We believe that smaller towns like Market Rasen will only succeed long-term if they re-invent themselves in new and distinctive ways - delivering not just High Street shopping but a well-balanced, engaging and multi-faceted experience that clearly caters to the differing requirements of locals as well as regional and national visitors.

This document outlines our achievements to date, the challenges we’ve encountered and our thoughts and plans as we look ahead.

Sara Scott
Chair of MR BIG

Portas Journey

2 key objectives:
• Tidy up our town and make it a more pleasant place to be
• Encourage more footfall to sustain existing businesses and encourage new business growth
## Review of Portas Activity

**Promises, key achievements and on-going work**

<table>
<thead>
<tr>
<th>Focus</th>
<th>Promise</th>
<th>Achievements</th>
<th>Challenges</th>
<th>Future</th>
</tr>
</thead>
</table>
| Town Tidy Up           | Tidy up main shopping areas                                            | • Monthly Community Payback to tackle grot spots.  
• Christmas trees.  
• Town flags.  
• Summer hanging baskets.  
• Promoted more pride and ownership from local business owners. | • Cost - makes this unsustainable long term.  
• Relies on traders ‘opting in’. | • Continue to end 2014.  
• Pass contacts and activities to Town Council for continuation. |
| Markets                | Reinstate the markets at the heart of the Market Rasen experience      | • Regular monthly markets.  
• Double NABMA Award winner.  
• 70+ stalls at peak.  
• 25-30 stalls regularly.  
• All markets promoted and advertised.  
• Love Market Rasen merchandise.  
• Flagship food event in Autumn.  
• Flagship Christmas market.  
• Activity is sustainable on paper. | • Maintaining interest and novelty.  
• Working with Town Council to create ‘halo effect’ for regular weekly markets has stalled.  
• Market Place is privately owned - creates administration and cost pressures.  
• Paid-for stall erection and admin resource eats in to revenue - leaving little for marketing on-going. | • Create separate ‘ring fenced’ Markets company/charity to protect and develop this initiative for the future.  
• Graham Wilson from NABMA engaged to support. |
| Sustainable Shopping   | Provide a route and support for trader ‘start-ups’ from markets and onto the High Street | • 2 Anchor Retail premises created to fill ‘gaps’ on the High Street. - Greens of Lincolnshire - Fruit and Veggies farm shop. Run successfully for 9 months, recognised for excellence by Mary Portas in the Saturday Telegraph and a runner up in Select Lincolnshire’s 2013/14 awards. - Big Corner Shop - a home to over 30 artists and makers. Run for 12m - united a vibrant community of local creative people under one roof.  
• Additional £10K from Arts Council England enabled ‘Plank’ - our first month-long arts and crafts festival.  
• Various training sessions run by MR BIG and local partners to equip businesses with core skills including business planning, marketing and social media.  
• Mystery shopping and town benchmarking provided via ATCM support package gave a clear indication of strengths and weaknesses. | • Shop model relied on volunteer support which was difficult to manage and sustain - making the projects costly and time intensive to run.  
• Big Corner Shop moved off High St location at 9m and did not generate enough income to become sustainable.  
• 2 businesses ‘graduated’ to High St premises, one has since closed.  
• Mystery shopping received flat response - more training required.  
• Anecdotal feedback from traders is that more help is required - but engagement and uptake is low when offered. | • Re-engaged traders via Big Blue Sky brainstorm and Traders’ Meeting to understand wants and needs to shape future strategy.  
• More training in the pipeline.  
• Want to focus on encouraging NEW businesses to come to Market Rasen.  
• A new focus on tourism to maximise trader revenues through Summer. |
| Marketing              | Let people know about our town and why it’s a good place to live, work and visit - thus encouraging footfall. | • Strong PR in first 18 months.  
• Strong blog and social media presence.  
• Advertising for markets and key events.  
• Lincoln University engaged to create a town brand that celebrates the core values of our place.  
• Town merchandise to instil pride and loyalty from residents.  
• Branded reasons to love Rasen? poster campaign at Tesco and train station.  
• Additional £10K from Heritage Lottery fund allowed delivery of a virtual town heritage tour. | • For PR the novelty wore off - a good news story isn’t interesting.  
• Portas bashing in the mainstream media damaged local engagement.  
• Stakeholder and social engagement has proven extremely time consuming with limited resource.  
• Paid-for promotions are expensive and deliver no direct income to the CIC so unsustainably without guaranteed income streams moving forward. | • Visitor guide for Spring 2014 - 5000 copies county-wide.  
• Visitor web portal planned for 2014 to unite on-line presence for Market Rasen.  
• Better town signage to attract passing trade.  
• Free town Wi-Fi to enhance visitor experience on the ground. |
Communication and stakeholder engagement is absolutely critical. We've struggled to maintain early impetus, purely down to balancing resource demands between 'doing' and communicating. Additionally, the glow of national PR which kick-started pride and ownership was short-lived - centralised positive reporting has been a major shortfall of the Portas programme, leaving local teams ill-equipped to contend with negative national coverage.

