

| Section | | | Status | Comments |
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| Area of Focus 1: Business and Hob Creation and Employment Safeguarding | | | | |
| 1.1 | Increase business engagement | Produce a quarterly business newsletter | | The creation of the newsletter is currently on hold pending the Economic Development and Inward Investment Manager being in post. Although the newsletter has not yet been created the Eco Dev team are currently developing the underlying infrastructure to collate and manage a mailing list prior to launching the newsletter. Following the initial launch of the newsletter its continued delivery will be considered business as usual. Relationships with businesses are currently maintained through existing social media and comms channels and attendance at networking and business clubs |
| 1.2 | | Procure a new customer relationship management system (CRM) | | Available CRM systems were researched, and it was identified that conventional CRM would not represent good value for money for the Council when the requirements of the Economic Development team were considered. The Business and Skills Officer has worked with the IT team to develop a solution using SharePoint to collate the necessary information. This has been produced and now requires data collection and population which is an ongoing process and part of business as usual. - COMPLETED |
| 1.3 | | Collate a collection of business support webinars and podcasts | | As part of business-as-usual officers highlight resources produced by third parties through regular communication with businesses and clients both in person and via social media etc. The team have recently created webinar resources around grant funding which has been made available through the SKDC website and will continue to develop webinars as appropriate where a need is demonstrable. The ongoing development of these resources will become part of business as usual and will be informally reviewed by officers on a six-monthly basis. |
| 1.4 | Continue to distribute the UK Shared Prosperity Fund | Explore opportunities to develop a legacy beyond the funding period | | SKDC has completed the delivery of the original three- year UKSPF programme and are currently delivering the additional 'bridging year' of funding allocated for 2025/2026 financial year. The delivery of this additional year of funding has been adapted to respond to lessons learned from the previous three years of delivery. Projects supported by the funding to date demonstrate outputs and outcomes which will continue to benefit communities beyond the funding period. |
| 1.5 | Use the Local Economic Forum effectively | Draw upon the expertise of Local Economic Forum members to shape the work for the Council's Economic Development Strategy | | Challenges with the founding principles of the Local Economic Forum (LEF) were identified within the delivery of the first tranche of UKSPF. It was a requirement of the funding that all councils in receipt of the funding establish a LEF for strategic input into the delivery of the UKSPF programme (and wider engagement on strategy development). Unfortunately, the same group of senior stakeholders were being asked by all of the councils in Lincolnshire to form LEF's across the County. As this resulted in an unreasonable burden upon them, it resulted in lack of engagement with senior stakeholders. Typically, this resulted in more junior members of staff attending who could not give the same level of strategic oversight and created duplication with the role of the sub-groups, which as a result were poorly attended. While a strategic stakeholder group would be of value, this needs to be reviewed outside of the framework of UKSPF and giving consideration to the role of the GLCCA in the development of the county wide strategic position for Economic Development in Lincolnshire. |
| 1.6 | | Maintain the 'Local Business' sub-group of the Local Economic Forum | | See 1.5 above |
| 1.7 | | Work closely with Town Councils and Business Clubs across the district | | The Business and Skills officer has developed good relationships with relevant Town Councils and regularly attends Business Club meetings across the district, providing resources and support as needed. Working closely with Town Councils/Business Clubs continues to be delivered as a business-as-usual activity. |

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| 1.8 | Help to access financial support | Assist organisations to find and apply for growth programmes to help businesses start, succeed, and grow | | Business and Skills officer regularly offers support and signposting to relevant funding as it becomes available. Other members of the team do likewise for businesses and organisations operating in the Visitor Economy and Heritage Sectors. The Business and Skills Officer, in collaboration with the High Street Heritage Action Zone Programme Manager has recently delivered a webinar on Grant Application skills, which is now available along with an information pack through the SKDC website and YouTube channel. In person events will follow in September and October. |
