



BOSTON NEIGHBOURHOOD BOARD MEETING

Monday 22 June 2026 at 2pm

Venue: Len Medlock Voluntary Centre, Boston or via TEAMS

AGENDA

- 1 Welcome
- 2 Apologies for Absence
- 3 Declarations of Interest
- 4
 - (a) To agree the Minutes of the Boston Neighbourhood Board Meeting held on 27 April 2026 **(Enc)**
 - (b) Action Plan **(Enc) for noting**
- 5 Pride in Place Programme
 - (a) Project Selection **(Enc) for approval**
 - (b) Boston Tour of Britain Men's Cycling Event **(Enc) for approval**
- 6 Boston Town Deal - Projects Update **(Enc) for noting**
- 7 Communications Update **(Enc) for noting**
- 8 Capacity Funding - Verbal Update **for noting**
- 9 Any Other Business





**Minutes of the Boston Neighbourhood Board Meeting
held on Monday 27 April at 2pm
at The Len Medlock Centre, Boston & Via Teams**

Board Members: Claire Foster, Chair - Boston College, Cllr Mike Gilbert - BBC, Alison Fairman, BEM - Community Representative, Emma Tatlow - Active Lincolnshire, Andy Lawrence - Port of Boston, Jacqui Bunce - NHS, Michael Morris - Tonic Health, David Fannin - LVET, Abdul Hamid Qureshi - UKIM Mosque, Inspector Ian Cotton - Lincolnshire Police, Neil Kempster - Chestnut Homes and Richard Tice, MP

Support Team: Pranali Parikh, Maria Cotton, Jon Burgess, Michael Dow, Ivan Annibal, George Gustard, Luisa Stanney and Michelle Gant

1 Welcome

CF opened the meeting and welcomed attendees in person and online.

2 Apologies for Absence

Apologies were received from Tracy Stringfellow.

3 Declarations of Interest

No new declarations of interest were declared.

4 (a) Minutes of the Boston Neighbourhood Board Meeting held on 30 March 2026

The minutes of the meeting held on 30 March 2026 were agreed as a true and accurate record - proposed by DF and seconded by AL.

(b) Action Plan

Progress against the Action Plan was reviewed. Members noted updates on governance review and engagement actions and agreed that outstanding actions would continue to be monitored and reported.

5 CVS Lincolnshire Board Presentation - Community Masterplan

The Board received and noted a presentation on the One Boston - Communities Together programme and the emerging Community Masterplan from Rachel Gmajner and Philippa Howling of CVS Lincolnshire. Members welcomed the scale and depth of engagement undertaken across Boston's neighbourhoods and noted that the programme was underpinned by extensive place-based engagement, using a combination of outreach activity, facilitated conversations, events and targeted engagement with specific groups, including young people and communities less likely to engage through traditional consultation methods. It was reported that engagement activity had taken place across seven neighbourhoods and had involved residents alongside voluntary and community sector organisations, faith groups, education providers and public services.

The presentation highlighted a number of consistent themes emerging from the engagement, including concerns around safety and perceptions of crime, a desire for stronger pride in place and belonging, limited opportunities for young people, and challenges relating to transport, connectivity and access to services. Particular emphasis was placed on feedback from young people, who reported feeling disconnected from Boston and identified safety, opportunity and transport as key factors influencing their future aspirations. Members also noted the identification of emerging community leaders and the intention to establish a Community Leader Forum to support longer-term, community-led delivery.

The Board discussed the relevance of the Community Masterplan to the Pride in Place programme and welcomed its strong alignment with the Board's strategic priorities, particularly in relation to safety, cohesion and opportunities for young people. Members emphasised the importance of ensuring that the work of CVS Lincolnshire complemented and informed Pride in Place investment decisions rather than duplicating existing activity and recognised the value of the trusted relationships and local insight that CVS Lincolnshire brought to the process. The presentation was welcomed as a strong evidence base to support future project development, commissioning decisions and the transition towards more community-led delivery over the life of the programme.

6 Boston Neighbourhood Board Membership Update, including Chair & Vice Chair

The Board discussed the revised Terms of Reference, noting that they reflected the repurposing of the Board for the Pride in Place programme, clarified roles and responsibilities and set out arrangements for sub-groups, decision-making and the ongoing role of Boston Borough Council as Accountable Body. Members supported the revised Terms of Reference, subject to minor presentational refinements. During the discussion, it was agreed that ET and MC would hold a further discussion to ensure that the Terms of Reference adequately reflected principles of equality, diversity and inclusion (EDI) and inclusive practice. It was also agreed that MC would review the existing Code of Conduct for Board members to determine whether it required updating in light of the revised governance arrangements.

