





Group Brainstorming Outputs

GENERAL - WHAT	HOW	WHO	ACTIONS
<p>Street Cleaning and Litter</p> 	<p>The table thought that the existing cleaning within the town was OK, but the approaches to the town were a problem. (Really? Many think it's filthy)</p>	<p>These areas are cleared by the County Council.</p>	<p>Ask LCC for cleaning to be done more frequently. Also ask if people on community service could be used to provide this service. (Alan Dixon on behalf of Mr Big)</p>
<p>Control Pigeons that roost in railway bridges</p> 	<p>Suggestions included shooting, netting, encouraging people not to feed the birds and conservation approaches - creating infertility in the birds through their feed.</p>	<p>Cleaning of the pigeon mess is job of the District Council, and Ken Bridger reported they do clean on a regular basis.</p> <p>Other interested party Network Rail, require that any netting put in place does not prevent easy access to the bridges for maintenance.</p>	<p>Ken Bridger reported that the netting on the Chapel Street bridge was being monitored as a trial by the District Council, and did give access for easy repair work. If a success, to be repeated on Queen Street bridge. Frustratingly - this new netting has been sabotaged by animal rights protestors.</p> <p>Shooting the pigeons has lead to animal rights protests in the past. Pigeons likely to be an ongoing battle</p> <p>Ken to report back on the progress of the current netting and if seen as successful enough be used on Queen Street.</p>


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<p>Tackle Grot Spots</p> 	<p>Main grot spots identified - field opposite the Holy Rood Church, ideal spot for a car park on entrance to the town. Also corner of Chapel Street and Linwood Road, had Tesco promised to deal with this area? Railway bridge Co-op fence / bank car park</p>		<p>Write letters?</p>
<p>Tidy Up Vacant Shops</p> 	<p>Tackle landlords with a letter from 'MR BIG', politely putting pressure on. Add weight with a copy of letter to the Rasen Mail, to show business community and readers are watching.</p> <p>Reduce rents to help businesses set up in vacant shops.</p> <p>Vacant shop windows were also seen as a great display opportunity, to promote events and attractions. Local school could be approached to design posters for the vacant windows. Ask children to portray happy customers in 'life size' images, with prizes for kids.</p>	<p>MR BIG as a group</p>	<p>Quality letter writing to landlords on MR BIG stationery – tasks to be allocated</p>
<p>Seating</p>	<p>Ken Bridger reported that</p>	<p>Jacksons Building Centre</p>	<p>to look at benches in the town</p>

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	<p>benches were being repainted this year.</p> <p>Suggested that more seats in the market place welcome, though may lead to complaints of reduced parking spaces and more 'yoof' gathering.</p> <p>People may want to sponsor a bench in wills and have dedicated to a loved one?</p>	?	and take on essential repair work.
Event Boards	The table identified the events board in the market square, which promoted local events, not businesses. Event notices were given to the town council to be placed in the board, which is maintained weekly. Concerns were raised that the board was not updated often enough, and out of date events were not removed.	Rob at Priceless	offered to update the board more frequently, if council were able to supply him with the event notices as soon as they came in.
Dog Poo	Confrontation of the owners at 'point of offence' - risky as some dog owners are quite aggressive if challenged. Press coverage of health hazards of mess (due to toxocariasis where dog poo can cause blindness). A public	Mr Big David Riley of J A D Associates offered to research toxocariasis and write to the Rasen Mail about this problem	Write to local police to request a dog warden does visit the town. Write to Rasen Mail to request the story is covered, including prosecutions. Award 'Good Dog' rosettes in

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	<p>shaming of the offenders zero tolerance as in drink driving.</p> <p>Local police team be contacted and asked if they could ensure a dog warden was in town and once this routine was in place,</p> <p>Sell and promote dog-poo bags, local bins are stocked with a supply of bags and perhaps the Pet Shop could offer a couple of free bags to anyone who walks in with a dog.</p>	<p>Local shops</p>	<p>Rasen Mail 3-4 doggies and owners photographed with rosettes. (added by email)</p>
<p>Flowers</p> 	<p>Flowers within the town (such as hanging baskets, large planters and flower beds) would best be left until the town itself was tidied up.</p> <p>Concern that flowers are an easy target for vandals. Approaches to the town could be made more attractive through planting</p>	<p>Ask Tesco to enhance the green bank at the side of Linwood Road, perhaps with a Jubilee theme of red, white and blue.</p> <p>Cllr Ken Bridger explained he had already approached Tesco with some Jubilee ideas for the town and requested that MR BIG did not detract from that with a second request.</p>	<p>Alan Dixon explained that the junction of the A631 and Gallamore Lane was seen as safe to cultivate, with the Market Rasen Lions and the Racecourse are already progressing the development of this area.</p> <p>Anyone else willing to tackle the other areas in the town?</p>
<p>CHRISTMAS TREES & LIGHTS</p>	<p>Main tree and lights for Market Square were in order for 2012. Small trees on stands with lights above every shop was still excellent idea given renewed enthusiasm for 2012.</p>	<p>Any leader for this – Sept start?</p> <p>Lincs Trees can assist set up with cherry picker.</p>	<p>High street traders should be approached to encourage use of flag pole trees, order these trees as a town with one supplier to negotiate discount. Extend to householders like</p>