| 1.9 | Support emerging growth sectors and new employers | Work with FE, Higher Education, and training providers to ensure skills are developed to support emerging growth sectors and new employers entering the district | | As part of business as usual the Business and Skills Officer works with colleges, schools, and employers to identify skills needs and relevant programmes, for example through the Sector Based Work Academy Programme (SWAP). While a South Kesteven Skills audit and skills strategy have yet to be developed, the Business and Skills Officer (and other relevant officers) currently work to support the delivery of the Local Skills Improvement Plan framework. Work to develop a South Kesteven strategy will be addressed following the start in role of the new Economic Development and Inward Investment Manager, and a review of proposals made by the GLCCA. |
| 1.10 | Sector Support | Identify partners and suppliers for sector specific programmes and projects | | On hold - this will be reviewed when the Economic Development and Inward Investment Manager is in post and following a review of proposals/ intentions of the GLCCA. |
| 1.11 | | Introduce businesses and innovators to networking opportunities | | As part of business as usual, the Business and Skills Officer regularly hosts and attends networking and events to introduce businesses to opportunities. |
| 1.12 | Invest in clean growth | Deliver Climate Change Expos which maximise opportunities of the transition to net zero Evaluate progress across the district for clean growth with specialist expertise to identify Council -Led incentives and programmes to meet new zero targets. Inclusion within carparking strategy (EV charging) | | A Climate Change Expo took place in 2024, funded by SKDC through the UKSPF. Funding was also secured through UKSPF for businesses to receive bespoke decarbonisation audits delivered by Auditel. The wider strategy, and activity beyond this will be reviewed and developed with consideration to opportunities and strategy developed by the GLCCA. |
| 1.13 | Social Value in procurement | Capitalise on local development projects as opportunities for skills development and training. | | This work has not yet started; however, it should be noted that teams within the Council entering into large contracts already include social value requirements within these. A policy for social value will be developed further when the Economic Development and Inward Investment Manager is in post, to support the Council in capitalising on Social Value options as relevant projects take place, and in light of new procurement regulations. |
| 1.14 | Develop a Small Business Concordat | Develop a statement of principles and publish guidance for suppliers on how to do business with the Council, and highlight details of forthcoming bidding opportunities | | On hold until the Economic Development and Inward Investment Manager is in post |

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| 1.15 | Host and support Meet the Buyer events | Provide opportunity for local businesses to understand contracts framework and supply chain opportunities | | The Business and Skills Officer, supported by the Head of Procurement and colleagues across the Council hosted two meet the buyer events in February 2025. The events were held in Stamford and Grantham. The events were well attended by local businesses. Feedback indicates that the businesses which attended valued the opportunity to discuss the how public sector procurement works, learn about the relevant procurement platforms and frameworks. The team will review the future need and host further events if needed. |
| 1.16 | Support start-up and step-up businesses | Explore and implement ways which identify sites and premises to enable people to start and grow their businesses | | The Business and Skills Officer, and other team members as relevant, work with businesses to assist them in identifying potential sites for start-up or grow on space which is available on the Market, and signpost to relevant third-party organisations. When the Economic Development and Inward Investment Manager is in post, opportunities for expanding this officer will be reviewed. |
| 1.17 | Profile business innovation | Support increased levels of innovation activity, through innovation institutions in key sectors | | On hold until the Economic Development and Inward Investment Manager is in post and can review the need in light of GLCCA policies. |
| 1.18 | Inspire, transform, and sustain cultural change | Support independent companies to realise the potential of digital transformation, embrace new business models, or implement new ways of working. | | The Business and Skills Officer, supported by other team members as necessary provide support for digital innovation by sign posting to relevant experts and via the delivery of Business Growth Grant programmes funded through UKSPF. The continued development of SKDC's offer will be reviewed when the Economic Development and Inward Investment Manager is in post and reflecting on opportunities and policy created by the GLCCA. |
| Area of Focus 2: Skills Development | | | | |
