

Vital and Viable Spisby

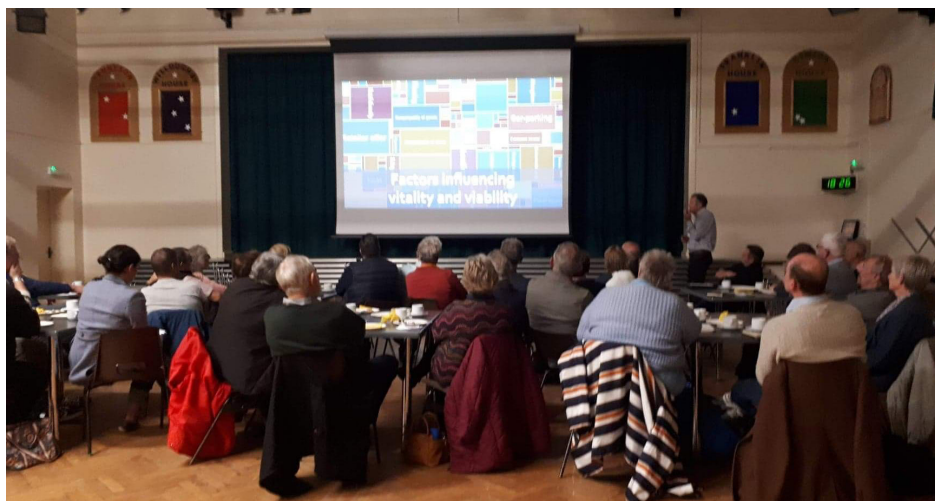
High Street Recovery 2020 and Beyond



We understand the important role our market towns play in our local economy and attracting visitors to the area. Our aim is to work with all aspects of our local communities to protect, promote and preserve our market towns as attractive places to live, work and visit.

In 2019 we commissioned the Institute of Place Management (IPM) to deliver their Vital and Viable workshops in each of our inland chartered market towns. Each workshop was well attended by a variety of volunteers, businesses and community organisations who offered insight into their town centres. Taking this into consideration, and looking at other data related to each town, the IPM have created reports for each with recommendations for regeneration and ways to future proof our high streets.

To read Spilsby's report in full please visit www.e-lindsey.gov.uk/vitalandviable



Spilsby's Vital and Viable workshop took place on 29 October 2019.

Once we received the Institute of Place Management's report for Spilsby, we arranged a follow up meeting with the community on 28 January 2020 to gather feedback and ideas generated from the report, presentations were given from The Sessions House and the Spilsby Mayor on the progress on the Town Plan.

Feedback from the Institute of Place Management on Spilsby:

"Spilsby has a definite character and seems to offer more than other towns of its size. It has some undoubted strengths that can be built on that offer a way forward. Whilst Sir John Franklin was mentioned as a feature that more could be made of to attract visitors, we think this will always be limited. On the other hand we think there is a real opportunity offered by the Sessions House. We had a tour around and could appreciate what could be created. Such a development could make a significant contribution to the identity of the town, to diversifying the offer, and become a major attraction for the town that would have widespread appeal. If the ideas are realised it would go some way to engaging young people as well as serving the wider community. We recognise that the costs involved are considerable but we would hope that the spirit of endeavour we saw in the workshop would give this a fighting chance. We know from experience elsewhere the difference facilities of this kind can make to towns.

"Spilsby is an attractive town with promise. We were encouraged by the generation of ideas at the workshop and by the visit to the town itself. This does not mean that all is or will be well. Town centres are facing considerable challenges as we described at the workshop but if action is now taken by the community and council together to think about the future of the town, to explore opportunities and to share this with the wider community, we think Spilsby has the means within it to respond to the challenges it faces."

This document sets out actions taken from the Institute of Place Management's report, as well as issues highlighted in subsequent community meetings and business feedback generated from our emergency response to the Covid-19 pandemic.

