

# West Lindsey Strategic Review of Caistor - Summary

The following information has been extracted from the 'Strategic Review of Caistor' presented to WLDC Economic Development Committee on 30<sup>th</sup> January 2007. The recommendations were approved.

## Vision for Caistor

The opportunities for Caistor lie in its un-tapped heritage and its potential as both an economic and tourist centre.

It boasts a highly engaged and resourceful community who, through the Caistor Development Partnership has commissioned a number of reports around potential economic prosperity and heritage opportunities.

Caistor provides the foundation for an extremely desirable place to live and work. It boasts excellent schools and a low crime rate, together with properties, which if restored to their original standard would be extremely sought after. The mechanisms for this are in place through the Townscape Heritage Initiative.

Business premises remain vacant and this is having a negative impact on the town. A strategy to encourage businesses into the area through a series of grants and business support would transform Caistor into a vibrant service centre with employment for local people, reducing the drain of wealth from the town.

The opportunities that tourism presents could be better realised if Caistor were defined as a product, focusing on the heritage factor and its position on the fringes of an Area of Outstanding Natural Beauty. A marketing strategy developed in partnership with the local community would increase visitor numbers and if considerable work is undertaken to raise Caistor's position in the Destination Benchmarking, the visitor experience would be improved. Increased retail outlets would also capitalise on the benefits of tourism to the area.

The Multi-Use Centre is an example of community action and this can be utilised further by the District Council to develop and strengthen partnerships that will deliver the priorities of the community and West Lindsey District Council.

The relief road, is a long way off in terms of the Lincolnshire Transport Plan. However the District Council and partners should work together to see if interim measures can be put in place to reduce the deterioration of heritage buildings through the constant passing of HGVs This would have a positive effect both on the heritage and tourism plans for the town.

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## CONCLUSIONS *(additional information in italics)*

In bringing together key strategic documents, including local, regional and sub-regional strategies, the report seeks to set the priorities for Caistor into a wider context.

The long term sustainability of Caistor relies on the development of heritage related tourism and the growth of local business to provide employment opportunities for local people.

Those on low income and the elderly living in outlying villages, still rely on the public transport system in order for them to engage. Developments in transport are vital if all the community are going to benefit from the increased prosperity planned for the town. Central to Caistor's growth is the Townscape Heritage Initiative and the economic and social benefits that will spring from it

There are a number of funding opportunities available to implement these recommendations as regional and sub-regional priorities align with the plans outlined in this report. Swift action should be taken to exploit these.

*West Lindsey are currently bidding for additional funding for an extension to the THI Project and there are initiatives coming from the Lincolnshire Development Association to provide a Community Development Worker in the town, probably for 3 days each week.*

Caistor benefits from a well organised and resourceful Development Partnership and town council, who have already been successful in delivering the Multi Use Centre in the town centre. Through a closer working relationship with the partnership West Lindsey District Council will gain considerable support in delivery of its priorities. However, it is important to appreciate the knowledge and perspective of local people and value that insight.

The recommendations if implemented, we believed will develop the economic viability of Caistor and ensure its position as a place where people want to live, work and visit.

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## RECOMMENDATIONS

### Priority Key (*P* (Right hand column))

- High Priority - 1 Short term actions required within 6 months
- Medium Priority - 2 Medium term actions required within 12 months
- Low Priority - 3 Long term actions required within the next few years
- Completed - C