| 2.1 | Reduce barriers people face to employment | Maintain and enhance the People and Skills subgroup of the Local Economic Forum | | See point 1.5 and 1.6 with regards to the Local Economic Forum. Beyond the impact of the LEF several projects delivered through the UKSPF programme between 2020-2024 worked with individuals who were facing barriers to employment, these included funding Grantham College's 'Employability Support and Skills' programme which assisted 45 people engage with employment and supported 30 individuals with basic skills training to prepare for employment. Likewise Steadfast Training's 'Connect to Grow' programme, also funded through UKSPF which supported an additional 58 people to reduce barriers to employment. |
| 2.2 | Develop skills by working in partnership with local educational facilities | For existing and future pipeline of planned developments, target learning opportunities in areas where future job creation is most prevalent | | On hold awaiting the Economic Development and Inward Investment Manager and reflecting on opportunities and policy created by the GLCCA. |
| 2.3 | Support a higher skilled and higher paid workforce across South Kesteven | Support businesses in upskilling and reskilling, especially in green skills | | The Business and Skills Officer, supported by other colleagues where relevant has been actively working with businesses to connect them to relevant external organisations to support upskilling and skills development and training dependant on their identified needs (see also comments for section 1.9). Further activity to determine district wide skills gaps and in particular green sector skills gaps on hold until the Economic Development and Inward Investment Manager is in post, and can review this in light of the skills building agenda of the GLCCA |
| 2.4 | | Establish a vocational skills forum | | Scheduled for delivery in year three of action plan |

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| 2.5 | Foster an understanding of skills and training needs | Hold a Skills Summit | | Two skills summits were held in February 2025, one in Grantham and one in Stamford. The events were well attended, involving over 400 students and 23 business across the two events with many businesses attending both. All schools in the district with a Year 11 - Year 13 provision, as well as further education providers in the district were invited to attend. The events were attended by students from a number of schools in the district, as well as cohorts of job seekers supported by DWP. Positive feedback was received from businesses, teachers and students who took part. Unfortunately, there was a lack of engagement from Bourne despite schools initially committing to attend the Stamford event. It is understood that the Bourne Academy runs its own skills summit and therefore does not attend external events. Following the Grantham event, one of the students who had met with Frauhoff during the event impressed them so much that she was offered an interview for a Media Specialist role. She was successful in the interview and has taken on a Part Time role with Frauhoff while she completes her studies and will then move into a Full-Time role. The Business and Skills Officer has secured funding for a further event which will be held at Grantham Meres on the 4th of March 2026. The funding includes support for transport costs for schools travelling to the event and will be supported by events hosted in each Market Town. |
| 2.6 | Support the delivery of Armed Forces Covenant pledges | Raise awareness of the advantages of tapping into the veteran labour pool | | The Business and Skills Officer supported the Armed Forces Covenant Officer in the delivery of 'Mission Business', an event held in June 2025 to introduce employers to benefits of recruiting veterans and promoting Armed Forces Reservists to employers. The event was well attended and received positive feedback. The Business and Skills Officer and other colleagues as relevant will continue to support the Armed Forces Covenant Officer to strengthen networks and raise awareness of the advantages of hiring veterans through business as usual. |
| 2.7 | | Disseminate information to business group | | See 2.6 The Economic Development team will continue to support the Armed Forces Covenant Officer as needed as part of business as usual. |
| 2.8 | | Link up with existing national and regional networks which support veterans | | See 2.6 The Economic Development team will continue to support the Armed Forces Covenant Officer as needed as part of business as usual. |
| 2.9 | Develop diverse digital talent | Promote nationwide Digital Skills boot camps | | Business and skills officer promotes opportunities for engagement with Digital Skills Bootcamps and supports education providers and businesses in identifying resources to support the development of digital skills as part of business as usual. This includes both SKDC supported activity and programmes of support developed by key partners e.g. Business Lincolnshire |
| 2.10 | Future Skills for Rural Businesses | Undertake a comprehensive skills evaluation aimed at formulating recommendations and setting out priorities for the main rural sectors - agriculture, food & drink, and horticulture production. | | Scheduled for start in year three of the action plan (2026/2027) |
| Area of Focus 3: Inclusive Growth and Regeneration | | | | |
| 3.1 | Provide effective delivery of strategic sites | Deploy planning powers to achieve high quality regeneration across the district | | Scheduled for start in year three of the action plan (2026/2027) |

