

# Finance and Economic Overview and Scrutiny Committee



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL

## Extraordinary

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Thursday, 16 January 2025 at 10.30 am  
Council Chamber - Council Offices,  
St. Peter's Hill, Grantham. NG31 6PZ

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**Committee Members:** Councillor Bridget Ley (Chairman)  
Councillor Gareth Knight (Vice-Chairman)

Councillor Ben Green, Councillor Tim Harrison, Councillor Gloria Johnson,  
Councillor Max Sawyer, Councillor Lee Steptoe, Councillor Murray Turner and  
Councillor Mark Whittington

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# Agenda

This meeting can be watched as a live stream, or at a later date,  
[SKDC Public-L Channel](#)

1. **Apologies for Absence**

2. **Disclosure of Interests**

Members are asked to disclose any interests in matters for consideration at the meeting.

3. **Grantham Town Centre Action Plan**

(Pages 3 - 29)

To update and seek the views of the Finance and Economic Overview and Scrutiny Committee (FEOSC) Members on the progress made towards the production of a Grantham Town Centre Action Plan.





**SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL**

**Extraordinary Finance and Economic  
Overview Scrutiny Committee**

**Thursday 16 January 2025, 10.30am**

Report of Councillor Ashley Baxter, The  
Leader of the Council, Cabinet Member  
for Finance, HR and Economic  
Development.

## Grantham Town Centre Action Plan

### Report Author

Nick Hibberd, Head of Economic Development and Inward Investment  
Melanie Brown, Grantham Engagement Manager



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### Purpose of Report

To update and seek the views of the Finance and Economic Overview and Scrutiny Committee (FEOSC) Members on the progress made towards the production of a Grantham Town Centre Action Plan.

### Recommendations

**That That the Finance and Economic Overview and Scrutiny Committee:**

- 1. Notes the content of this report in respect to the Grantham Town Centre Action Plan.**
- 2. Endorses the Grantham Town Centre Action Plan.**
- 3. Agrees to receive a further report on progress made against the action plan in six months.**

### Decision Information

**Is this a key decision?**

**No**

**Does the report contain any exempt or  
confidential information not for  
publication?**

**No**

**What are the relevant corporate priorities?**

**Which wards are impacted?**

**Connecting communities  
Sustainable South Kesteven  
Enabling economic opportunities  
(All Wards);**

## 1. Implications

Taking into consideration implications relating to finance and procurement, legal and governance, risk and mitigation, health and safety, diversity and inclusion, safeguarding, staffing, community safety, mental health and wellbeing and the impact on the Council's declaration of a climate change emergency, the following implications have been identified:

### ***Finance and Procurement***

- 1.1 All activities identified in the draft Grantham Action Plan, contained within Appendix 2, can be delivered from existing budgets. The following table shows the allocation of the Council approved budget:

Budget	Spend 2022- 2023	Spend 2023- 2024	Proposed Spend 2025 to deliver Action Plan
£379,092.00	£64,000	£105,000	£210,000

*Completed by: Richard Wyles, Deputy Chief Executive and s151 Officer.*

### ***Legal and Governance***

There are no significant legal or governance implications arising from this report.

*Completed by: Graham Watts, Monitoring Officer*

## 2. Background to the Report

- 2.1 The Council's Corporate Plan commits to "*enable and support a dynamic, resilient and growing local economy*". The Grantham Future High Street Fund (FHSF) is one means by which the Council seeks to meet this ambition. A key component of this activity is the economic health of Grantham Town Centre.
- 2.2 To support this ambition, in 2021, Cabinet agreed to a £5.6m programme of works funded by the Government's Future High Street Fund (FHSF). The programme focuses on improvements to Grantham Town Centre, including public realm improvement schemes to the Market Place and Station Approach. This included, a commitment to provide £379,000 as the Council's match-funding. This was ring-fenced for activities including the employment of a Grantham Engagement

Manager who would be responsible for the development and implementation of a Town Centre Action Plan.

- 2.3 Since the start of the highway works in May 2024 Members of this Committee have been concerned of the possible effects of this activity on the levels of footfall in the town and by consequence a reduction of financial spend in local businesses in the vicinity of the works.
- 2.4 To ward against this scenario officers have been supporting businesses through a range of activities to maintain and attract footfall. Initially this included engaging street entertainers on a weekly basis to support the market over the period of the works.
- 2.5 On completion, the refurbished Market Place was launched in October 2024, through a well-received 'Community Event'. This attracted a multi-generational audience and culminated in a lantern procession. The lanterns were designed and made by the Grantham community over the summer; with over 500 members of the public engaged in the workshops. Further public events have since been held including the popular Christmas lights switch event on 1 December 2024..
- 2.6 These events have been generally well received. In addition, officers have sought to engage local businesses and to reassure the general public, through a variety of mediums, that Grantham is 'Open for Business'.
- 2.7 A further measure of support that had been expected to start before the end of 2024 was the introduction of a loyalty voucher scheme for those businesses in proximity to the Market Place FHSF works. However, prior to its planned launch in October, Grantham retailers expressed a strong desire to do their own incentive scheme independent of the Council. As a result, the scheme has been paused whilst proposals are drafted by the Grantham retail community. The budget allocated to this activity has been ringfenced to respond to their needs, subject to them being fully inclusive and in line with the Council's objectives for the area. This is now expected to be a medium-term activity, starting in 2025.
- 2.8 The success of these activities will be evaluated against footfall data, which is one of the most reliable sources of information available to understand the health and vibrancy of the town centre which is a reporting requirement of the Future High Street Funding.
- 2.9 **Appendix 1** identifies footfall data for three geographies in Grantham, The Town Centre, The Market and Westgate / Market Place. It also includes plans identifying the three locations. The data is available back to 2020, so it is possible to make comparisons over time. The data shows that within the Town Centre 'Total

footfall' has been falling slightly over that time period (-1%), stimulated by the pandemic in 2020.

- 2.10 For both the Market and Westgate / Market areas, footfall has considerably increased over the same period by 50% and 90% respectively. This indicates that these areas have become more popular for visitors to the town over that timeframe. Additionally, we can see from the 'Mean Footfall' information provided that the average number of visitors has increased, indicating a higher consistent level of footfall in those areas over time and compared to the rest of the Town Centre.