Regarding Board membership it was noted that responsibility for appointing the Chair of the Board sat with the Leader of the Council (Cllr Broughton). Members were advised that Cllr Broughton and RT were due to meet to discuss the position of Chair. RT confirmed that Board members were

welcome to submit any views or comments on the Chair and Vice Chair roles directly to them by email in advance of that discussion. It was confirmed that a decision on the appointment of the Chair and Vice Chair would be made at the May meeting of the Board. Members noted that the Board continued to meet Pride in Place guidance requirements, including the requirement for the Board to remain resident-led and noted that Lynette Leith, Principal of Boston College, would be invited to join the Board.

7 Communications Update

The Communications Update was noted. Members discussed recent engagement activity and the importance of maintaining consistent branding and messaging across Pride in Place communications.

8 Pride in Place Programme Update

The Board received an update on progress with the Pride in Place programme, including the launch of the call for project ideas and the commissioning discussions that had been taking place with potential delivery partners. Members noted that a broad range of ideas were emerging and welcomed the level of interest generated to date. However, discussion focused on the need to ensure that proposals were not only aligned with the programme's priorities but were realistic, deliverable and capable of being phased appropriately across the four-year investment period. Concerns were raised about the risk of over-commitment in the early years of the programme and the importance of retaining sufficient flexibility to respond to emerging opportunities and avoid constraining future investment choices.

Members discussed the balance between revenue and capital proposals, noting that there was currently a heavier emphasis on revenue-based activity and emphasised the importance of shaping and commissioning projects where necessary rather than relying solely on open submissions. The Board stressed that Pride in Place should be outcome-focused, with proposals clearly demonstrating how they would contribute to improved community safety, town centre confidence, opportunities for young people and long-term change, rather than being treated as a general funding programme.

The Board emphasised the importance of robust assessment and governance as the programme moved forward. It was noted that detailed consideration of proposals would take place through the agreed sub-group arrangements, with recommendations brought back to the Board for decision. Members highlighted the need for transparency, consistency and clear rationale in funding decisions, particularly where projects were interdependent or spanned multiple themes. The update was noted and members agreed that the next phase should focus on strengthening proposals, managing risk and ensuring that investment decisions reflected both ambition and deliverability.

9 Community Safety Officers - Update

The Board considered a detailed update on the Community Safety Officer (CSO) service. Officers outlined the activity delivered since the service commenced in August 2025, including high levels of visible patrol, engagement with businesses and residents, partnership working with the police and other enforcement agencies and contributions to tackling anti-social behaviour in the town centre.

Members discussed the qualitative and quantitative impact of the CSOs, including their role in providing reassurance, early intervention, intelligence sharing and support to wider enforcement activity. Reference was made to the breadth of activity delivered and the positive feedback received from partners and town centre stakeholders.

The Board discussed the options presented for continuation of the service and the potential relationship between Community Safety Officer provision and Pride in Place objectives. Members emphasised the importance of considering the CSO model alongside other emerging Pride in Place safety and security proposals to ensure a fair, transparent and holistic approach to investment decisions.

Members recognised the value of maintaining continuity of the service in the short term to avoid loss of momentum and visibility, whilst avoiding pre-empting longer-term funding decisions that should be taken in the context of the overall Pride in Place investment plan.

The Board agreed to approve a further three-month extension of the Community Safety Officer service only, to ensure continuity of provision. It was further agreed that any proposal for longer-term funding or extension of the service would be considered alongside other bids for Pride in Place funding through the agreed assessment process. MD to action.

10 Any Other Business

Members were advised that Luisa Stanney had been appointed as Pride in Place Programme Manager for both Boston and Spalding.

11 Date of Next Meeting

Wednesday 28 May 2026 at 2.00 pm - Mayflower, Boston College.



OUTSTANDING ACTIONS 2026

BOARD MEETING	ACTION	TO BE COMPLETED BY
9.12.25	Board to receive regular updates on the work of Community Safety Officers.	Throughout 2026
30.3.26	Terms of Reference - Upddate	July 2026
-	Emma Tatlow, Active Lincolnshire - Presentation on Sport England Investment for Boston	July 2026
27.4.26	Update on Town Deal Projects	June 2026
-	Boston Business Association - Update Report	August 2026



