



# VISION FOR SPALDING

November 2025



# CONTENTS

<b>INTRODUCTION</b>	<b>03</b>	<b>PUBLIC SPACES</b>	<b>22</b>
		Public Realm Strategy	23
<b>APPROACH</b>	<b>04</b>	Proposed Interventions	
A People-Centred Approach	05	The Market	24
Public Feedback	06	South Holland Centre	28
		Bridge Street	31
<b>CONTEXT</b>	<b>07</b>	Ayscoughfee Hall	34
Issues - What Doesn't Work Well	08	Waterfront	36
Constraints Analysis	09	The Crescent	39
Opportunities Analysis	10	Passages	44
Identified Impact Areas	11	The Sessions House	45
		Sheep Market	46
<b>PRIORITIES</b>	<b>12</b>	Swan Place	49
Safe and Welcoming	13	New Road / Hall Place	52
Community Events	15	Gentleman's Society	54
Empty Shops	16	Broad Street	55
Empty Buildings	18	Health Hub Link	58
		Delivery Programme	61
		<b>BROADER VISION</b>	<b>62</b>
		Future Opportunities	63
		Old Johnson Hospital	64





# PRIDE IN PLACE

## INTRODUCTION

Spalding is one of 75 towns across the country chosen to receive up to £20 million of government funding over the next ten years through the Pride in Place (formerly Plan for Neighbourhoods) programme. This long-term investment aims to make towns safer, healthier, more vibrant, and better connected.

This strategic document outlines Spalding's long-term **place-based transformation**, addressing local challenges and maximising opportunities. It identifies where, why, and how investment will be targeted to improve the town's existing assets, public realm and infrastructure.

While the £20m fund forms a core part of the delivery, the Vision will extend beyond this, acting as a platform for attracting additional public, private, and philanthropic funding.

From September and throughout October 2025, the 'Vision for Spalding' masterplan proposals shown in this document were shared through a wide-reaching consultation.

Activities included exhibitions at South Holland Centre, market stall sessions, and distribution of brochures and surveys in print and online. Publicity was supported by media coverage, social media, posters, school engagement, and outreach to local groups.

Over 15,000 digital views and a growing subscriber list reflected strong interest. The consultation generated substantial feedback, underpinning a well-informed and community-driven vision.

We have included snapshots of the consultation response in this document. For a full report please refer to '*Consultation and Engagement to shape Spalding's Pride in Place Plans - Final Report: November 2025*'



Funded by  
UK Government



Greig &  
Stephenson  
Architects

# APPROACH

---

A People-Centred Approach  
Public Feedback

# A PEOPLE-CENTRED APPROACH TO REGENERATION

The community is at the heart of this programme. Local voices have played a vital role in shaping how Pride in Places funding will be used in Spalding.

Through consultation in 2024 and the Zencity survey (April–May 2025), over 190 residents and local groups shared what matters most to them. People mentioned they want:

- A better town centre experience
- A safer, more welcoming environment
- Improvements to the market and waterfront
- To celebrate and protect Spalding's heritage
- And to feel listened to and proud of their town

The priorities identified, alongside the aims and themes of the Pride in Place programme, have directly informed the draft Vision for Spalding design proposals that aim to revitalise the town centre, strengthen the market, find new uses for empty buildings, and reconnect the town with the river and key gateways.

Bringing back the  
public square

Putting markets at  
the centre of social  
life

Starting with the  
pavement to create  
the streets we want

Supporting  
multi-use  
community hubs

Making the most of  
waterfronts

Strengthening things  
that are part of a  
town's character

Creating great  
amenities that show  
what a community is  
all about

Making it happen:  
working together  
to spark ideas and  
imagination

# PUBLIC FEEDBACK

## LOCAL VOICES

*"We need separate community venues to include arts (galleries and studio space), music space to rehearse and to host small gigs from."*

***"I would like to see a co-ordinated approach to the events in the exhibition spaces in the town whether the South Holland Centre; the Spalding Gentlemen's Society; Ayscoughfee Hall; Parish Church."***

*"Spalding has a history of hosting big music acts in the 60s. More live music, exhibitions, festivals etc. will also encourage better footfall to shops."*

*"Marketing Spalding for Heritage and Art, the trails and art installations together with the museums should be a good tourist attraction."*

*"I'm an artist and would love to hire a studio space, open to the public at certain times - an artist community hub."*

*"Culturally, Spalding is strong and we should develop that. The Ukelele Orchestra is bigger and better than anywhere else. The community choir is amazing. Classical music is on the up, we are very strong for drama and theatre. This should all be developed and supported."*

***"This is a vision for a vibrant, well-maintained town centre with clean, attractive shop fronts and green spaces"***

*"Please look at and include measures to maintain and improve the ecological importance of the river bank. [...] This needs considering in all plans for human use."*

***"Celebration of Lincolnshire foods and produce."***

# PUBLIC FEEDBACK

## LOCAL VOICES

*“Rejuvenate empty shops, offers to individual businesses as opposed to big chains.”*

*“More community based & creative/ art’s-based facilities, which will then attract a more upmarket type of retail & visitor.”*

***“The centre needs to be buzzing. If there are people in the town centre, then shops are going to want to be there.”***

*“Encourage more creatives into town and better evening and independent offers.”*

***“We need a variety of different business or organisation that complement each other.”***

*“Community organisations would benefit from some kind of forum or network of charities and not-for-profit groups to give advice and support.”*

*“More low-cost family entertainment activities and social activities for lonely/elderly/minority etc.”*

***“It would be really nice to have some low-cost adult education or wellbeing sessions that improve people’s health and mental health. Art classes, yoga and tai chi are expensive to attend and yet improve people’s health and encourages social connection.”***

*“Something for young people. Especially related to avoid and advice against anti-social behaviour and vandalism.”*

*“Encourage the younger generation to become part of the community.”*

*“Use local builders and skills to support the community ethos. Ask for businesses and local people to volunteer for a community forum which supports the council to be proud of our town.”*

# CONTEXT

---

Issues - What Doesn't Work Well

Constraints Analysis

Opportunities Analysis

Identified Impact Areas



# WHAT DOESN'T WORK SO WELL ISSUES



Weak pedestrian  
links and crossings



Poor-quality pavements /  
street dominance of cars



Holland Market / Town Centre  
not feeling connected



Not enough or clear signs  
giving directions



Uneven or glary  
lighting



Low-quality shop fronts



Vacant properties



Lack of connection  
to the river



# CONSTRAINTS ANALYSIS

## BUILDINGS

- Key building assets
- Key underused buildings
- Key vacant buildings

## GATEWAYS

- Bus Station
- Train Station

## FRONTAGES

- Historic asset frontage
- Good quality frontage
- Poor quality frontage

## CONNECTIONS

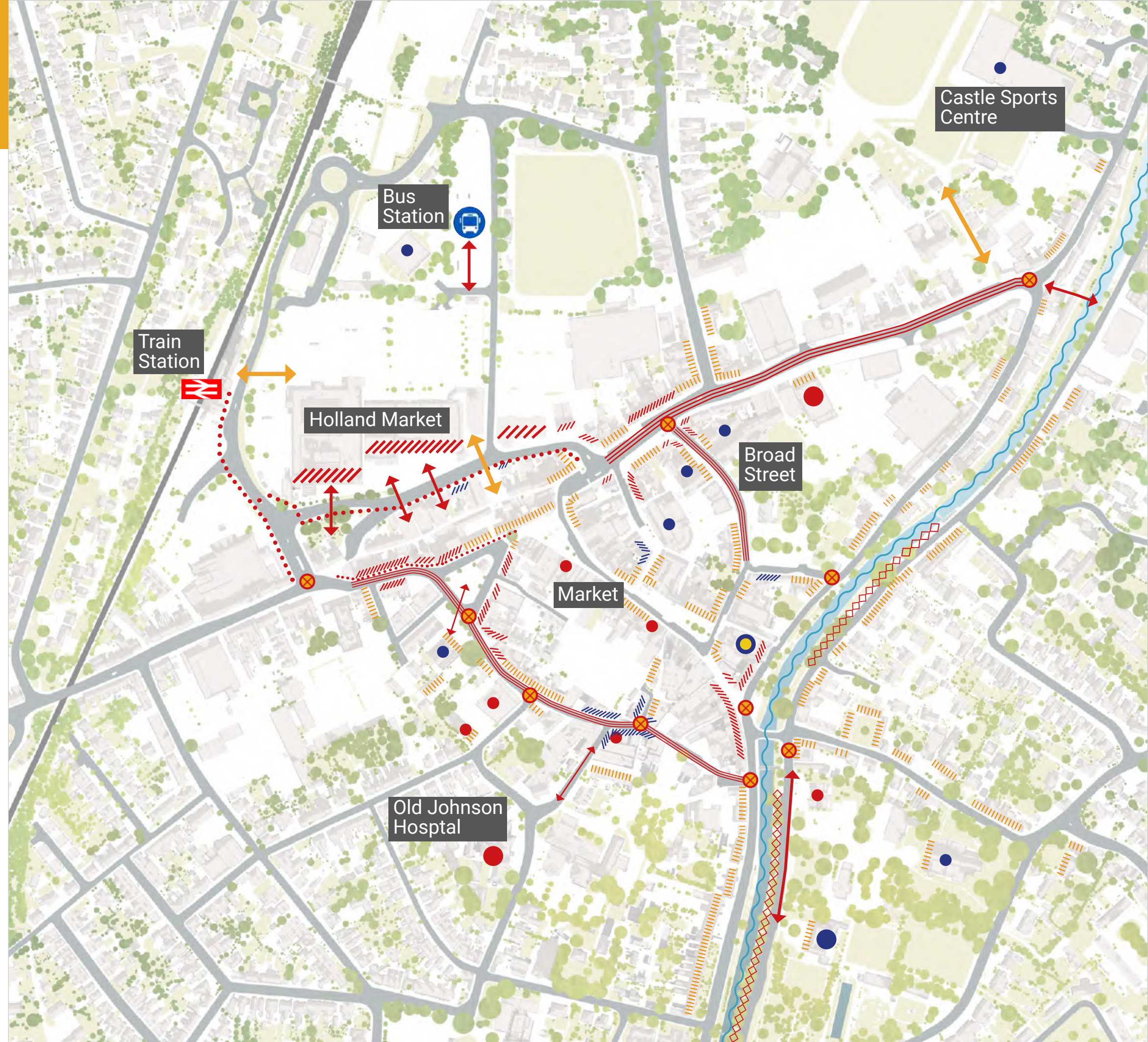
- Disconnection
- Poor wayfinding

## ROUTES

- Poor pedestrian route
- Strong car dominance
- Poor crossing

## RIVER




- Underutilised water route
- Poor access to river





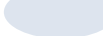


# OPPORTUNITIES ANALYSIS







## BUILDINGS

-  Current key community building
-  Possible key community building
-  Key sport / leisure hubs


