

Appendix 1

Excerpt of Minutes Prosperous Communities Committee 2 December 2025

The Committee heard from the Senior Transformation and Performance Officer regarding the Progress and Delivery Quarter Two report for 2025/26, including the Performance Improvement Plan. It was highlighted that 81% of all KPIs were exceeding target, 6% were within tolerance, and 17% were below target. This figure equated to six measures, five of which were covered by the Performance Improvement Plan (PIP). The Officer provided further context to those measures included in the plan, and summarised actions being taken to improve performance.

It was noted that there were two new measures contained within the PIP, those being the number of services at Lea Fields Crematorium, and the average weekly number of Tuesday and Saturday market traders. It was explained that awareness campaigns were being rolled out for the crematorium, and in relation to the market traders, work was ongoing and a new Market Officer was now in post.

Members discussed in detail the ongoing concerns regarding the Gainsborough markets, noting the extent of the town centre improvements and questioning the plans for seeing real improvements to the markets. Examples were provided of other areas in the district which were offering successful markets, such as Welton, with concerns raised that the regeneration of the area could falter if efforts were not put in to consistently build footfall and encourage shoppers into the town centre. The markets were seen as having the potential to be a key draw to the town, and Members expressed disappointment that numbers appeared to be falling rather than building.

Officers highlighted that the period covered within the report had been somewhat challenging, with town centre closures in place for building works, as well as staff changes. The cinema had now opened, there were new market hoardings in place and there had been several successful events held, however these fell outside of the reporting period. Members were advised that in real-time data, numbers were increasing, and growth was being seen.

Members acknowledged the ongoing nature of concerns regarding the markets, reiterating the implementation of improvement plans which had brought incremental growth. It was also suggested that those incremental improvements may not appear as a success from one reporting period to the next, however if compared with data from two or three years ago, the offer within the Market Place in Gainsborough was considered drastically improved. The constant challenges of changed shopping habits, for example using supermarkets or online shopping, were highlighted, with Members in agreement that the town centre needed to be seen as an attraction in itself, in order to bring visitors in as well as local residents.

Further discussion highlighted the transport difficulties across the district and beyond, with Members suggesting the Mayor of Greater Lincolnshire should be approached for improving the public transport offering into Gainsborough from surrounding areas. The success of previous focus on, for example, the antiques markets, was noted, with Members highlighting traders who had returned on that basis. The agreed aim from Members was for the markets to be an aspect of the tourist offering in Gainsborough, growing the markets alongside the cinema, the riverside walk, and suchlike.

The Chairman thanked all Members for their comments, and read aloud the recommendation contained within the report..

Having been proposed, seconded, and voted upon, it was

RESOLVED that the performance of the Council's services had been assessed through agreed performance measures, and areas where improvements should be made, having regard to the remedial measures set out in the report, had been indicated.