BOSTON TOWN BOARD MEETING

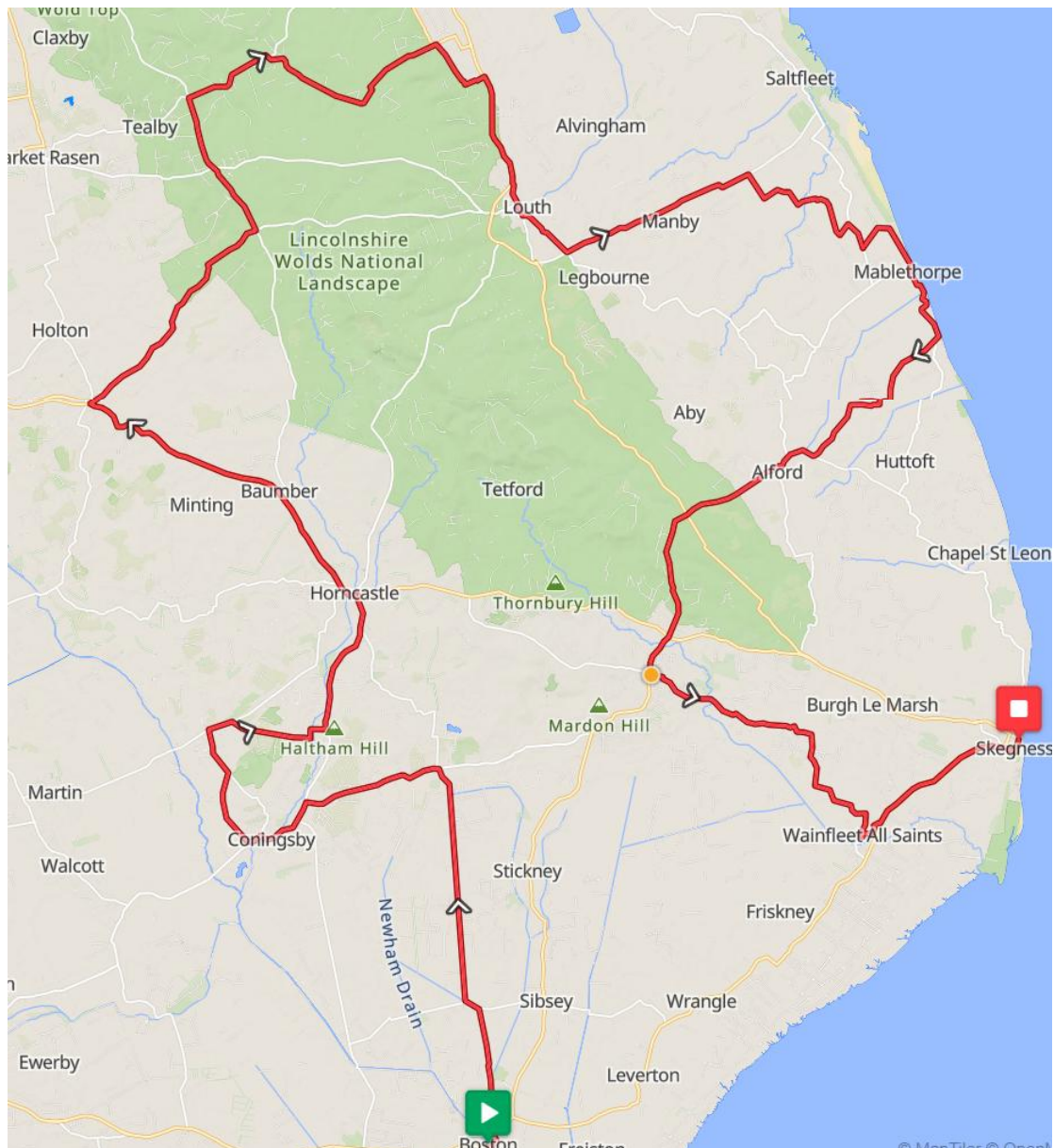
Date: 22 June 2026

Agenda Item No:	5b		
Report Title:	Lloyds Tour of Britain 2026 Men's Race		
Author:	Samantha Burgess	Presenter:	Maria Cotton
		Item For:	
		Information	
		Discussion	X
		Decision	X
1.	Report Executive Summary and Main Issues		
	The purpose of this paper is to request Neighbourhood Board approval for an allocation of funding from the Pride in Place programme to enable Boston Borough Council to host a stage of the Tour of Britain in 2026 Men's race on Thursday 3rd September, with an start event in Boston Town Centre. Details of the route and confirmation of the individual stages have now been confirmed by British Cycling. The 2026 Tour of Britain men's race will take place from September 2 to September 6, 2026, following the women's race from August 19 to August 23, 2026. The event is billed by British Cycling as the UK's largest free-to-attend sporting event bringing ten spectacular stages to the roads of Britain across a three-week period. Economic studies of previous years events demonstrate a strong economic impact for local host communities through visitor numbers and media exposure generated. The events have also encouraged respondents to be more active and cycle more often providing longer term social benefits. The announcement of the 2026 route has been embargoed until early June as such this report is provided under confidential cover for Board Member consideration only.		
2.	Detail		
	2.1 Proposal This paper seeks Neighbourhood Board approval to contribute an agreed allocation from the Pride in Place funding for Boston towards a funding package that will enable the Borough Council to host a stage of the 2026 Tour of Britain Men's Cycling Race, with additional town centre events and activities that will increase spectator dwell time and expenditure in the Borough. Depending on the level of funding agreed by the recommendations will help to provide dressing of the route, competitions for young children, a stage launch event and the installation of new land art along the allocated		

route.

