



SOUTH KESTEVEN DISTRICT COUNCIL

Future High Streets Fund

Grantham Market Place Improvement Works Communications Plan

Context

This campaign is designed to support the delivery of a £5.56m investment in Grantham town centre as part of the Government's Future High Streets Fund.

As well as refurbishing public conveniences, the work will provide a new space to help diversify the town centre, businesses, market and leisure opportunities.

Since early May 2024, road closures and diversions have been in place as part of the improvement works..

The campaign will inform and reassure residents and business owners.

Objectives

- To keep residents, visitors and businesses informed of the improvement works.
- To help manage expectations and minimise disruption whilst the improvement works and road closures are under way.
- To provide support and promotion for businesses affected by the improvement works and road closures.
- To promote future events that will help drive footfall to the area.

Audience

- Residents of Grantham and surrounding areas
- Businesses and their employees located in or near improvement works and road closures (Market Place, Narrow Westgate and Conduit Lane)
- Commuters/visitors to Grantham

Key messages

- The improvement works are positive – they will transform and revitalise Grantham town centre, enhance accessibility for all and create a social hub for residents and visitors to the town.
- Temporary road closures are necessary for the duration of the project and are clearly marked and signposted. Diversions are in place.
- Businesses in Market Place, Narrow Westgate and Conduit Lane are all open for business as usual.
- Businesses are still able to take deliveries as usual.
- Full pedestrian access remains – customers are able to easily visit these businesses on foot.
- Parking is available at five nearby carparks (situated between 3 and 8 minutes walk away)
- There are long-term benefits that include a series of events and activities planned for during and after the improvement works to drive footfall to the area.
- The Council is eager to work with residents and businesses who want to share feedback and make Grantham a more vibrant and attractive town centre for everyone to enjoy.
- The Council's Economic Development Team is on hand to support businesses with any concerns and has a dedicated officer in place to help businesses throughout the improvement works, and beyond.
- The project aligns with the Council's vision to make South Kesteven a thriving District to live in, work and visit.

Implementation

Implementation Item	Messaging	Channel
Social media campaign	Regular reminders of why the road closures are in place – what the long-term benefits of the work will be and what the area will be able to offer afterwards.	Social Platforms (<i>X (formerly Twitter), Facebook and LinkedIn for business-focused posts</i>)
	Spotlight on the affected area – showcase affected businesses - what they do, where they are and how accessible they are on foot from one of five car parks in the nearby area.	
	Accessibility information – nearby car parks, how long it takes to get to the area on foot, where the diversions are.	
	Share positive news about the other aspects of the FHSF and the overall impact of the project – i.e. Westgate Hall.	
	Promotion of planned events/activities/entertainment on offer throughout the improvement works and afterwards, funded by the FHSF.	

	Milestone/progress updates with how the improvement works are progressing. Include photographs/videos to visualise the progress.	
SKDC website area	<p>Dedicated area on the SKDC website exploring what FHSF is, what the long-term benefits of the project will be, what the current road closures are in place to do and what the area will look like afterwards.</p> <p>Include information on nearby car parks, highlight that businesses are still accessible.</p> <p>Regular updates with progress pictures to mark key milestones of the work.</p>	SKDC website
FAQ document	<p>An accessible document available as a page on the Council's website and as a PDF with FAQs about FHSF, the road closures currently in place and the long-term benefits of the project.</p> <p>Include the support that is available for businesses affected by the closure.</p>	SKDC website and PDF document – shared via social media and in press releases where appropriate.
Press releases	Share updates with local media outlets on significant progress and supporting events that will drive footfall to the area.	Issued to local media (newspapers, radio stations, tv channels)
Dedicated email address (monitored by Economic Development team)	<p>The email will field queries about the FHSF and enable people to share their thoughts, contact with questions/concerns/feedback.</p> <p>Support businesses/residents in feeling listened to and open up a two-way conversation.</p>	Email inbox
Community information/feedback session led by Cabinet	'Meet the Cabinet' session held in Grantham for people to voice their concerns, ask questions, provide feedback but also feed into a plan for events and activities that can help drive footfall into the area throughout and after the improvements.	In-person session.
SKtoday update	An update in the next issue of SKtoday to include latest information.	SKtoday.
Video	Work with external provider to produce promotional video for the area, promoting the key messages.	Social media, website

Risks

- **Misinformation** – there is a risk of misinformation spreading among the community that can be worsened by social media. This could lead to confusion or frustration about the timeline or impact of the improvement works/road closure.
- **Negative public perception** – with both business owners and residents affected by the road closures currently in place, some may perceive the disruption to be more of a burden than a benefit to them. This creates negativity surrounding the works which may be shared with others on social media, through customer service channels or with local media outlets.
- **Negative media coverage** – media scrutiny will amplify any perceived negativity surrounding the works. This will undermine public support and confidence in the FHSF project.
- **Unforeseen delays or changes** – unexpected delays will cause frustration. These will need to be clearly communicated to businesses and residents.
- **Reputational damage to the Council** – negativity surrounding the project will reflect on the Council.

To manage these risks, it's essential that any communications proactively address the concerns of residents and business owners, engages with those affected and provides regular information and updates.