## ACTIVITY SPACES

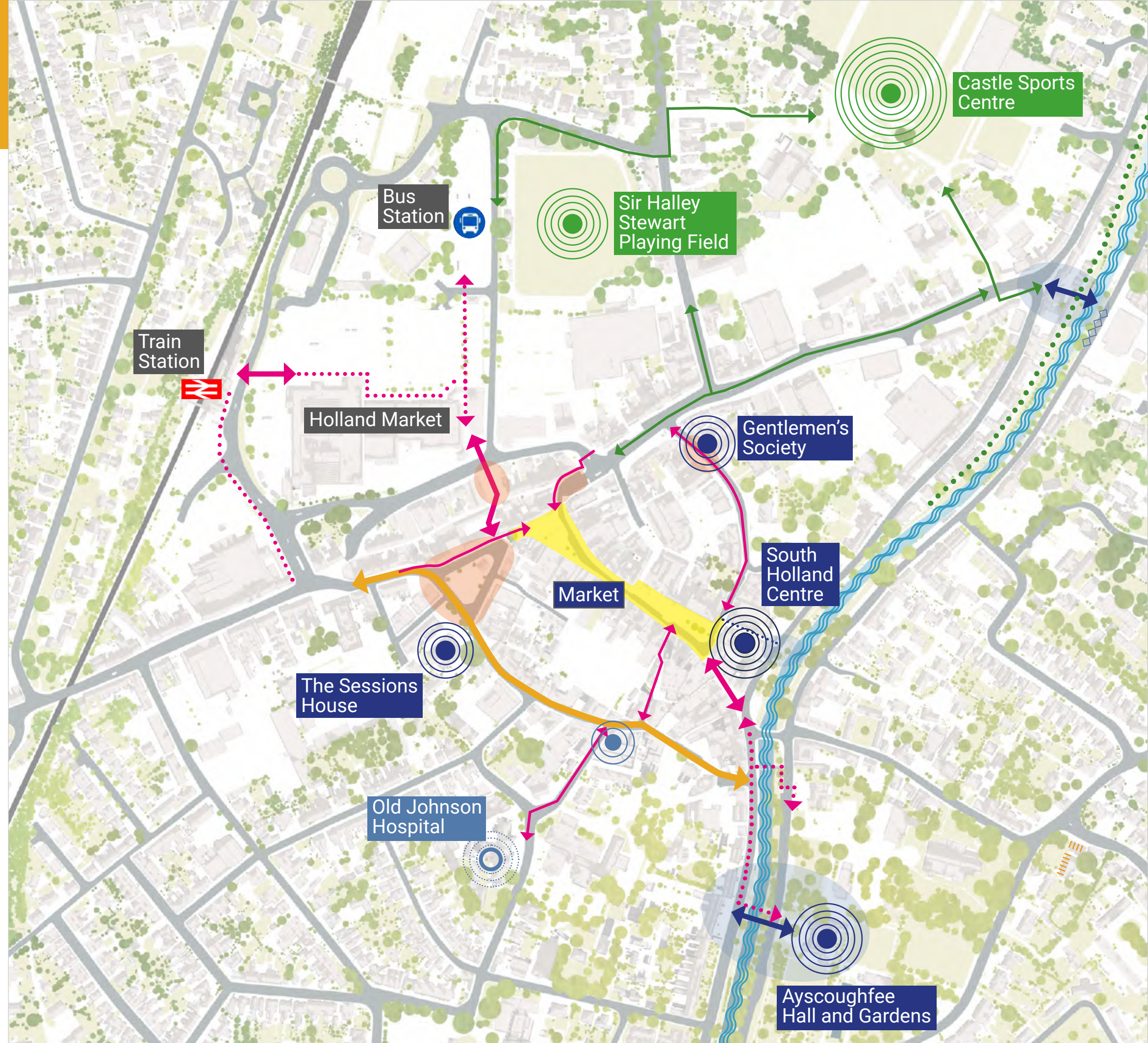
-  Lively heart of the area
-  Improved public space
-  Better river access

## CONNECTIONS

-  Key access route to centre
-  Key access route from centre
-  Important connection to create circular loop and link to river
-  Cross-river connections
-  Connection to leisure activities
-  Improved cycle path

## RIVER

-  Waterways loop and link to the river





# IDENTIFIED IMPACT AREAS

## INTERVENTION AREAS

- 1 Market
- 2 Bridge Street
- 3 River front
- 4 The Crescent
- 5 Sheep Market
- 6 Swan Place
- 7 New Road / Hall Place
- 8 Broad Street
- 9 Albion Road / Westlode Street
- 10 Priory Road / Old Johnson Hospital
- 11 Bus Station
- 12 Train Station

- Areas we have looked at
- Areas outside current scope





# PRIORITIES

---

Safe and Welcoming  
Community Events  
Empty Shops  
Empty Buildings

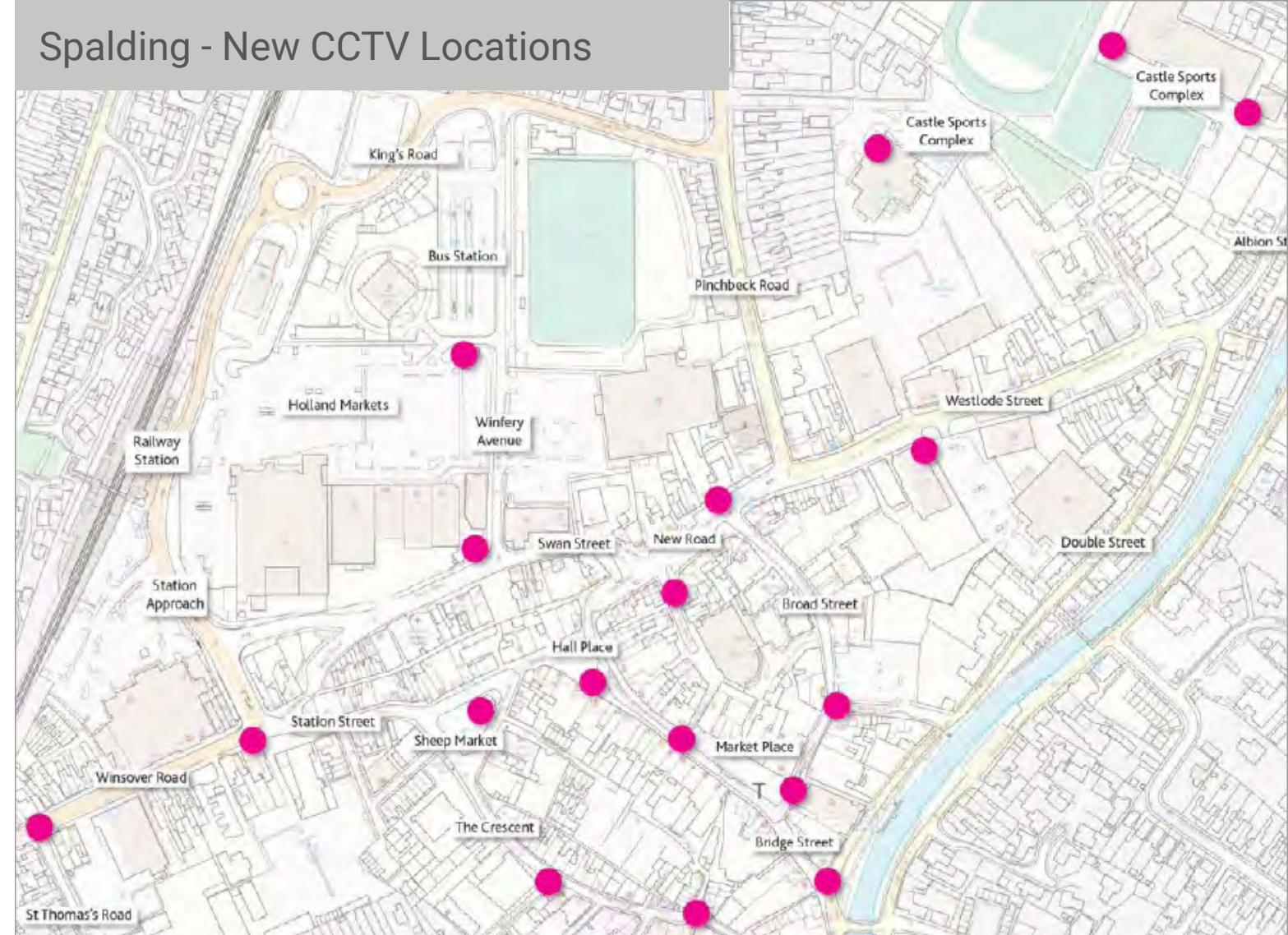
# MAKING SPALDING SAFE AND WELCOMING

## THIS IS WHAT PEOPLE HAVE SAID:

People consistently mentioned anti-social behaviour, particularly street drinking, is the number one issue in Spalding town centre. A Public Space Protection Order (PSPO) is already in place, but many residents feel it is not being effectively enforced.

- 56% of residents said tackling anti-social behaviour should be the top priority
- 65% identified street drinking or drunken behaviour as the biggest problem, and 46% also said loitering is a problem.
- Three-quarters of residents mentioned drug use or drunkenness in the town centre as making them feel unsafe.
- Poor lighting and unwelcoming alleyways also came up repeatedly in feedback.

## Spalding - New CCTV Locations



## THIS IS WHAT HAS ALREADY BEEN DONE:

- **CCTV Upgrades:** £400,000 of Safer Streets Funding has been provided to South Holland District Council for 18 new AI-enabled cameras across the town centre.
- **Hotspot Policing Pilot:** £80,000 has increased policing and helped to tackle anti-social behaviour, with extra funding approved by the Town Board to extend the trial.
- Work has begun with partners on **designing out crime** - making physical changes to make Spalding safer - with early steps to promote good use of public spaces, make sure there is good lighting, and encourage community ownership of key areas.



## THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- Things that fit with what is already being done such as town centre wardens or accredited patrols to provide a consistent presence
- Other changes, such as lighting and maintenance, to deter anti-social behaviour.
- Working with Designing Out Crime (DOC) officers across all design stages.
- Promote good use of public spaces to deter crime and discourage misuse.
- Design spaces so that people can see what's going on around them.
- Make sure spaces are well looked after to reduce crime and anti-social behaviour.
- Encourage people to feel that they have ownership and responsibility for an area

## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

There is **significant concern about anti-social behaviour**, especially street drinking, loitering, and vandalism. Only 16% of respondents feel the town centre's Public Space Protection Order is used sufficiently—meaning 84% believe it is not. An equal 84% support the introduction of dedicated wardens or patrols, along with enhanced CCTV, lighting, and visible enforcement. There are **strong calls to improve safety in alleyways and pedestrian areas**, particularly after dark. When prompted, the top priority identified was 'Making Spalding safe and welcoming'.



*"Lights & CCTV are useful after an incident, but human wardens/patrols are the only real deterrent to groups of drinkers and bad behaviour."*

*"Whilst CCTV and enhanced lighting is a contributory factor in making a town centre feel safer; it is the presence of people that really helps. They don't have to be council employees and/or in uniform just there using the space and deterring anti-social activity."*





**KIDS FUN**



**PERFORM**



**DANCE**



**MEET**



**FLOWER FEST**

**COMMUNITY EVENTS**



**FOODIE FRIDAYS**

**THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:**

There is strong support for community events, with 90% wanting a year-round programme and high interest in themed market days (91%), craft events (87%), and cultural festivals. Respondents also want affordable spaces for music, workshops, and family activities.

*"We have a diversity of cultures in our lovely town - celebrate them with music and food festivals from all our Eastern European friends. Encourage integration on all sides to remove the fear factor. Some people feel 'invaded' and we must somehow remove this stigma."*



# EMPTY SHOPS

## OTHER USES



Empty shops and underused buildings are highlighted as one of the biggest issues that make residents feel less pride in Spalding.

As well as looking at different uses for empty buildings, we also want to make it easier for new, long-term occupants to use them. This could include flexible leases, small-scale grants, or help for independent businesses and community organisations.

*"More focus on arts and independent businesses. Unused shops could rent out windows as a small price for artists/crafts/independent sellers to showcase their work for a short amount of time at a low cost."*





The HSHAZ programme has demonstrated the transformative potential of heritage-led regeneration, engaging thousands of individuals across England in delivering impactful works, activities, and projects.



The HSHAZ programme has highlighted how heritage regeneration can balance community voice, sustainability, gentrification, and resilience to deliver lasting local and environmental benefits.

## CASE STUDY: HIGH STREETS HERITAGE ACTION ZONES (HSHAZ)



# EMPTY BUILDINGS

## FINDING NEW USES

Adaptive use in regeneration projects means taking old or unused buildings and giving them a new use instead of tearing them down. For example, an old factory might become apartments, a warehouse could turn into a market hall, or a church might be used as a community centre. The idea is to keep the unique character and history of the place, while updating it so it works for today's needs.

We have looked at early stage options for adaptive use of empty buildings, with this very much initial considerations, as often the process to make these changes is lengthy and complex. However, we understand this issue is important for residents and want to see what is possible and what your views are.



Addressing 'Empty buildings' is seen as a priority by 74% of respondents. Residents most want to see empty buildings used as a community hub (54%), a food hall (52%), or an artist space/gallery (50%).

*"There is a strong desire for community - therefore anything that supports local business and community led organisations should be prioritised. There should be a designated multi-use community hub with a workshop/studio to offer activities for everyone: older adults, SEND children and adults, mums and their children. A sensory zone or play cafe would be amazing for the town centre. An indoor makers/entrepreneur market would also be positive."*





Heist Market in St Leonards-on-Sea, Hastings, is an indoor street food hall and community hub that transformed a former HSBC bank into a lively multi-vendor space. Opened in 2021, it brings together independent local traders offering street food, coffee, craft beer, natural wine, and a resident seafood restaurant, creating a mix of casual and full-service dining under one roof.

