

## Appendix 1 – Action Plan

This Action Plan has been created using the recommendations from the High Street Retail Market Review document.

Phase	Recommendation / Action	Affected Market	Estimated Timescale
<b>Pre-Action Plan initiation</b>	Review costs and specific timescales for implementation of each phase and feedback to committee by January 2025.	All	January 2025
	Establish core set of KPI's to establish baseline for each market to measure progress against	All	January 2025
<b>Phase 1</b> <b>Current trading footprint</b>	Review trader variety: <ul style="list-style-type: none"> <li>Design a matrix for the ideal mix of traders,</li> <li>Increase trader numbers and ensure diversity of products</li> </ul>	<ul style="list-style-type: none"> <li>Grantham</li> <li>Bourne</li> </ul>	TBC upon completion of review
	Review marketing efforts: <ul style="list-style-type: none"> <li>Create a bespoke Communications and Marketing Plan to raise awareness of markets and events, increase footfall and promote events</li> </ul>	All	TBC upon completion of review
	Review market layouts to ascertain how this can be improved: <ul style="list-style-type: none"> <li>Design the market for easy navigation and a logical flow, making it more shopper-friendly and encouraging longer visits</li> </ul>	All	TBC upon completion of review
	Review accessibility across all markets: <ul style="list-style-type: none"> <li>Ensure the market is accessible to all, with clear signage, convenient parking, and facilities for individuals with disabilities</li> </ul>	All	TBC upon completion of review
	Review how local communities are engaged: <ul style="list-style-type: none"> <li>Ensure events are aligned with the community e.g. Christmas/Easter/Diwali through the creation of an 'Events Calendar'</li> </ul>	All	TBC upon completion of review
	Review current trading hours: <ul style="list-style-type: none"> <li>Assess trading hours and look at how these can be changed to suit the lifestyles of different generations.</li> </ul>	All	TBC upon completion of review
<b>Phase 2</b> <b>Identity</b>	Investigate the benefits of a place branding exercise which: <ul style="list-style-type: none"> <li>Creates a bespoke brand for each market,</li> <li>Ensures the brand is unique to local heritage,</li> <li>Ensures the branding is linked to the Communication and Marketing Plan, and</li> <li>Create a visual template for traders with direction on stall type e.g. pre-erected.</li> </ul>	All	TBC upon completion of review

	Review how to cascade branding as appropriate, this should cover: <ul style="list-style-type: none"> <li>• Training workshops,</li> <li>• Grants and funding,</li> <li>• Marketing toolkits,</li> <li>• Promotional campaigns,</li> <li>• Online presence support,</li> <li>• Networking opportunities, and</li> <li>• Provide visual standards and guidelines,</li> </ul>	All	TBC upon completion of review
	Review wayfinding and signage: <ul style="list-style-type: none"> <li>• Analyse the market-specific recommendations within the report to assess the feasibility of a bespoke wayfinding and signage plan for each market</li> </ul>	All	TBC upon completion of review
	Explore opportunities for collaboration including: <ul style="list-style-type: none"> <li>• Building relationships with the adjacent businesses, encouraging the cafés to use market produce and name it on their menus,</li> <li>• Speaking to local estate agents to create a market welcome box to all new homeowners. Produce a joint marketing campaign with the high street as a whole,</li> <li>• The possibility of negotiating the use of facilities such as toilets and free Wi-Fi access,</li> <li>• Encouraging entrepreneurship with the local schools,</li> <li>• Encouraging local Community groups and societies to use the marketplace to fund raise and build up membership signups.</li> </ul>	All	TBC upon completion of review
<b>Phase 3</b> <b>Operations and opportunity</b>	Explore Visitor economy opportunities: <ul style="list-style-type: none"> <li>• Assess the viability of improving the coach park layout to improve footfall,</li> <li>• Introduce Park Run's to market towns and link to the market in all towns,</li> <li>• Identify special interests for each market and establish 'special interest stalls' e.g. the gingerbread/Grantham link</li> <li>• Themed decorations e.g. colourful umbrellas</li> </ul>	All	TBC upon completion of review
	Explore available training framework for the markets management team to ensure roles and responsibilities are defined and the team are aware of best practice and new ideas.	All	TBC upon completion of review
	Review the usage of market/high street loyalty cards to encourage repeat visits, boost the local economy, collect valuable data and enhance the customer experience.	All	TBC upon completion of review

	Review the benefits of improving access to Wi-Fi to support the use of card payments, social media and attract home workers.	All	TBC upon completion of review
	Explore hosting themed events and ensure appropriately themed events are selected for the demographic of each market.	All	TBC upon completion of review