	Town Centre			Market			Westgate/ Market Place	
Year	Total Footfall	Mean Footfall		Total Footfall	Mean Footfall		Total Footfall	Mean Footfall
2020	19049026	56862.76		975803	2912.8		1686292	5033.71
2021	18992276	56863.10		1024838	3068.4		2053680	6148.74
2022	18930704	56678.75		1235338	3698.6		2464425	7378.52
2023	18868724	56493.19		1119250	3351.0		2691561	8058.57
2024	18816783	56169.50		1460261	4359.0		3214139	9594.44

- 2.11 In addition to resilient footfall performance, a number of retailers have displayed confidence by choosing the town as a place to start businesses. These include Westgate Bakery, The Olive Tree, The Shire's Larder and Ayka. Across 2024 Grantham Market has shown significant growth and there are now in excess of 45 traders regularly at Grantham Market.

- 2.12 The purpose of the FHSF was to boost the economic activity of the Town Centre and it is important that the Council builds on this through the adoption of a Grantham Town Centre Action Plan. A draft Action Plan has been prepared and is appended to this report (**Appendix 2**). An indicative event programme is included in **Appendix 3**. These has been informed by a fully costed feasibility study of activities including consideration to the following Interventions recommended by this committee at the June 2024 Meeting of this Committee:

- 1 **Parking:** Free parking on market days/midweek to encourage shoppers.
- 2 **Marketing:** implement a grant scheme to enable better promotions.

- 3      **New Traders** – offer financial incentives to new market traders taking up stalls.
  - 4      **Rent** – offer financial support rent costs for new town centre businesses.
  - 5      **Transport** – provision of free buses to Grantham on market days.
- 2.13 Following discussions with the Grantham Town Team, the draft Grantham Town Centre Action Plan has been prepared to support an overall strategy for Grantham Town Centre. This includes the period during the FHSF works and the initial period after, up to December 2025. The draft Action Plan is fully funded from existing budgets.
- 2.14 In producing this plan, the options identified in paragraph 2.12 above have been fully considered. **Appendix 4** to this report contains a summary of this feasibility work and identifies which options have been included within the action plan. For example, providing incentives to market traders has been included however it also identifies where further work is required to understand their viability, such as the provision of free buses on market days.
- 2.15 This plan has also considered information and ideas obtained in June 2024 following a ‘Brainstorming exercise’ between a local ward Member and businesses in the vicinity of the Market Place and in dialogue with the Grantham Town Team. **Appendix 5.**
- 2.16 The initial phase (between January and July 2025), will investigate
- Additional activity to market the town to a wider regional audience,
  - Providing incentives for the occupancy of void retail units,
  - Developing a pipeline of potential future ‘Regeneration projects’, and
  - Providing a comprehensive programme of events to further increase footfall.
- 2.17 A critical element of the Action Plan will be to develop a longer-term strategy to sustain and increase footfall in the Town Centre over the next five years. As well as dialogue with the Grantham Town Team, this will continue to require the support of a broad partnership of public, private and third sector stakeholders.
- 2.18 The contents of this report were first discussed by FEOSC Members at the meeting on the 26 November, when they were asked to:
- 1      Consider the findings of the feasibility study into options proposed by FEOSC members at their June 2024 committee meeting.
  - 2      Endorse the Action Plan for Grantham Town Centre (Appendix 2).



- 3 Agrees to receive an updated Action Plan after six months.

After debating the Action Plan, the committee agreed to endorse the first part of the Action up – Short Term proposals up to the end of the calendar year 2024. However, to allow time for further consideration of the medium-term elements of the plan they requested that a further Extraordinary General Meeting of this Committee be held.

### **3. Key Considerations**

- 3.1 The adoption of an action plan for the medium to long term is vital to sustain the activities that have been started and to ensure Grantham continues to attract visitors and boost the economy of the Town.
- 3.2 Grantham Town Team expressed support for the draft Action Plan at a meeting on the 4 November 2024.
- 3.3 FEOSC Members debated the Action plan on the 26 November, but, requested further opportunity to scrutinise the medium and long-term elements of the Action Plan, through an Extraordinary Meeting. The Committee did, however, endorse the short-term elements of the Action Plan.

### **4. Other Options Considered**

- 4.1 An alternative option would be to “do nothing” and decide not to adopt an Action Plan, but this would fall short of the commitment that was part of the original FHSF bid.  
.
- 4.2 Further work is being undertaken to identify additional activities or actions for the longer term Town Centre Action Plan and will be reported to this committee in six months.

### **5. Reasons for the Recommendations**

- 5.1 Delivery of the Grantham Town Centre Action Plan will ensure a collaborative and coordinated approach to sustaining interest and activities in the town centre to ensure Grantham continues to grow and attract visitors. The development of the Action Plan will provide a strategic framework to ensure activities are targeted to ensure that the economic, social and environmental benefits identified in the Future

High Street Fund Business Case are delivered and further benefits are derived in the years to come.

## **6. Background papers**

- A** –Report to Cabinet “Future High Street Fund” February 2021; Cabinet [Future High Street Fund.pdf](#)
- B** - Report to Full Council “Future High Street Fund”: [Full Council Report FHS July 2020.pdf](#)
- C** - Report to Council May 2024 “Grantham Market Place – Possible interventions to encourage footfall and support businesses”; [Grantham Market Place Final Report.pdf](#)
- D** - Report to Finance and Economic Overview and Scrutiny Committee May 2024 “Grantham Future High Streets Fund – May 224 update”; [FINAL FHSF FEOSC Report - 8th May 2024.pdf](#)
- E** - Report to Finance and Economic Overview and Scrutiny Committee 27 June 2024 [Grantham Future High Streets Fund Market Place Footfall Activity.pdf](#)
- F** - Report to Finance and Economic Overview and Scrutiny Committee 17 September 2024; [Footfall Final Version.pdf](#)
- G**- Report to Finance and Economic Overview and Scrutiny Committee 26 November 2024 [Marketplace Footfall Report.pdf](#)

## **7. Appendices**

Appendix 1	Footfall Data
Appendix 2	Grantham Town Centre Draft Action Plan
Appendix 3	Proposed Events Programme
Appendix 4	Feasibility Study
Appendix 5	Local Business Ideas
Appendix 6	Bus Services to Grantham

## Appendix 1: Footfall Trend Analysis January - November 2020-2024

### Introduction

A key measurable outcome of the Grantham Future High Street fund programme is the impact on footfall within the town. The aim of the programme is to support regeneration of the town centre through targeted interventions which increase footfall and make it more consistent.

While a direct correlation between footfall and spend in the town centre can not be drawn, an increased footfall which is more consistent offers great opportunity for businesses to thrive.

Throughout the programme delivery, footfall data has been presented to relevant committees including Finance and Economic OSC, and is regularly reported to Ministry of Housing, Communities and Local Government as part of the grant monitoring and evaluation process.

In this analysis, data from the past four years has been examined for the time window 1<sup>st</sup> January – 30<sup>th</sup> November to identify trends in footfall changes throughout the duration of the project.

