

Area of Focus 1: Business and Job Creation and Employment Safeguarding					
Section	Action to Take Place		Timescale	Status	Comments - FEOSC Feb 2026
1.1	Increase business engagement	Produce a quarterly business newsletter	Ongoing	Yellow	The team has created business database that will enable direct communication with a large number of local businesses; this will result in the quarterly newsletter being sent directly to businesses that have signed up to receive it. The content of the first newsletter is currently being drafted and the first edition is expected to be launched in April. Relationships are also being maintained via social media and comms channels and attendance at networking and business clubs.
1.2		Procure a new customer relationship management system (CRM)	Year 1	Green	Available CRM systems were researched and it was identified that conventional CRM may 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	Year 3	Green	Whilst a year three action, officers have already identified a list of potential relevant topics that would support local businesses. The team launched with a webinar on "Tips to Funding Success" in July 2025. A social media webinar is currently being planned.
1.4	Continue to distribute the UK Shared Prosperity Fund	Explore opportunities to develop a legacy beyond the funding period	Year 1	Green	UKSPF 25/26 is progressing well with funds fully allocated and projects working to target. MHCLG have extended the deadline for full expenditure of the fund to September 2026 which has allowed officers to offer some discretion in completion timelines to ongoing projects where needed, however it is still aimed for the majority of projects to complete by March 2026
1.5	Use the Local Economic Forum effectively	Draw upon the expertise of Local Economic Forum members to shape the work of the Council's Economic Development Strategy	Ongoing	Red	Following the end of UKSPF 24/25, the LEF has not met given challenges around stakeholder engagement. With the arrival of the GLCCA, new panels and boards exist countywide which include stakeholders from the SKDC LEF. A strategic stakeholder group is still of value, but we need to consider what the terms of reference and ambitions of this group would be to complement and support existing groups outside of SKDC.
1.6		Maintain the 'Local Business' sub-group of the Local Economic Forum	Ongoing	Red	See 1.5 above
1.7		Work closely with Town Councils and Business Clubs across the district	ongoing	Green	The Business and Skills officer has developed good relationships with businesses and attends networking and Business Club meetings across the district, providing resources and support as needed. Since arriving, the Economic Development Manager has also attended numerous Business Clubs and events across the district and beyond. This continues to be delivered as business as usual. There is currently no regular attendance at town councils.
1.8	Help to access financial support	Assist organisations to find and apply for growth programmes to help businesses start, succeed and grow	Ongoing	Green	The Economic Development team signpost grants and other funding streams as these are made available. Officers are able to offer guidance to applicants for grants and have delivered a grant webinar session both online/ in person. A recorded version is hosted on the SKDC website. 16 attendees out of 20 registered for the Webinar, 14 attended the in person event at Eventus, Marketing Deeping.
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	Ongoing	Yellow	A South Kesteven focused skills audit and strategy has not yet progressed however it is recommended that there need to be greater links with GLCCA through attending the LSIP Working Group before we can begin this piece of work. This will ensure that anything progressed by the Council will complement the work of the GLCCA.
1.10	Sector Support	Identify partners and suppliers for sector specific programmes and projects	Ongoing	Red	On hold - this work would follow from the Skills audit described above
1.11		Introduce businesses and innovators to networking opportunities	Ongoing	Green	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)	Year 1	Green	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.	Ongoing	Yellow	A draft social value policy has been composed, this requires further review with the Economic Development Manager before proceeding to senior officers and members.
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	year 1	Green	Basic information supporting businesses on how to do business with the council is available on the SKDC website. Further review and plans are needed to improve this information and help it to reach wider audiences. 2 x Meet the Buyer events were delivered in 2025 which supported businesses in learning about local authority procurement and upcoming opportunities. It would be sensible to deliver a refreshed version of this over the next financial year.
1.15	Host and support Meet the Buyer events	Provide opportunity for local businesses to understand contracts framework and supply chain opportunities	Ongoing	Green	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, some of which have traded previously with the Council, and some which were considering it for the first time. 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. It is suggested additional events building on these are delivered.

