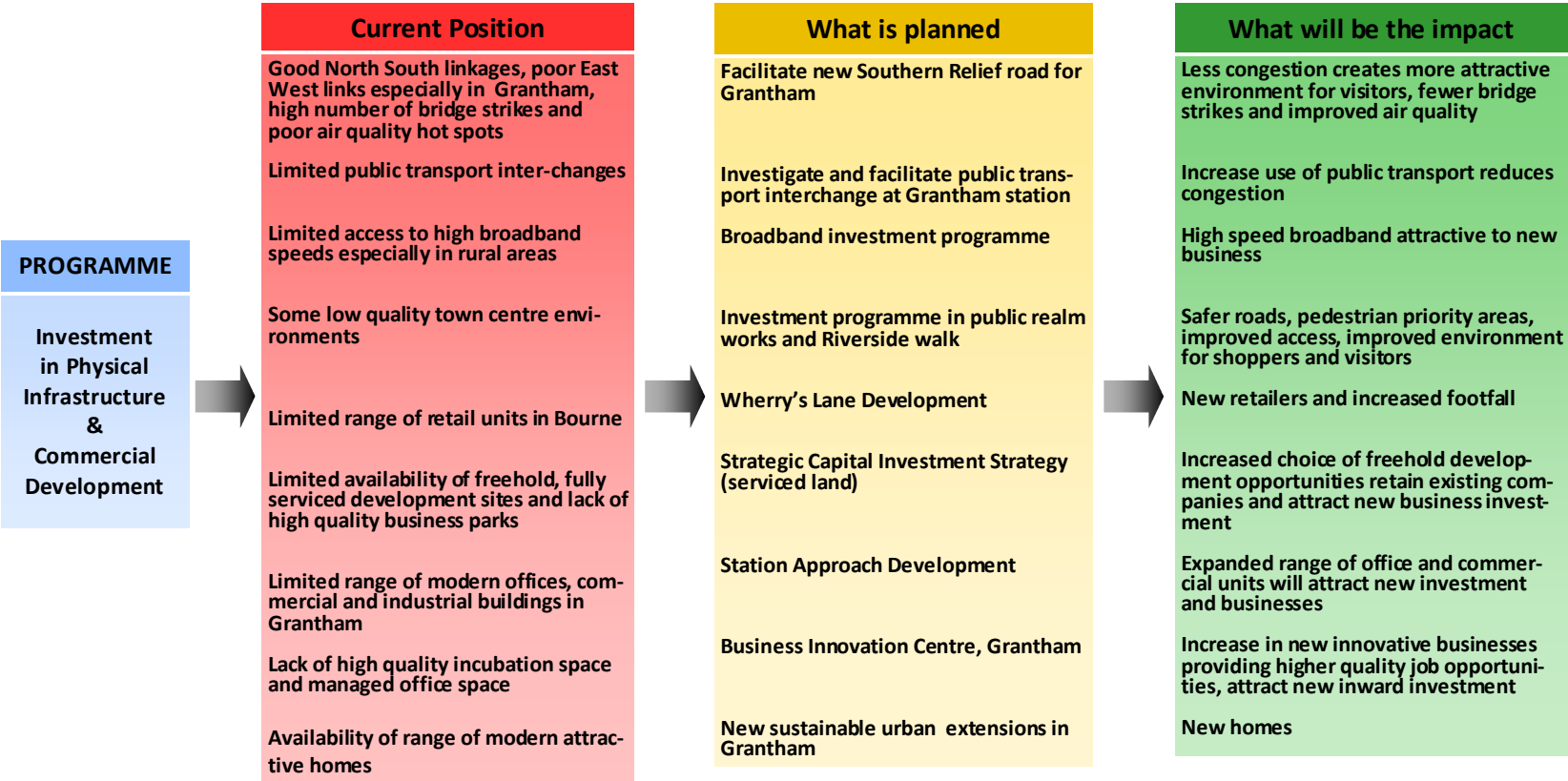


Summary Action Plan



PROGRAMME

Investment in Physical Infrastructure & Commercial Development

Current Position

Good North South linkages, poor East West links especially in Grantham, high number of bridge strikes and poor air quality hot spots