As data for December 2024 will not become available until January 2025 the month of December has been omitted across all other years for consistency of analysis.

### Data Collection

This footfall data is provided by Visitor Insights through their platform 'Terrain'. The data is sourced from a UK data aggregator who receives the data from devices, predominantly mobile phones.

This includes GPS data collected by mobile phones through a wide range of apps including maps, weather, travel, utilities, news, gaming etc.

To ensure that only pedestrian visits are counted the terrain software eliminates data from any device which is travelling over 4 miles per hour. To mitigate against signals which may be from a phone within a car which is temporarily stopped, such as at a traffic light, the GPS signals are monitored and if the software detects they were travelling faster than 4mph immediately before or after being logged at less than 4mph the signal is omitted from the results.

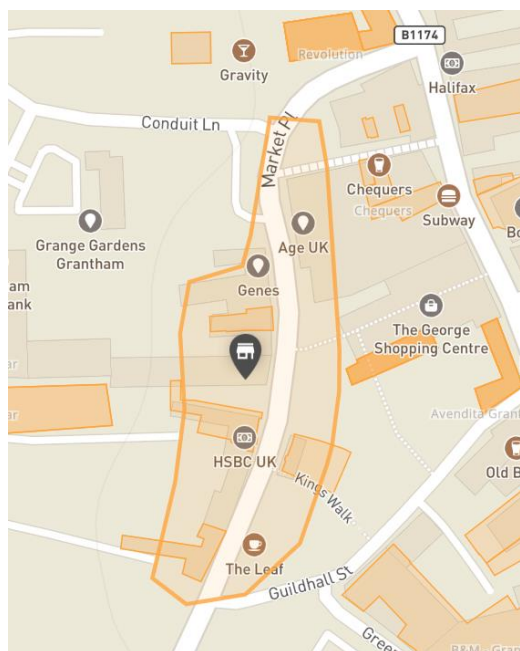
Data is provided for specified geographic areas called 'geofences' which can be as small as a 40m length of pavement, with no maximum size.

For a visit to be registered within any given geofence, a signal must be seen to remain in that area for at least five minutes.

Data is not collected where users have their location settings turned off.

For the purposes of this report data from the following three geofences within Grantham town centre was reviewed.

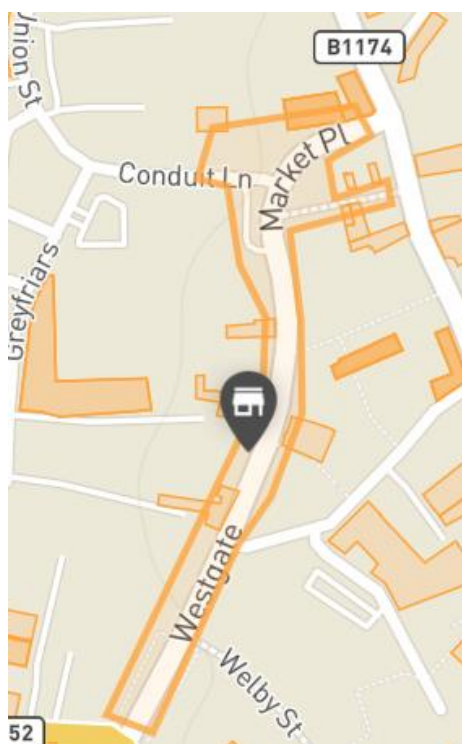
#### Grantham Market



This geofence (shown within the orange boundary) monitors the area where the usual Saturday Market takes place and was primarily established to monitor footfall to the Market itself.

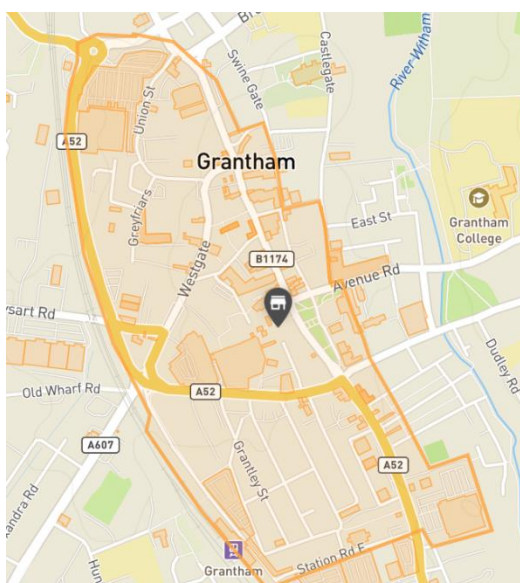
Data from this area has previously been reported to this committee.

#### Westgate/Market Place



This geofence monitors footfall along the full extent of Westgate and the Market Place, established to monitor the impact of footfall in the area which has seen the greatest focus of activity delivered within both the Future High Street Fund and the Grantham High Street Heritage Action Zone.

## Grantham Town Centre



This area represents the full extent of the approved Grantham Future High Street Fund Zone, and includes the High Street itself, where interventions such as Upper Floor Conversion schemes are taking place.

This area includes the railway station, as well as major supermarkets (ASDA, Lidl, Morrisons and Sainsburys), and as such is a less accurate measure of footfall within the retail core of the town centre, but a good indication of the number of people visiting the town as a whole.

## Analysis

For the purposes of this report total footfall and average (mean) footfall were calculated as well as the distribution of footfall over time. This was to understand if a change in average footfall was as the result of a consistent trend, or a limited number of specific events of either high or low footfall impacting the overall result.

The table below shows the total footfall and average footfall for each of the three geofence areas for the period of 1<sup>st</sup> January – 30<sup>th</sup> November each year from 2020 to 2024.

	Town Centre			Market			Westgate/ Market Place	
Year	Total Footfall	Mean Footfall		Total Footfall	Mean Footfall		Total Footfall	Mean Footfall
2020	19049026	56862.76		975803	2912.8		1686292	5033.71
2021	18992276	56863.10		1024838	3068.4		2053680	6148.74
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2024	18816783	56169.50		1460261	4359.0		3214139	9594.44

As can be seen, footfall in the town centre as a whole has remained relatively consistent across between 2020-2024, although a slight downward trend can be seen.

In contrast, both the total footfall, and average footfall on Westgate and in the Market, Place has increased every year since 2020, indicating that although similar numbers of people are visiting the town as a whole, an increasing number are choosing to visit Westgate and the Market Place.

Consistency of visits was analysed by calculating how many days in footfall was counted within a set threshold (i.e. less than 1000 people, 1000-1999, 2000-2999 etc.) for each of the geofence areas.

Analysis of this data has shown that within the Westgate/ Market Place and Grantham Market geofence areas the increased footfall has also become more consistent. Fewer outliers are observed representing individual days with very high or very low footfall and overall, there are more days with more visitors in each year from 2020.