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	Ongoing		The Economic development team have identified improvements required to the SKDC Website to better facilitate this including a section on where to look for sites, with local agents; could also contain information for Eventus and other suitable facilities. This will be implemented alongside an update of the Economic Development section of the website
1.17	Profile business innovation	Support increased levels of innovation activity, through innovation institutions in key sectors	Year 1		On hold pending the approval of a refreshed Economic Development strategy, and needs to be reviewed 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 as part of the refreshed Economic Development Strategy, and reflecting on opportunities and policy created by the GLCCA.
Area of Focus 2: Skills Development					
Section	Action to Take Place		Timescale	Status	Comments - FEOSC Feb 2026
2.1	Reduce barriers people face to employment	Maintain and enhance the People and Skills subgroup of the Local Economic Forum	Ongoing		See point 1.5 and 1.6 with regards to the Local Economic Forum. The work of the UKSPF Projects in 25/26 has continues to support up to 70 individuals Steadfast Training's 'Connect to Grow' programme
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	Ongoing		On hold awaiting 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	Year 3		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 dependent 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 will take place once the GLCCA has released further information about the refreshed Local Skills Improvement Plan
2.4	Foster an understanding of skills and training needs	Establish a vocational skills forum	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy
2.5		Hold a Skills Summit	Year 3		Whilst this was intended to be a longer term action, following 2 successful skills summits in 2025 that were funded from the UK Shared Prosperity Fun, a larger exhibition was held on 4th March. Over 1000 students and 40 local organisations/businesses attended.
2.6	Support the delivery of Armed Forces Covenant pledges	Raise awareness of the advantages of tapping into the veteran labour pool	Year 1		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.
2.7		Disseminate information to business group	Year 1		See 2.6 The Economic Development team will continue to support the Armed Forces Covenant Officer
2.8		Link up with existing national and regional networks which support veterans	Year 1		See 2.6 The Economic Development team will continue to support the Armed Forces Covenant Officer as needed
2.9	Develop diverse digital talent	Promote nationwide Digital Skills boot camps	Year 1		The 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.	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy
Area of Focus 3: Inclusive Growth and Regeneration					
Section	Action to Take Place		Timescale	Status	Comments - FEOSC Feb 2026
3.1	Provide effective delivery of strategic sites	Deploy planning powers to achieve high quality regeneration across the District	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy
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 has been commissioned and completed by Jones Lang LaSalle (JLL). The findings of this study will be reviewed as part of the refreshed Economic Development Strategy.
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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy

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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy; 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 Quater, as well as investing in improvements to the Guildhall Theatre and Grantham Museum. 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 'Futures 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.
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	Ongoing		The 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; the new Economic Development Manager is already will strengthening senior and strategic level relationships, and building relationships with GLCCA.
3.6	Unlock land and stalled development sites	Create robust policy, a strategic position and auditable backgrounds to implement attractive schemes	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy and supporting Planning Policy Team
3.7		Explore available funding routes and develop master plans	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy. Understanding of GLCCA policy and priority will be required moving forward
3.8		Evidence demand for electricity network upgrades	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy. 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.	Year 3		To be actioned following a determination of the appropriate format of these discussions - whether with a revised and reinvigorated LEF or alternative stakeholder group
3.10	Explore whether some Section 106 planning agreements negotiated in more buoyant times, remain viable.	Year 1		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 highstreet 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.	Year 3		Following the loss of the Town Centre Engagement Manager Role from SKDC and the end of the Future High Street Fund programme in March 2026, alternative mechanisms are required to pursue this action; which are yet to be identified. How this can be progressed will be reviewed as part of the refreshed Economic Development Strategy.
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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy.
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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy.

