

Appendix A

Programme	Current Position	What is planned	What will be the impact?	Action By	Completion date
Market Research	Limited empirical data on users and none users of market and what improvements they might want to see to the market offer	Continue regular footfall surveys and carry out specific market research exercise to identify facts around trends in market	Clear understanding of issues which will inform wider action plan.	L/A & ED	Complete by 31/10/12
Location	Recent relocation due to Market Place works suggests traders prefer to be located in wide Westgate due to better trading resulting from greater concentration of footfall	Discuss with traders option to permanently make market more compact in wide Westgate	Stronger identify, less fragmented, easier for shoppers, less impact on shops, increase in traders and footfall	L/A	Complete by 31/8/12
	Some opposition from shop owners to traders outside stores causing	Speak with traders and shop owners and host some form of forum discussion of what can be done for all of them to help improve trading	Joint appreciation of each others position, sign-up to single agreed action plan	L/A & ED	Complete by 31/8/12
	Market traders vehicles parked in the street present poor image and inconvenience to shoppers	Discuss with traders benefit of removing vehicles and provide convenient free parking space once unloaded	Vehicle free market, stronger image, less H&S concerns	L/A	Complete by 30/6/12
	Lack of local signage for market	Install new signage, new heritage board about market history, posters	Promotes market , forms part of historic tour and attracts new visitors	ED	Complete by 31/3/13
	Increased interest in creating outdoor cafes	Work with businesses to approve more street licences	Increase footfall, better image, more choice, another reason to visit	ED/Licensing /LCC	Complete by 31/3/13
Environment	Use of stall covers	Discuss with traders and or stall erectors the benefits of using green/white covers and away forward to ensure	Improve visual appearance, improve customer service, improve offer to customer	L/A	Complete by 30/6/12

		consistent looking stalls			
	Good quality clean streets but some issues over illegal vehicles leaving tyre marks in market place	Deploy new planters in Market Place and discuss cleaning regime using new steam cleaning equipment on new public realm. Longer term enforcement subject to new powers	Removes illegal parking, enhance visual appearance, win awards	LCC/Waste	Complete by 31/8/12
Consultation	Ad hoc traders forum	Discuss with traders to hold a regular monthly forum of traders	Better liaison, common voice, agreed action plan. Underpins future for submitting a BID, Portas bid	L/A & ED	Complete by 31/8/12
	Little dialogue between shop owners and traders	Discuss with Business Club and traders to hold a regular quarterly forum of traders and shop keepers			Complete by 31/8/12
Promotion & Marketing	Falling levels of footfall in Westgate (mirrored by rest of town centre)	Public realm improvements commencing June 2012, improved signage, public events programme	Maintain and improve visitors numbers	ED	Complete by 31/8/12
	Core numbers of regular traders but figures declining	Meet with traders to listen to their views. Prepare mailing list of potential new contacts, contact existing local businesses	Increased number and wider range of traders encourages greater numbers of visitors	L/A	Complete by 31/8/12
	Growing numbers of casual traders	Explore options to incentivise casuals to become regular traders		L/A	Immediate
	Number of quality traders but restricted range of traders in certain categories e.g. children's clothing,	Target traders from other markets, explore offering incentives 3 for 2 months, advertise in trader press, radio advertising, Jobcentre Plus, posters, approach local businesses		L/A	Complete by 31/10/12

Increased competition from discount retailers, car boot sales, eBay	Talk with traders about how to make the market more distinct focussing on customer service	Improved customer service offer	ED	Complete by 30/6/12
Competition from other Saturday markets e.g. Newark	Increase publicity through organising regular advertising, radio etc	Maintain and improve visitors numbers	LA	Complete by 31/12/12
Poor perception of Grantham	Shop front improvements, public realm, events programme, SK in Bloom, Destination SK, PR plan	Increased traders, maintain and improve visitors numbers	ED	Complete by 31/8/12
Limited events programme to support market, but strong evidence from previous events suggesting new events attract footfall e.g. Grantham Cup	Raise funding to put on a regular programme of events (to include seasonal events), offer opportunities to local community groups, sports clubs), PR in the Journal and other local papers	Maintain and improve visitors numbers		Complete by 31/12/12
Rising costs of managing market	Renegotiate annual fees, explore other ways of managing market	Reduced costs	L/A	Complete by 1/4/15
Publicity promoting the market	Organise PR campaign, produce leaflet to distribute across district, posters, radio, website. Encourage special offers to attract new audience	Increased traders, maintain and improve visitors numbers	L/A	Complete by 30/9/12
Some specialist markets prove popular	As part of events programme organise regular specialist farmers, arts and craft, charity, Christmas and other seasonal offers e.g. Halloween		L/A	Complete by 30/9/12