For example, the table below shows the number of days that footfall fell within increments of 5000 people within the Westgate/ Market Place Geofence area:

	Days				
Footfall	2020	2021	2022	2023	2024
Less than 5000	172	104	42	37	6
5000-10000	152	219	259	228	175
10000+	11	11	33	69	154
Mean Footfall	5033	6148	7379	8059	9594

Although the Future High Street Fund works to the Market Place took place in 2024, this consistent increase in footfall can be seen as a reflection of the positive changes which have taken place in this area as a focus of investment since 2015. This includes Shopfront Regeneration Programmes, High Street Heritage Action Zone and improvements to Grantham Market, and an increase in the number and variety of businesses operating in the area.

## Appendix 2 - Grantham Town Centre Draft Action Plan

Short term to Christmas 2024	Project	Detail	Cost	Comments
Promotion	Events	To support planned December events.	£1000	1 <sup>st</sup> December – Christmas Market. To assist with the Gingerbread trail throughout the town.  Support Small Businesses with Small Business Saturday – 7 December 2024.
Grantham Market	Market Study	The High Street Retail Review has been received and we are already implementing some of the ideas. e.g. Additional markets and attractions.	£10,000  £3,000	Initiative to encourage new traders.  Promotion and delivery of additional markets. e.g. Antiques Market, Youth Market, Makers Markets, etc.  Street theatre performers to add to market offer January – March.
Engagement	Town Team	Bi-monthly meetings	£0	To support the development, delivery and monitoring of an Action Plan to be drawn up for a calendar of events for 2025, delivery, feasibility, cost, etc.
	Town Relationship	Engagement has started and will continue.	£0	Engagement Manager visiting local retailers and other business owners. Gives people a specific point of contact. Primary focus to support the businesses in the direct vicinity of the Future High Street Fund (FHSF) works.
Marketing	Marketing Plan	Develop marketing plan	£7000	Working to develop with the support of comms @visitgrantham. This will remind users of the town to keep visiting throughout the FHSF works.

Medium Term Jan- July 2025				
Product Development	Create a business case for a 5-year action plan.	Work with the town team to create a Strategy and longer-term Action Plan for the town, supported by a viable business case.	£0	Conclusion of plan, supported by a business case which will articulate how this will be delivered.
	Regeneration	Support the economic development team in the development of a pipeline of Regeneration projects.	£0	Pipeline of projects being developed.
	Pop-up Shops or Pop-up Market Stalls	Propose offering void retail units in the town as “pop up shop” for business startups.	£8,000	Empty businesses premises are being identified by Economic Development team in the town centre. Landlords are being approached to ascertain interest in this scheme.
	Loyalty Card scheme	A loyalty card scheme for shoppers across Grantham Town Centre	£2,000	Support the delivery by the Grantham Retail Group of the #shopgrantham loyalty card scheme they are implementing.

	Business Support	Identified in the High Street Experts review the recommendation to offer additional business support.	£0	External funding being sourced through external funding to provide ‘Trader Support Package’ as recommended following High Street Experts review and subsequent market action plan development.
	Public Realm improvements	Looking at how this would enhance the town centre. Keeping the versatility of the spaces, inducing longer “dwell time” in the space and being more aesthetically attractive.	£0	Officers in the process of obtaining a Stage 4 stage design – re the greening, seating and power for the Marketplace.  External funding being sourced.



		Business in Bloom	An annual competition to encourage local businesses to improve “kerb appeal” To increase the pride in the town and the aesthetic.	£5000	The council has spoken to some businesses in the marketplace, and they are keen to participate in this if we provide planters etc. They will maintain them (part of the greening initiative – include the cost of the planters for businesses in that area)
Promotion		Events	<p>Preliminary programme of events costed.</p> <p>Monthly events to work in conjunction with the Markets. School holiday activities and events.</p> <p>April – December 2025.</p>	£114,000	<p>A varied programme of events to involve people from the town and visitors. This event plan offers a variety of events and activities to appeal to all demographics and generations. The programme highlights the versatility of the space.</p> <p>A regular event schedule to encourage people into the area and extend “dwell time” interaction/spend with local businesses. The proposed programme runs from April – December.</p> <p><b>(Appendix 3)</b></p>

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Grantham Market		Market Resources	Purchase additional equipment as required as identified by Markets manager and in line with Marketplace study and continue developing market.	£0	External funding has been sourced from UK Shared Prosperity Fund (UKSPF) and these funds allocated to the Markets team.
Marketing		Marketing Strategy	Deliver the marketing plan.	£5000	Promote Grantham to a wider catchment area – working in conjunction with Tourism Officer and Comms Team to deliver this.
Engagement		Town Relationship	Continuation of building relationships with businesses and individuals	£0	The local retailers have been positive in their reaction to events held in the Marketplace since the completion of the works.
		Town Team	Collaborate on long term plan for the town. Combining the skills and enthusiasm of this group of stakeholders to increase footfall to the town centre.	£0	When/if necessary, co-opt individuals to deliver the town team action plan or plan further events.

<b>3) Long Term August 2025 – August 2030</b>					
Delivery Phase		Deliver the strategy	Proposed projects above/projects agreed with Town Team, council and other partners	TBC	5-year plan in partnership with private and third sectors.
			Total Action Plan Cost	£155,000	
			Staff Costs	£55,000	Staff costs relate to Grantham Engagement Manager's existing contract to July 2025.
			Total Delivery Cost	£210,000	

### Appendix 3 - Proposed Events Programme 2025

Month	Details	Time	Area	Predicted cost
April	Display skills with audience participation (e.g. Mountain Bike Skills)	2 days	Marketplace	£12,000
May	Community Event – featuring local groups/performers e.g. Launch of The King John Way Cycle Route	1 day	Marketplace	£5, 000
June	Summer Festival (featuring “covers” band – depends on availability)	1 day and evening	Marketplace	£20,000
July	French Market/Brocante/Vide Grenier and French Evening	1 day and evening	Marketplace	£15,000
	Children’s Show (e.g. Dinosaur show) – school holidays	1 day (3 x 50 minute shows)	Marketplace	£3,000
August	Summer fun activity (outside theatre)	5 days 1 evening	Marketplace Marketplace & Westgate	£13,500 £5,000
	Bike Night – like other market towns e.g. Boston, Spilsby, Matlock. Motor bikes visit the marketplace on mass – food outlets, etc.			
September	Family event – outdoor cinema, with afternoon and evening screening.	Afternoon & Evening	Marketplace	£12,500
October	Lincolnshire Day Market & Event (Saturday) & school involvement. St Wulfram’s/Kings School involvement.	1 day	Marketplace	£5,000
October	100 <sup>th</sup> Anniversary of Margaret Thatcher’s birth – hosted event (celebrity)	Evening – with links to museum events/activities	TBC	£15,000
November	Twilight Market, to work in conjunction with the Christmas Tree Festival etc and would bring the town together.		Marketplace, Vine Street St Wulfram’s	Markets Budget
December	Christmas Lights Switch on– staging, performers etc - Support this existing event.	1 day	Marketplace	SKDC budget
	Add on street music/theatre to market. Initially 1 per month e.g. At Farmers market and potential to extend that into evenings over the summer if successful.			£8,000 (in total)
				£114,000

These are proposed events only at this stage – availability of artists, feasibility and competing priorities will be considered when programming events calendar.