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	Year 1		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.	Year 3		Work has been started on accessibility audit related to wayfinding for all four market towns. SKDC is undertaking work to create an Age friendly Community and has signed the Age Friendly Employer Pledge. SKDC Officers delivered a talk to local businesses Jan 2026 to encourage them to sign up for the Age friendly Employer Pledge and to consider wellbeing in the workplace more generally.
3.16		Apply the Age UK principles of creating age-friendly communities. To include exploring other accessibility guidance and principles	Year 3		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 market place	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	Year 3		SKDC Officers delivered a talk to local businesses Jan 2026 to encourage them to sign up for the Age friendly Employer Pledge and to consider wellbeing in the workplace more generally. Further work can be delivered to encourage businesses to employ older adults and encourage older adults to re-enter the workforce.
3.18		Support businesses to redefine and expand roles to accommodate and meet the targeted needs of older workers to include nonlinear educational paths, return ships, internships, apprenticeships and job sharing	Year 3		See above 3.18
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	Year 3		Officers have concentrated on the Future High Street Fund delivery in Grantham that was extended until March 226. This 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.
3.20		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.	Year 3		How this can be best delivered will be reviewed as part of the refreshed Economic Development Strategy.
3.21		Develop a parking strategy to manage the future needs of the District	Year 3		How this can be best delivered will be reviewed as part of the refreshed Economic Development Strategy.
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. How this will be progressed moving forwards needs to be given further consideration
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	Year 3		This also links to the Council's Tree Strategy and Local Planning policies. How this will be taken forwards will be reviewed as part of the refreshed Economic Development Strategy.
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	Year 1		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. Some elements of the wayfinding suggestions are currently being rolled out through the Future High Street Fund (FHSF) in Grantham.
3.25	Create bustling markets	Bring forward a step change in the way Council-run street markets are presented, operated, marketed and promoted	Year 1		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. Footfall data shows a year on year increase in average footfall on Westgate/ Market place from 2022 - 2025 including a 32% increase in average footfall on Saturdays between 8am - 3pm in that time period. This is compared with only a 4.2% increase for the town centre as a whole (Saturdays 8am-3pm) over that same three year period, and an average 20% increase in footfall in Westgate/ Marketplace on Fridays (8am-3pm) the next best performing non - market day. Whilst this was a year 1 activity and Grantham Market has seen significant growth, other markets such as Bourne will need further development. The work with the markets team will therefore need to continue.

3.26	Preserve and enhance the heritage assets of the District	Produce a Conservation and Heritage Strategy	Year 3		Work is ongoing jointly with the Council's Planning team to review existing Conservation Area Appraisals. The Economic Development Team is currently supporting on an updated appraisal for the Grantham Conservation Area. How this action will progress will be reviewed as part of the refreshed Economic Development Strategy.
Area of Focus 4: Inward Investment					
Section	Action to Take Place		Timescale	Status	Comments - FEOSC Feb 2026
4.1	Support for foreign-owned businesses	Help all foreign-owned businesses in South Kesteven to grow	Year 3		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 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 reviewed as part of the refreshed Economic Development Strategy, and following a review of proposals/ intentions of the GLCCA for promoting development in Greater Lincolnshire. The Council is however attending UKREiif as part of the Greater Lincolnshire stand where some investment opportunities will be highlighted within the district. The team also works closely with the Planning Team and any approaches from developers for employment sites.
4.3		Commission aerial filming with motion graphics of South Kesteven			
4.4		Pursue Government and other agencies funding for pilot schemes where the potential economic impact is justified, yet may not be fully evidenced			This is on hold and how this can be effectively taken forwards will be reviewed as part of the refreshed Economic Development Strategy, and following a review of proposals/ intentions of the GLCCA.
4.5	Developing investment-ready projects	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			How this can be progressed effectively will be reviewed as part of the refreshed Economic Development Strategy, and following a review of proposals/ intentions of the GLCCA. The team is also working closely with the Council's Planning Policy Team to progress the local plan which will review employment land allocations.
4.6		Support and unlock investment in the roll-out of gigabit-capable internet across the District	Year 3		How this can be progressed will be reviewed as part of the refreshed Economic Development Strategy.
4.7	Enhance digital connectivity	Develop digital-friendly local planning and street works policies and implement good practice from other areas	Year 3		How this can be progressed will be reviewed as part of the refreshed Economic Development Strategy.
4.8		Promote South Kesteven as a prime location for inward investment, including foreign direct investment, new projects, expansions, mergers and acquisitions	Year 3		How this can be progressed will be reviewed as part of the refreshed Economic Development Strategy (see also comments for points 4.1- 4.5)
4.9	Champion a stronger local economy	Showcase investment opportunities and access talent at appropriate trade shows and national forums such as the UKREiif (the UK's Real Estate Investment and Infrastructure Forum)	Year 1		SKDC will once again have a delegate presence at UKREiif but further work to be completed regarding a pitch book and potential investment opportunities. Officers are working with colleagues from across the County and will be part of the GLCCA tent at UKREiif.
4.10	Support business expansion and talent attraction	Help businesses locate, relocate, rebuild and develop new ventures, especially in emerging sectors	Year 3		Whilst identified as a year 3 action, 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. A review of requirements and the creation of dedicated support for relocation of Businesses to South Kesteven if required will be carried out as part of the refreshed strategy.
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	Year 3		How this will be progressed will be reviewed as part of the refreshed Economic Development Strategy.
4.12		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	Year 3		How this will be progressed will be reviewed as part of the refreshed Economic Development Strategy.
4.13	Increase partnership working with developers and investors	Design and implement a model for more effective use of S106 (new Infrastructure Levy) and planning fees to support economic development activity	Year 1		The team works closely with the Planning Team in relation to opportunities to boost economic growth through the planning system. This action will be reviewed as part of the refreshed Economic Development Strategy.