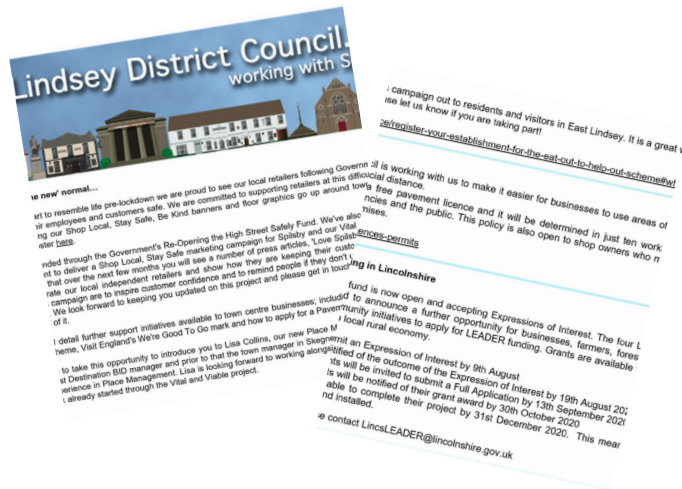
Journey so far...

Better communications

Over 90 community and business stakeholders engaged in workshops and feedback sessions, and signed up to hear more about the project.

We've launched a Spilsby Vital & Viable newsletter
www.e-lindsey.gov.uk/VVSNewsletter.

We have committed to hosting annual town meetings.



Covid-19 Emergency Response and Recovery to date...

- Supported 220+ businesses within the Spilsby area with a Government Funded Grant and an additional 11 businesses through the Discretionary Grant Fund.
- Applied to the Government's Reopening the High Street Safely Fund. The Grant has been secured and the plans include a 'Shop Local, Stay Safe' campaign, which includes the following:
 - Banners and street graphics going up with the Shop Local, Stay Safe message on.
 - Shop Local, Stay Safe marketing / PR campaign for all four market towns which will run for 6 months and include printed leaflets, web content, print and radio advertisements.
 - Spilsby Town Council also have their own allocation of this fund.



Vital and Viable Spilsby

Spilsby Activity	Short	Medium	Long	Ongoing
Gather footfall information				X
Place Promotion – using culture and heritage as a hook				X
Develop 'Love Spilsby' social media and web presence				X
Town marketing plan and coordinated approach to promoting events				X
Regular newsletters and annual town meetings				X
Support for cultural/heritage activity and events which provide an economic boost, i.e themed markets and festivals				X
Support annual town tidy day				X
Initiatives to support empty shop fronts				X
Identify ways to link into cycling initiatives				X
Support Town Council to develop a Neighbourhood Plan				X
Encourage environmental awareness and better use of green spaces				X
Link to the Ageing Better initiative				X
Christmas footfall support	X			
Shop Local, Stay Safe PR and Marketing campaign	X			
Retail focused business support	X			
Temporarily pedestrianise High Street for auction to allow for social distancing	X			
Offer free Wi-Fi in the town centre	X			
Funding support for traditional shop signage project		X		
Shop Front Grant Scheme to support three Butter Cross end properties – work with landlords to attract occupants		X		
Develop a market towns leaflet or bespoke one for town		X		
Explore ways to link Alford and Spilsby as a day trip and promote to coastal visitors		X		
Market Town Public Realm Strategy to include a signage and accessibility audit		X		
Improved signage and interpretation		X		
Conservation Area Appraisals		X		
Create a condition report on town centre shops to include second floor usage and identify any need for shop signage improvements		X		
Encourage key shops to return to a traditional shop frontage / signage		X		
Support the development of the Youth Shelter project		X		
Support for the Sessions House project				X
Compulsory Purchase Order of long term empty shop on high street				X
A town centre museum dedicated to Franklin				X

