

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, Oktoberfest 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.