The name “Heist” nods to the building’s banking past, and many original features were retained to give character. Designed as an inclusive, family-friendly venue with communal seating, it supports local enterprise, revitalises a derelict site, and enhances the town’s social and night-time economy.



## CASE STUDY: HEIST MARKET, HASTINGS





Full of Beans, a play café, features interactive elements for children, including cushioned surfaces, foam structures and colourful equipment, all designed to create a safe and engaging environment.

Whilst the children are playing, parents can relax or work in the café area, complete with WiFi and charging facilities. It provides a range of hot meals, light snacks, homemade cakes, coffee, as well as an assortment of baby food.

## CASE STUDY: FULL OF BEANS, BOURNE





Incubator kitchens are shared, licensed commercial spaces offering professional-grade facilities to food entrepreneurs at a fraction of the cost of traditional setups. Operating on flexible rental or membership models, they support a range of food businesses—from caterers and bakers to food truck operators.

Users book kitchen time as needed and often benefit from added services such as food safety training, business mentoring, and industry networking. These kitchens help reduce start-up costs, support business growth, and enable scalable operations, making them a vital resource in today's food economy.

## CASE STUDY: KITCHEN INCUBATORS





# PUBLIC SPACES

---

Public Realm Strategy  
Proposed Interventions  
Delivery Programme

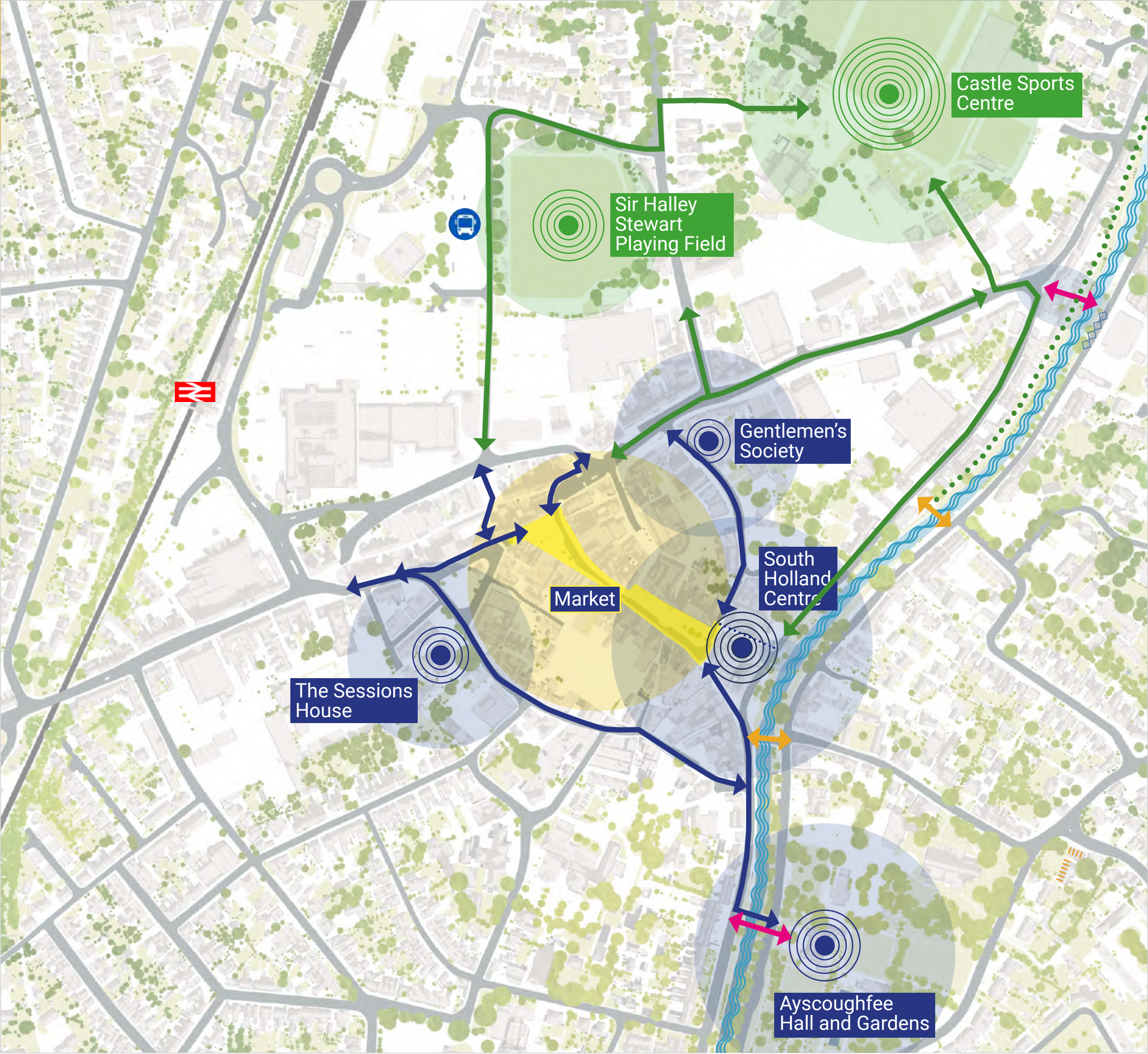


# PUBLIC REALM STRATEGY

The public realm strategy builds upon existing cultural and heritage assets, connecting them to form circular routes, enhancing the town centre experience with the market at its heart.

- ANCHORS**
- Market
  - Key community asset
  - Key sport / leisure hubs

- CONNECTIONS**
- Town centre loop: Culture / heritage route
  - North-East loop: Leisure route
  - Cross-river connections Existing
  - Cross-river connections Proposed





# CURRENT MARKET AND RETAIL OFFER

Supporting the market and its traders can be a **quick win** to revitalise the town centre by bringing in **more people** and attracting **new customers**. This can help local shops to improve their offer and their displays and attract **more independent and high-quality shops**.

## THIS IS WHAT PEOPLE HAVE SAID:

Spalding is a market town and many residents would like to see a **thriving market** return to its centre, offering a **wider variety of stalls** and themed days, particularly a Farmer's Market.

- 41% of people having their say in our survey in 2024 said the range of shops and services needs improvement.
- Empty shops were a key reason people feel low pride in the town.
- Residents strongly value Spalding's market identity and want it revitalised with more variety, themed days and family-friendly activity.
- Previous workshops showed the market as a "quick win" to renew the town centre.



## THIS IS WHAT HAS ALREADY BEEN DONE:

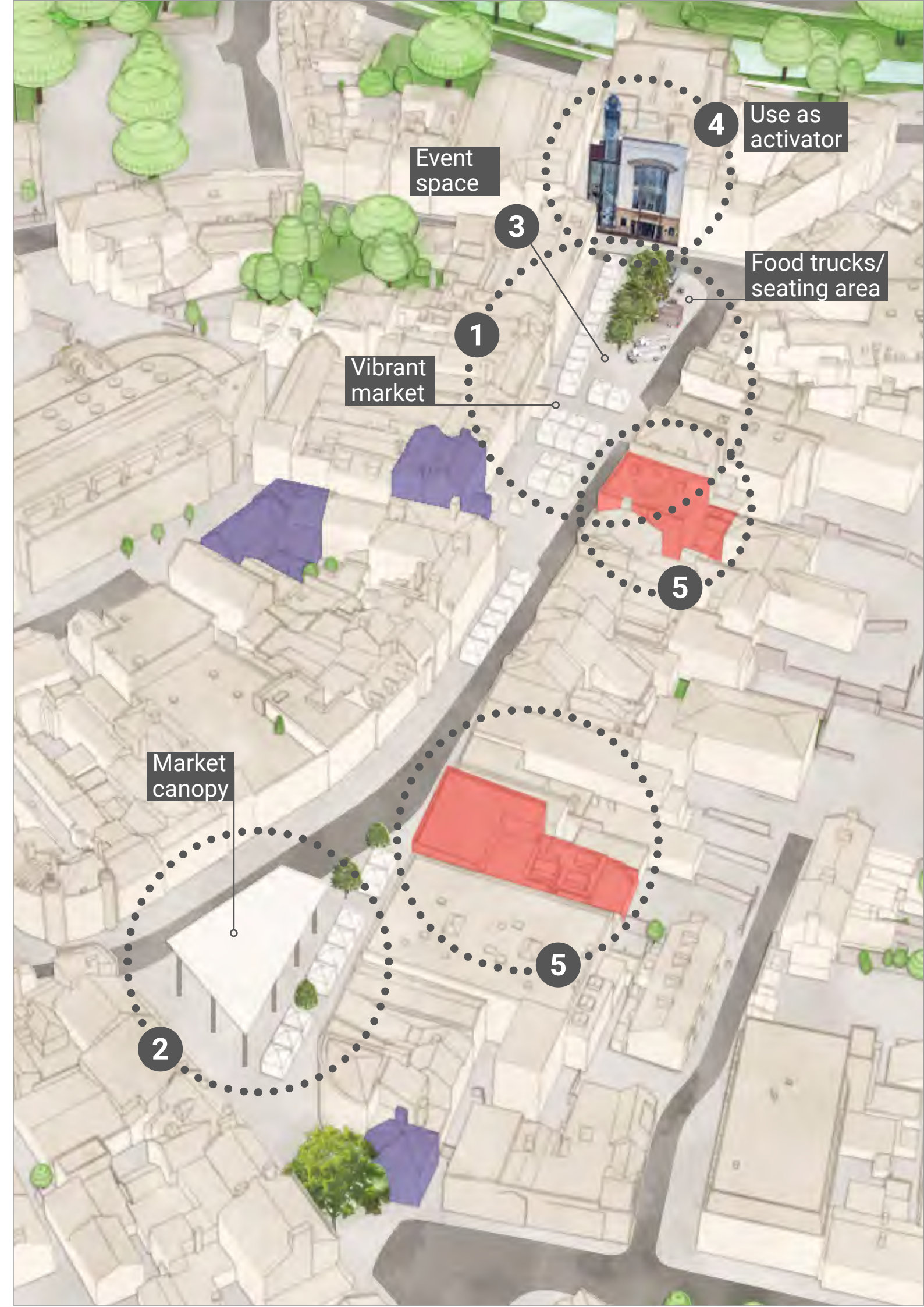
- **Town Centre Design Guide** produced to raise standards for shop fronts and signage.
- The **'No to Vinyl Blight' campaign** launched to protect Spalding's historic character.
- Support for the **Business Improvement District (BID)** and local traders to promote town centre.
- Early work with market operators to promote themed events and attract more varied stalls.
- **Improvements to public spaces** have been carried out through the "Mark IT" Trail project, led by the Civic Society in partnership with Transported Arts (University of Lincoln) and funded by the UK Shared Prosperity Fund.



# MAKING CHANGE HAPPEN THE MARKET

THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- 1** We would like to explore ways to support the current market so it can thrive. This includes helping the operator to **promote the market**, bringing in a wider range of stalls, and hosting themed events such as farmers and makers markets **to attract more visitors**.
- 2** At **Hall Place**, this could include a **lightweight canopy** that fits well with the historic surroundings, providing better **shelter for market activities**.
- 3** To encourage use of the area year-round, we want to work with local cultural organisations and community groups to create a **full events calendar** that offers **something for everyone**.
- 4** We also plan to **make the most of the South Holland Centre**, building on its role as a **key community venue** that already adds greatly to local culture and events.
- 5** Finally, we will look at **new uses for nearby empty buildings**, encouraging spaces that offer different uses that can **attract entrepreneurs** and meet the needs of the community.





# BUSTLING MARKET



We want to help the market thrive by promoting it, attracting a wider range of stalls, and hosting themed days like farmers or makers markets. A year-round events calendar, focused on food and entertainment, and created with local groups, will keep the area vibrant, while nearby empty buildings could be updated and changed for new businesses that meet community needs.

## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Most respondents (92%) have visited Spalding market, with 30% going weekly or more and 53% visiting at least monthly. There is strong support for regular themed market days (91%) and craft or maker events (87%)

*"A more vibrant market would be a major draw to bring people in to town. There's not a lot at the moment to attract people here. If I didn't work in town, I wouldn't bother to come in. If there were more cultural events, markets, and shops that would bring people here."*





At Hall Place, we are suggesting a lightweight market canopy designed to fit in with the historic surroundings while providing practical shelter for the market.



## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

A market canopy is seen as a key improvement—57% believe it would support outdoor events, 49% think it would attract new traders, and 42% say it would help expand the market's offer.

*“Introduce shops and market that are diverse, quality, independent, unique traders covering a wide range of needs. Elevating the area and continuing to provide a thriving, interesting place that people want to go to and be a part of. Start building a bustling, community with beautiful shops and variety.”*



# SOUTH HOLLAND CENTRE

## A SPACE FOR ALL

### THIS IS WHAT PEOPLE HAVE SAID:

- Many residents value Spalding's heritage and cultural life (49% of those proud said culture/heritage is a key reason).
- The South Holland Centre is a loved community building but underused — its café, function hall, and terrace need more use.
- People said Spalding needs more venues for live events and family activities







# USING WHAT IS THERE

*"If the catering and café was actually open, updated and used properly, people could have access to a lovely space to meet in"*

Spalding Amateur Dramatic and Operatic Society (SADOS)



## THIS IS HOW PEOPLE RESPONDED:

A large majority of 84% believe investment should be made in the South Holland Centre to expand its community use, such as entertainment and activities. 79% say they would be more likely to use the Centre if improvements were made.

*"The South Holland Centre always has a full calendar. Every week there are live events, hires or cinema screenings. Unfortunately, 1 cinema screen in the theatre auditorium limits this somewhat. If SHC was to take on more functions i.e. weddings & parties they would need specialist staff as currently it offers room only hire."*



# PUBLIC SPACE CONNECTIONS AND GATEWAYS



## THIS IS WHAT PEOPLE HAVE SAID:

- Residents criticised poor pavements, weak crossings, and signs that aren't clear.
- Spalding scored far below the average across the 75 Plan for Neighbourhoods towns on public transport (-26%) and attractive public spaces (-24%).
- People want stronger links to the river and safer, more attractive streets such as Bridge Street and The Crescent.

## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Respondents want clearer pedestrian and cycle routes, better enforcement of pedestrian zones, and improved lighting and CCTV in alleyways to enhance night-time safety. There is also strong support for clear signage and safer connections between key town centre areas.

*"We need safe, connected active travel routes so people can walk, cycle or wheel into and through the town."*



# BRIDGE STREET

## KEY GATEWAY AND RIVER CONNECTION

### THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- 1** This proposal aims to improve access to the town centre and public spaces. A new **gateway arch** across Bridge Street would welcome visitors.
- 2** It would be made **better for pedestrians** with speed control measures and new surface treatments to streets and pavements.
- 3** Along the river, **more high-quality seating** would add to the work that's already taken place here.
- 4** The water taxi stop would also be upgraded with a **new shelter** and better links to the South Holland Centre via the Butter Market, making it a more attractive place to be.





# SIGNPOSTING THE TOWN



This idea focuses on improving access and creating a welcoming gateway to the town centre with a new arch sign on Bridge Street. Improvements to the surfaces and speed control measures would make it easier for pedestrians to get around, while riverside seating and the improved water taxi stop will make it a more vibrant, connected public space.



## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Ayscoughfee Hall and Gardens is most commonly accessed on foot from Bridge Street (62%) and by car (59%). However, 43% of respondents find crossing the road to the site difficult, while 57% do not report any issues.

*"Spalding is a historic town and its heritage should be celebrated, especially Ayscoughfee Hall and Broad Street. Old style paving and safer/easier access can only to help create areas more visibly pleasing and thus inviting."*





EXAMPLES; PAVED CROSSING, GATEWAY SIGN








# **AYSCOUGHFEE HALL/GARDENS**

## **A KEY DESTINATION**










## CONNECTIONS

-  Disconnection
-  Poor wayfinding
-  Poor visibility

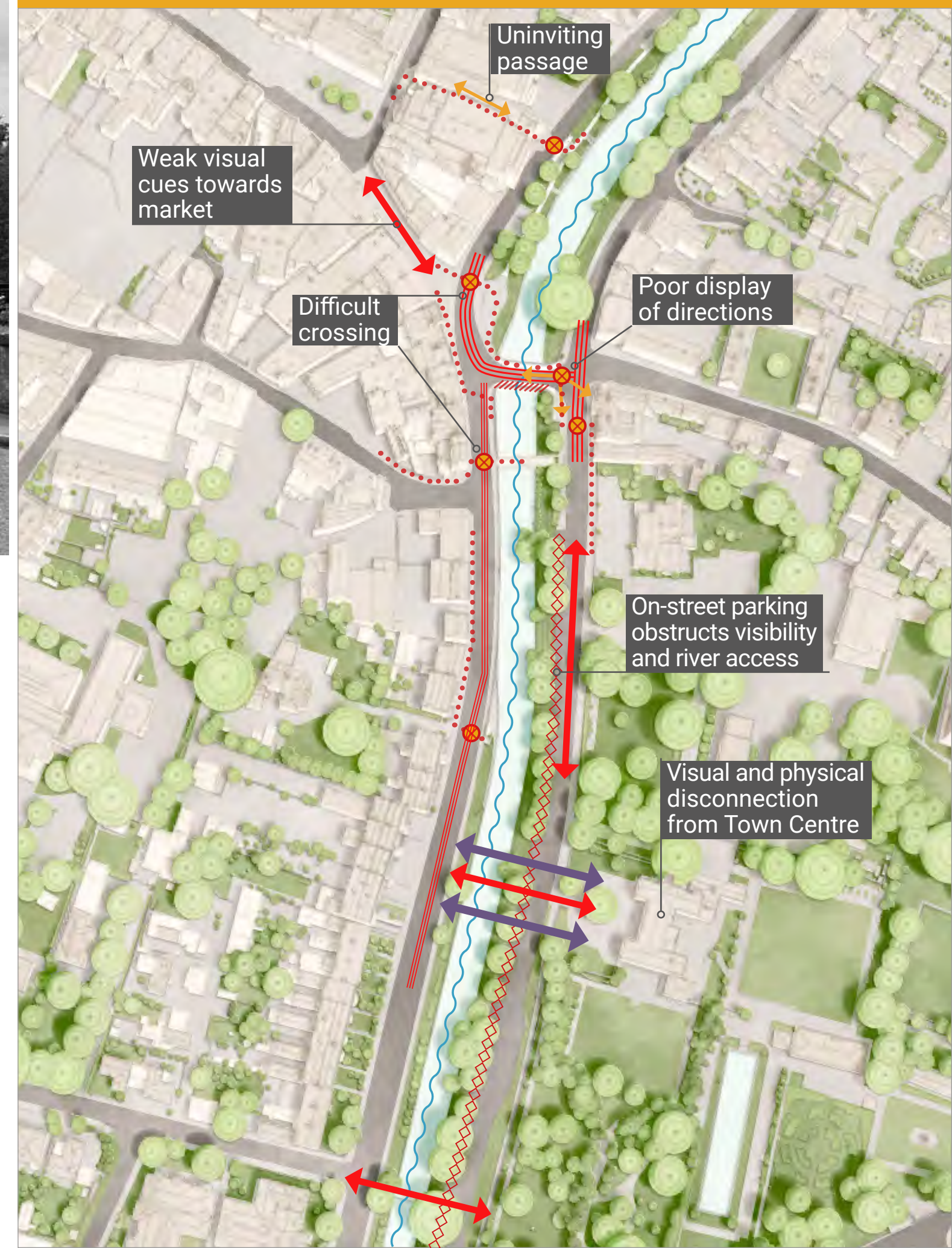
## ROUTES

-  Poor pedestrian route
-  Cars dominating the area
-  Poor crossing

## RIVER

-  Underutilised water route
-  Poor access to river

# POOR ACCESS / VISIBILITY





# WATERFRONT AS DESTINATION

## THIS IS WHAT PEOPLE HAVE SAID:

Residents think the river and waterfront area one of the **'best things'** about Spalding. However, many think that there should be better use of these areas. Key suggestions to improve the waterfront area are to **upgrade the existing paths** and provide **more seating** along them. Also there is need for **better access to the river** and an **improved water taxi service**.

## THIS IS WHAT WE WOULD LIKE TO LOOK AT:

The proposals aim to improve the riverfront and make it easier to get to.

- 1** A **floating pier** at London Road would provide better access to the water and **mooring for leisure boats**.
- 2** **Seating** would make this a welcoming space with views of the River Welland and Ayscoughfee Hall.
- 3** A **new footbridge** would link the town centre directly to this key landmark.





# CONNECTING WITH THE RIVER



These ideas would give a new lease of life to the riverfront with a new floating pier, seating, and improved access for boats, while a new footbridge would directly connect the town centre to Ayscoughfee Hall, making better links between these key places.



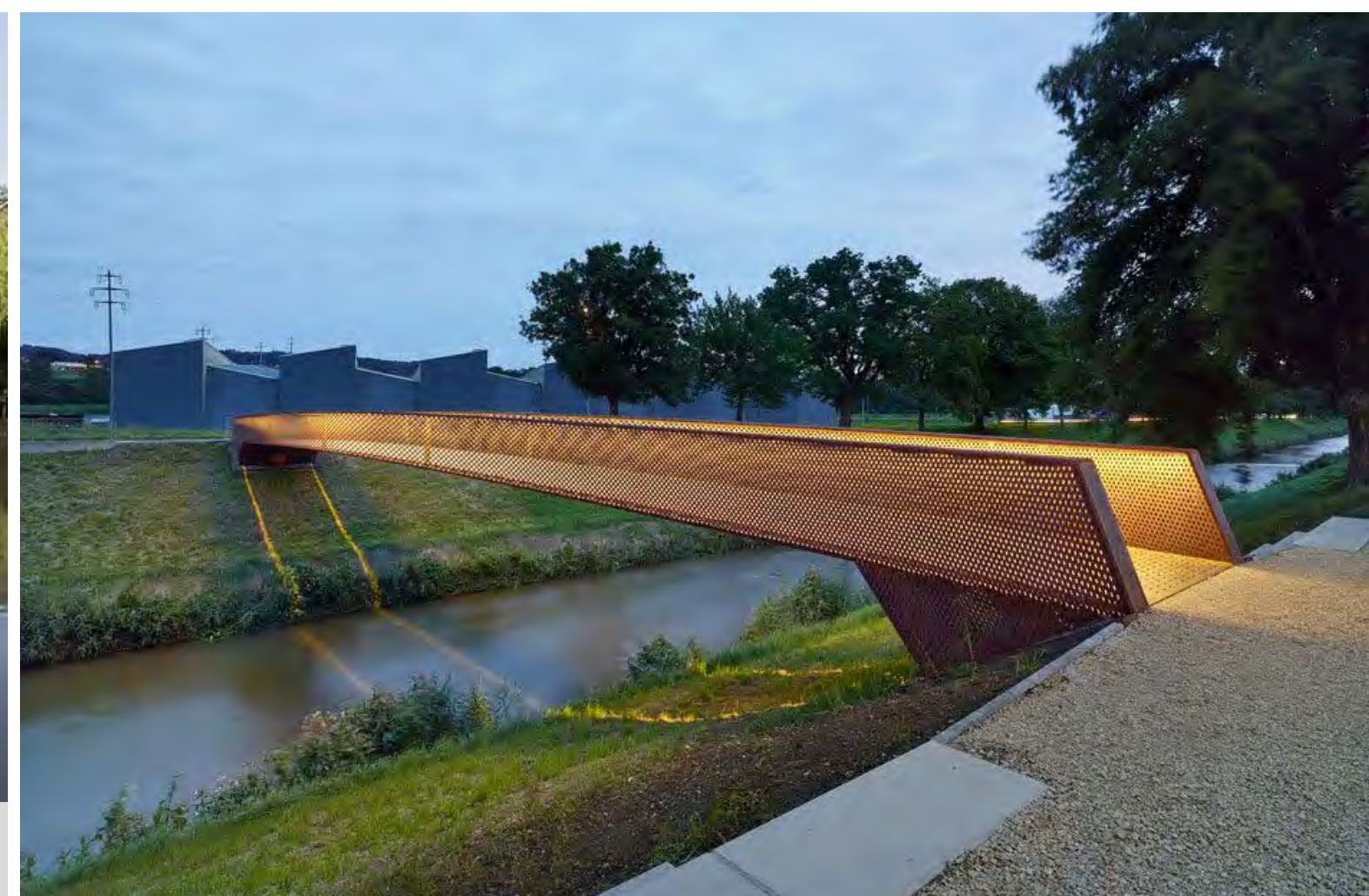
## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

68% of respondents believe the proposed waterfront improvements will enhance it as a place to spend time. 51% support the idea of a new bridge to Ayscoughfee Hall, and 80% back creating a landing point for leisure boat access.