Ongoing support to be provided by ELDC for a minimum of 5 years

Action	Next Steps	Lead Organisaaton	Cost Estimate
Gather footfall information	Coordinate a volunteer group to support with footfall counting on specific dates throughout the year	ELDC	Volunteer contribution
Place Promotion – using culture and heritage as a hook	Link in with tourism marketing plans	ELDC	Tourism budget
Develop 'Love Spilsby' social media and web presence	Social is currently being developed and business engagement taking place	ELDC / Business Partnership / Town Council	£5,000 per year to support PR contract
Town marketing plan and coordinated approach to promoting events	Annual plan to be circulated to V&V stakeholders for sign-off and idea contributions	ELDC	£5,000 per year to support town marketing activity
Regular newsletters and annual town meetings	Monthly newsletters to all stakeholders, exploring idea of virtual town meeting until we can meet in person	ELDC	Officer time
Support for cultural / heritage activity and events which provide an economic boost, i.e themed markets and festivals	Agreed commitment to Spilsby Light Night plus funds for additional events	ELDC	£10,000
Support annual town tidy day	Neighbourhoods Service support	ELDC	Neighbourhoods Service budget / Volunteer contribution
Initiatives to support empty shop fronts	Gather landlord information for long term empty shops	ELDC	£5,000
Identify ways to link into cycling initiatives	Tourism team in contact with LCC. Work with Town Council to reprint previous cycling leaflets.	ELDC	Officer time
Support Town Council to develop a Neighbourhood Plan	Ensure regular communications with Town Council	Town Council	Officer time
Encourage environmental awareness and better use of green spaces	Ensure regular updates with ELDC's Climate Change and Environment Manager	ELDC	Officer time
Link to the Ageing Better initiative	Link to Age Friendly Business Awards and work with T.E.D on Public Realm Strategy	T.E.D	Officer time

Short term actions

Action	Next Steps	Lead Organisation	Cost Estimate
Christmas footfall support	Commission cultural interventions to encourage shoppers into town centres in a safe way during the festive season	ELDC	£5,000
Shop Local, Stay Safe PR and Marketing campaign	Social media, press articles, radio advert and leaflet to build confidence in shopping local	ELDC	RHSS
Retail focused business support	Going through procurement process	ELDC	RHSS
Temporarily pedestrianise High Street for auction to allow for social distancing		Town Council	Officer time
Offer free Wi-Fi in the town centre	Meeting with Wi-Fi provider. Look for ways to obtain funding. Develop ideas around launching a website grant for town centre businesses at the same time	ELDC	£25,000 +

Medium term goals

Action	Next Steps	Lead Organisation	Cost Estimate
Funding support for traditional shop signage project	Work with Business Partnership to identify businesses	ELDC	£10,000
Shop Front Grant Scheme to support three Butter Cross end properties – work with landlords to attract occupants	Conversations currently underway with landlords	ELDC	SFGS
Develop a market towns leaflet or bespoke one for town	A joint leaflet is included in the outcomes for the Shop Local, Stay Safe campaign	ELDC	Officer time
Explore ways to link Spilsby and Alford as a day trip and promote to coastal visitors	Tourism Team to take forward	ELDC	Officer time
Market Town Public Realm Strategy to include a signage and accessibility audit	Agree an approach for all market towns, use a consultant and volunteers to develop the strategy, must include public consultation	ELDC	£7,500 per town
Improved signage and interpretation	Use results from public realm strategy to identify areas for signage and interpretation	ELDC	£50,000 per town
Conservation Area Appraisals	To be led by ELDC Historic Environment Officer	ELDC	Officer time
Create a condition report on town centre shops to include second floor usage and identify any need for shop signage improvements	To be led by ELDC Historic Environment Officer with volunteer support	ELDC	Officer time

Action	Next Steps	Lead Organisation	Cost Estimate
Encourage key shops to return to a traditional shop frontage / signage	Explore funding options to support delivery	ELDC	Officer time
Support the development of the Youth Shelter project	A youth shelter with outdoor equipment to discourage groups using areas within the town centre as meeting points	Spilsby Town Council	Potential match funding required

Long term aspirations

Action	Update	Lead Organisation	Cost Estimate
Support for the Sessions House project	Officers in regular contact with Sessions House group	The Spilsby Session House CIC	Office time, potential need for match funding
Compulsory Purchase Order of long term empty shop on high street	ELDC Enforcement Team to approach landlord	ELDC /Town Council	TBC
A town centre museum dedicated to Franklin	Support Town Council to explore funding options	Town Council	Office time, potential need for match funding

These actions and aspirations sit in line with East Lindsey District Council's 10-year commitment within the corporate strategy to '**Support our town centres to remain vital and viable as shopping habits change**'. We will produce an annual review document at the end of each financial year to show our progress. The annual reviews will be available on the Vital and Viable pages on the Council's website, and will also be shared through our Vital and Viable newsletter mailing lists.