

Vital and Viable Horncastle

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



Horncastle's Vital and Viable workshop took place on 19 September 2019. A follow up event took place

Feedback from the Chartered Institute of Place Management on Horncastle:

"Horncastle is an attractive place to live and visit. It is not facing the level of retail loss that larger centres are facing but it is definitely going through a challenging period. Town centres have to be adopted by their communities now to help them change. To introduce new uses such as leisure, entertainment, fitness, health, and public services into the heart of the town and so provide for the local community whilst making the most of their unique identity to provide a sustainable future for the town.

"Change takes effort. People need to be involved to make it happen. The enthusiasm of the attendees at the workshop was very promising but now they need to commit to working together for the town to take the action needed and make the town a success."

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.

Better communications

Over 100 community and business stakeholders engaged in workshops, feedback sessions and signed up to hear more about the project.

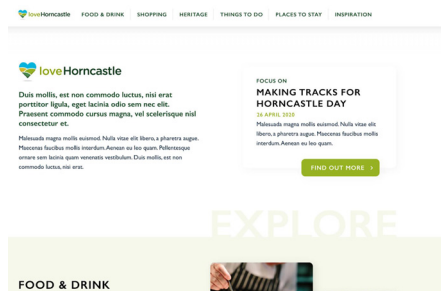
We appreciate the imperative for regular communication, and therefore created a Horncastle Vital & Viable newsletter www.e-lindsey.gov.uk/VVHNewsletter.

We have committed to hosting annual town meetings.



Love Horncastle website

In response to businesses requesting a better web presence for Horncastle, we are working on a microsite style Horncastle pages on our Love Lincolnshire Wolds website - www.lovelincolnshirewolds.com. Horncastle will have its own URL - www.loveHorncastle.com - and will benefit from additional traffic from the Love Lincolnshire Wolds marketing plan to raise the profile of the Lincolnshire Wolds.



- Supported 270+ businesses within the Horncastle 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.
 - Horncastle Town Council also have their own allocation of this fund.
- Supported the Horncastle Trade Association with their #ShopHorncastle and Hooray for Horncastle campaigns.
- Purchased a pressure washer for Horncastle Town Council to be shared between shops within the town centre to help with street cleaning.



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Horncastle Activity	Short	Medium	Long	Ongoing
Gather footfall information				X
Place Promotion – using antiques and independent shopping as a hook				X
Support the Horncastle Traders Association to develop				X
Develop 'Love Horncastle' microsite and social media				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
Encourage environmental awareness and better use of green spaces				X
Link to the Ageing Better initiative				X
Identify ways to link into cycling initiatives				X
Repainting of red phone boxes in town centre	X			
Cleaning signage and salt bins in town centre	X			
Christmas footfall support	X			
Shop Local, Stay Safe PR and Marketing campaign	X			
Explore interest in grant scheme for traditional canopies for shops in response to winter social distancing	X			
Support the launch of the town's Heritage Trail	X			
Support the Banks Centre	X			
Develop a market towns leaflet or bespoke one for town		X		
Develop an Antiques Trail for the town to promote the town's shopping offer		X		
Pedestrianising areas around the market place		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		
Explore ways to support the development of 6 Market Place				X
Explore ways to support the development of 6 Market Place				X

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

Action	Next Steps	Lead Organisation	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 antiques and independent shopping as a hook	Link in with tourism marketing plans	ELDC	Tourism budget
Support the Horncastle Traders Association to develop	Investigate ways for this to be run virtually until it is possible to meet in person	ELDC	Officer time
Develop 'Love Horncastle' microsite and social media	Site is currently being developed and business engagement taking place	ELDC	£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	Support for Horncastle Festival's Christmas Market to be included from 2021	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
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
Identify ways to link into cycling initiatives	Tourism Team in contact with LCC	ELDC	Officer Time

Short term actions

Action	Next Steps	Lead Organisation	Cost Estimate
Action	Update	Lead Organisation	Cost Estimate
Repainting of red phone boxes in town centre	Place Team in contact with BT	ELDC	£500
Cleaning signage and salt bins in town centre	Place Team and HTC to meet to discuss	Town Council	Town Council budget

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
Explore interest in grant scheme for traditional canopies for shops in response to winter social distancing	A request from businesses as a way to provide shelter during the winter period to customers while they are queuing and social distancing	ELDC	£15,000
Support the launch of the town's Heritage Trail	Tourism Team in contact with Walkers are Welcome	ELDC / Walkers are Welcome	Officer Time
Support the Banks Centre	The Joseph Banks Centre is soon to reopen as a museum and visitor centre, Tourism Team are in contact.	Joseph Banks Centre	Officer Time

Medium term goals

Action	Next Steps	Lead Organisation	Cost Estimate
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
Develop an Antiques Trail for the town to promote the town's shopping offer	Explore the idea of a virtual trail	ELDC	£5,000
Pedestrianising areas around the market place	Initiative being led by LCC	LCC	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
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	ELDC	Officer time
Conservation Area Appraisals	To be led by ELDC Historic Environment Officer with volunteer support	ELDC	Officer time
Encourage key shops to return to a traditional shop frontage / signage	Explore funding options to support delivery	ELDC	Officer time

Long term aspirations

Action	Next Steps	Lead Organisation	Cost Estimate
Explore ways to support the development of 6 Market Place	Next step is to make contact with the landlord	ELDC	TBC

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.