

Appendix 1 – Action Plan

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

Key:

Orange	Funded by UKSPF
Green	Additional funding required
Grey	Resources already in-place to deliver

Phase	Recommendation / Action	Cost	Timescale
Pre-Action Plan initiation	Establish costs and specific timescales for implementation of each phase as recommended	Officer time	Complete
	Establish core set of KPI's to establish baseline for each market to measure progress against	Officer time	31 st March 2025
Phase 1 Current trading footprint (unless otherwise stated, all actions will be undertaken at all 3 markets)	Expand trader variety: <ul style="list-style-type: none"> Design a matrix for the ideal mix of traders, Increase trader numbers and ensure diversity of products 	Officer time	31 st March 2025
	Enhance marketing efforts: <ul style="list-style-type: none"> Create a bespoke Communications and Marketing Plan to raise awareness of markets and events, increase footfall and promote events, Ensure events are aligned with the community e.g. Christmas/Easter/Diwali through the creation of an 'Events Calendar' 	£5,000	31 st March 2025
	Optimise market layout: <ul style="list-style-type: none"> Design the market for easy navigation and a logical flow, making it more shopper-friendly and encouraging longer visits 	Officer time	31 st March 2025
	Improve accessibility: <ul style="list-style-type: none"> Ensure the market is accessible to all, with clear signage, convenient parking, and facilities for individuals with disabilities 	£10,000 (estimate for an accessibility audit)	31 st December 2025
	Trading hours: <ul style="list-style-type: none"> Assess trading hours and look at how these can be changed to suit the lifestyles of different generations. 	Officer time	30 th June 2025

Phase 2 Identity (unless otherwise stated, all actions will be undertaken at all 3 markets)	Undertake a place branding exercise which: <ul style="list-style-type: none"> • Creates a bespoke brand for each market, • Ensures the brand is unique to local heritage, • Ensures the branding is linked to the Communication and Marketing Plan, and • Create a visual template for traders with direction on stall type e.g. pre-erected. 	£10,000	31 st March 2025
	Once branding is established, ensure Traders are supported to deliver to the brand by: <ul style="list-style-type: none"> • Training workshops, • Grants and funding, • Marketing toolkits, • Promotional campaigns, • Online presence support, • Networking opportunities, and • Provide visual standards and guidelines, 	£7,000	31 st March 2025
	Wayfinding and signage: <ul style="list-style-type: none"> • Analyse the market-specific recommendations within the report to create a bespoke wayfinding and signage plan for each market 	£10,000	30 th June 2025
	Collaborate: <ul style="list-style-type: none"> • Build relationships with the adjacent businesses, encouraging the cafés to use market produce and name it on their menus, • Speak 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, • Negotiate the use of facilities such as toilets and free Wi-Fi access, • Negotiate rates for services with sign companies to enable uniform trader signage comparable with place branding, • Encourage entrepreneurship with the local schools, • Encourage local Community groups and societies to use the marketplace to fund raise and build up membership signups. 	Officer time	This will be ongoing throughout the programme of improvement
Phase 3 Operations and opportunity	Explore Visitor economy opportunities: <ul style="list-style-type: none"> • Assess the viability of improving the coach park layout to improve footfall at Stamford market, 	Officer time	This will be ongoing throughout the programme of improvement

(unless otherwise stated, all actions will be undertaken at all 3 markets)	<ul style="list-style-type: none"> • Introduce Park Run's to market towns and link to the market in all towns, • Identify special interests for each market and establish 'special interest stalls' e.g. the gingerbread/Grantham link 		
	Establish a 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.	£7,000	30th June 2025
	Introduce a market/high street loyalty card to encourage repeat visits, boost the local economy, collect valuable data and enhance the customer experience.	£3,000 per market	30 th June 2025
	Enhance basic infrastructure to allow for successful events, including: <ul style="list-style-type: none"> • A stage for shows, • Gazebos, covers and weights, • Heavy duty cable ramping, • Wheeled cages, • String lights (& power packs), • Road closure signs, • Road closure barriers, • Stall covers. 	Total - £30,200 <ul style="list-style-type: none"> • Stage - £4,000 • Gazebo – £2,400 • Cable - £3,000 • Cages - £1,800 • Lights - £6,000 • Signs - £2,500 • Barriers – £500 • Covers - £10,000 	31 st March 2025
	Explore themed events and ensure appropriately themed events are selected for the demographic of each market; these events should be promoted through the Communication and Marketing Plan and the Events Calendar.	Officer time / linked to enhanced communications plan and place branding actions.	30 th June 2025