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## Appendix 4 - Feasibility Study Summary

<p>Incentive schemes including:-</p> <ul style="list-style-type: none"> <li>- Free parking on market days/mid-week to encourage shoppers</li> <li>- Grant schemes to businesses to offer marketing support.</li> </ul>	<p><b>Review at 6 months, £0</b></p> <p>Cabinet at their meeting on 24.09.24 agreed a new set of car parking tariffs for the Grantham Pay and display car parks to be implemented at the earliest opportunity. The new tariffs include free 1 hour parking at the Council car parks (except for Wharf Road which has 2 hours free parking)</p> <p>Cabinet also agreed to monitor the impact of the new charges 6 months after their implementation to assess whether the new tariffs have had a positive impact on usage, demand and any other behavioural changes.</p> <p>Given these positive changes to the carparking offer, Richard Wyles, Deputy Chief Executive and s151 Officer agreed with the Chair of FEOSC to defer any further recommended modifications until the 6 months review has taken place.</p> <p>The results of the review will be presented to FEOSC meeting, and the Committee can then consider whether any further suggested changes can be proposed.</p> <p><b>Recommend that the committee accept this recommendation, for the retailers to implement their own loyalty card scheme with our support and business support package. £3000</b></p> <p>The Grantham Retailers Group are planning to implement their own loyalty card scheme, they did not wish to be part of a scheme introduced by SKDC and we propose to support their initiative #shopgrantham. The group are currently researching costs, for branding, websites and loyalty card production. They are also seeking advice from #shopstamford who have their own branding, publication, etc.</p> <p>Implement the High Street Retail Market Review Trader support package to assist traders with enhancing their branding, presentation and promotion, along with digital marketing, promotional campaigns etc. This will help our traders thrive and contribute to the vitality of the market. The Traders will be offered a hands-on workshop which is proven to appeal to the traders more than course style learning it will include:</p>
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-	- Expert consultations for personalised advice
-	- Marketing toolkits with templates
-	- Local promotional campaigns
-	- Online presence support
-	- Visual standards guidelines
-	- Signage and display upgrades
-	- Training workshops on branding and digital marketing
-	- Access to free online membership to Retailers SOS group for the market traders.
-	
-	There is a marketing support package we propose to implement under UKSPF to produce marketing materials in support of High Street Experts supports package. Marketing materials to promote markets to users, and to promote opportunities on the Market to current and new traders, and development of an SKDC Markets website.
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-	
-	
-	
- Financial incentives for new market traders taking up stalls	<p><b>Recommend that we implement this proposed scheme, £10,000.</b></p> <p>We propose to cover the cost of market stalls for new traders for a 4-week period to encourage new traders to Grantham Market. And that this scheme runs for a period of a year and is actively promoted by the markets team, town team, councillors, etc. This would cost approximately £8000 (maximum 5 new stalls per 4-week period) The markets team will in conjunction with this work to offer free markets stalls to traders who recommend new stallholders.</p>
- Financial incentives to support rent costs for new town centre businesses	<p><b>Recommend that we trial this scheme as soon as possible with the premises identified, £8,000.</b></p> <p>The Economic Development Team intend to set up a “Pop Up” shop programme. In designing this scheme we’ve identified a list of businesses who would participate in this scheme. We are currently exploring options for this with landlords within the town centre. The concept is to offer businesses a 10-week period to “try out” with a 2-week period to setup/launch a new retailer in that space.</p>

## Appendix 4 - Feasibility Study Summary

- The provision of free buses to Grantham from outlying regions/other towns for Market days.

Support a project for local artists to display Art in vacant shop units within the town, with the consent of the landlords. This will improve the aesthetics until such times as the units are occupied. The George Centre currently has this is situ – it is creating interest for those passing through the centre/shopping and Comms Team are featuring this artwork

Further feasibility work is being undertaken to identify the most suitable premises. A long list of sites is being developed and a list of potential tenants is being formed.

**Recommend that we review this further– regular buses on rural routes on a Saturday already exist, £0.**

Officers have looked at the prospect of this and discounted this due to there being no requirement at the present time. Appendix 5 shows bus timetables from the North, South, East and West of the town. It shows good availability of buses into the Town Centre on a Saturday. The area that could perhaps be further supported with additional buses would be the route in from Bottesford as this only has a reasonable service. However there is also a train from Bottesford to Grantham approximately every hour and half on a Saturday.

Callconnect operate a bookable bus service into Grantham from all the outlying villages as well as the regular timetable offered by Callconnect. They offer a 6 day a week service Monday – Friday 7am- 7pm and Saturdays from 8am – 6pm. The Callconnect service allows people to book the service to suit their needs/appointments/timings. The fee is currently capped at £2 but will rise to £3 on 01.01.25.

Centrebuses also run a very regular service throughout the town and surrounding villages.

Other bus companies also offer incentives to encourage visitors from out of town to visit at weekends and during the school holidays e.g. 2 adults 15% off and 2 children free of charge.

**Appendix 4 - Feasibility Study Summary**

	<p>For the Christmas market/light switch on 1<sup>st</sup> December 2024, Centrebuses provided additional bus services specifically for this event. Further work has been completed with a view to how we could work with bus companies in offering “event” buses for future Marketplace/town centre markets/events. We have explored indicative costs for additional buses from outlying areas into Grantham Town Centre and it would cost approximately £400 per bus each way to the town centre from outlying villages (dependent on number of stops etc) This activity will be further reviewed as part of the development of the longer-term action plan.</p>
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## **Appendix 5 - Local Business Ideas**

1. Events, as one of the primary drives for the project was to use it as an event space, what are the aspirations for this, can we put a target on how many events will take place in a year?
  - a. Monthly
  - b. Quarterly
  - c. Seasonal- Flower market in summer, garden market in spring, Octoberfest beer festival, German market in winter.

**This is all captured in the proposed events programme.**

2. Mid Week events/focus. Lots of focus is on Saturdays when the market is on.
  - a. Hold a mid-week market in Grantham
  - b. Street food day, we invite a burger van, Mexican van, baked potato van and provide a seating area in the Market Place.