“We have been extremely fortunate to be one of the few Town Teams to benefit from Portas Pilot funding AND High St X funding.”

We have learned the hard way that the future of our High Street is about much more than retail. A virgin team of spirited mavericks has done a lot to ‘fix’ what’s visibly broken - empty premises, a well-articulated proposition and a visitor experience that begins to fulfill its promise. But there has been very limited usable and off-the-shelf help to support this activity. Having learned by doing, we have come to realise that as a small town (3,500 residents and a rural catchment of an additional 30,000) may not have the critical mass required to support a retail-led High Street longer term, in light of changing consumer behaviour and social and community dynamics. More strategic intervention is required - more housing, more provision for start-up businesses and more innovative initiatives to truly re-invent a market town for the 21st Century - gives a flavor of what we believe is required, longer term. Our challenge is to arrive at a strategy and delivery format that can accommodate a broader remit.

At every stage in our journey we have underestimated the time, resourcing and administration requirements of what is required to maintain this initiative.

Our Portas funds, with some additional help from our District Council paid for a part-time Town Centre Manager for c/14 months. We lost our Town Centre Manager to a local competitor because our finite funding stream could not guarantee certainty of employment. We cannot recruit a person of suitable calibre for the same reason. We are in talks with our District Council about longer-term support and are awaiting feedback on a three year proposal to address this issue.

Volunteering has been our Achilles heel.

Our volunteer board is exhausted - the responsibility and physical demands of delivery, combined with pressure for transparency and inclusion have taken their toll. Additionally, initiatives that we hoped would be run by additional volunteers have met with patchy support and have necessitated much more management than we anticipated. Our fall back position has been employed management resource. Our experience has been that pilots may take many months to generate revenues that see them attaining a sustainable financial position. Portas funds gave us the backing to implement our ideas - but not all can or will be taken forward beyond the pilot period.

We’ve enjoyed limited success engaging with our bigger retailers. In a small town, our ‘big’ businesses are very few - Tesco, Boots, Lloyds, NatWest, The Lincolnshire Co-op, McColls. Our experience suggests that strategic engagement is scuppered by local gatekeepers who only have the ability to support low-cost, community initiatives. Our attempts to break through this layer of well-meaning resistance have been limited. To offer a contrast to this, more heavyweight intervention is possible: Mary Portas highlighted the poor state of repair of a McColls newsagents on her visit in Feb 2013. We drafted a letter, signed by Mary and within weeks the property was re-faced.

“We’ve been extremely fortunate to be one of the few Town Teams to benefit from Portas Pilot funding AND High St X funding.”

“More strategic intervention is required - more housing, more provision for start-up businesses and more innovative initiatives to truly re-invent a market town for the 21st Century gives a flavor of what we believe is required, longer term.”
The challenge of absentee landlords and high business rates is scuppering growth.

