



BOSTON TOWN CENTRE STRATEGY AND ACTION PLAN 2023-2027

YEAR ONE SUMMARY



THE VISION

“ Boston town centre will be known to be a place that brings communities together to safely enjoy quality public realm and open spaces that magnify the national heritage of the town whilst supporting a vibrant retail and hospitality experience. ”

The Boston Town Centre Strategy and associated Action Plan was agreed by Boston Borough Council’s Cabinet on 25th October 2023.

This document provides a summary of what was delivered in Year One of the Strategy.

OVERVIEW

The Strategy and Action Plan provides a vision and seven strategic objectives along with over seventy actions that cover the themes of 1) Clean and Safe, 2) Open for Business, 3) Culture, Heritage and Events and 4) Transformation.

THE VISION

Key Strategic Objectives

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| <ol style="list-style-type: none"> 1) To ensure residents and other visitors to the town centre experience a clean and tidy public realm. 2) To ensure residents and visitors feel safe whether that is during the day or when they visit the town centre at night. Supporting a vibrant day time and night-time economy. 3) To ensure businesses have every opportunity to thrive in the town centre. 4) To ensure residents and visitors experience the town centre as a place for heritage, culture, events and entertainment. 5) To ensure residents and visitors can access and leave the town centre easily and by utilising sustainable forms of transport where available. | <ol style="list-style-type: none"> 6) To support and build a cohesive community, utilising all the benefits and opportunities a town centre can bring to achieve this. 7) To work effectively with all public sector partners, businesses and the voluntary and community sector to achieve the above. <p>At the start of Year One 73 actions were committed to during the period 2023-2027 with an additional action being added during the year.</p> <p>In summary 24 actions were completed, 47 were on target and 3 required further attention.</p> |
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The first year of the plan has seen delivery of a host of activities/initiatives including: -