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SHOPS - WHAT	HOW	WHO	ACTIONS
Opening Hours	Decide as a town on a closing day and standard opening hours - early to get school run? - Monday many shut (day all young bar staff have off with wage to spend so go to Lincoln)	All traders	Consult trading community
	Saturday everyone open until at least 4pm (Summer 5pm)		Publicise opening hours to local shoppers
	Consider Wed night late opening in Summer		
Signage	Entrance to town signage for 'Free Parking.'	Town Council	In hand with Town Council (get date & sight of signs from Ken)
	More Free Parking signs around town.		
	Attractive hanging signs on iron, high up but staggered, visible to summer traffic entice to 'stop here', could arrow to FREE parking as well	Individual shop owners – iron work there in many cases	
	Decorative iron work at Market Place Passage (Coopland & Travel Agent) Stop locking gates between car park and town	Co-op promised it CG Partnership	Sally to approach (get date) CG Partnership – Carol speaking to them (get date)

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<p>Shop front standards</p> 	<p>Awnings</p> <p>Colour palette of specified paints (Crown chart provided FOC by Jacksons to inspire)</p>	<p>Traders</p>	<p>Issue with lorries?</p> <p>Tender painting job as a town (job creation)</p>
	<p>Lincolnshire flags/own flags/jubilee flags/competition</p>	<p>Wash or replace</p>	<p>Sally Spring to cost up – jubilee flags for 2012</p>
	<p>Paint shops annually (or within 3 years)</p>	<p>Shop owners (don't rely on landlord)</p>	<p>Get paint deals/donations from Jacksons/Priceless/Rasen DIY</p>
<p>Fill vacant shops</p> 	<p>Larger premises (Taal, Goldmine, Square Bar) – suggest co-operative use for arts & crafts/6th form artists, fashion students/vintage boutique, use as commercial agent to show vision for town</p>	<p>Consult landlords</p>	<p>Landlord letter writing & meetings</p>
	<p>Temporary use of windows /boards for advertising/</p>	<p>Consult landlords</p>	<p>Landlord letter writing & meetings</p>



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	<p>Pop-up shops – try before you buy £400 rent. Offered to existing businesses & startups</p>	<p>Consult landlords</p>	<p>Landlord letter writing & meetings</p>
<p>Landlord responsibilities – Square Bar</p>	<p>Co-op – all tenants have to do repairs (poss 6 months for free)</p>	<p>Approach direct for amends to be made</p>	<p>Rob Jacques wants to take this on? Can we support him??</p>

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EVENTS - WHAT	HOW	WHO	ACTIONS
Monthly Farmers Market 	Promotions/discount scheme % off local retail	Local Shops	Promotions/Marketing Signage/ leaflet drop
	Market Place not Festival hall	Town Council	Paper & Local radio advertising
Re-invigorate the regular market 	Workshops/demonstrations		Co-ordinate with Perkins Promote to new stall holders Talk to Council
	Discounted stall rates		Get support from local groups – eg Round Table, Lions
	Encourage better variety		Identify key businesses that stand for quality and freshness
	Organise and floor plan		Get volunteers to put stalls up
	Give priority to local businesses		
	Keep some stalls available for local traders		
	Attract Lincolnshire produce		
	Create a USP – gastro market		
Other Events:			
Jubilee	Promotions	Connect with other community groups – 5 churches etc	Co-ordinate traders initiative for Jubilee
			Co-ordinate a food offer for jubilee – local pubs/cafes etc
Bike nights/Classic Cars	Attract Bikers into town on specific dates	Liaise with bike shop opening til 8pm on Wed in summer	

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	<p>Advertising in Biker Mags Engage with biking community via Social Media</p>		
<p>Xmas market</p>	<p>Attract quality stall holders</p>	<p>Local business takes charge??</p>	<p>Meet with Town Council</p>
	<p>Mulled wine and mince pies</p>	<p>Co-ordinate with police</p>	<p>Get numbers & costs on stalls</p>
	<p>Create ambience</p>	<p>Support from Tesco & Co-op</p>	<p>Clear maps and signage</p>
	<p>Discounts on hall</p>	<p>Free bus/park & ride</p>	<p>Plan early</p>
<p>General</p>			
<p>Markets</p> 	<p>Create a community interest company and take markets off the town council</p>	<p>Attract funding Not for profit Block book stalls Support for first timers Stalls to test products Promote to stall holders Reserved for locals first Stallholders chosen for quality Promote to local people Set dates aside BOGOF and discounted rates (first 2 visits for free) Consider specialist Lincolnshire Food Market</p>	<p>Meeting/Team required to include: Traders Local food/eating businesses Logistics (getting stalls up) Marketing David/Jane and ?? on Town Council already focusing on Market</p>
<p>Brown signs</p>			<p>Town Council to ask Lincs CC</p>
<p>Annual calendar of events</p>	<p>Plan early</p>	<p>Create Events co-ordination</p>	

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