2.2 The Route

The anticipated route for the stage summarised below but is still under development and subject to road closure notices being agreed with the local Highways authority. The event will be the second stage of the events and take place on Thursday 3rd September. It is estimated that the race would commence at 11am, culminating with a stage finish in Skegness approximately three hours later. This provides an opportunity to deliver a programme of street scene enhancements and activities for spectators along the route in the build up to the event, and following the competitors commencing the race.



2.3 Background

The Economic Impact Assessment report from the 2025 Lloyds Tour of Britain Women's race (June 5th to June 8th) reported a total economic impact of £26.7m, with an average economic impact per stage of £4.45m. 94% of spectators agreed that the event has shone a positive light on the local areas, 90% of locals said the events made them feel proud of their area and 87% of locals agreed that the event brought their communities together. These outcomes play an important key ambition for the authority in supporting their communities, businesses and overall economic impact for the area.

Data for the 2025 Tour of Britain's Men's Race is not yet available, but reports for the 2024

Men's race (September 3rd to September 8th) reported a total economic impact of £21.7m. One of the strongest pieces of evidence comes from West Northamptonshire, which hosted Stage 5 (7 September 2024):

Stage impact: £5.69 million (the highest of all six stages)

Driven by £3.6 million in attendee spending.

Visitors stayed an average of 2.4 nights, boosting hospitality.

Media coverage for the stage valued at £635,698.

Enabling Boston Borough Council to provide additional support for the hosting the 2026 Tour would be expected to generate a significant economic return on investment for the town and match funding partners. It will deliver a truly national footprint, bringing crowds along roadsides, millions of broadcast viewers and a digital engagement that transcends geography. This means high impact brand association and visibility across the Borough and great opportunities to connect with our communities. It will give us the opportunity to showcase the heritage and built environment of Boston.

2.4 Financial implications

The match funding request from the Boston Pride in Place programme is part of an overall package of funding being developed by the Borough Council. It is intended that additional funding to support the Boston stage will be secured through wider Council resources and partner funding. Across the South & East Lincolnshire Council Partnership, East Lindsey District Council are also contributing separate significant funding and resources to facilitate all delivery and hosting arrangements for the proposed route arrangements across the Lincolnshire Wolds and finish into Skegness.

The Boston Neighbourhood Board are asked to consider and confirm support for one of the following match funding packages:

- i) Bronze – A contribution of £15k would ensure the dressing of the town centre and roadside route in Boston Borough with Union Flag or Lincolnshire bunting. The bunting will seek to replace existing St George flags in the town centre and remain on display in the build up to the stage and following the event, providing enhanced community pride and appearance. This level of funding would also support the purchase of a small number of bicycles for local children to win via a competition.
- ii) Silver - In addition to the bunting, funding of £30K would support the delivery of a town centre based event in the Boston Market Place with additional activities and entertainment linked to the start of the race. It is proposed that road closures would be in place to enable the Market Place to host spectators, riders, support vehicles and sponsors from 8:00am providing significant scope for significantly enhanced footfall and dwell time in the town centre. The event is anticipated to generate an increase in overnight stays as well as day visitors to the town.
- iii) Gold – A match funding contribution of £50k would also enable the inclusion of road art/land art along the route, providing a spectacular impact for both spectators and a national televised profile of Boston. Again, the land art would remain on display following the event generating additional visitor attraction and interest in the local area.

2.5 Community Benefits

Hosting the start of a Lloyds Tour of Britain 2026 Men's cycling event stage will raise the profile of Boston to a national audience, generating new audiences to the town and Borough and significant media exposure. The start event will increase footfall in the town centre and have economic value for local businesses as well as boosting trade, footfall

	and spend for local retail, hospitality and leisure businesses. In the build up to the event we will work in partnership with schools, businesses, care homes and communities to create an inclusive opportunity and experience for all.	
3.	Implications / Risk Register	
	No.	Topic
	1	Ensuring sufficient funding is agreed and in place to meet the funding partners requirements
		Early approval of support and match funding requirements are required to ensure all of the necessary permissions are in place for the event in September, and to ensure awareness and participation from local businesses
	2	Need to ensure beneficiaries are aware of the stage and provision being supported by the Pride in Place programme
		A proactive media campaign will be undertaken in partnership with British Cycling to ensure local businesses, residents and spectators are ware of the stage and associated attractions
	3	Maximising local impact and legacy of the event
		Working with local schools, partners and communities to promote the benefits of active lifestyles as a driver for economic and social wellbeing
4.	Recommendation(s) and Proposed Actions	
	It is recommended that the Neighbourhood Board: - Consider and agree the extent of match funding to be provided from the Pride in Place programme for Boston to support the hosting of the Lloyds Tour of Britain's Men's Race in September 2026, based on the package of options contained at section 2.4 - Consider and propose any conditions to the funding contribution to enable the Borough Council to confirm arrangements for the delivery of any town centre events, activities and enhancements.	
5.	Circulation and Communication	
	Boston Town Centre/Boston Neighbourhood Board	
6.	Appendices	



