

Town Centre Improvement Plan								
Activity	Outputs and outcomes	Do these link to Grimsey Outcomes?	Responsible team	Partner delivery/engagement	Timescale	Town	Indicative Capital Investment (£)	Ongoing revenue costs per year(£)
Promoting quality town centre living and other uses								
Seek to utilise current and future section 106 agreements to enhance the town centre.	<ul style="list-style-type: none"> Additional funding accessed to support improvement plan Increased resident/visitor perception of town Increased footfall Agreements utilised with a planned approach Improved pride of place 	Yes	Place/Planning - Policy and Development	Developers, land owners, Lincolnshire County Council	Year 1 - 3	Both	-	-
Explore opportunities in town centres for Housing developments, this would look to identify vacant/derelict properties or vacant land that the Council could use CPO to redevelop.	<ul style="list-style-type: none"> Increased integration of residential areas within the towns Increased connection between developments, ensuring a strong town identity Increased number of housing units unlocked Increased footfall and increased demand Increased extension of the hours of activity throughout day and evening Improvement in aesthetics of developed areas Increased inward investment into the towns 	Yes	Housing Development Team	Developers, land owners, Lincolnshire County Council	Dependant on capacity and constraints relating to each site. Circumstances such as CPO may be required.	Both	-	-
Review mechanisms to support quality housing development in our town centres (supporting planning design documents)	<ul style="list-style-type: none"> Strong identity for the towns clearly defined Clear, consistent and supportive guidelines applied to the planning process Improvement in aesthetics of development areas Increased inward investment into the towns 	Yes	Planning Policy and Strategic Housing	Developers	Year 1	Both	-	-
Review the current mechanism for 'change of use' to ensure it is supportive to a thriving modern town.	<ul style="list-style-type: none"> Strong identity for the towns clearly defined Clear, consistent and supportive guidelines applied to the planning process Improvement in aesthetics of development areas Increased inward investment into the towns 	Yes	Planning Policy	Local businesses	Year 1-2	Both	-	-
Review appropriate policies to address environmental issues facing town centres, including opportunities to conserve and enhance the historic environment.	<ul style="list-style-type: none"> Identification, protection and enhancement of the key historic and environmental matters in the towns Strong identity for the towns clearly defined Clear, consistent and supportive guidelines applied to the planning process Sense of knowledge and pride instilled with visitors and businesses of key matters 	Yes	Planning Policy	Developers, land owners, Lincolnshire County Council, Civic Societies, Environmental/Heritage groups	Year 2-3	Both	-	-
Improvements to travel and accessibility								
Review, refurbish, install new signage and information boards where appropriate in pedestrian areas of the town centre and car parks.	<ul style="list-style-type: none"> Increased footfall to new routes Increased accessibility for all visitors Increased repeat visits Satisfaction as a place to do business or live Visitor satisfaction and pride Improved perceptions of safety 	Yes	Environmental Services and Communications	Lincolnshire County Council, Civic Society, Holbeach Parish Council	Year 1	Both	£13,750	Resourced within team/Market Towns Co-ordinator
Review of car park provision, location, number of and type of spaces	<ul style="list-style-type: none"> Increased footfall Increased accessibility for all visitors Increased repeat visits Satisfaction as a place to do business or live Visitor satisfaction and pride 	Yes	Environmental Services/ Market Towns Co-Ordinator	Local businesses	Year 1-2	Both	-	-