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| 3.2 | Ensure a supply of commercial premises that meets the need of local businesses | Identify supply side gaps in the quantity and quality of the local stock | | A commercial property study was commissioned from Jones Lang LaSalle (JLL) has been completed; however, work is now on hold until the Economic Development and Inward Investment Manager is in post. |
| 3.3 | Planning Ahead | Develop appropriate spatial development strategies and planning policies to meet present and expected future needs and ensure communities are connected to employment and leisure opportunities | | On hold until the Economic Development and Inward Investment Manager is in post. |
| 3.4 | Create Pride of Place | Work with developers to influence the creation of places that help people lead healthier lifestyles, access good quality local employment and support wellbeing | | <p>This work is largely on hold until the Economic Development and Inward Investment Manager is in post. However, work delivered through the Future High Street Fund programme in Grantham continues to support the engendering and development of Civic Pride. This includes working with property owners to encourage a higher quality offer of town centre residential accommodation through the Upper Floor Grant Scheme. Public realm improvements in the Market Place and associated events and activities have had a positive response and encouraged people to visit and value town centre spaces. The Economic Development Team has successfully negotiated with Ministry of housing, Communities and Local government to redeploy underspent funding to expand the works which will be carried out. This will include improvements to further town centre public spaces - including St Peter's Hill Green and the surrounding Cultural Quarter, as well as investing in improvements to the Guildhall Theatre and Grantham Museum.</p> <p>National research has shown that opportunities to engage with arts, cultural activity and heritage strengthen pride in place and community cohesion. As such ongoing work by the High Street Heritage Action Zone Project Manager to secure funding for this activity also supports this aim. This includes supporting Grantham Community Heritage Association (Grantham Museum - ongoing work to secure funding from both National Lottery Heritage fund and through Future High Street Fund), Harlaxton Manor (Walled Garden Project - Pending decision from National Lottery Heritage Fund) , Harlaxton History Society (Successful application to National Lottery Heritage Fund), and the National Trust (Grantham House - Successful UKSPF funding), Sound Lincs (Baldock's Mill 'Future's of the Past' project - UKSPF funding) in developing fundable projects and securing grant funding. The High Street Heritage Action Zone Project Manager also assisted colleagues within SKDC in securing over £147,000 to deliver the 'Soldiers from the Sky' project celebrating South Kesteven's links to Airborne forces activity during WWII.</p> |
| 3.5 | | Identify new, and maintain existing relationships with neighbouring Councils and organisations to identify and support cross - boundary initiatives and growth to help development of the South Kesteven Community | | Economic Development officers have developed strong relationships with counterparts neighbouring district councils, Lincolnshire County Council, and with key business, property and community stakeholders and funders; however, the new Economic Development and Inward Investment Manager (when in post) will strengthen senior and strategic level relationships, and build relationships with GLCCA. |

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| 3.6 | Unlock land and stalled development sites | Create robust policy, a strategic position, and auditable backgrounds to implement attractive schemes | | Scheduled for delivery in year three (2026/27) with the Economic Development and Inward Investment Manager supporting Planning Policy Team |
| 3.7 | | Explore available funding routes and develop master plans | | Scheduled for delivery in year three (2026/27) with the Economic Development and Inward Investment Manager. Understanding of GLCCA policy and priority will be required moving forward |
| 3.8 | | Evidence demand for electricity network upgrades | | Scheduled for delivery in year three (2026/27) with the Economic Development and Inward Investment Manager. Understanding of GLCCA policy and priority will be required moving forward |
| 3.9 | | As part of the planning obligations process (Section 106), maintain a community and business ideas database containing 'needs' and 'wishes' formally identified by Councillors, Parish and Town Councils, Resident's Associations, business groups and other interested parties. | | Scheduled for delivery in year three (2026/27) with the Economic Development and Inward Investment Manager supporting the Planning team as required |
| 3.10 | | Explore whether some Section 106 planning agreements negotiated in more buoyant times, remain viable. | | The Economic Development team work closely with the Planning Team to support on Local Plan development and Planning Applications as required. To date, no issues have been identified with negotiated section 106 agreements which have required Economic Development Support. |