**This is captured in the proposed Town Centre Action Plan.**

3. Voucher Scheme- “Local Business Week”. SKDC have a booth in the Market Place for a full week where residents can come along and claim a £1 or £2 voucher (or even lucky dip between £1- £10). Vouchers can be spent at any local business and SKDC reimburses the businesses.

**This is being addressed in the proposed Loyalty card scheme #shopgrantham.**

4. We purchase the George Centre and turn it into an attraction for Lincolnshire.
  - a. Indoor crazy golf with restaurants
  - b. Indoor market 7 days a week
  - c. A crafters center of excellence
  - d. Office space, like a WeWork for businesses
  - e. Low price rents for small startup businesses

**The George Centre is not currently for sale. We are developing a pipeline of projects in conjunction with the owners of the centre to assist with regeneration of the space. The Action Plan commits to the creation of a ‘pipeline’ of Regeneration projects, which will consider actions such as this.**

5. Encourage new business. We pay 50% for the first month rents, 40% second, 30% third, 20% fourth, 10% fifth.

**This is captured in the proposed Town Centre Action Plan.**

6. More car park capacity, we purchase more land to increase capacity as the nearest 2 car parks are at capacity on Saturdays in the summer- Watergate and Conduit Lane.
7. Free Parking Thursday, encourages footfall into the town on the quietest day.

**Free parking already implemented by Cabinet. To be reviewed after 6 months.**

8. Free advertising consultant to work with all businesses to encourage their growth with a budget for advertising provided after the consultancy.

**Trader Support Package being implemented as recommended in the High Street Experts Review undertaken in 2024.**

9. Free Market Stalls on a Saturday for new traders as an incentive to try it out. Maybe first one free, second one 50%.

**In the process of implementation. Working with the markets team to deliver early in the New Year.**

10. Free trader parking for anyone trading market- could we do a deal with HSBC to use their unused car park on a Saturday? Also would free up spaces in the current car parks for more visitors.

**HSBC carpark is small and for staff and customer use only.**

11. Move the market to Market Place

**Out of scope. This will, instead, be considered as part of the development of an Action Plan for Grantham Market.**

12. Free market bus. Work with a company like A&P Travel to provide a free market bus twice a day from Bourne/Stamford to Grantham to encourage when the market is on.

