

Appendix 2 - Grantham Town Centre Draft Action Plan

1) Short term to Christmas 2024	Project	Detail	Cost	Comments
Promotion	Events	To support planned December events.	£1,000	1 st December – Christmas Market – to assist with the Gingerbread trail throughout the town. Support businesses with Small Business Saturday 7 th December.
Grantham Market	Market Study	The high street retail market review has been received and we are already implementing some of the ideas. E.g. Additional markets/attractions	£10,000 £3,000	Initiative to encourage new traders. Promotion and delivery of additional markets. e.g. Antiques, Youth Market, Makers Markets etc Street theatre/performers from December to March. With 2 weeks in December in the lead up to Christmas.
Engagement	Town Team	Bi-monthly meetings	£0	To support the development, delivery and monitoring of an Action plan to be drawn up for 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, etc. Primary focus to support the businesses in the direct vicinity of the FHSF works.



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Marketing	Marketing Plan	Develop Marketing plan	£7,000	Working to develop with comms @visit Grantham. This will remind users of the town to keep visiting during the FHSF works.
	Wayfinding	A strategy being developed for all 4 towns in SK including Grantham.	£0	Inform / review recommendations for Grantham and develop the strategy into a prioritised action plan. Funding being sought externally.
2) Medium Term Jan- July 2025				
Marketing	Loyalty Card scheme	A loyalty card scheme for shoppers across Grantham Town Centre	£3,000	Support the delivery by the Grantham Retail Group of the #shopgrantham loyalty card scheme they are implementing.
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.



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	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	Preliminary programme of events costed. Monthly events to work in conjunction with the Markets. School holiday activities and events. Also, a community event for local talent. Lincolnshire Day – combined with Saturday market and school involvement.	£114,000	A varied programme of events to involve people from the town and visitors. A regular event schedule to encourage people into the area and extend "dwell time" /interaction with local businesses. There is a proposed calendar of events together with anticipated costs (including the associated staff costs) This is a preliminary plan only at this stage.



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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 being sought.
Marketing	Marketing Strategy	Deliver the marketing plan.	£5000	Promote Grantham to a wider catchment area.
Engagement	Town Relationship	Continuation of building relationships with businesses and individuals	£0	
	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.
3) Long Term August 2025 – August 2030				
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 Staff Costs Total Delivery Cost	£155,000 £55,000 £210,00	Staff costs relate to Grantham Engagement Manager's existing contract to July 2025.



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