| 3.11 | Fill empty high street shops | Explore possibilities and liaise with local stakeholders to support putting empty shops to community or charity use, including pop-up events e.g. dining, art events, pop-up shops etc. To include exploring the potential to develop a South Kesteven pop-up scheme in vacant units by taking short- term leases on vacant spaces. | | The Grantham Engagement manager is exploring options for hosting Pop Up Shops in Grantham through Future High Street programme and other sources of funding are being investigated for other towns. Relevant activity to be delivered in year 3 and 4 of the action plan |
| 3.12 | Support the path to net zero | Develop a package of sustainable infrastructure and low carbon capital projects to encourage a District-wide shift to a net zero carbon economy. To include exploring options within carpark review to support the installation of EV charging points in all District car parks | | Scheduled for delivery in year 3 and 4 of the action plan |

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| 3.13 | Advance shovel-ready projects, supporting better social outcomes | Develop a portfolio of shovel ready, infrastructure projects to kick-start investment, unlock and stimulate economic activity within the district. Note the potential links to UKSPF programme | | Scheduled for delivery in year 3 and 4 of the action plan |
| 3.14 | Connected towns | Install free public Wi-Fi service hubs across the district, providing a foundation for smart town technology and digital services, whilst providing high-quality broadband connectivity for businesses | | Public Wi-Fi is now available in all four market towns; the work was completed by the Public Protection team as part of CCTV upgrades - COMPLETED |
| 3.15 | Create accessible and age-friendly communities | Make environments accessible for all -supporting age-friendly and accessible spaces and facilities as a first principle, through the creation of a District-wide policy. To include accessibility audits of existing spaces through an externally commissioned consultancy. | | Work has been started on accessibility audit related to wayfinding which has been completed, however further work needed in yr 3 to fully identify accessibility needs and provide further evidence for creation of policy |
| 3.16 | | Apply the Age UK principles of creating age-friendly communities. To include exploring other accessibility guidance and principles | | The Economic Development Team is working with other officers across the Council to apply age UK principles as part of a County Council partnership for age friendly communities. |
| 3.17 | Later life learning and re-entry of older adults into the marketplace | Raise awareness among businesses of the strategic and social benefits of an older workforce and prioritise the training of 50+ workers for the new world of work | | Scheduled for delivery in year three of the action plan. |
| 3.18 | | Support businesses to redefine and expand roles to accommodate and meet the targeted needs of older workers to include nonlinear educational paths, returnships, internships, apprenticeships and job sharing | | Scheduled for delivery in year three of the action plan. |

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| 3.19 | Regenerate and improve town centres and manage parking demand | Consult and apply for funding to regenerate town centres. To include developing and implementing a community consultation (i.e. akin to Grantham Charrette) to identify long-term vision and needs of communities and obtain buy-in to project plans in all towns and larger rural communities | | The extension of Future High Streer Fund delivery has restricted officers from pursuing regeneration plans for the remaining South Kesteven town centres, however, plans for place-based consultations will be developed in year three of the action plan. |
| 3.2 | | Reimagine the role of town centre, concentrating on the unique advantages of each settlement across the district. Review of best practice and successful case studies nationally. | | Scheduled for delivery in year three of the action plan. |
| 3.21 | | Develop a parking strategy to manage the future needs of the district | | Scheduled for delivery in year three of the action plan. |
| 3.22 | Refocus the Grantham Town Team | Refresh the Terms of Reference | | Following a refresh of the terms of reference, the Town Team have been supporting the development and delivery of events in Grantham to support the work of the Future High Streets Fund. |
| 3.23 | Increase urban greening (including tree canopy cover where feasible) | Explore how to significantly increase green cover in Grantham's built environment by taking account of the University of Sheffield and the Woodland Trust feasibility study. Look to take learning across the district as appropriate | | Scheduled for delivery in year three of the action plan. |
| 3.24 | Safety and accessibility audits | Undertake safety and access audits of the district's four town centres to benchmark accessibility for disabled people and women and girls' safety in public spaces | | Initial accessibility audits were conducted in line with master planning for improved wayfinding, however further work is needed to fully understand accessibility and safety requirements in all four towns. |