**Covered in feasibility study. This will be further explored as the Market Place events programme develops.**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	
1	APPENDIX 6 - BUS SERVICES FROM SURROUNDING AREAS INTO GRANTHAM ON SATURDAYS.																															
2	Call Connect- Saturdays Stamford - Grantham																															
Grantham - Stamford																																
4	Stamford, Bus Station				905	1205	1505														Grantham, Bus Station		1015	1315								
5	Stamford, Morrisons				912	1212	1512														Grantham, Prinbce William of Glouster Barracks		1021	1321								
6	Stamford, Rutland Road				915	1215	1515														Old Somerby, Fox and Hounds		1024	1324								
7	Ryhall, Coppice Road				920	1220	1520														Boothby Pagnell, Letter box		1027	1327								
8	Careby, Station Road				927	1227	1527														Bitchfield, The Crown		1031	1331								
9	Holywell, Home Farm House				930	1230	1530														Corby Glen, Fighting Cocks Inn	752	1037	1337								
10	Castle Bytham, Castle Inn				937	1237	1537														Swinstead, Croake Hill	756	1041	1341								
11	Little Bytham, The Mallard				941	1241	1541														Creeton, Counthorpe Road	800	1045	1345								
12	Creeton, Counthorpe Road				944	1244	1544														Little Bytham, The Mallard	803	1048	1348								
13	Swinstead, Croake Hill				948	1248	1548														Castle Bytham, The Castle Inn	810	1055	1355								
14	Corby Glen, Fighting Cocks Inn				952	1252	1552														Holywell, Home Farm House	814	1059	1359								
15	Bitchfield, The Crown				958	1258															Careby, Station Road	814	1102	1402								
16	Boothby Pagnell, Letter Box				1001	1301															Ryhall, Coppice Road	824	1109	1409								
17	Old Somerby, Fox and Hounds				1004	1304															Stamford, Rutland Road,	829	1114	1414								
18	Grantham, Prince William Barracks				1008	1308															Stamford, Morrisons Car Park	832	1117	1417								
19	Grantham Bus Station				1014	1314															Stamford Bus Station	839	1124	1424								
20																																
21	GOOD COVERAGE TO GRANTHAM MARKET FROM STAMFORD				(SOUTH)																											
22	Centrebuses - Saturdays Melton Mowbray - Grantham																															
Grantham - Melton Mowbray																																
24	St Mary's Way, Melton Mowbray		740	818	1025	1225	1425	1625	1825	1925											Grantham , Bus Station	650	818	1010	1210	1410	1610					
25	Doctor's Lane, Melton Mowbray		743	821	1028	1228	1428	1628	1828	1928											Gregory Arms, Harlaxton	658	826	1018	1218	1418	1618					
26	Lag Lane, Melton Mowbray		745	823	1030	1230	1430	1630	1830	1930											Main Street, Denton	700	828	1020	1220	1420	1620					
27	Royal Horse Shoes, Waltham on the Wolds		751	829	1036	1236	1436	1636	1836	1936											The Nook, Croxton Kerrial	704	832	1024	1224	1424	1624					
28	Middle Street, Croxton Kerrial		756	834	1041	1241	1441	1641	1841	1941											Royal Horseshoes, Waltham on the Wolds	709	837	1029	1229	1429	1629					
29	Main Street, Denton		800	838	1045	1245	1445	1645	1845	1945											Lag Lane, Thorpe Arnold	715	843	1035	1235	1435	1635					
30	Gregory Arms, Harlaxton		802	840	1047	1247	1447	1647	1847	1947											Bowley Avenue, Melton Mowbray	716	844	1036	1236	1436	1636					
31	Bus Station, Grantham		812	850	1057	1257	1457	1657	1855	1955											St Mary's Way, Melton Mowbray ( S3)	722	850	1042	1242	1442	1642					
32																																
33	GOOD COVERAGE TO GRANTHAM MARKET FROM MELTON MOWBRAY				(SOUTH WEST)																											
34	Centrebuses- Saturday Sleaford - Grantham																															
Grantham - Sleaford																																
36	Rail Station, Sleaford		740	925	1125	1325	1555														Grantham, Bus Station	835	1035	1235	1435	1710						
37	Tom Lane, Sleaford		749	934	1134	1334	1604														Grantham Hospital	842	1042	1242	1442	1717						
38	School Lane, Wilsford		754	939	1139	1339	1609														Belton House Gates, Belton	848	1048	1248	1448	1723						
39	Village Hall, Ancaster		758	943	1143	1343	1613														Village North, Syston	850	1050	1250	1450	1725						
40	Rookery Lane, Sudbrook		759	944	1144	1344	1614														The Stag, Barkston	851	1051	1251	1451	1726						
41	War Memorial, West Willoughby		800	945	1145	1345	1615														Playing Field, Barkston	852	1052	1252	1452	1727						
42	Old Hall Spinney, Honnington		803	948	1148	1348	1618														Old Hall Spinney, Honnington	855	1055	1255	1455	1730						
43	The Stag, Barkston		807	952	1152	1352	1622														War Memorial, West Willoughby	858	1058	1258	1458	1733						
44	Village Entrance, Syston		809	954	1154	1354	1624														Rookery Lane, Sudbrook	859	1059	1259	1459	1734						
45	Belton Hall Gates, Belton		813	958	1158	1358	1628														Village Hall, Ancaster	900	1100	1300	1500	1735						
46	Low Road, Manthorpe		816	1001	1201	1401	1631														School Lane, Wilsford	904	1104	1304	1504	1739						
47	Grantham Hospital		819	1004	1204	1404	1634														Tom Lane, South Rauceby	910	1110	1310	1510	1745						
48	Bus Station, Grantham		827	1012	1212	1412	1642														Rail Station, Sleaford	920	1120	1320	1520	1755						
49																																
50	GOOD COVERAGE TO GRANTHAM MARKET FROM SLEAFORD				(NORTH EAST)																											
51	Centrebuses Saturday Newark-Grantham																															
Grantham - Newark																																
53	Northgate Railway Station		828		1006	1106	1206	1306	1406	1506	1606	1706	1806								Grantham, Bus Station	715	845		1050		1250				1550	
54	Brunel Drive, Newark		834		1012	1112	1212	1312	1412	1512	1612	1712	1812								Ostler Close, Gonerby Hill Foot		854		1059		1259				1559	
55	Lincoln Street, Newark		840		1017	1117	1217	1318	1417	1517	1617	1717	1818								Post Office, Great Gonerby	724	900		1105		1305				1605	
56	Bus Station			927	1027	1127	1227	1325	1427	1527	1627	1727	1825								Downtown, Great Gonerby	728	904		1109		1309				1609	
57	Smith Street, Balderton			934	1033	1134	1233	1332	1433	1533	1634	1733	1831								Woods Close, Long Bennington	738	914		1119		1319				1619	
58	Collinson Lane, Fernwood				1040		1240		1440	1540		1740									Council House, Westborough	748	922		1127		1327				1627	
59	Manners Road						1335														Claypole Lane,	751	925		1130		1330				1630	
60	Youngs Avenue, Fernwood			942		1142	1342				1642	1836									Village Hall, Claypole	755	929		1134		1334				1634	
61	Village Hall, Claypole			950		1150	1350				1650										Collinson Lane, Fernwood	801	935	1040	1140	1240	1340	1440	1540	1640		
62	Claypole Lane, Dry Doddington			954		1154	1354				1654										Elton Close, Balderton		941									
63	Council Houses, Westborough			957		1157	1357				1657										Smith Street, Balderton	811	947	1050	1150	1250	1350	1450	1550	1650		
64	Village Hall, Long Bennington	808		1002		1202	1402				1702	1843									Lombard Street, Newark	820	954	1057	1157	1257	1357	1457	1557	1657		
65	Woods Close, Long Bennington	810		1004		1204	1404				1704	1845									Northgate Railway Station, Newark	828	1002		1105	1205	1305	1405	1505	1605	1705	
66	Downtown, Great Gonerby	819		1013		1213	1413				1713																					
67	Post Office, Great Gonerby	823		1017		1217	1417				1717	1855																				
68	Cliffe Road, Gonerby Hill Foot	827		1021		1221	1421				1721																					
69	Bus Station, Grantham	840		1034		1234	1434				1734	1905																				
70	GOOD COVERAGE TO GRANTHAM MARKET FROM NEWARK				(NORTH)																											
71	Centrebuses Saturday Stamford - Grantham																															
Grantham - Stamford																																
73	Bus Station, Stamford				1010	1210	1410	1610	1735												Grantham , Bus Station	850	1050	1250	1450	1615	1745					
74	The Plough, Great Casterton				1018	1218	1418	1618	1743												Little Ponton - A1 slip road south bound	857	1057	1257	1457	1622	1753					
75	Post Office, South Witham	735	930	1030	1230	1430	1630	1753													Bourne Road Estate, Colsterworth	907	1107	1307	1507	1632	1803					
76																																