Limited public transport inter-changes

Limited access to high broadband speeds especially in rural areas

Some low quality town centre environments

Limited range of retail units in Bourne

Limited availability of freehold, fully serviced development sites and lack of high quality business parks

Limited range of modern offices, commercial and industrial buildings in Grantham

Lack of high quality incubation space and managed office space

Availability of range of modern attractive homes

What is planned

Facilitate new Southern Relief road for Grantham

Investigate and facilitate public transport interchange at Grantham station

Broadband investment programme

Investment programme in public realm works and Riverside walk

Wherry's Lane Development

Strategic Capital Investment Strategy (serviced land)

Station Approach Development

Business Innovation Centre, Grantham

New sustainable urban extensions in Grantham

What will be the impact

Less congestion creates more attractive environment for visitors, fewer bridge strikes and improved air quality

Increase use of public transport reduces congestion

High speed broadband attractive to new business

Safer roads, pedestrian priority areas, improved access, improved environment for shoppers and visitors

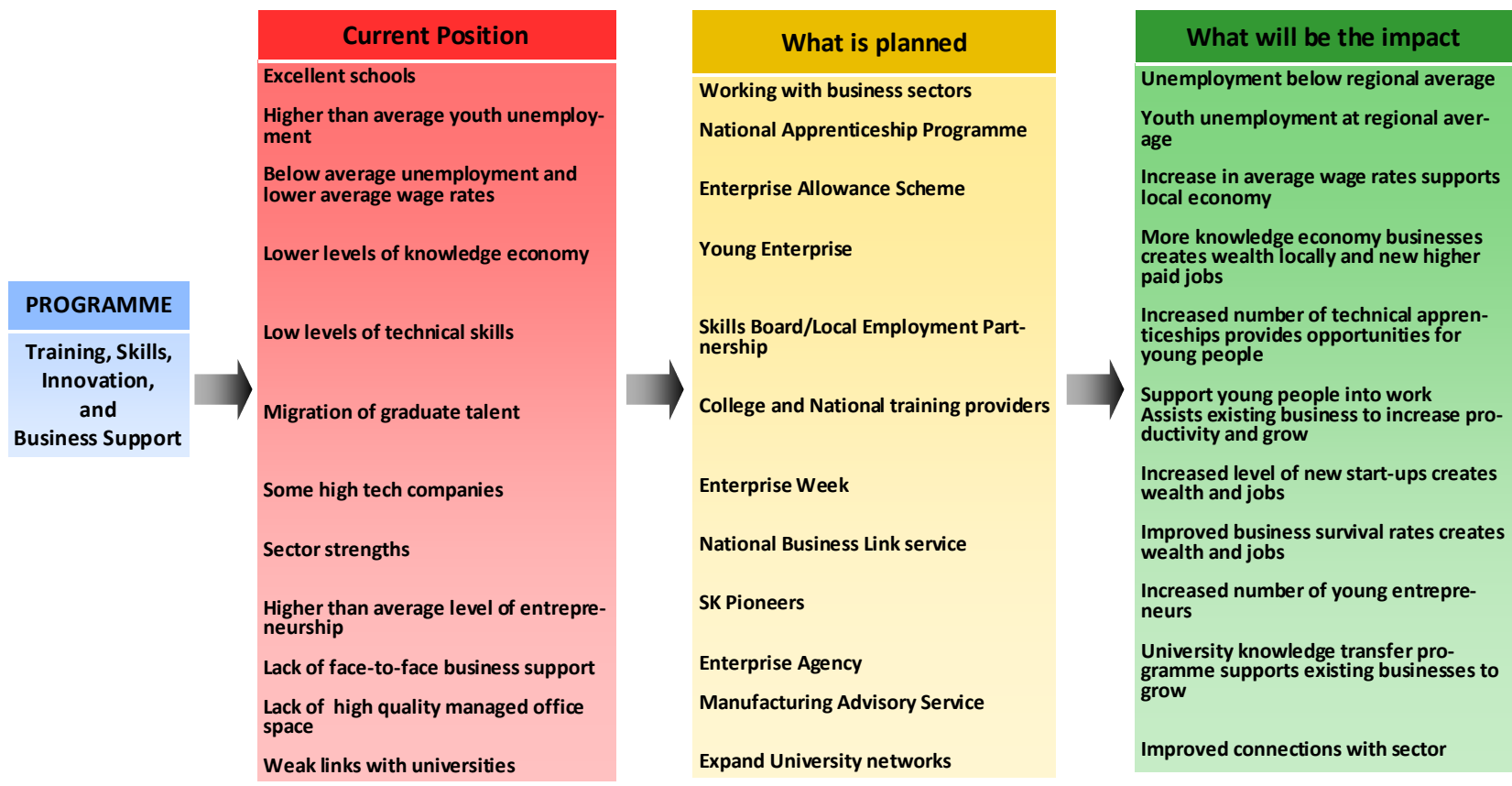
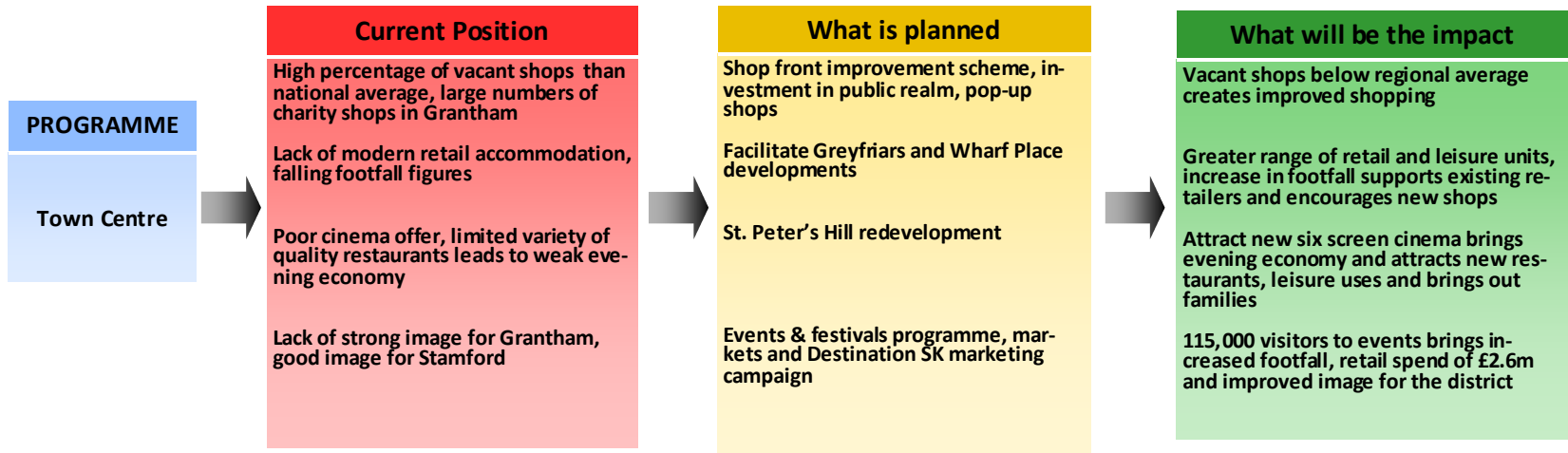
New retailers and increased footfall