BOSTON TOWN BOARD MEETING

22 June 2026

Agenda Item No:	6		
Report Title:	Boston Towns Deal Programme Update		
Author:	Jon Burgess	Presenter:	Jon Burgess
		Item For:	
		Information	x
		Discussion	x
		Decision	
1.	Report Executive Summary and Main Issues		
	The report provides an update on the delivery of the Towns Deal programme. It is noted that delivery of the programme has been extended to March 2028 and therefore risk is considered to be low on achieving the spend and programme milestones. Further work is ongoing via the Council team to forecast the delivery of project outputs against the new definitions provided by Government. 4 of the 7 projects have now achieved practical completion, with completion of the Boston Rail Station due by the end of July 2026. At present, the only uncommitted funds are identified as a small underspend on the Centre for Fresh Food and Produce project and an unallocated provision against the revised allocation for Shodfriars Hall. The report is to be read in conjunction with the Excel attachment which provides a breakdown of the financial position, outputs and risks.		
2.	Detail		
	Provided below is a summary of the current portfolio of projects. 2.1 Boston Leisure The groundworks team has been making great progress with the pouring of the concrete slab, a major step forward in shaping the new extension. All external steel frame columns are being fully fireproofed too, adding an important layer of safety and durability to the structure. Meanwhile, our bricklayers have been busy setting out the internal layout, and blockwork has officially begun, giving us the first real sense of how the internal spaces will come together. Pulse, our contractors, has also been working hard to improve accessibility around the site. They've created new disabled parking access near the training pool, making it easier for everyone to get where they need to go. A new pedestrian route has been opened up running along the side of the building down College Lane and through to the rear car park, improving		

the overall flow around the site. On top of that, a new pedestrian ramp has been installed to provide smoother, more convenient access to the gym area.

Work will continue on completing the concrete slab work on a new drainage system will get under way — another key part of the project's infrastructure. There will be blockwork across both the internal and external walls, so we'll really start to see the building taking shape from the outside as well as the inside. These works forms part of the major £14.5 million investment programme in the Rowley Road area in town. Once completed the leisure centre will boast a new two storey front extension, incorporating a new entrance and reception area, new studio space, fitness suite and new changing areas for both the fitness and swim areas.

While the construction works are ongoing the leisure centre remains open to the public, you can find out this information here - <https://www.leisurecentre.com/geoff-moulder-leisure-complex>

To keep up to date with the project go to our dedicated webpages - <https://www.boston.gov.uk/TheBostonLeisureProject>

The anticipated overall completion date for the full project, including the plaza and phase 2 works is end of March 2027.

2.2 Mayflower

Works are completed and facility is operational, following the official launch. Delivery team in dialogue with Boston College to update outputs and learner impact since practical completion.

2.3 St Botolphs Library and Lighting project

Completed project.

2.4 Blenkin Memorial Hall

Completed project.

2.5 Centre for Food and Fresh Produce

Project complete and evaluation report produced (circulated to Board Members on 10th December 2025). Current underspend projected at £26,028.

2.6 Healing the High Street

- Works at 22 Wide Bargate have now reached practical completion, and final payment issued.
- Works at 6a Pen Street have also completed on-site and awaiting the final practical completion certificate.
- Agreed works at 44-46 Wide Bargate are also on site and making good progress.
- The contractor team at the Red Cow and Georgians have had their pre-start meeting and looking to commence works.
- 9-10 Pump Square are tendering their agreed works to confirm start on site arrangements.
- Savers have withdrawn their grant application for £47,511 due to internal restrictions on funding.

- The project grants panel have currently endorsed a small uplift to two existing grants out of the available contingency provision within the project. This is proposed to cover some additional heritage restoration works at Shodfriars Hall (£67K) and Fydell House (£52K) that were not contained within the original award.
- In addition, a condition survey at Pilgrim House has identified additional emergency structural works being required which the HTL team are working to consider a further grant uplift request for consideration by the grants panel, estimated at £29K.
- Boston Borough Council and Heritage Trust Lincolnshire officers are meeting regularly to review the contingency provision within the overall fund and cashflow the remaining expenditure over the remainder of the project.

2.6a) Shodfriars Hall

Works on the eligible works contained within the original grant funding agreement have now achieved practical completion and have been fully claimed. The applicant has reported very positive progress on the value for money and quality of works delivered via the grant funding. A high number of site visits have been accommodated during the build programme which has generated good local publicity and awareness of the project. Further project related communications to be prepared to acknowledge Towns Deal funding and impact. Scorer Hawkins continue to develop plans for the operational phase of the building and are in dialogue with a number of interested parties in increasing the cultural and creative industries offer being delivered out of the building. Transported Arts have recently agreed a short term let within the building to undertake some of their work connected to the 1,000 Faces as the agreed Community Art installation which will be integrated into the Boston Leisure community plaza delivery project in due course. A public event was hosted by Scorer Hawkins on the 4 June.