| 3.25 | Create bustling markets | Bring forward a step change in the way Council-run street markets are presented, operated, marketed, and promoted | | The Economic Development Team supported the Markets Team in accessing funding for activities, equipment, and resources through both UKSPF and FHSF funding streams. This has included the purchase of new equipment, commissioning street performers/ family activities, enhanced promotion, and marketing and crucially the development and delivery of 'The Market Experts' review and training for traders supported by activities and resources. |

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| 3.26 | Preserve and enhance the heritage assets of the district | Produce a Conservation and Heritage Strategy | | Scheduled for delivery in year three of the action plan. |
| Area of Focus 4: Inward Investment | | | | |
| 4.1 | Support for foreign-owned businesses | Help all foreign-owned businesses in South Kesteven to grow | | All businesses operating in South Kesteven (regardless of ownership location) can access support from the Economic Development team, and signposting to appropriate resources, as part of business as usual, however development of specific programmes aimed at foreign owned businesses scheduled for development and delivery from year three, to be led by the Economic Development and Inward Investment Manager. |
| 4.2 | Produce a pitch book with accompanying aerial filming with motion graphics to promote South Kesteven at events for developers | Develop an investment prospectus to promote the district regionally and nationally as an excellent location for inward investment | | This work was programmed for delivery in year one, however is currently on hold, and will be this will be reviewed when the Economic Development and Inward Investment Manager is in post and following a review of proposals/ intentions of the GLCCA for promoting development in Greater Lincolnshire. |
| 4.3 | | Commission aerial filming with motion graphics of South Kesteven | | |
| 4.4 | Developing investment-ready projects | Pursue Government and other agencies funding for pilot schemes where the potential economic impact is justified, yet may not be fully evidenced | | on hold - this will be reviewed when the Economic Development and Inward Investment Manager is in post and following a review of proposals/ intentions of the GLCCA. |
| 4.5 | | Develop a pipeline of future District Council projects to ensure the substantial level of growth planned within South Kesteven can be accommodated without being detrimental to levels of accessibility, connectivity and services | | On hold - this will be reviewed when the Economic Development and Inward Investment Manager is in post and following a review of proposals/ intentions of the GLCCA. |
| 4.6 | Enhance digital connectivity | Support and unlock investment in the roll-out of gigabit-capable internet across the district | | Scheduled for delivery in year three of the action plan. |
| 4.7 | | Develop digital-friendly local planning and street works policies and implement good practice from other areas | | Scheduled for delivery in year three of the action plan. |

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| 4.8 | Champion a stronger local economy | Promote South Kesteven as a prime location for inward investment, including foreign direct investment, new projects, expansions, mergers, and acquisitions | | Scheduled for delivery in year three of the action plan (see also comments for points 4.1- 4.5) |
| 4.9 | | Showcase investment opportunities and access talent at appropriate trade shows and national forums such as the UKREiF (the UK's Real Estate Investment and Infrastructure Forum) | | SKDC attended UKREiF in 2024 as part of 'Team Lincolnshire'. The Economic Development team regularly attend trade shows which support promotion of the district and services offered to businesses. When in post the Economic Development and Inward Investment Manager will review future attendance in light of GLCCA proposals. (see also comments for points 4.1-4.5) |
| 4.10 | Support business expansion and talent attraction | Help businesses locate, relocate, rebuild, and develop new ventures, especially in emerging sectors | | This action forms part of the business as usual of the team - in particular through the Business and Skills Officer supporting businesses to access relevant business advice and guidance through Business Lincolnshire, NBV, and other relevant agencies. Economic Development and Inward Investment Manager lead a review of requirements and the creation of dedicated support for relocation of Businesses to South Kesteven if required - scheduled for year three of delivery |
| 4.11 | Supply sites for industry | Ensure a healthy supply of land for businesses and employers across South Kesteven. To include, where appropriate, bringing forward Council-owned land that becomes available as public sector services are deployed to alternative sites in the district | | Scheduled for delivery in year three of the action plan. |