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	
83	Ramsay Court, Colsterworth	759	956	1056	1256	1456	1656														Post Office, South Witham	935	1135	1335	1534	1659	1829					
84	Bourne Road Estate, Colsterworth	802	959	1059	1259	1459	1659	1808													The Plough, Great Casterton	947	1147	1347	1545	1710						
85	Ramsay Court, Colsterworth							1812													Bus Station, Stamford	1000	1200	1400	1558	1723						
86	Chevely Park, Grantham	812	1009	1109	1309	1509	1709	1822																								
87	Bus Station, Grantham	820	1018	1118	1318	1518	1718	1827																								
88																																
89	GOOD COVERAGE TO GRANTHAM MARKET FROM STAMFORD				(SOUTH)																											
90	Centrebuses Saturday																															
91	Saxby & Sewstern - Grantham		Grantham - Saxby & Sewstern																													
92	Windsor Street, Melton Mowbray		945																		Grantham Bus Station	13	16.05	1745								
93	Field Road, Melton Mowbray	714	952																		Gregory Arms, Harlaxton	1307	1612	1752								
94	Grange Farm	716	954																		Hungate Road, Denton	1310	1615	1755								
95	St Andrew's Church, Coston	718	956																		Woolsthorpe Lane, Woolsthorpe By Belvoir	1315	1620	1800								
96	Post Office	723	1001																		Main Street, Knipton	1317	1622	1802								
97	Old Manor Farm	726	1004	1350																	Middle Street, Croxton Kerrial	1322	1627	1807								
98	Tollemache Arms, Buckminster	729	1007	1353																	School	1326	1631	1811								
99	School Hill, Sproxton	734	1012	1358																	The Green, Stonesby	1331	1636	1816								
100	The Green, Stonesby	740	1018	1404																	School Hill, Sproxton	1337	1642	1822								
101	School	745	1023	1409																	Post Office	1342	1647	1827								
102	Middle Street, Croxton Kerrial	749	1027	1413																	Old Manor Farm	1345	1650	1830								
103	Main Street, Knipton	754	1032	1418																	Tollemache Arms			1833								
104	Woolsthorpe Lane, Woolshorpe by Belvoir	756	1034	1420																	St Andrew's Church, Coston			1839								
105	Hungate Road, Denton	801	1039	1425																	Grange Farm			1841								
106	Gregory Arms, Harlaxton	804	1042	1428																	Field Road, Melton Mowbray											
107	Bus Station, Grantham	811	1049	1435																												
108																																
109	GOOD COVERAGE TO GRANTHAM MARKET FROM MELTON MOWBRAY				(SOUTH WEST)																											
110	Centrebuses Saturdays																															
111	Bottesford - Grantham		Grantham - Bottesford																													
112	Laurel Way, Bottesford	1025	1200	1400	1500																Grantham Bus Station	1000	1135	1330	1435							
113	Queen Street, Bottesford	1028	1203	1403	1503																The Avenue, Grantham	1003	1140	1335	1440							
114	Village Hall, Muston	1033																			The White Swan, Barrowby	1010	1145	1342	1445							
115	The White Swan, Barrowby	1040	1214	1414	1514																Village Hall, Muston			1350								
116	The Avenue, Grantham	1046	1219	1419	1519																Queen Street, Bottesford	1021	1156	1356	1456							
117	Grantham Bus Station	1052	1224	1424	1524																Laurel Way, Bottesford	1023	1158	1358	1458							
118																																
119	REASONABLE COVERAGE TO GRANTHAM MARKET FROM BOTTESFORD				(WEST)																											
120	Callconnect - Saturdays																															
121	Aslackby - Grantham		Grantham - Aslackby																													
122	Aslackby, Robin Hood Pub	850																			Grantham BusStation	1230	1650									
123	Rippingale, St Andrew's Church	855																			Grantham Prince William of Gloucester Barracks	1235	1655									
124	Dowsby, Fen Road	859																			Old Somerby, Middle Path	1240	1700									
125	Pointon, Village Hall	901																			Ropsley, Woodend	1245	1705									
126	Billingborough, West Street	905	1315																		Humby, Old Manor House	1250	1710									
127	Folkingham ,Market Place	910	1320																		Ingoldsby, Primary School	1255	1715									
128	Pickworth, Pickworth Lodge	918	1328																		Lenton, St Peter's Church	1258	1718									
129	Lenton, St Peter's Church	922	1332																		Pickworth, Pickworth Lodge	1302	1722									
130	Ingoldsby, Primary School	925	1335																		Pickworth Village	1304										
131	Humby, Old Manor House	930	1340																		Folkingham Market Place	1310	1727									
132	Ropsley, The Green Man	935	1345																		Billingborough, West Street	1315	1732									
133	Old Somerby, Middle Path	940	1350																		Dowsby, Fen Road	1320	1740									
134	Grantham Bus Station	950	1400																		Pointon, The Old Ship Inn	1324	1736									
135																					Rippingale, St Andrew's Church	1327	1745									
136	REASONABLE COVERAGE TO GRANTHAM MARKET FROM ASLAC KBY				(EAST)																Aslackby, The Robin Hood	1330	1750									
137																																
138	Stagecoach - Saturdays																															
139	Lincoln - Grantham																															
140	Lincoln Bus Station		705	800	845	915	945	1015	1045	1115	1145	1215	1245	1315	1346	1415	1445	1515	1545													
141	Bracebridge Heath Library	623	718	813	858	928	958	1028	1058	1128	1158	1228	1258	1328	1358	1428	1458	1528	1558													
142	Waddington, The Wheatsheaf	629	724	819	904	934	1004	1034	1104	1134	1204	1234	1304	1334	1404	1434	1504	1534	1604													
143	Harmston,																															

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	W					X	Y	Z	AA	AB	AC	AD	AE	AF	AG					
165	Grantham - Lincoln																																							
166	Grantham Bus Station	757	905	1005	1105	1205	1306	1405	1505	1605	1705	1805	1845	1945																										
167	Grantham, Highcliffe Road	807	915	1015	1115	1215	1315	1415	1515	1615	1715	1815	1855	1955																										
168	Manthorpe, The Well	809	917	1017	1117	1217	1317	1417	1517	1617	1717	1817	1857	1957																										
169	Belton, Post Office	812	920	1020	1120	1220	1320	1420	1520	1620	1720	1820	1900	2000																										
170	Syston Village	814	922	1022	1122	1222	1322	1422	1522	1622	1722	1822	1902	2002																										
171	Barkston Primary School	816	924	1024	1124	1224	1324	1424	1524	1624	1724	1824	1904	2004																										
172	Honington Level Crossing	819	927	1027	1127	1227	1327	1427	1527	1627	1727	1827	1907	2007																										
173	Carlton Scroop Church	822	930	1030	1130	1230	1330	1430	1530	1630	1730	1830	1910	2010																										
174	Normanton Church	824	932	1032	1132	1232	1332	1432	1532	1632	1732	1832	1912	2012																										
175	Caythorpe Red Lion	828	936	1036	1136	1236	1336	1436	1536	1636	1736	1836	1916	2016																										
176	Fulbeck Hare and Hounds Inn	832	840	1040	1140	1240	1340	1440	1540	1640	1740	1840	1920	2020																										
177	Leadenham, The Green	836	944	1044	1144	1244	1344	1444	1544	1644	1744	1844	1924	2024																										
178	Welbourn, The Green	840	946	1046	1146	1246	1346	1446	1546	1646	1746	1846	1926	2026																										
179	Wellingore Church	846	952	1052	1152	1252	1352	1452	1552	1652	1752	1852	1952	2032																										
180	Navenby, Lion and Royal	848	954	1054	1154	1254	1354	1454	1554	1654	1754	1854	1954	2034																										
181	Boothby Graffoe, Balcksmith Lane	850	956	1056	1156	1256	1356	1456	1556	1656	1756	1856	1956	2036																										
182	Coleby, Rectory Road	852	958	1058	1158	1256	1356	1458	1558	1658	1758	1858	1958	2038																										
183	Harmston, Church Lane	854	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2040																										
184	Waddington, The Wheatsheaf	857	1003	1103	1203	1303	1403	1503	1603	1703	1803	1903	2003	2043																										
185	Bracebridge Heath, Library	906	1009	1109	1209	1309	1409	1509	1609	1709	1809	1909	2009	2049																										
186	Lincoln Bus Station	922	1025	1125	1225	1325	1435	1525	1625	1725	1825	1925	2025	2102																										
187																																								
188																																								
189	There is excellent coverage across most of the surrounding area into the Market in Grantham and home again to allow to people to visit. In addition to this the																																							

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