A substantial number of our properties are long-term owned by landlords who no longer live in the area. Liaising with any landlord to offer favourable terms is challenging. This challenge is compounded because many of our properties have been owned for generations. There appears to be no impetus for these owners to generate a commercial return from or invest in their premises. Additionally, some of our longer-serving businesses struggle with high rates, set when the market was previously buoyant. It has been beyond our existing capabilities to tackle these deep-rooted and complex issues.

Funding is our future - but the funding environment is extremely difficult to navigate.

We have been extremely fortunate to be one of the few Town Teams to benefit from Portas Pilot funding AND High St X funding. But we are acutely aware that there is unlikely to be a Round 3. Consequently, we have been extremely active in understanding the funding opportunities at a regional level in Lincolnshire. Our research suggests that this kind of funding is currently in transition. We have connected with our LEP and County Council to understand LEP, ERDF, ESF and EAFRD as well as our regional Leader Programme. Our objective has been to ensure that our medium to long-term strategy puts us in the best possible position to bid for future funds becoming available in our area. Early intelligence suggests that our small town status will set us below the threshold for ‘big picture’ (LEP) funding initiatives. For European funding, we have goals for projects to proceed (e.g. Markets and green/gardening projects). Our CIC was set up in response to a failure of vision and delivery within this bureaucratic system. But now we are subject to (and limited by) their support and approval in many of our key projects.

Local politics is killing local initiatives.

Our District Council (WLDC) is engaged and supportive. However, we also have to deal with a local Town Council that has a legacy of red tape and limited public support. Many of our projects cross over with Town Council delivery in terms of public expectation. In addition, many of our initiatives require Town Council support to proceed. (e.g. Markets and green/gardening projects). Our CIC was set up in response to a failure of vision and delivery within this bureaucratic system. But now we are subject to (and limited by) their support and approval in many of our key projects.

Public/private partnership is an area of opportunity we are keen to explore.

We have both an appetite for growth and some infant projects, where private funding is possible (and in some cases committed) to kick start it, if the right funding partners can be found. However, realizing the optimum vehicle(s) to get these projects set up to succeed is proving problematic. We need access to expertise and advice to ensure these projects are well-designed and structured. At present a clear route for accessing relevant support and guidance is not forthcoming. Expertise and advice ‘on call’, without a hefty price tag is another area where the High Street Initiative appears to fall short in helping local teams.

“We have both an appetite for, and some infant projects, where private funding is possible (and in some cases committed) to kick start growth, if the right funding partners can be found.”
We applied for High St X fund monies and were notified of our success in May 2013. The ideas contained within our X Fund bid were as follows:

<table>
<thead>
<tr>
<th>Focus</th>
<th>Initiatives</th>
<th>Suggested budget</th>
</tr>
</thead>
</table>
| **Town Tidy Up** | • General High St Improvements  
                  • Guerilla gardening  
                  • High St Adoption initiative  
                  • Love your street  
                  • Shop window award | £5,000  
                  £8,000  
                  £2,000  
                  £2,000  
                  £2,000 |
| **Markets**   | • Market Stall trailer  
                  • Market Management Fund  
                  • BIG market fortress  
                  • Improve public transport to markets  
                  • Use market place as community space | £3,000  
                  £12,000  
                  £4,000 |
| **Sustainable Shopping** | • Community café  
                         • Personal shopping/home delivery  
                         • Develop overnight accommodation proposition  
                         • Trader training (start-ups) | £10,000  
                         £8,000  
                         £3,000  
                         £2,000  |
| **Marketing** | • Signage  
                  • Shop local campaign  
                  • Regional tourist promotion  
                  • Arts & Crafts promotion | £5,000  
                  £5,000  
                  £5,000  
                  £2,000  |
| **Other**     | • DCLG awarded MR BIG an addition amount to cover management and admin costs | £21,000 |
**Stop, Review, Do**

Based on our challenges and learnings from our Portas Pilot, the Board undertook a strategic review in September 2013, to begin to plan projects and timescales for the delivery of our X Fund Bid.