2.7) Boston Rail Station

The Boston café works are scheduled to be completed by the end of July 2026. The lease with the community café operator is currently being worked through by the solicitors. Once the units arrive for the café, we will look to arrange an open day/launch this is estimated to be the end of August/beginning September. There is a solution for the IT issues on platform 2, a budget has been sourced for this internally. This will allow the customer screen to be installed on platform two and reinstate the CIS. EMR progressing discussions with a start up company interested in the office space.

FOR INFORMATION

i) Rosegarth Square

Most of the works are now approaching practical completion, including the installation of the new wave sculpture. The Council is progressing commercial negotiations for the ongoing occupancy of the completed Crown House development, following an open market process.

An opening event is provisionally scheduled for mid-September, with invites and confirmation of arrangements to follow. Communications via the Council's website and social media feeds, including dedicated website at:

ii) Boston Partnership Fund

	Project	Status	Progress
	BUFC Sports Complex	In progress	Contracted works on site and progressing against work schedule
	Quadrant Affordable Homes	Closure	Project completed and progressing through final claim reconciliation and closure process
	Boston Community Research Project	Closure	Masterplan and Evaluations concluded in financial year and final reporting for July 2027.
	Len Medlock Community Centre	In progress	Progressing, near completion, alignment to wider Rosegarth Square work
	Centenary Chapel	Closure	Project completed and progressing through final claim reconciliation and closure process
	Community and Partnership Grant Scheme	Closure	Project completed and progressing through final claim reconciliation and closure process
	LCF GRASSroots	In progress	Project completed and progressing through final claim reconciliation and closure process
	Central Park Boston	In progress, complete March 2027	In progress against work schedules
	Boston Connected	In progress, complete March 2027	Wayfinding: PlaceMarke commissioned to complete wayfinding audit and options review Routes and Trails: work started to review and refresh existing routes and trails Physical Infrastructure: Scalp road repair to improve access to Pilgrim Memorial Digital Infrastructure: Website update and rebrand to add functionality Tourism Products: Historic Map of Boston commissioned Public Art: working to extend and improve existing arts trails and explore augmented reality
	St Botolphs Church	In progress Complete Jan 2027	Final section of installations (visitor information) to be constructed for September 26.
	Boston Leisure Centre	In progress	Progressing to work schedule, facility remains open during build/refurbishments, staged approach.
	B&M Site acquisition and Redevelopment	Closed	Completed and Rosegarth Square due to open Autumn 2026
	Creative and Digital Hub	Design Stage	Design plans agreed for the refurbishment of an existing College building. Grant funding agreement drafted. Work programme tight for 31st March 2027
3.	Implications / Risk Register		
	Included in attachments		
4.	Recommendation(s) and Proposed Actions		
	Note the report		
5.	Circulation and Communication		
	Boston Town Board		
6.	Appendices		
	BTB Portfolio Update – June 2026		



BOSTON NEIGHBOURHOOD BOARD MEETING

Date 22 June 2026

Agenda Item No:	7		
Report Title:	Communications report - June		
Author:	Michelle Gant	Presenter:	Michelle Gant
		Item For:	
		Information	X
		Discussion	
		Decision	
1.	Report Executive Summary and Main Issues		
	The report summarises communications highlights since April 2026 including: • A summary of the priorities emerging from youth engagement carried out by the Board and partners; • Key content themes for Towns Fund / Pride in Place activities.		
2.	Detail		
	A: Communications activities Pride in Place: • Communications around the open call for projects continued and concluded with a commitment to keep local people informed. Towns Fund • A press release and social media content have been created about the progress of works at Shodfriars, attracting significant interest. There is widespread positivity and support for this project. • Social media content and progress of works at the Geoff Moulder Leisure Centre has also been shared. • A draft press release has been prepared around progress of a number of Healing the High Street properties. Chair's Updates: A Chair's Update is in development. Branding: Following feedback from board members at the last meeting, the branding for the board has now been revised. This, together with the recently issued Pride in Place branding guidelines, will form the basis for a communications toolkit for projects and partners. Youth engagement:		

Following on from previous discussions at the Board, there has been analysis of all the feedback from young people captured from consultation carried out on behalf of the Board, as well as by Active Lincolnshire and Lincs CVS. More information on this follows at the end of this report, but key priorities for young people have clearly emerged as:

Young people in Boston want a town that works for them. A town that is easy to get around. A town that is affordable.

Young people in Boston want:

- **A safer, cleaner town**
- **More to do, enjoy, and experience**
- **Spaces, places, and ways for young people to connect**
- **Activities, support, and green spaces that help young people to feel good, physically and mentally**
- **More job opportunities, and help to get them**
- **To be heard and play a real role in Boston's future.**

These themes have been reviewed and sense checked with consultation leads.

We have worked with a group of Boston College students to get their feedback on how these priorities could be reflected visually. An initial image has been created with a designer, and further engagement with students is planned to develop additional visuals that communicate what these priorities mean for young people in Boston.

