally significant strengths, we are ambitious for our place:

- To turn the greatest challenges facing 'our place' into its greatest strengths
- To influence and enable change, raise aspirations and create opportunities that will make a difference to our local residents, attract people and businesses to our area
- To create jobs, boost our economy and improve health and wellbeing outcomes
- To raise the profile and visibility of our place, but for the right reasons

East Lindsey is already an area with a strategic focus on Better Ageing.

A commitment to create an environment where people live and age well – better preparing people for later life, increasing opportunities to live independently for longer. We see this not as a burden but an opportunity; and we aspire to be an area that is positive about future living. The council has made a commitment to become an age friendly community and is actively working towards membership of the global age friendly network through the World Health Organisation. Lincolnshire is also in the early stages of a strategic partnership with the **Centre for Ageing Better** – part of the Government's What Works Network; as the national rural and coastal area in which we can test 'what works' in supporting people to live and age well; with local relevance and impact, but national influence and reach.

Through the Towns Fund tackling the challenges of our place is a shared commitment; public, private and voluntary sector partners; local, regional and national partners. The development of this project has already been a catalyst for change in Mablethorpe. It has engaged, inspired and raised aspirations; leading to local, regional and national enthusiasm and commitment.

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Whilst Mablethorpe has some deep rooted issues, we are proud of our place and have high hopes and aspirations for its future, its prosperity and its legacy. The Town Deal will be transformation for this Town and its impact and reach wide ranging and long lasting.

Strategic Alignment:

Mablethorpe and Mansfield: Across the East Midlands region have been discussion regarding alignment of two Towns Fund areas, Mablethorpe and Mansfield. Whilst population profiles are different; with striking commonality in deprivation and health inequalities and economic growth constraints, both areas share an ambition to improve health, wellbeing and economic prosperity of people and place in those respect communities. Such a strategic alignment provides an attractive investment opportunity for developers and manufacturers of digital enabled technology with ability to 'test' in two defined localities.

Actions

A strategic partnership comprising partners engaged in and committed to the project will guide its ongoing development, build, delivery and operation:

- East Lindsey District Council
- Lindum Group
- Health Education England
- Lincolnshire Clinical Commissioning Group
- Lincolnshire Sustainability Transformation Partnership
- Lincolnshire Talent Academy
- University of Lincoln
- Nottingham Trent University: Medical Technology & Innovation Facility
- National Centre for Rural Health and Care
- Community Learning in Partnership CIC (CLIP)
- Lincolnshire Workforce Action Board
- Local Medical Practice
- East Midlands Academic Health Science Network
- Mablethorpe Place Reference Group

The lead partners are all experts in their chosen field and have committed to make the Campus for Future Living a national exemplar. The union of these high profile partners and their commitment will ensure that high level skills and operational knowhow place this project on a sound and stable footing with high class skills and knowledge.

Other key stakeholders engaged and will shape the next phase of the project:

- Community
- Prospective students and workforce representatives
- National Centre for Ageing Better
- Sure Start Centre
- Linkage Community Trust

Match and Ask

- Total project costs are forecast at £8m
- Town deal funding requested - £8m
- Partner Match £1m

Interdependencies

(mapped against the intervention framework)

Technology - mobi-hub and Leisure and Learning Centre

Skills – Leisure and Learning Centre

Intervention Outputs

Digital Connectivity:

- Provision of specialist digital technologies to meet the needs of specific sectors
- New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth

Skills Infrastructure:

- Increase in capacity and accessibility to new or improved skills facilities
- Availability of new specialist equipment
- Increased and closer collaboration with employers
- Increase in the breadth of the local skills offer that responds to local skills needs
- Increased benefit for the public education over the long term

Enterprise Infrastructure:

- Increase in the amount (and diversity) of high quality, affordable commercial floor space
- Increase in the amount of shared workspace or innovation facilities
- Other schemes to support enterprise and business productivity and growth

Intervention Outcomes

This project will deliver:

- Increased utilisation of digital channels by business
- Increased ability for individuals to work remotely and flexibly
- Increased share of young people and adults who have relevant skills for employment and entrepreneurship
- Increased number of start ups/scale ups utilising business incubation, acceleration and co-working spaces

It will also:

- Attract high quality jobs and investment into Mablethorpe, diversifying its employment structure
- Be an inspiring and attractive proposition for people wanting to start or develop their career (or business) in health and care in a rural location
- Attracting, recruiting, developing and retaining health care professionals
- Support people to live independently for longer
- Be a national centre for piloting best practice in rural settings, particularly focussed on e-medicine
- Provide a location for developing, manufacturing and testing new technology
- Provide a base for cooperation and multidisciplinary training, development and working between service providers in health and care
- Lead to recognition of the Lincolnshire coast as a national exemplar
- Increase service provision and be a pathway for training, development and employment
- Enable nationally significant research and evidence
- Academic research and the development, testing, manufacturing and application of technology present a significant and exciting opportunity
- Strategic Alignment; Mablethorpe and Mansfield: Across the East Midlands region have been discussion regarding alignment of two Towns Fund areas, Mablethorpe and Mansfield. Whilst population profiles are different; with striking commonality in deprivation and health inequalities and economic growth constraints, both areas share an ambition to improve health, wellbeing and economic prosperity of people and place in those respect communities. Such a strategic alignment provides an attractive investment opportunity for developers and manufacturers of digital enabled technology with ability to 'test' in two defined localities

Indicators

- Internet access and usage by businesses
- Perceptions of the place by businesses
- Number of people who work remotely at least some of the time
- Perceptions of the place by residents/businesses/visitors
- Land values
- Perceptions of the place by residents/visitors
- Number of new learners assisted
- % of learners gaining relevant experience/being 'job ready' (as assessed by employers)
- % of working-age population with qualifications
- Business counts
- Number of enterprises utilising high quality, affordable and sustainable commercial spaces
- Number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces

Wider Project Outcomes

- Improved pride of place in area
- Increased investor confidence in town centre
- National recognition of the East Coast of Lincolnshire as an exemplar in rural and coastal health
- National testbed
- Attraction of multidisciplinary workforce
- Renewed sense of community pride
- Increased aspirations and opportunities for local people
- Strategic alignment – Mablethorpe and Mansfield

