

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	Original Timescale	Amended Timescale	Updated Position (July 2025)
Pre-Action Plan initiation	Establish costs and specific timescales for implementation of each phase as recommended	Officer time	Complete	N/A	COMPLETE
	Establish core set of KPI's to establish baseline for each market to measure progress against	Officer time	December 2024	N/A	COMPLETE
Phase 1 Current trading footprint	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	N/A	COMPLETE
	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 through the creation of an 'Events Calendar' 	£5,000	31 st March 2025	N/A	COMPLETE
	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	31 st March 2026	Awaiting the newly recruited Economic Development Manager to progress
	Improve accessibility:	£10,000 (estimate for an accessibility audit)	31 st December 2025	31 st March 2026	Awaiting the newly recruited

	<ul style="list-style-type: none"> Ensure the market is accessible to all, with clear signage, convenient parking, and facilities for individuals with disabilities 				Economic Development Manager to progress
	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	N/A	COMPLETE
Phase 2 Identity	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	N/A	COMPLETE
	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	N/A	COMPLETE
	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	31 st March 2026	Awaiting the newly recruited Economic Development Manager to progress

	<p>Collaborate:</p> <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	This will be ongoing throughout the programme of improvement	Ongoing
Phase 3 Operations and opportunity	<p>Explore Visitor economy opportunities:</p> <ul style="list-style-type: none"> • Assess the viability of improving the coach park layout to improve footfall, • 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 	Officer time	This will be ongoing throughout the programme of improvement	This will be ongoing throughout the programme of improvement	Ongoing
	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	31 st March 2026	Awaiting the newly recruited Economic Development Manager to progress
	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	No longer required	No longer required

	<p>Enhance basic infrastructure to allow for successful events, including:</p> <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. 	<p>Total - £30,200</p> <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	N/A	<p>COMPLETE</p> <p>Items not purchased – stage, lights and powerpacks.</p>
	<p>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.</p>	<p>Officer time / linked to enhanced communications plan and place branding actions.</p>	30 th June 2025	N/A	COMPLETE