Upcoming activities:

- Communications around the Open Call for Projects successful projects;
- Communications on Shodfriars completion;
- Communications toolkit for projects and partners;
- Website refresh.

Longer term considerations:

- Communications and engagement strategy for Pride in Place 26 – 27;
- Establishing Instagram/Tik Tok, potentially working with a cohort of young people;
- Towns Fund programme 'closing out' communications including annual report, press release; social media content, and project case studies as a recorded legacy of the programme.

B: Measurement and evaluation

Traditional media coverage

[Boston regeneration plans push ahead as leaders vow to deliver 'community-led' improvements](#)

Social media

Facebook

- 2,247 followers
- 6 follows in this period (16.04.26 – 21.05.26)

16.04.26 – 21.05.26

Views: 9.3k

Viewers: 4.4k

Visits: 277

Content interactions: 126

Link clicks: 4

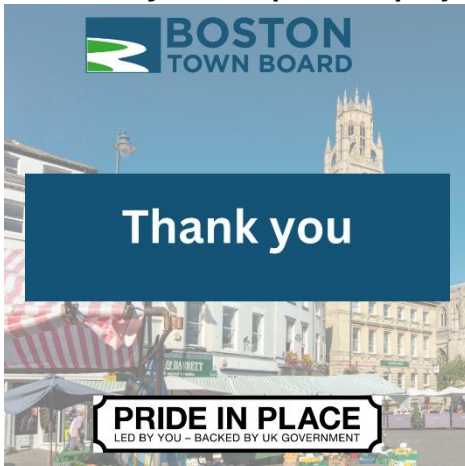
Examples of Facebook engagement:

1. Board members visit Shodfriars



- Views: 5.9k
- Viewers: 3.6k
- Interactions: 75

2. Thank you for open call project ideas



- Views: 520
- Viewers: 397
- Interactions: 2

3. Geoff Moulder progress (Boston Borough Council content; reshared)



- Views: 467
- Viewers: 291
- Interactions: 2

LinkedIn

15.04.26 – 19.05.26

- 598 followers, decrease of 2
- Impressions: 1,169
- Reactions: 47

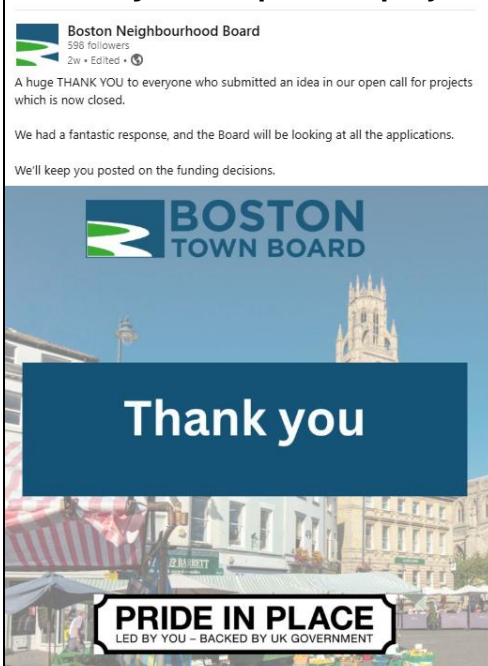
Examples of LinkedIn engagement

1. Board members visit Shodfriars



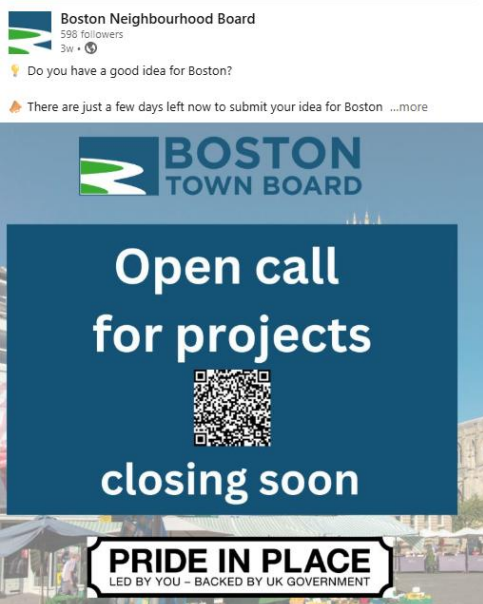
- Impressions: 600
- Engagements: 81
- Clicks: 56
- Reactions: 25

2. Thank you for open call project ideas



- Impressions: 182
- Engagements: 12
- Clicks: 1
- Reactions: 11

3. Open Call for Projects closing soon



- Impressions: 134
- Engagements: 14
- Clicks: 6
- Reactions: 7

Website engagement

17.04.26 – 21.05.26

- 6.92k impressions (*how many times a user saw a link to Boston Town Board website in search results*)
- 172 total clicks (*how many times a user clicked through to Boston Town Board website*)

Most engaged pages:

- [Pride in Place](#) 54 clicks / 161 impressions
- [About](#) 25 clicks / 313 impressions
- [Shodfriars Hall](#) 16 clicks / 171 impressions

‘Boston Pride in Place’ and ‘Boston Town Board’ were the most searched subscribers.