*"I love the water taxi and like the ideas surrounding this. I think though that the need is to be reminded that the river is home to wildlife and so having too many water activities is detrimental."*

*"Don't put too much activity on river as this will discourage river wildlife and the river will become environmentally sterile."*





## EXAMPLES: TIERED SEATING, PIER, BRIDGE



# THE CRESCENT

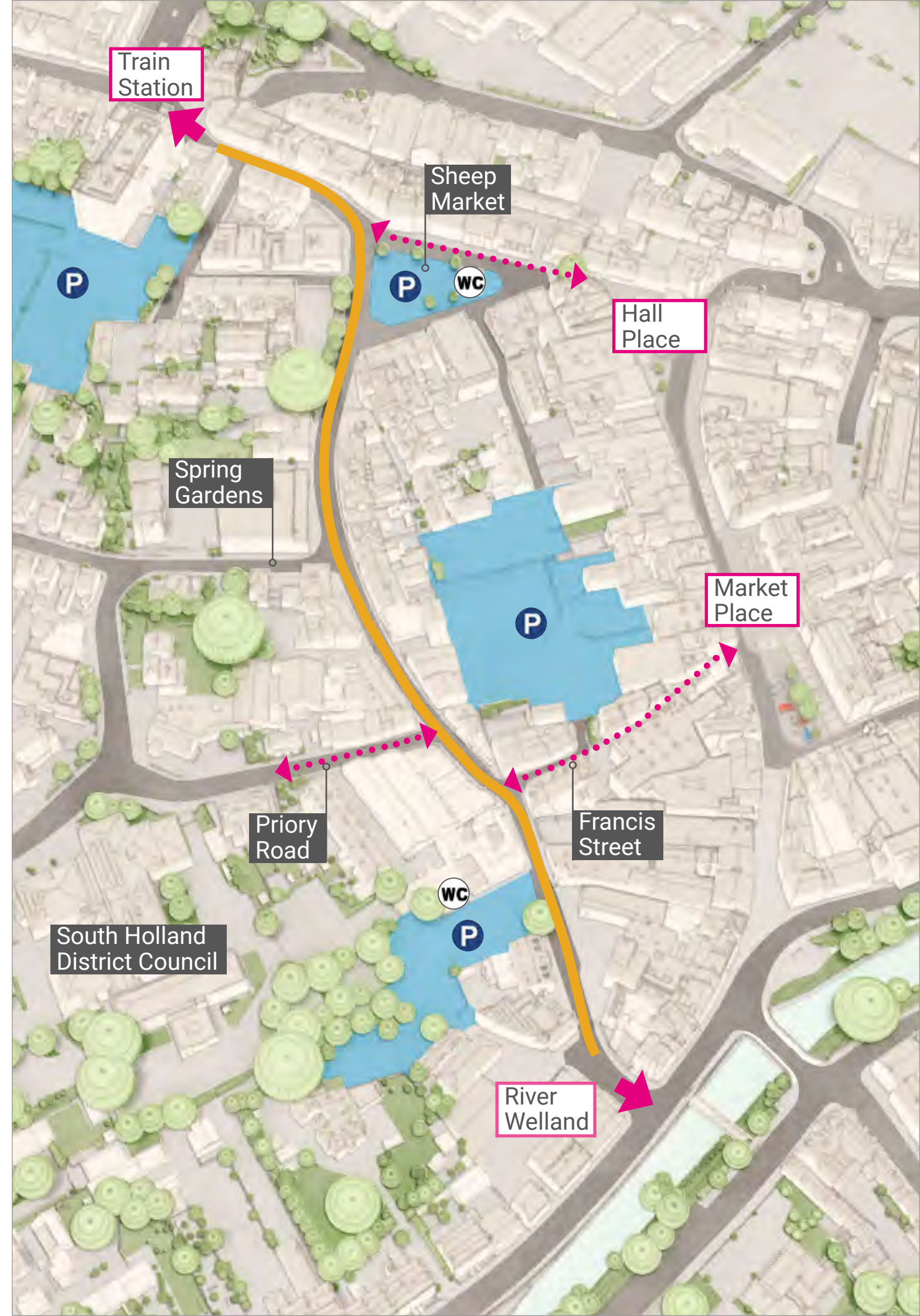
## CLOSING THE LOOP

### THIS IS WHAT WE WOULD LIKE TO LOOK AT:

We want to make The Crescent **more attractive** and **easier to walk around**. On-street parking would be set within a paved strip to make the pavements feel wider. Parking in some areas could also be limited during busy shopping hours to make it **easier to see and get to shops**.

To **highlight the main shopping street**, the road from Abbey Passage to Spring Gardens would be resurfaced with a lighter material. This would make it clear to drivers that they are entering a busy retail area with lots of pedestrians.

At key junctions, raised crossings and special paving would be used to **slow down traffic** and make it safer for people walking around.





# THE CRESCENT / FRANCIS ST



## THIS IS WHAT WE WOULD LIKE TO LOOK AT:

The proposal aims to make the area more connected and vibrant.

- 1 The junction between Francis Street and Priory Road would be **fully paved** to create a **clear East-West link**.
- 2 **Signs** at the Francis Street passage would highlight the link to the market.





These ideas aim to create an area that is thriving and better connected by improving key public spaces, including a new East–West link, market gateway signage, and community-focused independent shops.



## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Over half (58%) view The Crescent as a key route to the river, while 95% see its potential as a hub for independent shops. 74% say they would visit more often if it were safer and more comfortable to walk.

*“There needs to be real reasons to visit the town centre. A wide selection of independent shops that act as a draw so people want to visit and spend time in the town. Promotion of the existing business so potential visitors know what’s there and where they are would be helpful.”*



# RETAIL SPACE

## LOCAL MAKERS

## OUTLET STORE



### THIS IS HOW PEOPLE RESPONDED:

Residents share a real concern over retail decline and call for quality independents, indoor market, lower rents, improved shopfronts, creative re-use of empty units, stronger local business support.

*"Have pop up shop opportunities in the empty buildings for new businesses to test out products or business ideas. Create an initiative whereby funding can be provided to help independent shops & businesses with subsidised business rates & rent."*

*"Offer pop up space for businesses to be able to build a reputation before going into full time business."*

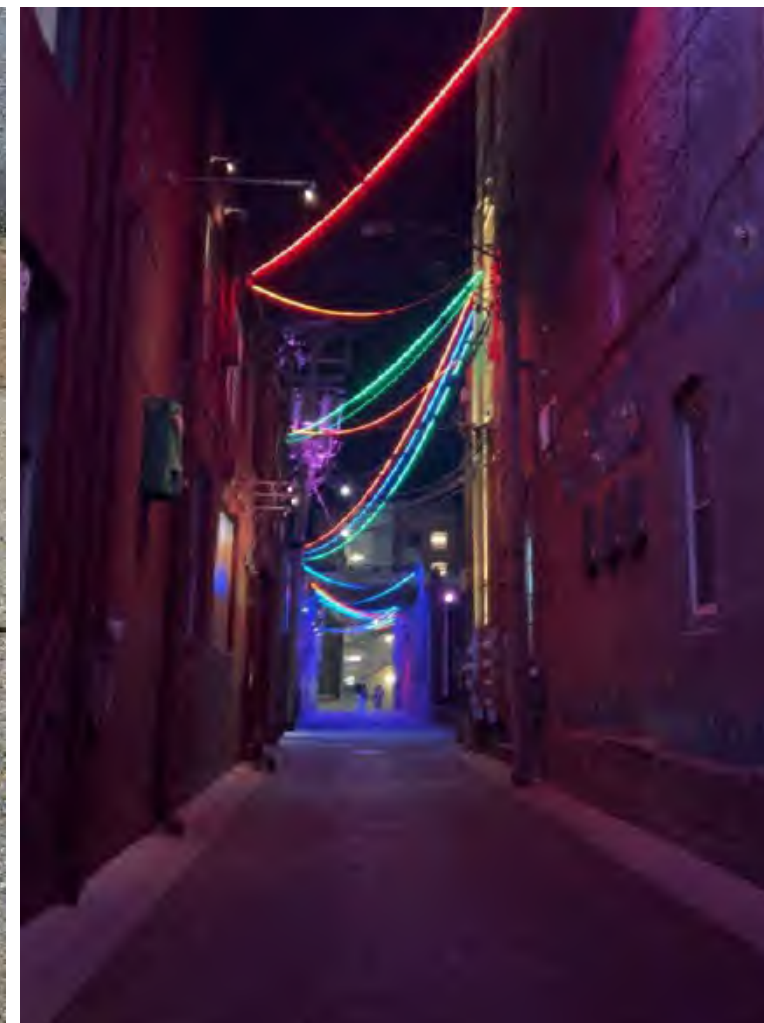


# PASSAGES ANIMATE TO DETER ASB

Public art, whether on walls, on the ground or above head as well as better lighting can make narrow passages look **more welcoming and pleasant**. When more people choose to walk through these areas, it helps **stop anti-social behaviour**.



*“Hidden spots should be removed if possible. They should be cleaned of graffiti and should have regular patrols to deal with ASB (Anti-Social Behaviour). The passages are key routes into the town centre (and) the alleys need tidying up with better lighting and more activities.”*





# THE SESSIONS HOUSE KEY EVENT VENUE





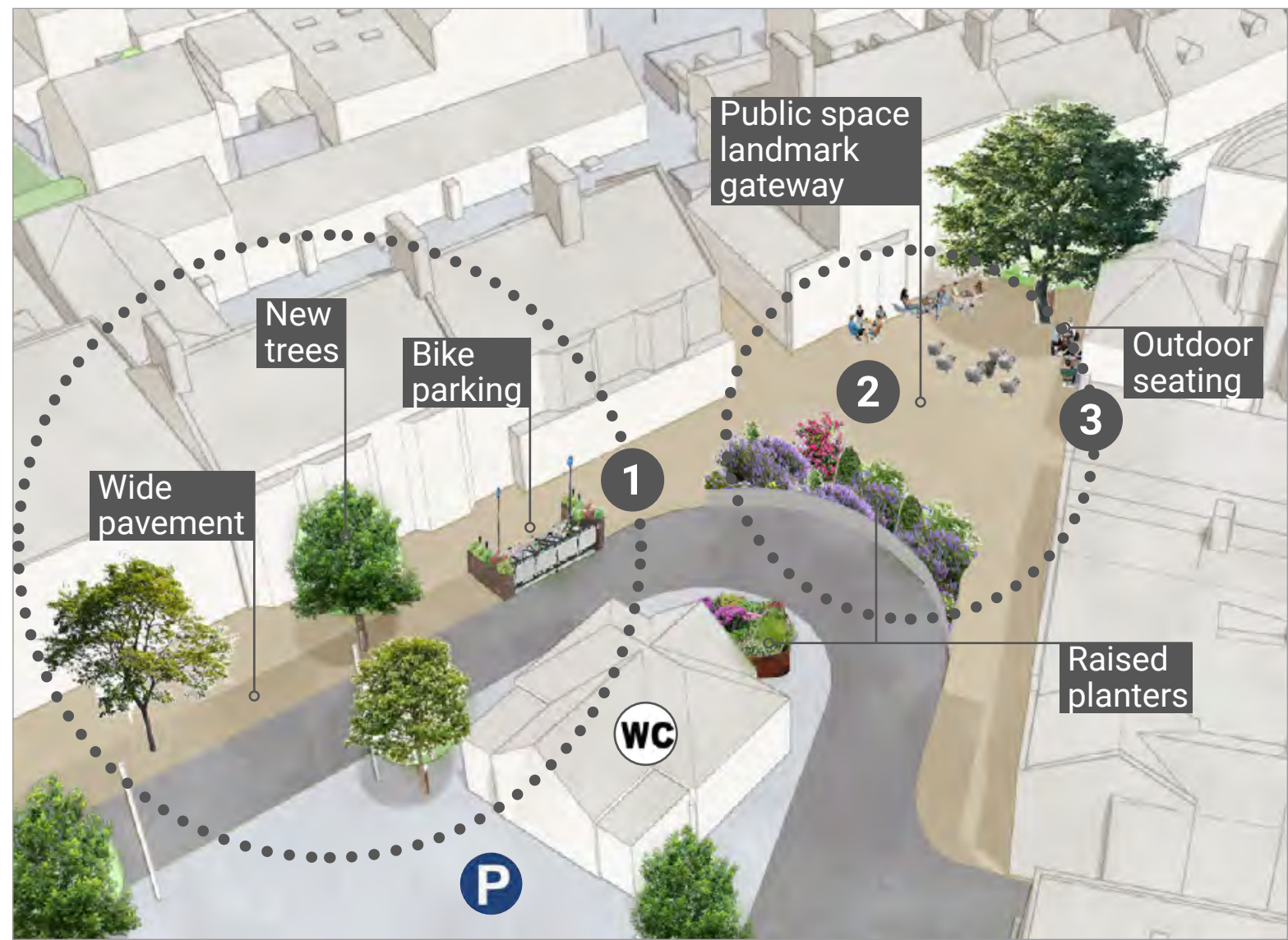
# SHEEP MARKET

## A NEW OPPORTUNITY

### THIS IS WHAT WE WOULD LIKE TO LOOK AT:

Make a welcoming space with different uses in this area and replace the old light poles with new lighting and hanging flower baskets.