The review unearthed some key concerns and insights regarding the sustainability of our Town Team and the operating model required to ensure that projects were delivered effectively and within the capabilities of existing resource. Our insights were as follows:

- **A DIY approach on project delivery is unsupportable given the small core team of volunteer directors involved**
- We recognise that our demonstrable strengths as a team are in consultation, ideas generation and inspiring great funding bids
- **We need to strengthen our capabilities and resources in respect of project management and effectively contracting projects for delivery to replace the need for DIY**
- We highlighted a clear need to prioritise and challenge itemised projects in line with more strategic objectives for our Town (identifying areas of clear opportunity where projects could deliver the most benefit in the shortest time)
- **With a 2 year Director’s tenure specified in our CIC constitution we need a robust succession plan in place**
- We need a robust funding strategy agreed well in advance of completing our High St X activities, if the CIC is to remain solvent and relevant longer-term
- **We need to re-engage with our stakeholders to truly understand the journey from their perspective**
- From our Portas activities, monthly BIG markets were clearly a front-runner and flagship as a project that achieves financial sustainability and we need to support and protect this provision as our Portas Legacy

“In short, we made a conscious decision to STOP and REVIEW before embarking on any new project DOING.”

**In light of these insights we instigated the following:**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets Review</td>
<td></td>
</tr>
<tr>
<td>• Explore how markets provision for our town could be ring-funded to ensure longevity.</td>
<td>• Regular markets are administered by our Town Council.</td>
</tr>
<tr>
<td>• Assess how learnings from the monthly BIG market could be best leveraged to improve other regular markets in Market Rasen. (3 weekly markets, Tues, Friday and Saturday have mixed success).</td>
<td>• MR BIG presented a paper in February to initiate discussions for a joined-up markets model.</td>
</tr>
<tr>
<td>• MR BIG have also engaged NAMBA and ATCM support to ensure expertise is on hand to author a 3-5 year markets plan.</td>
<td>• MR BIG have also engaged NAMBA and ATCM support to ensure expertise is on hand to author a 3-5 year markets plan.</td>
</tr>
<tr>
<td>• We will be working with our Town Council to move this forward.</td>
<td></td>
</tr>
<tr>
<td>Stakeholder Engagement</td>
<td></td>
</tr>
<tr>
<td>• Revisit the views of our original trader members regarding emerging issues and priorities for the future.</td>
<td>• We have hosted 2 meetings to brainstorm thinking from these groups.</td>
</tr>
<tr>
<td>• Engage non-member businesses to understand wider perspectives on town team activities.</td>
<td>• Groups were conducted in March and April 2014.</td>
</tr>
<tr>
<td>Strategic Review</td>
<td></td>
</tr>
<tr>
<td>• Revisit our constitution, governance and operating model in light of insights gained to ascertain fitness for future purpose.</td>
<td>• Contract tendered for best-practice benchmarking, research and review.</td>
</tr>
<tr>
<td>• Explore future funding models and fit for a town of our size and ambition.</td>
<td>• Support from ATCM in exploring innovative funding models.</td>
</tr>
<tr>
<td>• Better understand opportunities for regenerating our Town within the Regional landscape.</td>
<td>• Assessment of regional funding opportunities with the LEP, LCC and WLDC.</td>
</tr>
<tr>
<td>• Revisit the appropriateness of X Fund projects in light of the above.</td>
<td>• X Fund project review and priorities completed.</td>
</tr>
<tr>
<td>• DCLG visit 20th May 2014.</td>
<td></td>
</tr>
<tr>
<td>Resourcing Plan</td>
<td></td>
</tr>
<tr>
<td>• Scope the paid-for resource required to drive the CIC forward including core skill set and priorities.</td>
<td>• Proposal for resource and funding submitted to WLDC Jan 2014. Feedback May/June 2014.</td>
</tr>
</tbody>
</table>
Feedback from Stakeholders

Our mission is to make Market Rasen a better place to live, work and visit. With this starting point we asked our stakeholders to tell us their ambition for our town by 2020.