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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy.
4.15	Optimise local benefits of nationally significant infrastructure projects (NSIP)	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	Ongoing		There are a number of NSIP developments in the pipeline however only one (Mallard Pass Solar Farm) has been consented. This action will be reviewed as part of the refreshed Economic Development Strategy and in light of LGR and the strategic priorities of the GLCCA.
Area of Focus 5: Enhancing South Kesteven's Tourism and Visitor Economy Offer					
Section	Action to Take Place		Timescale	Status	Comments - FEOSC Feb 2026
5.1	Active partner of County wide Destination Management Organisation/ LVEP	Develop and support a programme of delivery in conjunction with Destination Lincolnshire and its partner organisations, to unlock the full potential of the sector	Ongoing		Following the sudden closure of Destination Lincolnshire, the Visitor Economy and Tourism officer worked to quickly reestablish appropriate links and partnership opportunities with county wide providers. Visit Lincolnshire has taken on the activities previously delivered by Destination Lincolnshire and is working to reestablish LVEP status. The Tourism and Visitor Economy officer continues to be active with Visit Lincolnshire, other relevant organisations and local councils.
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	Ongoing		The creation of new tours and package deals is a delivery strand within the forthcoming Tourism and Visitor Economy Strategy. This work was temporarily paused while the successor for Destination Lincolnshire was established
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	Year 3		Supporting enhanced accessibility within the sector is this included within the eco dev strategy and the tourism and visitor economy strategy to be delivered in 2026/27.
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	Year 3		Will be reviewed as part of the refreshed Economic Development Strategy.
5.5		Raise the profile of the Grantham TrailTale app and complete development of trails for the District's other towns.	Ongoing		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'). The App is promoted on the Discover South Kesteven Website and the team continue to work with Comms to highlight it and other visitor economy initiatives
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.	Ongoing		The National Lottery Heritage Funded project 'Soldiers from the Skies' completed in December 2025, and has produced a wealth of legacy materials including the 'Soldiers from the Skies' website and learning materials, which are signposted from a new dedicated military history page on the Discover South Kesteven website. Both the Tourism strategy and Heritage Strategy will reflect the importance of military heritage to the District, and continue to seek opportunities to promote South Kesteven's historic military links.
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	Year 3		How this can be best progressed will be reviewed as part of the refreshed Economic Development Strategy
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	Year 3		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 reviewed as part of the refreshed Economic Development Strategy.
5.9	Capitalise on South Kesteven's cultural and heritage strength	Explore opportunities to improve access to cultural heritage sites and green spaces via active travel routes to reduce visitors' overreliance on private car use	Year 3		Identifying opportunities for improving green and active travel to attractions forms part of the forthcoming Tourism and Visitor Economy Strategy. A pilot bus route is being developed with the National Trust pending budget approval

5.9	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.	Ongoing		The Tourism and Visitor Economy strategy is currently in development and has been delayed following the closure of Destination Lincolnshire. Whilst it is important to align with any LVEP strategies, work will continue to develop the District's own strategy.
5.10	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	Ongoing		Opportunities for supporting CPD for both staff and external tourism businesses will be reviewed in parallel to the development of the Visitor Economy Strategy.
5.11	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	Ongoing		Tourism Networking events were held in 2024 and 2025, and we plan to continue delivering events going forward to support the District's Visitor and Tourism Economy.
5.12	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	Ongoing		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.
5.13		Create a film-friendly environment and unlock the District's full potential as a world-class destination for film and TV production	Ongoing		See 5.13 above
5.14	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.