- 1 Make it **easier to access** this area by narrowing the one-way street to make **pavements wider**, adding trees, plants, a taxi rank, and bike parking.
- 2 Improve the way into the market **by reducing the turning circle** near Hall Place to so that it becomes a **lively public space landmark** with raised planters, seating, and attractive street furniture to make **a family-friendly atmosphere**.
- 3 Encourage nearby restaurants and cafés to extend their **outdoor seating** to bring life to the area.







Transform the area into a vibrant, family-friendly space with new paving, greenery, seating, and attractive features, while making it easier to get to and encouraging eating outside.

Make key road and empty areas better with planters and lighting to create a lively, welcoming atmosphere.



## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Around 65% of respondents believe that improved, wider pavements would help attract visitors and new shops to the Sheep Market area. Additionally, 75% feel that creating an inviting public space would encourage people to spend more time there.

*“Please improve pedestrian and cycling experience in the town. This sadly reduces car friendliness but overall creates benefits.”*





## EXAMPLES: WIDER PAVEMENTS



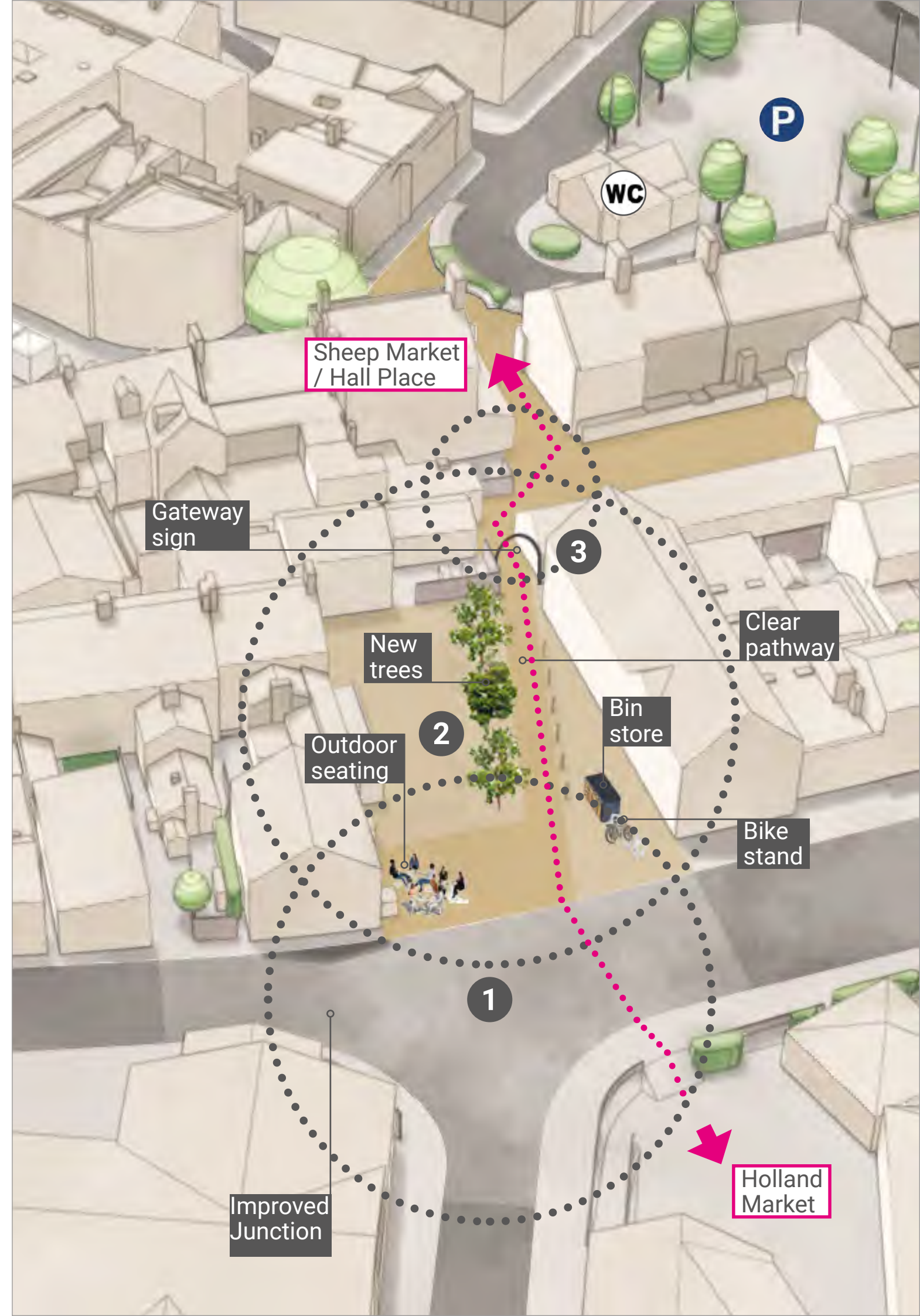
# SWAN PLACE

## KEY ARRIVAL INTO TOWN

### THIS IS WHAT WE WOULD LIKE TO LOOK AT:

To make this a stronger link and improve the connection from the Holland Centre across to Sheep Market and Hall Place we suggest:

- 1** To **improve the junction** with paving to show it as a key route into the town centre.
- 2** A **clear pathway** through Swan Place would be created, with **trees, lighting, and benches**. There could also be a sculpture to give the space **character**.
- 3** An **arched gateway sign** between buildings would mark the entrance and **help people to find their way around**.







To improve the connection between the Holland Centre, Sheep Market, and Hall Place, we propose improving the junction with attractive paving to mark it as a key route into the town centre.

Swan Place would be improved with a clear pathway, trees, lighting, benches, and also possibly a sculpture to make it a welcoming public space. An arched gateway sign would mark the entrance and make it easier to get around.

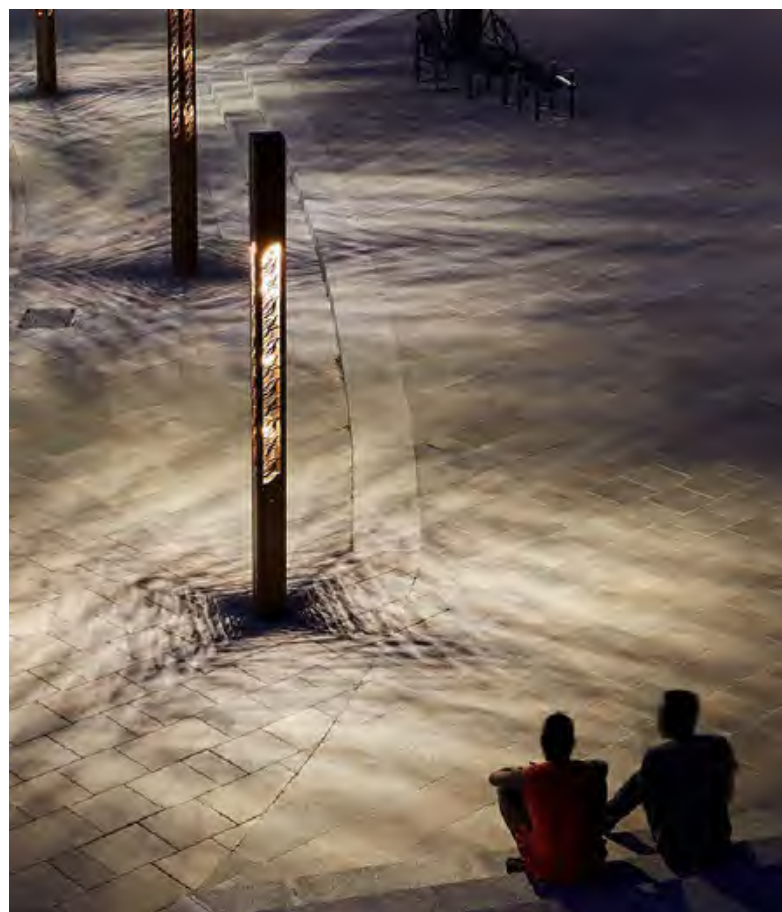


## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

Around 78% of respondents agree that Swan Place is an important arrival point from the bus station and Holland Market, with 37% strongly agreeing. 45% would like to see a sculpture in Swan Place, the majority (55%) would not.

*“Large Iron Tulip designs that could be made at the forge and painted colourfully and then hung up high all around the town, showcasing real heritage.”*





EXAMPLES: LIGHTING, SEATING, BIN STORES



# GATEWAY TO THE MARKET



We would like to look at adding small seating areas built into one side of the parking area, with benches, plants, or tables so people can sit and relax, to encourage restaurants and bring more activity into this area both day and night.

A tree and benches would be added at the Chapel Lane entrance to add to the look and feel of this area.

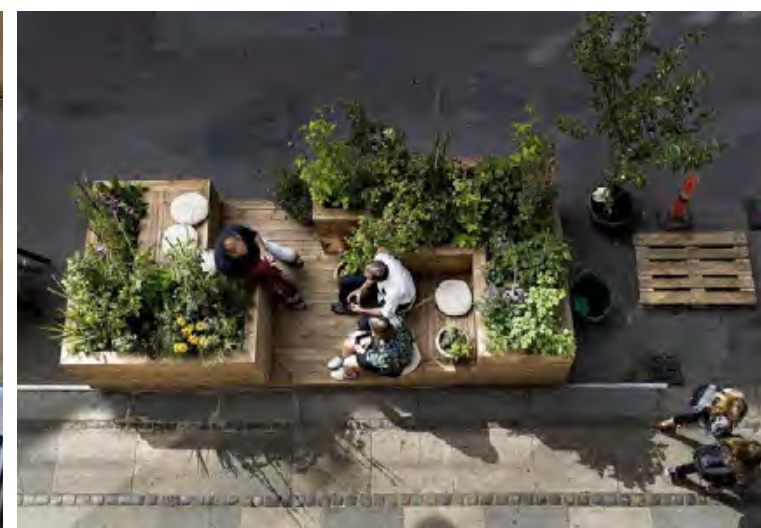


## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

66% believe that limiting parking to one side—while maintaining accessible spaces—would improve the Hall Place / New Road entrance to the town centre. If parking were reduced, 78% would prefer to see more restaurants and cafés with outdoor seating to bring the area to life.

