

## Appendix 4 - Feasibility Study Summary

Incentive schemes including:- <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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	<ul style="list-style-type: none"> <li>- Expert consultations for personalised advice</li> <li>- Marketing toolkits with templates</li> <li>- Local promotional campaigns</li> <li>- Online presence support</li> <li>- Visual standards guidelines</li> <li>- Signage and display upgrades</li> <li>- Training workshops on branding and digital marketing</li> <li>- Access to free online membership to Retailers SOS group for the market traders.</li> </ul>
	<p>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.</p>
<ul style="list-style-type: none"> <li>- Financial incentives for new market traders taking up stalls</li> </ul>	<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>
<ul style="list-style-type: none"> <li>- Financial incentives to support rent costs for new town centre businesses</li> </ul>	<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>

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<ul style="list-style-type: none"><li>- The provision of free buses to Grantham from outlying regions/other towns for Market days.</li></ul>	<p>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 in situ – it is creating interest for those passing through the centre/shopping and Comms Team are featuring this artwork</p> <p>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.</p> <p><b>Recommend that we review this further– regular buses on rural routes on a Saturday already exist, £0.</b></p> <p>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.</p> <p>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.</p> <p>Centrebus also run a very regular service throughout the town and surrounding villages.</p> <p>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.</p>
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	<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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