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Review CCTV coverage and promotion reduce safety concerns.	<ul style="list-style-type: none"> · Increased footfall · Increased perception of safety (maintained public order, prevention of ASB and nuisance) · Continued provision of evidence to support relevant enforcement agencies · Satisfaction as a place to do business or live (reassurance provided) · Visitor satisfaction and pride 	Yes	Communities	Boston BC, Lincolnshire Police, Holbeach Parish Council, other enforcement agencies	Year 1 - 3	Both	-	-
Reconnecting leisure and culture								
Undertake an extensive town centre events programme including activities, shows, specialist markets and celebrations	<ul style="list-style-type: none"> · Increased footfall and increased social engagements · Increased community participation · Communities brought together through events e.g. Christmas Celebration · Increased resident/visitor perception of town · Engaged people of all ages through a wide range of choice through music, entertainment, theatre and live performances · Key messages communicated e.g. fitness days, environmental, Pride, promotion of historic buildings · Improved pride of place 	Yes	Communities	Contracted provider, Lincolnshire County Council, Springfields Horticultural Society, local businesses, Holbeach Parish Council, Civic Societys, Chamber of Commerce, Boston College, Holbeach Academy, local schools, University of Lincoln, Transported Art, local community groups	Year 1- 3	Both	£40,000	-
Creation of a heritage/arts trail throughout the towns featuring key heitage sites, buildings and river	<ul style="list-style-type: none"> · People enabled to learn about their local environment · Increased sense of pride of place · Increased footfall · Increased physical activity of participants · Connection created and enhanced between key sites e.g. leisure centre to SHC to Ayscoughfee Hall 	Yes	Communities and Planning	Boston College, Holbeach Academy, local schools, civic societies, Spalding Gentlemans society, Horticultural society, In Bloom groups, Lincolnshire County Council, Lincolnshire Bat Trust, Holbeach Parish Council, Transported Art, Walking groups, SH Heritage Forum	Year 2	Both	£5,000	£500
Review current activity within Ayscoughfee gardens and seek new opportunities to engage participation	<ul style="list-style-type: none"> · Increased footfall · Increased physical activity of participants · Provides connection between key sites e.g. leisure centre to SHC to Ayscoughfee Hall · Income generation 	Yes	Communities (AHM&G) and Asset	Contracted provider	Year 1-2	Spalding	£18,982.15	£2-5k

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Improvements to the streetscape public realm								
Enhance the aesthetic appeal of public spaces within the towns by repairs and installation street furniture including benches, bollards, planters and bins as necessary	<ul style="list-style-type: none"> · Increased footfall · Satisfaction as a place to do business or live · Visitor satisfaction and pride · Improved perceptions of safety 	Yes	Environmental Services	Contracted provider, Lincolnshire County Council	Year 1	Both	£10,000	-
Review of Spalding/Holbeach market layout, stall provision, re-branding to include 'local food zone', and advertising and pitch allocation to encourage startup businesses to utilise on a flexible basis.	<ul style="list-style-type: none"> · Increased footfall · Satisfaction as a place to do business or live · Visitor satisfaction and pride · Increased spend in retail on market days · Support for new business formation · Increased diversity of retail offer · Increased employment and self-employment opportunities · Increased offer of flexible and adaptable retail space · Provision and access to visitors of affordable goods · Increased social interaction, inclusion and supported community cohesion 	Yes	Environmental Services	NABMA, Lincolnshire County Council, STRA	Year 1 -2	Both	£46,500	Market Towns Co-ordinator
Refurbishment, modernisation and re-provision of the town centre toilet facilities.	<ul style="list-style-type: none"> · Increased footfall · Satisfaction as a place to do business or live · Visitor satisfaction and pride · Increased perceptions of safety · Increased reputation of the town 	Yes	Environmental Services	Spalding Town Forum/Holbeach Parish Council	Year 1	Both (as per task group)	£210,000	Market Towns Co-ordinator
Digital High Street								
Free Wi-Fi provision with data analytics of customer journey	<ul style="list-style-type: none"> · Increased footfall · Increased repeat visits and customer loyalty 	Yes	Place	Contracted provider	Year 1	Spalding	£55,000	£7,440
Development of a town centre website inclusive of offers, advertising, events, forums and future opportunities	<ul style="list-style-type: none"> · Established data dashboard giving key insight · Key performance indicators set up to support funding opportunities or future improvements 	Yes	Communications and Digital	Contracted provider, local businesses	Year 1	Both	£5-10,000	Market Towns Co-ordinator
Programme of communications messages on social media platforms to promote activity within the towns	<ul style="list-style-type: none"> · Support to flexible workspaces and work patterns 	Yes	Communications	Local businesses	Year 1-3	Both	-	Market Towns Co-ordinator