*"It would be great to add outdoor seating or a food court area for cafes and restaurants."*





## EXAMPLES: PARKLET SEATING



# GENTLEMAN'S SOCIETY

## HERITAGE ASSET



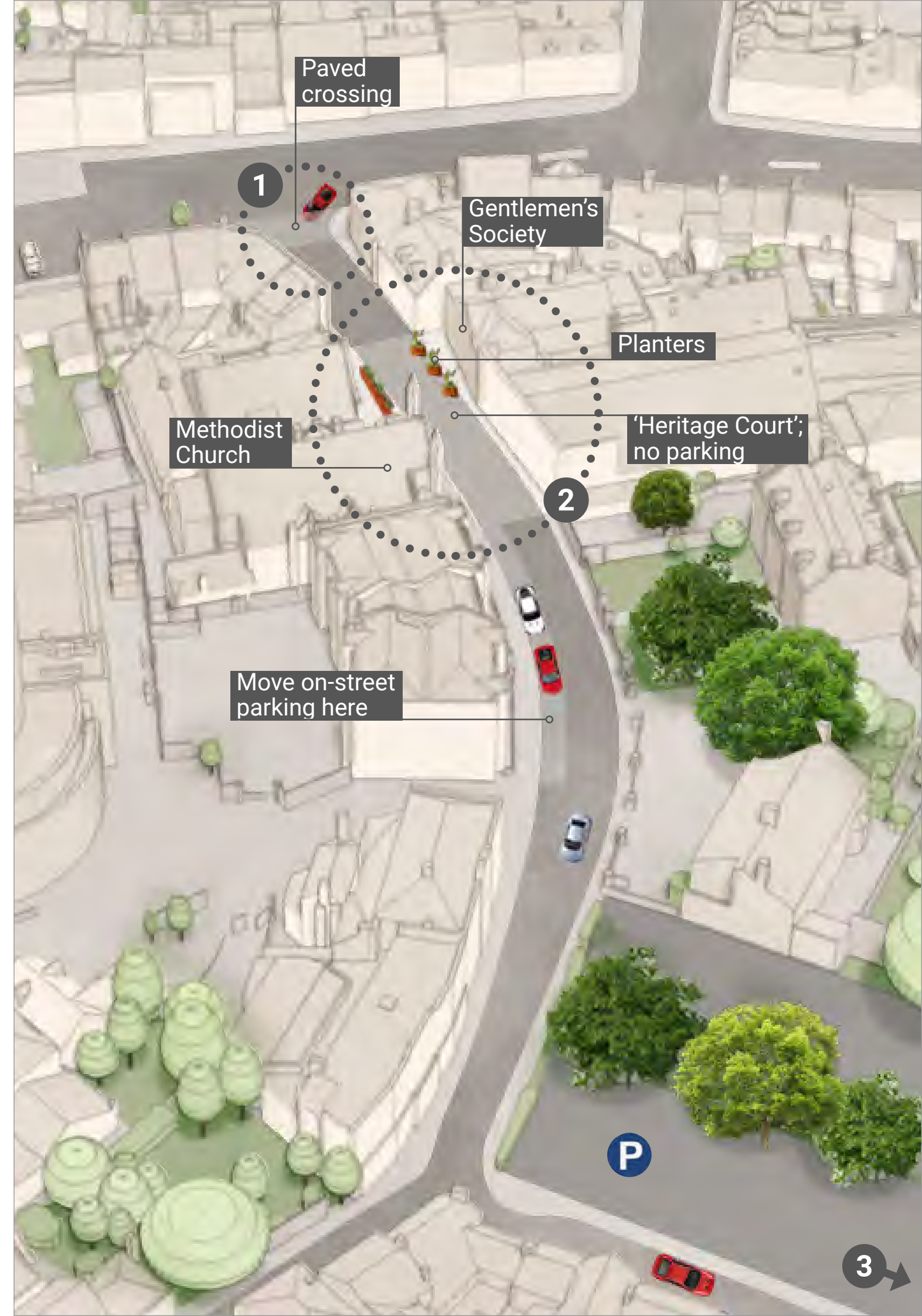


# BROAD STREET

## KEY CULTURE AND HERITAGE SPACE

### THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- 1** We propose to add a **paved crossing** at the New Road junction to **slow traffic** and show this is the start of a busy area.
- 2** Between the Gentleman's Society and the Methodist Church, the street could be resurfaced to create '**Heritage Court**', a **shared public space** celebrating these historic buildings.
- 3** A fully paved crossing at the Herring Lane and Double Street junction would improve safety and mark another **entry to the town centre**.





# 'HERITAGE COURT'



We propose adding paved crossings to slow traffic and mark key entrances to the town centre.

A new 'Heritage Court' would make a shared public space between the Gentleman's Society and the Methodist Church, while wider pavements on Herring Lane would allow there to be more shopfront displays

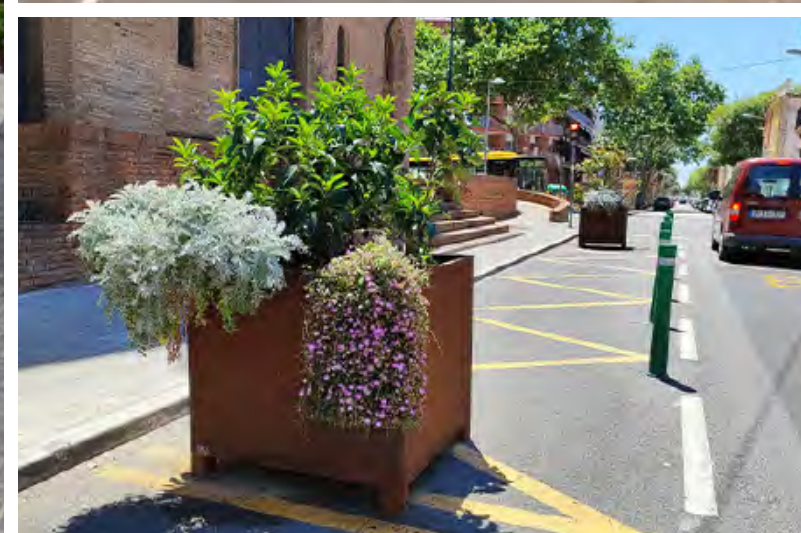
These changes aim to improve safety, celebrate local heritage, and create a more welcoming area.

## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

There is a clear split in opinion on parking in front of the Gentlemen's Society and Methodist Church: 37% agree or strongly agree it should be removed to better showcase the buildings, while 35% disagree or strongly disagree. Meanwhile, around two thirds (69%) support introducing measures to slow traffic in the area.

*"Ayscoughfee & Spalding Gentlemen's Society museums are precious assets to locals as well as attracting tourists - help them improve their facilities and offerings which can only benefit all."*





## EXAMPLES: PLANTERS, FINISHES, LIGHTING



# HEALTH HUB CONNECTION EASY ACCESS

## THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- 1** We want to look at making a new footbridge and pier to **connect the east side** of the river to the planned health hub, making it easier to arrive by boat and also help **water sports** to take place.
- 2** We also aim to **improve the existing passage** to which the new bridge would connect with better lighting and surfaces, creating a better link for pedestrians.
- 3** We propose resurfacing the road at the Double Street , Albion Street and Westlode Street junction with a lighter finish to **make the crossing stand out**, while adding **clear pedestrian and cycle routes** to show that this is the way to the town centre.





# LINK ACROSS THE RIVER



We aim to improve connections to the planned health hub by adding a new footbridge and pier, upgrading the connecting passage with better lighting and surfaces, and improving key road junctions with clearer crossings and routes for pedestrians and cyclists.



## THIS IS HOW PEOPLE RESPONDED TO THE PROPOSALS:

60% of respondents support the idea of a new footbridge to directly connect to the proposed Health Hub, and the same proportion would like to see a pier introduced for water sports activities in the area.

*"We just moved here and can't find a kayaking/paddle board club or anywhere for freeride cycling [...] I think anything to improve these two leisure activities would be awesome especially for teenagers. It could be good for revenue also if you hired out kayaks/paddle boards for families to use."*



# WATERFRONT CONNECTING THE RIVERBANKS

## THIS IS WHAT WE WOULD LIKE TO LOOK AT:

- 1** We suggest to create **better connections along the river** by introducing a new footbridge to Ayscoughfee Hall and Gardens, offering a safer and more direct route for pedestrians to this key destination.
- 2** Along the opposite riverside, seating and a floating pier would make this a **welcoming space** for water taxi arrivals and leisure boats.
- 3** An upgraded **sheltered stop** at the South Holland Centre would make this a better place to wait.
- 4** **Well-lit walkways and improved cycle paths** will make the area **safer and easier to get to** for walking and cycling.
- 5** A second new footbridge and pier would link to the planned Health Hub, making this a better connection to this exciting new place for the community.



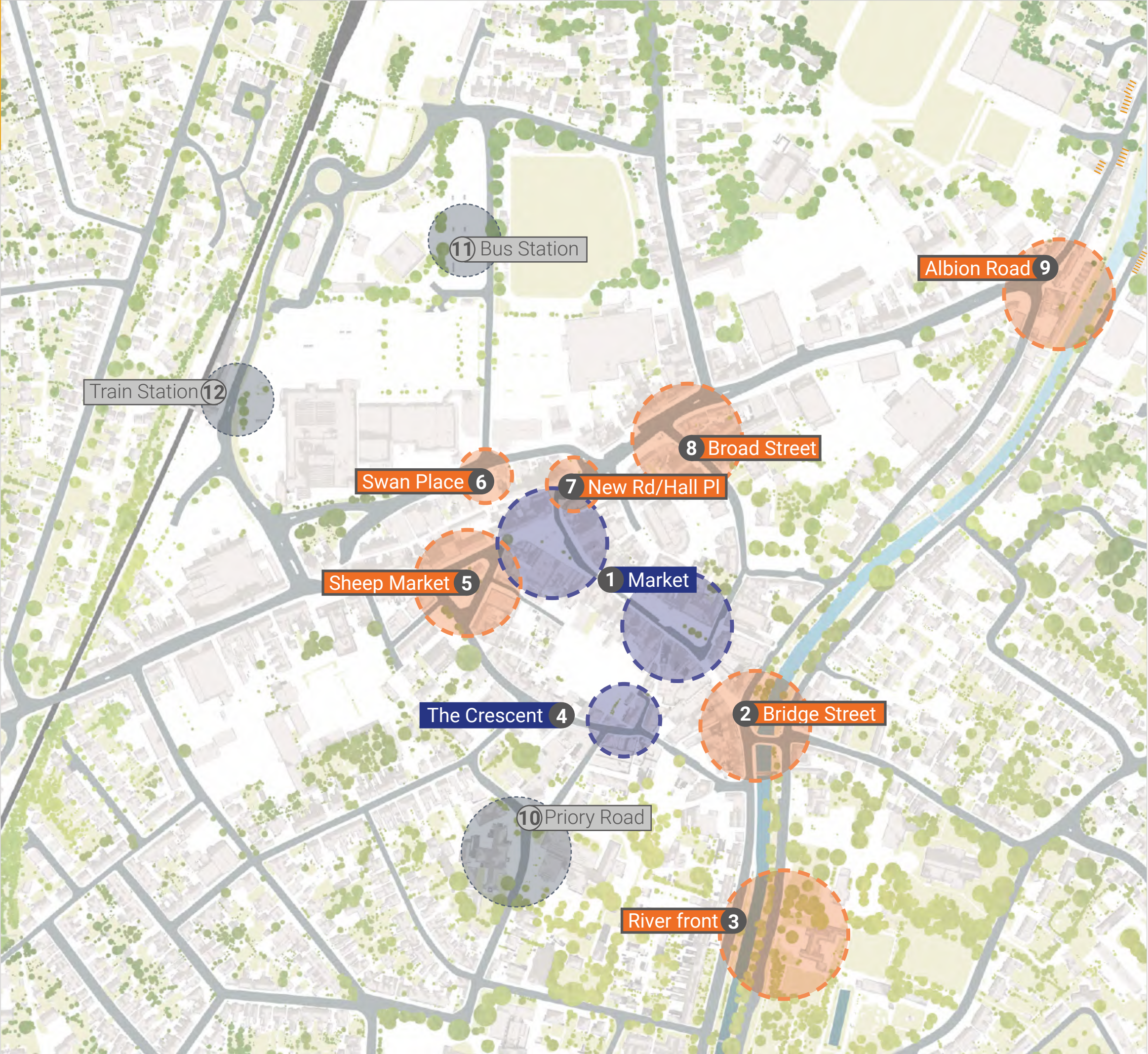


# DELIVERY PROGRAMME

## INTERVENTION AREAS

- 1 Market
- 2 Bridge Street
- 3 River front
- 4 The Crescent
- 5 Sheep Market
- 6 Swan Place
- 7 New Road / Hall Place
- 8 Broad Street
- 9 Albion Road / Westlode Street
- 10 Priory Road / Old Johnson Hospital
- 11 Bus Station
- 12 Train Station

- Areas identified for Year 1-4
- Areas identified for Year 4-10
- Areas outside current scope





# BROADER VISION

---

The next few pages show areas which fall outside the funding scope and timeline of the Pride in Place programme. They have not been developed further but are identified as priorities for future investment.