| 4.12 | Increase partnership working with developers and investors | Support those developers and investors that provide high-quality employment opportunities, especially but not limited to target growth sectors such as manufacturing and engineering, construction, professional, technical, and scientific services, the health sector and the recreation and arts sectors | | Scheduled for delivery in year three of the action plan. |

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| 4.13 | | Design and implement a model for more effective use of S106 (new Infrastructure Levy) and planning fees to support economic development activity | | On hold - this will be reviewed when the Economic Development and Inward Investment Manager is in post. |
| 4.14 | Support innovation and enterprise activities | Support and deliver sites and premises at locations across South Kesteven that will secure further public and private investment in innovation and enterprise activities | | Scheduled for year three of delivery |
| 4.15 | Optimise local benefits of nationally significant infrastructure projects | Support and work to maximise the local economic benefits of nationally significant infrastructure projects that are planned for delivery in South Kesteven over the coming years | | Scheduled for year three of delivery. |
| Area of Focus 5: Enhancing South Kesteven's Tourism and Visitor Economy Offer | | | | |
| 5.1 | Active partner of Destination Lincolnshire | Develop and support a programme of delivery in conjunction with Destination Lincolnshire and its partner organisations, to unlock the full potential of the sector | | Multiple projects were completed in collaboration with Destination Lincolnshire including projects with Belton house and Fulbeck Craft Centre. Destination Lincolnshire were Keynote Speakers at SKDC's Tourism Networking events for two years, and participants in the Grantham skills summit. Destination Lincolnshire were commissioned to deliver a UKSPF funded project to strengthen South Kesteven's visitor identity, create itineraries and tours, promote the district to visitors and to travel operators. However, following the closure of Destination Lincolnshire in March 2025 and Tourism and Visitor Economy Officer has been actively working with Lincolnshire County Council and their destination management brand. Visit Lincolnshire on future plans and county wide proposals for destination management. |
| 5.2 | | Identify, develop, promote, and assist tourism businesses and local attractions which have the capacity to combine package deals for visitors across South Kesteven | | Destination Lincolnshire identified, developed, and showcased a number of exclusive packages for tour operators, as part of the Business as usual the Visitor Economy and Tourism officer will continue to develop and promote opportunities for Tour Operators to access exclusive experiences. |

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| 5.3 | Support accessible tourism | Building on Visit England's Accessible and Inclusive Toolkit for Tourism Businesses, promoting practical guidance on providing an inclusive welcome, designing accessible buildings, employing disabled people, creating quality accessibility information and accessible tourism training | | The Tourism and Visitor Economy Officer supports South Kesteven visitor businesses to understand and implement accessibility improvements - in particular, highlighting the support available through Visit England's 'Accessible and Inclusive Toolkit' as part of business as usual. Training for businesses on accessible tourism was also provided as part of the UKSPF funded project with Destination Lincolnshire. Future plans to develop future resources and a dedicated programme of work is scheduled for year three |
| 5.4 | Review heritage plaque and information trails | Audit existing heritage plaques and identify notable figures with connections to buildings across South Kesteven in readiness for an extended national scheme, a Council Blue Plaque Scheme or both | | Scheduled for year three of delivery. |
| 5.5 | | Raise the profile of the Grantham Trail Tale app and complete development of trails for the district's other towns. | | The free Trail Tale app now has tours provided for all four towns (Grantham x1, Bourne x1, Stamford x2, Market Deepingx1 - plus a Deeping St James 'Mini Tour'). Further work is needed to promote the availability of these trails as an on-going piece of work. |
| 5.6 | Support South Kesteven's rich military history | Explore supportive actions the Council can take to promote and upgrade local heritage sites to strengthen the local economy and build civic identity. | | The High Street Heritage Action Zone Project Manager worked to support the Armed Forces Officer and Community Engagement Manager in securing £147,000 in funding from the National Lottery Heritage Fund for the 'Soldiers from the Skies' project and supports the delivery of that project through business as usual, along with the Tourism and Visitor Economy Officer. |
| 5.7 | Support diversity and inclusion | Promote diversity and inclusion across the tourism sector. Investigate sponsorship, networking opportunities and a marketplace to promote local women-owned businesses | | Scheduled for year three of delivery. |