## Caistor Priorities

### Heathier Communities and Wellbeing

Recommendation		
<b><i>Leisure</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ WLDC is currently in negotiations with Yarborough School to take over the running of the sports facilities. In doing so it would be beneficial to liaise with Caistor Grammar School over pricing and programming to limit competition	There are two complementary sports facilities in Caistor which provide a range of activities for the community and patronage of both is strong	C
➤ Ensure all sports facilities are advertised widely on the district council website; answer phone and literature	Facilities are viable and well used by the whole community	C
<b><i>Housing and planning</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Meeting between Planning Department of WLDC to discuss the findings of the Caistor Design Statement and review against the Local Plan	Greater partnership working between Caistor and West Lindsey District Council	-
<b><i>Administration</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Ascertain the status of the Community Access Point and the proposed opening time	The resource is active and responding to the needs of the community alongside the Multi Use Centre	2
➤ Ensure that all sports facilities are advertised widely on the district council website, Answer phone and literature.	Sports facilities are widely used and financially viable	-
➤ Ensure that effective monitoring systems are in place to measure usage and qualitative data such as satisfaction with service and perceived benefits	Data collected can prove value of service and provide valuable evidence for development of service and future funding	1
➤ Identify any progress on the issues of measuring footfall, customer satisfaction and any Disability	Data is collected which can show improvement in visitor numbers to Caistor and the services they access.	1

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Discrimination Act issues	WLDC has evidence that services are being accessed by people with disabilities.	
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### Safer Stronger Communities

<b>Community</b>	<b>Outcome</b>	<b>P</b>
➤ Identify a framework for shared community resources and community links	Resources are maximised and community developed through better partnership working	2
➤ Development of high quality, appropriate youth provision is known to reduce potential for anti social behaviour, graffiti and low level criminal damage.	Young people are engaged and included in community provision, graffiti and low level criminal damage is reduced	-
➤ Properties, open space and social facilities need to be evaluated against their crime and disorder impact. Caistor is currently seen as a safe place to live and visit and it needs to retain that.	Caistor develops a range of amenities which are safe and do not necessitate crime and disorder	-
➤ Identification of current status of ICT usage in Caistor and progress in partnership with Caistor Development Partnership	The data can be used to support other initiatives and provide evidence for the scheme.	-
➤ Support the Parish Plan process and develop and expand Area Forums	There is greater community involvement at a parish level and parish plans align with WLDC priorities	2
➤ Publicise the current perceptions of tourists in order to make a case for supporting THI.	Community support Townscape heritage Initiative and are clear about the wider benefits of the scheme to the whole community	C
➤ Retain customer satisfaction information for the new Community Access Point as well as user figures (Caistor Area Office)	WLDC are able to ascertain value of the service and adjust to meet the needs of the community to provide a quality service.	-
➤ Support development of Parish Planning and development of the voluntary and community sector.	Parish Planning provides greater involvement of local community in issues that effect them directly	2
➤ Properties, open space and social facilities too need to be evaluated against their crime and disorder impact. Caistor is currently seen as a safe place to live and visit and it needs to retain that.	Caistor develops a range of amenities which are safe and do not necessitate crime and disorder. Developments do not encourage crime or vandalism and respond to the requirements of the Crime and Disorder Act	-
➤ Encourage greater community involvement and community leadership.	WLDC builds on an already vibrant community sector to help deliver the priorities of the community and the council.	2

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<b><i>Housing and planning</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Encourage new business development to ensure residents can access jobs in close proximity to where they live, thereby ensuring the economic wellbeing of the town.	Caistor becomes a vibrant business hub with employment opportunities within the town ensuring wealth stays within the town.	2
➤ Use local stakeholders. Caistor Development Partnership and Town Council to gauge current changes and house prices against national trends	Community are engaged and their local knowledge built upon to provide local insight into housing costs	2
➤ Educate landlords who are letting substandard accommodation	Properties let to residents are safe and promote good health	C
<b><i>Tourism</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Link to tourism and economic development strategy to enable the wider community to be clear about the long term benefits of the scheme	Tourism is supported as an activity which benefits the wider community and there is greater engagement by local traders and groups.	1
<b><i>Transport</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Ensure an adequate supply of housing including affordable housing	As the increased desirability of Caistor is realised, local people are not prevented from settling locally due to increased house prices.	2