# FURTHER OPPORTUNITIES

## **(A) Train Station**

Improved routes and better signposting from and to the station to improve residents and visitor experience.

## **(B) Bus Station**

Improved shelter and signage to announce arrival into Spalding.

## **(C) New Road**

Modifications to the road introducing traffic islands and trees to mitigate the scale of the road and make it more pedestrian friendly and attractive.

## **(D) Herring Lane car park**

Extension of the existing car park onto an adjacent vacant plot (c. 600sqm).

## **(E) Drapers Place car park**

Possible optimisation of parking layout, amalgamating all private parking into joint large-scale car park.

## **(F) Victoria Street car park**

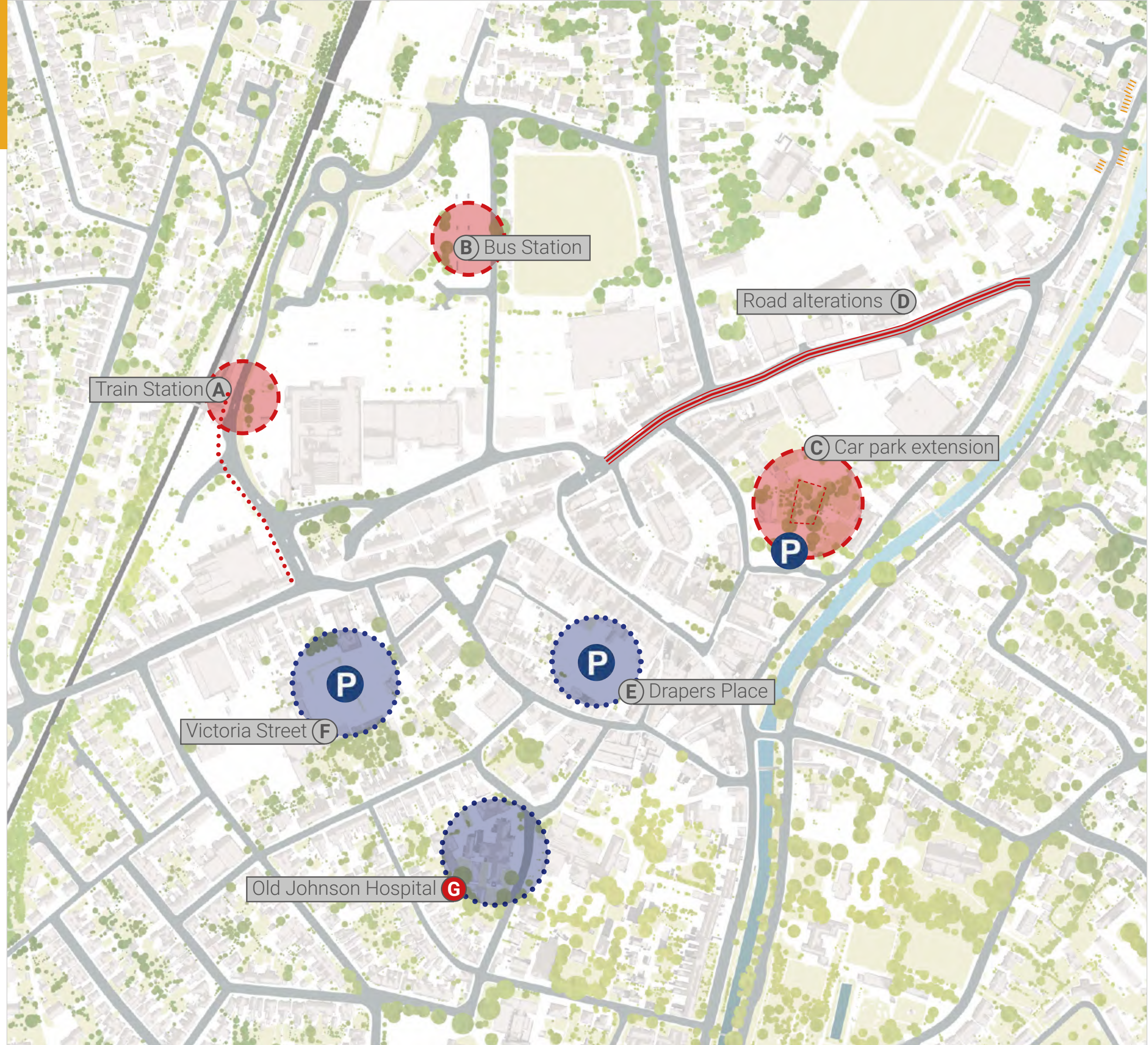
Consideration of multi-storey car-park in this key location at the gateway to the Town Centre.

## **(G) Old Johnson Hospital**

Refer to next page.

 New interventions

 Optimisation of existing





# OPPORTUNITY

## OLD JOHNSON HOSPITAL

The Old Johnson Hospital on Priory Road was built in 1881 in red-brick Gothic style, funded from the wills of sisters Elizabeth Ann and Mary Ann Johnson. For over a century it served as the town's main hospital, later best known as a maternity unit, before services moved in 2009 to the new Johnson Community Hospital off Pinchbeck Road.

Since then the original building has stood empty and steadily deteriorated, becoming a prominent derelict landmark in the town centre. It is a listed structure in a prime location, which makes both neglect and redevelopment contentious.

The site is now privately owned and has attracted repeated criticism locally, along with calls for the council to step in, including ideas to compulsorily purchase it and bring it back into use — possibly for community, cultural or mixed-use purposes.

The Old Hospital Trust has been formed to campaign for its rescue, and its future is often mentioned in discussions about regeneration funding for Spalding.







Dean Clough in Halifax is a 22-acre complex of restored Victorian mills that were once home to Crossley Carpets, one of the world's largest carpet manufacturers. After the factory closed in the early 1980s, it was transformed by Sir Ernest Hall into a thriving mixed-use hub.

Today, it houses around 150 businesses, galleries, theatres, cafés, restaurants, and a hotel, blending workspaces with culture and leisure.



## CASE STUDY: DEAN CLOUGH, HALIFAX





Kinning Park Complex in Glasgow is a community-owned cultural and social hub housed in a former primary school built in 1910. Saved from closure in the late 1990s through a local campaign, it was later refurbished to create flexible, accessible spaces for events, workshops, and community activities.

Today, it hosts a wide range of programmes — from affordable meals and creative workshops to social enterprise projects — serving as a vibrant centre for community, creativity, and wellbeing while preserving its historic character.



## CASE STUDY: KINNING PARK, GLASGOW





The Old Library in Tuebrook, Liverpool (originally Lister Drive Library), is a Grade II-listed Andrew Carnegie library built in 1905. Closed due to structural issues in 2006, the building fell into decay until local charity Lister Steps led a successful restoration supported by a nearly £4 million National Lottery grant and council funding.

Reopened in 2020 following sensitive refurbishment by OMI Architects, the building now serves as a vibrant community hub, offering nurturing childcare, a café, flexible workspace for start-ups, hot-desking, event halls, and communal gathering spaces — all blending historic charm with modern functionality.



## CASE STUDY: THE OLD LIBRARY, LIVERPOOL





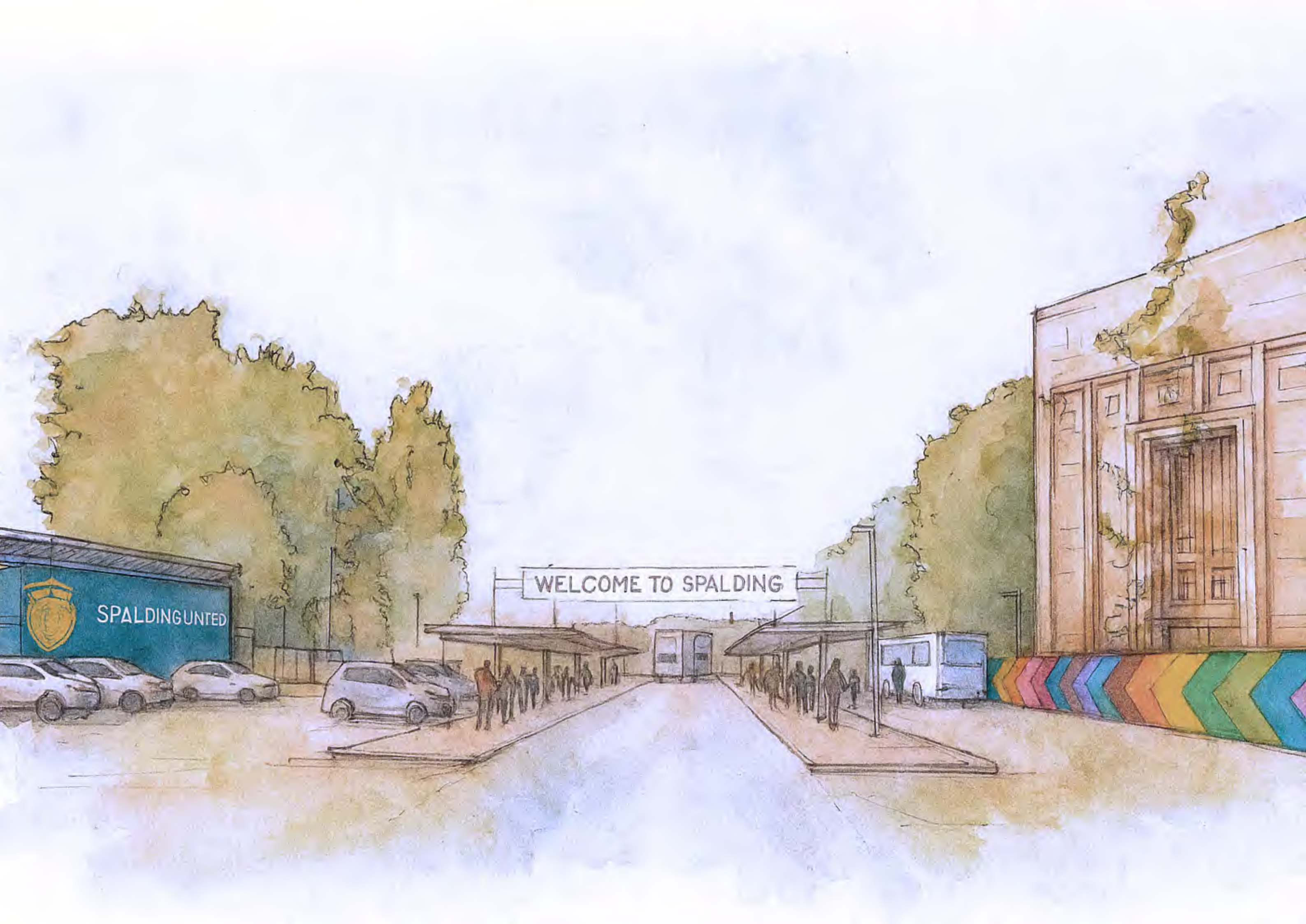
The Bath House in Hackney Wick occupies the former Eastway public baths, a 1930s municipal bath and washhouse on Eastway, now reinvented as a not-for-profit cultural and community venue. Behind the restored stone façade and red doors you'll find a relaxed café-bar, event halls and studio spaces used by small businesses, artists and community groups for workshops, performances, film nights and social events.

Out the back, the yard has been turned into Hackney Wick Community Sauna Baths: clusters of wood-fired saunas, cold-plunge tubs and seating under festoon lights, used for affordable public bathing sessions and regular activities such as breathwork, sound baths and themed social evenings.

## CASE STUDY: THE BATH HOUSE, LONDON







WELCOME TO SPALDING

SPALDING UNITED