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| 5.8 | Support sustainable tourism | Develop a coordinated offer to ensure as many of South Kesteven's attractions are promoted to a national and international audience using latest technologies and platforms | | The Tourism and Visitor Economy Officer actively promotes visitor attractions and events across social media (Facebook, Instagram, Tic Tok) and through the Discover South Kesteven Website and through app. Working with Visit Lincolnshire South Kesteven is promoted to a national and international audience, in particular the Lincolnshire 'Set Jetting' and SK on Screen projects completed with support from UKSPF Funding are actively promoting South Kesteven as both a destination for filming, and for film tourism. This has been promoted to national and international audiences at events and via media (https://www.visitlincolnshire.com/things-to-do/set-jetting/lincolnshire-southern-countryside-on-film/). In addition, projects such as Soldiers from the Skies create opportunities for international audiences (in this case American and Polish) to discover personal links to South Kesteven. Further work to promote the district to a national and international audience to be developed and delivered in years three and four of the action plan. |
| 5.9 | | Explore opportunities to improve access to cultural heritage sites and green spaces via active travel routes to reduce visitors' overreliance on private car use | | Cycle Lincolnshire work to identify green routes hampered by staff capacity and demise of DL. Proposed pilot with NT did not go forward but will continue to explore support Beth in promotion of launched routes e.g. King John Way and cycling and walking promoted Stately homes of South Lincolnshire Route. Green transport alternatives and will continue to be investigated as funding opportunities become available. |
| 5.10 | Capitalise on South Kesteven's cultural and heritage strength | Develop a new integrated visitor economy strategy for the district to grow and maximise South Kesteven's visitor economy in a sustainable way which respects our unique environment and disseminate knowledge to visitor economy businesses. | | Scheduled for year three of delivery. (See also point 5.4) |
| 5.11 | Continue professional development | Through membership of the Tourism Management Institute, increase learning and adoption of the latest in digital innovation, marketing and tourism trends and data, along with initiatives to promote sustainable tourism strategies and opportunities | | The Tourism and Visitor Economy Officer was a member of the Tourism Management Institute prior to going on Maternity Leave in 2024. They regularly attended meeting and shared learning with colleagues; however, they did not report significant benefits of membership. Funding for membership was subsequently cut and has not been renewed. Opportunities for supporting CPD for both staff and external tourism businesses will be reviewed when new Economic Development and Inward Investment Manager is in post. |
| 5.12 | Networking events | Following on from a pilot networking event in 2023, plan a larger and more comprehensive event to bring together a wider cohort of South Kesteven visitor economy businesses | | Tourism Networking events were held in 2024 and 2025, and we plan to continue delivering events going forward. |

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| 5.13 | Support a film-friendly South Kesteven | Take learning from Creative England's Filming Partnership Toolkit. Explore the benefit of signing up to the Film-Friendly Charter which aims to ensure friendly procedures are in place for productions | | Lincolnshire 'Set Jetting' and South Lincolnshire on Screen projects completed in partnership with Visit Lincolnshire and with support from UKSPF Funding are actively promoting South Kesteven as both a destination for filming, and for film tourism. This has been promoted to national and international audiences at events and via media (https://www.visitlincolnshire.com/things-to-do/set-jetting/lincolnshire-southern-countryside-on-film/). This included the production of a 'Filming in South Kesteven' opportunity guide (https://business.visitlincolnshire.com/wp-content/uploads/sites/2/2025/02/SKFilmLocation-Final-0237-200225-SINGLES-1.pdf) and a short promotional film highlighting the districts use in film and TV. |
| 5.14 | | Create a film-friendly environment and unlock the district's full potential as a world-class destination for film and TV production | | See 5.13 above |
| 5.15 | Create baseline data from which to measure the health of the visitor economy sector | Continue to invest in footfall and STEAM data and look into the acquisition of additional data that will help paint a picture of the district and look into the acquisition of additional data where there are currently gaps in knowledge. | | SKDC continue to invest in STEAM data as part of a Lincolnshire wide group agreement. The data is released annually and is then reviewed by relevant officers to monitor the state of the district's Visitor Economy and gain insight into where support is required - or how existing support is working. The team are currently in the process of renewing footfall monitoring contracts and will be developing a methodology for how these can be used alongside other metrics to monitor town centre health across the district. |