<table>
<thead>
<tr>
<th>Focus</th>
<th>Existing Stakeholders - Members</th>
<th>Non-member stakeholders including business and other community groups</th>
</tr>
</thead>
</table>
| A better place to LIVE | **Protect**
  Quality of life
  Friendly community
  Safe environment
  Market
  **Develop**
  Retail offer & better High St (to compete with on-line)
  Heritage
  Housing (1st time buyers)
  Transport links (bus and train services)
  Child & family friendly facilities
  Youth provision
  Use of Market Place as a central community venue
  Technology (Wi-Fi & smart technology)
  General town cleanliness
| **Protect**
  Quality of life
  Facilities and services on doorstep
  Rural market town experience
  **Develop**
  Bus and train services
  Residential property provision
  Night time economy
  Retail quality and mix
|

| A better place to WORK | **Protect**
  Free Parking
  Friendly/local business community
  **Develop**
  Property/business owners to invest in premises
  More employment opportunities
  Start-up incentives on property rents
  More quality office provision
  Better broadband speed
  Local skills base (including heritage skills)
| **Protect**
  Independent retail
  Local entrepreneurship
  **Develop**
  Commercial Property Provision
  Job Creation
  Training
  High St occupancy
  Transport facilities
  Graduate opportunities to harness talent from Uni
|

| A better place to VISIT | **Protect (and Celebrate)**
  Heritage
  Market
  AONB
  Races
  Food and drink offer
  Independent retail
  Free Parking
  Walking, cycling and biking
  **Develop**
  Unified High St presentation
  Profile via advertising and promotions
  Warm and friendly welcome
  Signage
  Evening economy and leisure offer
  Directory of local destinations
  Flagship town events within calendar
  Heritage and Tourist information
  Better parks
  Traffic Management
  Town Wi-Fi & on-line identity
| **Protect (and Celebrate)**
  Rural Market Town identity
  Wildlife
  Markets
  Restaurants and food
  Races
  Free car parking
  Independent retail
  Friendly/traditional warm welcome
  Food and drink offer
  **Develop**
  Night time economy
  Accommodation provision
  Walking & cycling proposition
  Bike Hire
  Retail quality and differentiation
  Town website |
Consequently, as we look ahead, MR BIG believes that our group’s focus and scope must expand from the High St to encompass a broader agenda of regeneration and growth for our town. In order to survive and thrive for the future, our town needs to attract in people and businesses to use the facilities and services on offer; thus generating the critical income and investment that will sustain the Market Rasen micro-economy for years to come.

**Looking Ahead**

With this in mind, MR BIG will continue to deliver initiatives to support our physical environment, to sustain markets provision, help local traders and promote our offer to key audiences. But additionally, moving forward our emerging focus will be to:

- Attract a variety of new businesses into Market Rasen
- Improve and develop our visitor offer and visitor economy
- Ensure our town makes the most of technology to engage its key audiences and deliver business and services that are relevant for the 21st Century

In short, we believe that if we continue to innovate, we can develop our town in a way that will re-invent the traditional market town model to be relevant, resonant and ready to succeed in today’s demanding and dynamic environment.

**These are BIG goals.**

We believe that in moving towards our vision of making Market Rasen a better place to live, work and visit, we will deliver better diversity, increased opportunity and a sustainable model of regeneration and growth.

**New Areas of Focus 2014-2017**

In order to secure the long-term success of our Town, we must attract income and investment. Our lead strategies in achieving this over the next three years will be focused around:

- **TOURISM**
- **TRADE**
- **TECHNOLOGY**

A brief overview of our ambitions in each of these areas follows.

