



Spalding Town Centre Improvement Plan

June 2022 Update

Environment, Public Realm & Heritage



- We are developing designs and plans for four areas of public realm and seating improvement at Swan Walk, Hall Place, Red Lion Street and the Riverside
- We are also currently developing a National Lottery Heritage Fund bid for the town to develop better wayfinding and heritage trails, including work to position the town to access more funds through the NLHF into the future
- We are developing plans for the redevelopment of the Sheep Market toilets. We have also completed maintenance and refurbishments to the public toilets on Winfrey Avenue and Vine Street are complete, with Ayscoughfee toilets due to be completed by the summer. The new provision will include 'adult changing' facilities, to make the town more accessible
- £140,000 is budgeted for the remodelling of Ayscoughfee café to significantly improve the offer and draw footfall into the town
- We are commissioning Transported to utilise three main areas as public art opportunities, including: the empty space above Superdrug, Abbey Passage and The Hole in the Wall Passage.
- We are targeting poor quality properties through our enforcement powers starting with an informal approach. So far, this is proving to be a successful approach as can be seen in the example of Betfred. We will continue to identify and target poor quality properties.
- We have commissioned a pest control company in a bid to deter problem pigeons from the town centre.

Betfred before...



Betfred after...



Business, Markets and Economy

- The Subgroup have commissioned a feasibility study for a Business Improvement District (BID). That study has gathered evidence to suggest a business partnership and/or a formal BID is feasible for the town. We are looking to move this forward.
- We commissioned a High Street Business advisor who provided 1:2:1 support and advice to a total of 50 high street business across the district. Feedback received so far has been positive and businesses have found they have benefitted from this support. We are looking at funding to roll this out again, over a longer time frame.
- We have run a social media campaign to promote our independent retailers, with videos and online content. We will be resharing these videos again over the summer.
- The Economic Development team are working to secure investment and occupiers into High Street units and town centre pubs.
- Recruitment of dedicated Markets Manager and Markets Officer to focus on developing and strengthening the market.
- A total of £1.2 million of Recovery and Growth Grants were delivered to 147 businesses across the district. These grants were of huge benefit to our local businesses as well the town centre and wider South Holland economy.
- Installation of Footfall monitor within the town centre to track trends in footfall on the high street. Trend data provided by the monitor will also support funding applications, such as the National Lottery Fund bid.
- We are looking at options as to how vacant space above shops could be better utilised to support the town centre

Events, Culture, Promotion and Awareness Raising

- We have submitted an Expression of Interest to Arts Council England to establish Ayscoughfee Hall as a 'National Portfolio Organisation' with ACE. If successful, this will significantly increase the arts and culture offer for Ayscoughfee and in turn drive footfall into the town centre.
- The subgroup have helped shape Transported's programme and will continue to work with Transported to bring events, culture and arts projects to South Holland.
- We are working with Visit Lincolnshire to ensure that the town and the wider district is well represented on their website

We utilized Government Funding in order to progress the following Spring events:

- **Love Your Local Market Roadshow** - a weeklong event that took place across the market towns of South Holland which included street entertainment, stage with performances, crafts, face painting, balloon modelling and crazy golf
- **Spring Into Spalding** which consisted of a spring themed day of activity in Spalding town centre. The event was hugely successful and saw a great increase in footfall with visitors enjoying the many spring themed activities such as spring themed crafts, maypole workshop, brass band performances, garden themed activities as well as street and staged performances throughout the day.

Plans finalised for Pumpkin Festival and Christmas Celebration:

- **Pumpkin Festival** – Fri 7th and Sat 8th Oct 2022. The Friday evening will see an illuminated trail round Ayscoughfee gardens featuring pumpkin and harvest themed scenes created through community arts projects and inclusion of a fire garden delivered by Transported, as well as barn dance style evening of entertainment on the bowling green. The Saturday will see Spalding Outdoor Market and specialist market of additional traders and charities as well as entertainment to include a stage with live musical entertainment, family friendly activities such as ride on tractors and crafts, street entertainment, pumpkin sculpture trail and a pumpkin themed attraction (such as a Cinderella's corner)
- **Christmas Celebration** – Saturday 26th November. The event will see the Spalding Outdoor Market accompanied by specialist market with additional traders and charities, live entertainment, family friendly activities, craft activities, street entertainment, fancy dress competition, Carols by Candlelight and Christmas Lights switch on, licensed area for mulled wine and Baileys Hot Chocolate, as well as activities throughout the day at Ayscoughfee Hall.



Travel, Transport and Accessibility



- We have worked with LCC to secure £1.8m in government funding to improve cycle access into the town, through a new dedicated cycleway on Pinchbeck Road.
- The group have also made the case for investment in bus services that better link the suburbs of the town with the town centre, and specifically in terms of how routes may better serve stopping points closer to the high street. Work has commenced with LCC and partners to look at how the suggestions could be implemented.
- Lincolnshire County Council have just finished improvements to the signalling systems at Windsover Road / Swan Street / Kings Road and Winfrey Avenue. This will help with town centre traffic flow through use of technology and better syncing.