### **Economic Regeneration**

<b><i>Economic Development</i></b>	<b><i>Outcome</i></b>	<b><i>P</i></b>
➤ Provision of suitable standard business premises – focussing commercial premises in the town centre and commercial/ industrial premises on existing business areas to the west of the town	Increased business activity will increase employment opportunities for local people and increase inward investment and wealth generation in the town	2
➤ Provide incentives for businesses to relocate in Caistor	Take up of business premises in the town will improve the impression of the town for visitors and increase local expenditure in the town	2
➤ Consider comprehensive free business advice for new and developing businesses to increase sustainability	Businesses are more viable and sustainable. There is an increase in new businesses in the town	1
➤ Development of enterprise sites away from the town centre so that they do not negatively impact on the appearance of the town	The economic regeneration for Caistor does not detract from the heritage work and the beauty of the town centre.	3
➤ Development of incubator units for business start ups	Small businesses are encouraged to start up in Caistor and Caistor is seen as a town that supports and encourages new business	2

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<ul style="list-style-type: none"> <li>➤ Completion of the Townscape Heritage Scheme</li> <li>➤ Townscape Heritage Initiative remains the focal point for regeneration of Caistor</li> <li>➤ Promoting Caistor and heritage attraction by revitalising the decaying listed buildings around the town and maximising the value of these on promotional literature.</li> <li>➤ Enhance the town centre by encouraging retailers and the service sector into the town, together with sites for entertainment</li> </ul>	<p>The community benefit from the inward investment and targeted funds and the town becomes a more desirable place to live, work and visit. The development of the Heritage Initiative will have an impact on all aspects of Caistor life including quality of life, economic viability and tourism. Tourism is increased and Caistor is able to promote heritage as an asset to visitor and businesses. The town becomes the vibrant heart of Caistor and a focal point for residents, visitors and businesses.</p>	1
<ul style="list-style-type: none"> <li>➤ There is a need to either develop an economic strategy which includes Caistor and Market Rasen or alternatively develop one which responds to the economic priorities of the market towns (Development of Wolds Rural Action Zone)</li> </ul>	<p>The economic strategy reflects the particular needs of a rural market town which aspires to be an effective service centre for outlying villages but which lacks the business investment and transport infrastructure to do so at present</p>	1
<ul style="list-style-type: none"> <li>➤ Review of parking strategy alongside regeneration and economic development priorities and staged development alongside relevant initiatives</li> </ul>	<p>Increased visitor numbers are managed to ensure sufficient parking for residents at a cost which does not act as a disincentive</p>	2
<ul style="list-style-type: none"> <li>➤ Development of Caistor Action Plan</li> </ul>	<p>Strategies relating to Caistor are brought together and cross cutting themes identified to produce a cohesive plan of action and a framework for joint working between West Lindsey District Council and Caistor Development Partnership.</p>	1
<ul style="list-style-type: none"> <li>➤ Facilitate and lead on new heritage led regeneration</li> </ul>	<p>Further heritage initiatives spring from THI, building on the benefits of the initial scheme</p>	-
<ul style="list-style-type: none"> <li>➤ WLDC should seek funding and support from EMDA for development of Caistor within their four programme areas and three priorities.</li> </ul>	<p>There is greater regional investment into Caistor through which plans can be implemented</p>	2
<b>Transport</b>	<b>Outcome</b>	<b>P</b>
<ul style="list-style-type: none"> <li>➤ Work with the county council and the town council to refurbish the Market Place parking area</li> </ul>	<p>Parking reflects the needs and environmental aspirations of the town centre and is regularly monitored and maintained</p>	-
<ul style="list-style-type: none"> <li>➤ Introduce a Traffic Regulation Order limiting waiting in the Market Place to</li> </ul>	<p>There is greater access to the town and more short stay parking</p>	2