Young people in Boston: their ambitions for the town

The following summarises the key themes that have strongly and consistently emerged from three different consultations with young people, namely:

- Boston Neighbourhood Board – Let’s Talk Boston (summer 2025);
- Active Lincolnshire – Boston Test and Learn (February 2026); and
- CVS Lincolnshire - One Boston: Communities Together (2025 – 2026)

The consultation was delivered across a mix of methods namely:

- Online and offline surveys;
- Worksheets;
- In person engagement sessions in primary, secondary schools and Boston College.
This included focused conversations, drop-in sessions, assemblies, and lessons;
- 1-2-1 interviews at events.

It is estimated that around 900 young people’s voices have been captured through this collaborative consultation.

Young people in Boston want a town that works for them.

A town that is easy to get around.

A town that is affordable.

Young people in Boston want:

Ambition	Feedback from consultation
A safer, cleaner town	• <i>Safety, cleanliness and anti-social behaviour</i> • <i>Cleanliness, maintenance and beautification.</i> • <i>Security and safety (including police presence)</i> • <i>Boston should feel safe for everyone, day and night</i> • <i>Safety and crime reduction</i> • <i>Cleanliness and environment</i> • <i>Safety and anti-social behaviour</i> • <i>Boston should feel safe for everyone, during the day and at night</i> • <i>Safety and cleanliness</i> • <i>Cleanliness and environment</i> • <i>Safety and crime reduction</i> • <i>Safety, cleaner spaces.</i>
More to do, enjoy, and experience	• <i>Festivals and events, such as music, sports and youth-oriented,</i> • <i>Music events / live music / music venues</i> • <i>Festivals / markets / cultural events</i> • <i>Shops / shopping centres / cafés.</i> • <i>The town centre should be a place where people live, work, shop and can spend time together</i> • <i>Shops and town centre revitalisation</i>

	• <i>The town centre should be a place where people can live, work, shop, and hang out</i> • <i>More shops / better shopping experience</i> • <i>More things to do, parks, community spaces</i> • <i>More things to do / leisure / town centre revitalisation</i> • <i>improvements to shops and the town centre</i> • <i>Strong desire for improvement and connection (e.g. Willoughby Road allotments).</i>
Spaces, places, and ways for young people to connect	• <i>More youth activities and spaces.</i> • <i>Study spaces / youth clubs / safe social spaces</i> • <i>Desire for more places to play close to home</i> • <i>Youth activities and community spaces</i> • <i>Youth engagement and activities</i> • <i>Youth opportunities and things to do</i> • <i>More for young people (activities, jobs, education, support)</i> • <i>Young people-focused resources and support</i> • <i>Community spaces and inclusion.</i>
Activities, support, and green spaces that help young people to feel good, physically and mentally	• <i>Sports and active spaces (e.g. football, trampoline parks, arcades) Sports facilities and activities</i> • <i>Swimming is a Consistent Gap and Inequality Issue</i> • <i>Mental health support,</i> • <i>Strong desire for connection</i> • <i>Everyone should be able to access good quality local healthcare</i> • <i>Everyone should be able to get good, local healthcare.</i>
More job opportunities, and help to get them	• <i>Job opportunities (especially for young people).</i> • <i>Career advice ...</i> • <i>Skills training</i> • <i>Young people are looking for practical, tailored support</i> • <i>Everyone in Boston should have access to training that leads to a good local job</i>

	Everyone should be able to learn skills that help them get a good job in Boston
To be heard and play a real role in Boston's future.	- Young people in Boston should be actively involved in shaping the town's future - Young people should have a say in decisions about Boston's future - Clear emerging community leaders.

Communicating the priorities

Listening to feedback from students from Boston College, we have created an initial visual that reflects the priorities that young people have told us about. We want to develop this further and additional engagement is proposed with students to visually communicate what these priorities mean for young people in Boston.

Let's talk about
BOSTON

Young people in Boston
want a town that:

👍 Works for them.
🐷 Is affordable.
🗺️ Is easy to get around.

Boston's young people would like:

Activities, support, and green spaces that help young people to feel good, physically and mentally

More to do, enjoy, and experience

More job opportunities, and help to get them

To be heard and play a real role in Boston's future.

A safer, cleaner town

Spaces, places, and ways for young people to connect

BOSTON
NEIGHBOURHOOD BOARD

PRIDE IN PLACE
LED BY YOU - BACKED BY UK GOVERNMENT

3. Implications / Risk Register (*must be completed*)

Risk Register No.	Strategic Driver	Topic	Detail

4.	Recommendation(s) and Proposed Actions
	The Board is asked to note the contents of the report.
5.	Circulation and Communication
	Board members

	The report highlights key messages and activities for communication in the coming months
6.	Appendices
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