“...we will deliver better diversity, increased opportunity and a sustainable model of regeneration and growth.”
High Street trade in Market Rasen is seasonal. Much of our Summer trade comes from day visitors with limited dwell time and spend. Our town is on one of the main coastal routes for Cleethorpes, Skegness and Mablethorpe—we lose out to these strong competitors, being (at best) a stop off point. We also struggle to compete with Lincoln City attractions. Summer sees an influx of Walkers, Cyclists, Campers and Caravaners, who head to our locality as it sits on the edge of the region’s only Area of Outstanding Natural Beauty. Our visitor proposition is under-developed. Market Rasen has a wealth of attractions, including our markets, the Races, golf course, walking and cycle routes, woodlands, bridleways, excellent hospitality and accommodation, a vibrant motorbiking scene, proximity to Cadwell Park and a rich heritage.

Tourism

Current Situation

* High Street trade in Market Rasen is seasonal.
* Much of our Summer trade comes from day visitors with limited dwell time and spend.
* Our town is on one of the main coastal routes for Cleethorpes, Skegness and Mablethorpe—we lose out to these strong competitors, being (at best) a stop off point.
* We also struggle to compete with Lincoln City attractions.
* Summer sees an influx of Walkers, Cyclists, Campers and Caravaners, who head to our locality as it sits on the edge of the region’s only Area of Outstanding Natural Beauty.
* Our visitor proposition is under-developed.
* Market Rasen has a wealth of attractions, including our markets, the Races, golf course, walking and cycle routes, woodlands, bridleways, excellent hospitality and accommodation, a vibrant motorbiking scene, proximity to Cadwell Park and a rich heritage.

Ambition

We believe our Town has the assets to become a first port of call for visitors to our region. We want Market Rasen to become a must-stop point en-route to the coast. We also want to leverage our location (a 15 minute train journey from city centre and coastal locations), to make Market Rasen a gateway from which visitors will explore the whole region.
Residents enjoy the experience of living in Market Rasen – there is a good standard of housing provision, good schools within easy reach and a physical environment that is conducive to a good quality of life.

However, there are only small numbers of businesses in Market Rasen of sufficient size to require more than a handful of staff. This means that local employment opportunities are extremely limited.

Consequently, many of our residents commute to other towns for their employment.

As large numbers of our residents travel away from Town during the week, and with minimum inward traffic, our town will struggle for footfall and the critical mass of consumer spend that can sustain a lively and vibrant Town Centre and community.

**Trade**

**Current Situation**

- Residents enjoy the experience of living in Market Rasen – there is a good standard of housing provision, good schools within easy reach and a physical environment that is conducive to a good quality of life.
- However, there are only small numbers of businesses in Market Rasen of sufficient size to require more than a handful of staff. This means that local employment opportunities are extremely limited.
- Consequently, many of our residents commute to other towns for their employment.
- As large numbers of our residents travel away from Town during the week, and with minimum inward traffic, our town will struggle for footfall and the critical mass of consumer spend that can sustain a lively and vibrant Town Centre and community.

**Ambition**

We want to attract new business into our town. Specifically we want to draw in high ambition start-up businesses, successful freelance and SOHOs (Single office/home office) as well as any satellite operations of already established, networked businesses.

We believe that the key to attracting these kinds of businesses into our town will be to provide an environment, connectivity and value-adding facilities that allow these businesses to engage their clients and customers on an equal footing to businesses located in the biggest and best-equipped towns and cities, not only in the UK, but around the world.

This requires a model for business accommodation that sets a new standard for our town. It requires a 5 Star environment, fantastic workspaces, great (and well-specified meeting spaces), hospitality and support services including world-class connectivity, advanced telephony and business support services on tap.