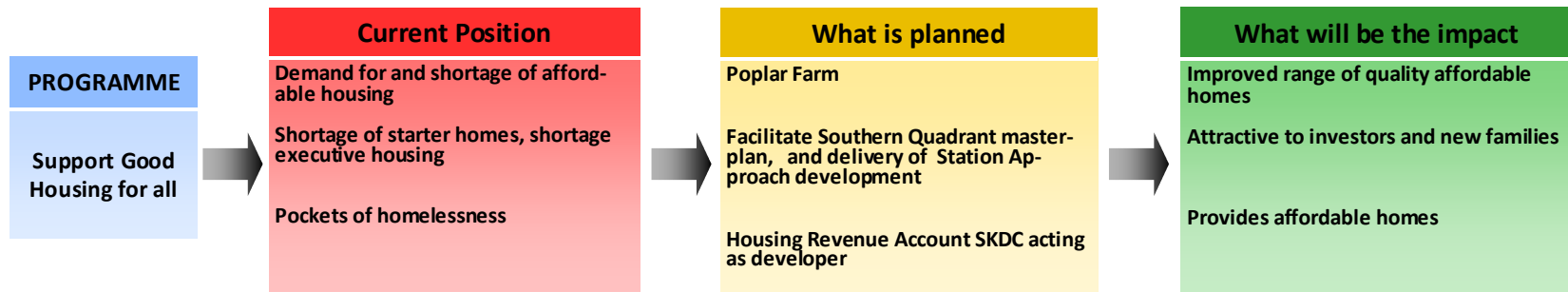
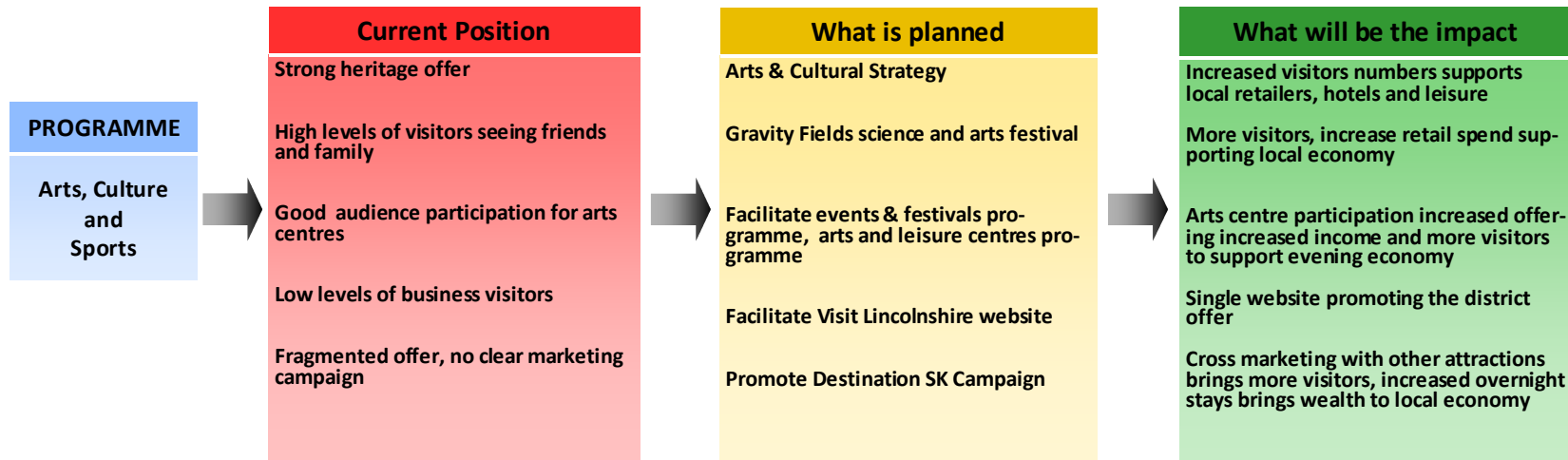
Increased choice of freehold development opportunities retain existing companies and attract new business investment

Expanded range of office and commercial units will attract new investment and businesses

Increase in new innovative businesses providing higher quality job opportunities, attract new inward investment

New homes





PROGRAMME

**Destination
SK Campaign**



Current Position

No clear brand
Not maximising strengths and opportunities
Poor visitor retention rates
Lack of coordination of events for visitors



What is planned

Coordinated branding and marketing campaign
Communications & PR strategy
Destination Management Organisation
Public private joint marketing



What will be the impact

Increased visitors numbers supports local retailers, hotels and leisure
Attract new investors creating wealth and job opportunities
Increased overnight stays brings wealth to local economy
Coordinating and cross marketing will attract and retain visitors