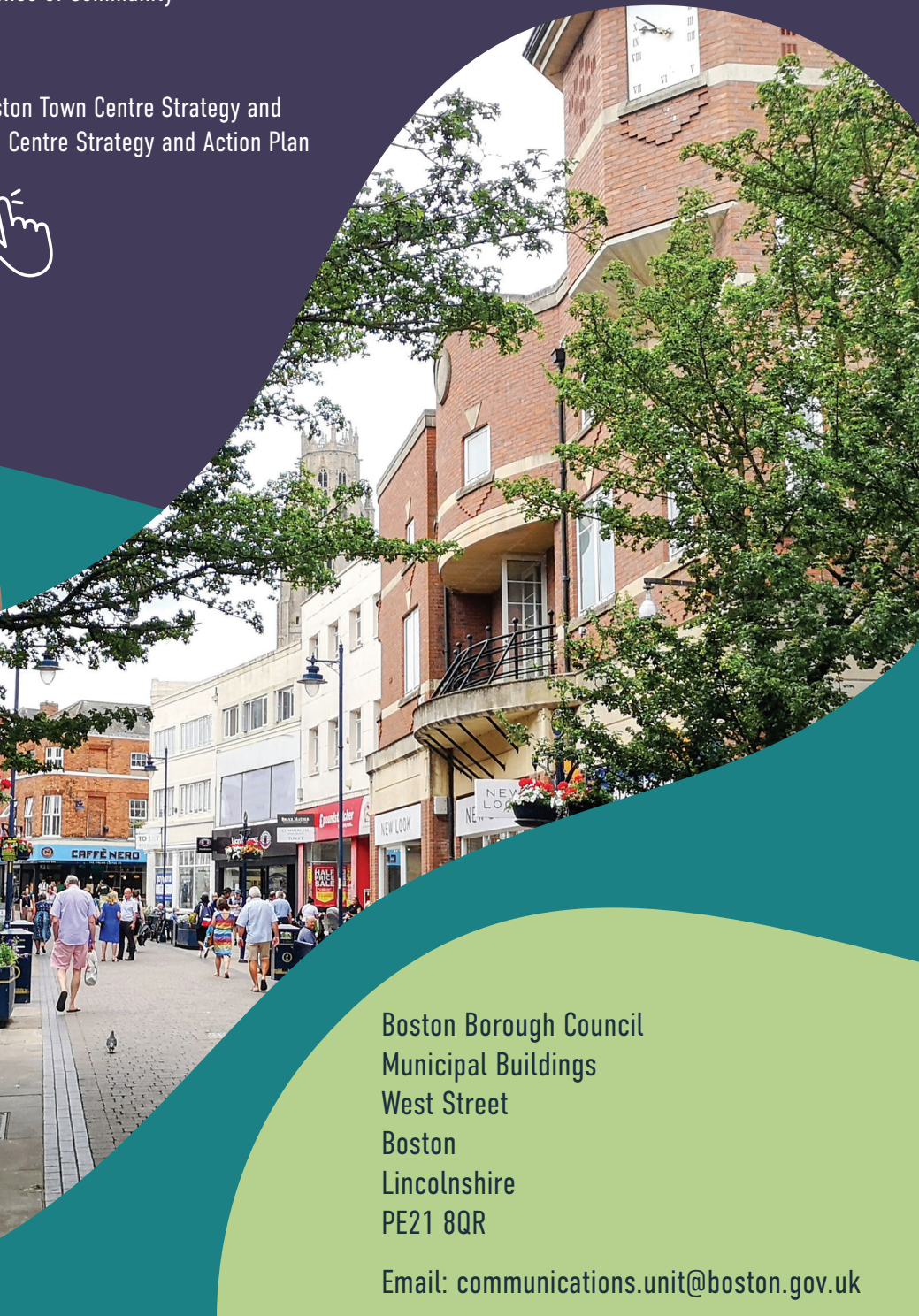
- A deep clean of the market place took place on 27th February 2024 to 2nd March 2024.
 - An amazing Christmas Festival and Illuminate Parade was delivered.
 - A Hackney Carriage and Private Hire Licensing Policy was approved and adopted by full council on 15th July 2024.
 - Enhanced floral displays were provided in partnership with North Sea Camp Prison.
 - A volunteer co-ordinator post was introduced to support volunteering.
 - A Changing Places toilet was installed in Central Park.
 - A joint operation with the police and the Council called Operation Plotting continued and focused on addressing anti-social behaviour, street-based violence, and serious harm. This work was enhanced through the introduction of Community Rangers.
 - Town centre specific promotional material was produced.
 - A Market Development Plan was agreed by Boston Borough Council’s Cabinet.
 - A Public Space Protection Order regarding feeding wild birds in designated areas in the town centre (which was a new action in the Strategy/Action Plan) was agreed at Cabinet.
- A Street Art Policy was produced and agreed by Boston Borough Council’s Cabinet.
 - A Business Development Plan for the Guildhall in Boston was developed and agreed at Boston Borough Council’s Cabinet.
 - A business forum was established for the town.
 - Twenty-six new car park ticket machines were installed.
 - Additional significant events took place in the town centre such as the Foodfest and Boston’s Strongest event on 14th July 2024, boosting community cohesion and enhancing trade.



Building on year one, year two is offering so much more including:-

- Improvements to Boston Market.
- An even better Boston Christmas Festival!
- Support for a Boston Brilliance event using Arts Council England National Portfolio Organisation funding.
- More activities in Boston's Guildhall and improved marketing.
- Continued work on tackling enviro-crime.
- Improvements in community safety by enhancing CCTV provision and the continued presence of Community Rangers.
- Further improvements to street cleansing.
- More opportunities for volunteering through the Council's Trusted Volunteer Scheme.
- The 900th anniversary of the Boston May Fair.
- Work seeking to deliver the PE21 project in Boston following the purchase of the B & M site, as part of the Rosegarth Square development initiative.

For further information about the Boston Town Centre Strategy and Action Plan please visit: Boston Town Centre Strategy and Action Plan 2023-2027 - Boston Borough Council
www.boston.gov.uk/TCS2023-27



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