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two hours duration	opportunities	
➤ Monitor parking elsewhere in the town centre and introduce further limited waiting orders where necessary	Parking is monitored as visitor numbers increase to ensure the needs of residents, visitors and businesses are met.	-
➤ Regularly check and maintain the vehicular and pedestrian signage	The appearance of the town is enhanced and visitors are clear about access on foot or by road.	-
➤ WLDC in partnership with EMDA, Lincolnshire Enterprise and Lincolnshire County Council should take advantage of current regional and sub-regional priorities to extend public transport to Caistor from urban towns and outlying villages	Increased visitor numbers to Caistor using public transport. Residents are more able to connect with the wider district. Retail businesses have increased confidence in relocating to Caistor	-
➤ WLDC should support the request of Caistor Development Partnership to bring forward the Western Relief Road as a priority for Lincolnshire County Council	There is a reduction in the deterioration of heritage buildings as a result of the close proximity of heavy goods vehicles. Caistor is safer and a more tranquil place to live.	-
➤ Ensure an adequate supply of housing including affordable housing	As the increased desirability of Caistor is realised, local people are not prevented from settling locally due to increased house prices.	2
➤ Review public transport opportunities to Caistor and improve and promote where appropriate	Greater links between Caistor and rest of West Lindsey are created. Support Caistor's ambition as a retail centre.	-
➤ The Public Realm element of the THI should be supported and enhanced to ensure the full impact of the Townscape Heritage Initiative.	Town centre is developed and dilapidated Market Square is transformed in to an area that befits a heritage centre.	-
<b>Tourism</b>	<b>Outcome</b>	<b>P</b>
➤ Act upon the key objectives above and develop an integrated tourism and economic development strategy for Caistor which includes the impact of the Townscape Heritage Initiative	The THI scheme provides enormous opportunities for economic and tourism development. It is vital that this is capitalised upon in literature and delivery plans	1
➤ Link tourism and economic development strategy to enable the wider community to be clear about the long term benefits of the scheme.	The community understands the value to them of increased tourism and how the benefits of the heritage scheme will be rolled out to the wider community	-
➤ Identify regional and sub regional strategies aimed at increasing the economic viability and seek funding to support Caistor	More funding is brought into Caistor to realise the ambitions of the district council and local residents	-

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➤ Tourism department to work with Caistor Development Partnership and the town council to develop and deliver a tourism strategy for Caistor	An emerging strategy is developed which mirrors the development of the town and is embraced by local residents	-
➤ Tourism strategy should be developed alongside a wider economic strategy for the town, encouraging businesses (particularly retail and service based) to relocate there	The development of Caistor as a tourist destination is communicated to businesses, particularly in the retail sector and benefit from the influx of visitors is seen as a reason to relocate	-
➤ Link to tourism and economic development strategy to enable the wider community to be clear about the long term benefits of the scheme	Tourism is supported as an activity which benefits the wider community and there is greater engagement by local traders and groups.	1
➤ In terms of tourism, WLDC sees its role as one of encouraging a range of tourism opportunities and to maintain, improve and increase the range and quality of visitor and holiday accommodation.	Tourist related businesses maximise their potential in Caistor and improve the visitor experience to an increasing number of tourist visitors	1
➤ Harness the economic potential of tourism related benefit and review the tourism strategy and literature for Caistor.	The literature reflects the changing face of Caistor particularly around heritage	1
➤ Define Caistor as a product and market	Caistor is marketed as a unique venue with a character which is communicated to all stakeholders	2
➤ Identify funding available to stakeholders to support enhancement of town's tourism assets	Valuable finance is secured to initiate the tourism plans for Caistor	2
<b>Community</b>	<b>Outcome</b>	<b>P</b>
➤ Regeneration of Caistor, through the Townscape Heritage Initiative and other projects is a necessity upon which all other initiatives rely for their success.	The strategic importance of the THI is understood by all stakeholders	-
➤ Identification of current status of ICT usage in Caistor and progress in partnership with Caistor Development Partnership.		-