Enabling businesses based in a rural market town to compete on a global stage will sit at the heart of our Town’s transformation and create new investment, employment and opportunities for people who live and work in our Town.
In today’s world, digital technology has a huge part to play in supporting any business or communication initiative. We are already busy harnessing technology to achieve positive transformation in our Town. MR BIG has begun to roll out a free Wireless network (Wi-Fi) that will cover our entire High Street, allowing visitors to access their email and basic internet services free of charge.

Immediate benefits of this technology are as follows:

- Wi-Fi enables our traders (Market and High Street) access to affordable methods of taking card payment and trading on-line
- Wi-Fi gives our visitors access to our town information sources – including our MR BIG blog and our virtual Heritage Tour
- In accessing free town Wi-Fi via a MR BIG connection, we create an opportunity to present these visitors with information on local products and services, as part of their login – thus paving the way to an enhanced and well-managed visitor experience

We want to put technology at the heart of our town transformation, to ensure that Market Rasen is powerfully equipped to compete in business and in order to win the strongly contested tourist pound for the future.

In creating an innovative suite of technology services and infrastructure that supports our ambitions to re-invent and grow our town, we will put Market Rasen at the cutting edge of national High Street initiatives.
Key Projects and Initiatives for 2014/2015

Having reviewed our promises, priorities, budgets and finance post-Portas we will focus on delivering these projects over the next year:

<table>
<thead>
<tr>
<th>Project</th>
<th>Activity</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tidy Up</td>
<td>High St Initiatives including regular Community Payback cleaning, hanging baskets &amp; gardening</td>
<td>£2,500</td>
</tr>
<tr>
<td>Markets</td>
<td>Continue to support, promote and manage BIG Markets*</td>
<td>£12,000</td>
</tr>
<tr>
<td>Town Signage</td>
<td>Better signage to include parking and facilities</td>
<td>£5,000</td>
</tr>
<tr>
<td>On-line</td>
<td>Visitor web portal Better on-line content developed with County-wide signposting sites On-line opportunity and property directory Digital training for local businesses Town Wi-Fi*</td>
<td>£15,000</td>
</tr>
<tr>
<td>Training</td>
<td>On-going training support for traders</td>
<td>£2,000</td>
</tr>
<tr>
<td>Marketing and promotions</td>
<td>Focused around key events attracting visitors</td>
<td>£5,000</td>
</tr>
<tr>
<td>Staff*</td>
<td>Resource at current level</td>
<td>£17,500</td>
</tr>
<tr>
<td>Corporate engagement</td>
<td>Developing relationships with big businesses in Market Rasen to tackle key challenges and gain funding support on key projects</td>
<td>n/a</td>
</tr>
<tr>
<td>Developing networks</td>
<td>Developing relationships with stakeholders and supporters nationally, regionally and locally to enable MR BIG to deliver a new and innovative structure for community-led regeneration by May 2015 Regular and structured stakeholder communication</td>
<td>n/a</td>
</tr>
<tr>
<td>Finance and governance</td>
<td>Administration and financial management support provided by the Lincolnshire Chamber of Commerce</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

| Total Budget             |                                                                    | £60,500 |

*Seeking specific funding and sponsorship in these areas

Summary

The MR BIG Team has thought deeply about some of the central challenges of sustaining a Town Team initiative during our Y2 period. Having done this thinking we expect to emerge stronger, more focused and fit for purpose. We believe that our project plans for the year ahead are both realistic and achievable. Alongside these projects, we will continue an agenda of developing strategic relationships with key partners nationally and within our region, to ensure that we continue to play a role at the leading edge of community-led regeneration.

We will now be seeking to extend our Directors’ tenure to 3 years and actively recruit additional Directors to help us implement our plans. We will also be using Y3 as time to develop a mature town partnership model that can support the achievement of our long-term aspirations and hope to have this model in place before May 2015.

“We believe that our project plans for the year ahead are both realistic and achievable.”