

BOROUGH OF KETTERING

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Report Originator	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i> A13/032	
Wards Affected	All	11 th December 2013	
Title	Suite 16 and Economic Regeneration		

Portfolio Holders: Cllr Derek Zanger and Cllr Mark Dearing

1 PURPOSE OF REPORT

- a) Inform Members of the progress being made to deliver the Soan's Yard Development Site and wider marketing of Market Street and Horsemarket
- b) Set out the new parking restrictions on Market Place and Sheep Street, alongside the approach being taken to enforcement
- c) Report on the work being done to create a safer, more appealing pedestrianised zone (Public Realm Phase 4)
- d) Reminder on the Christmas Programme

2 BACKGROUND INFORMATION

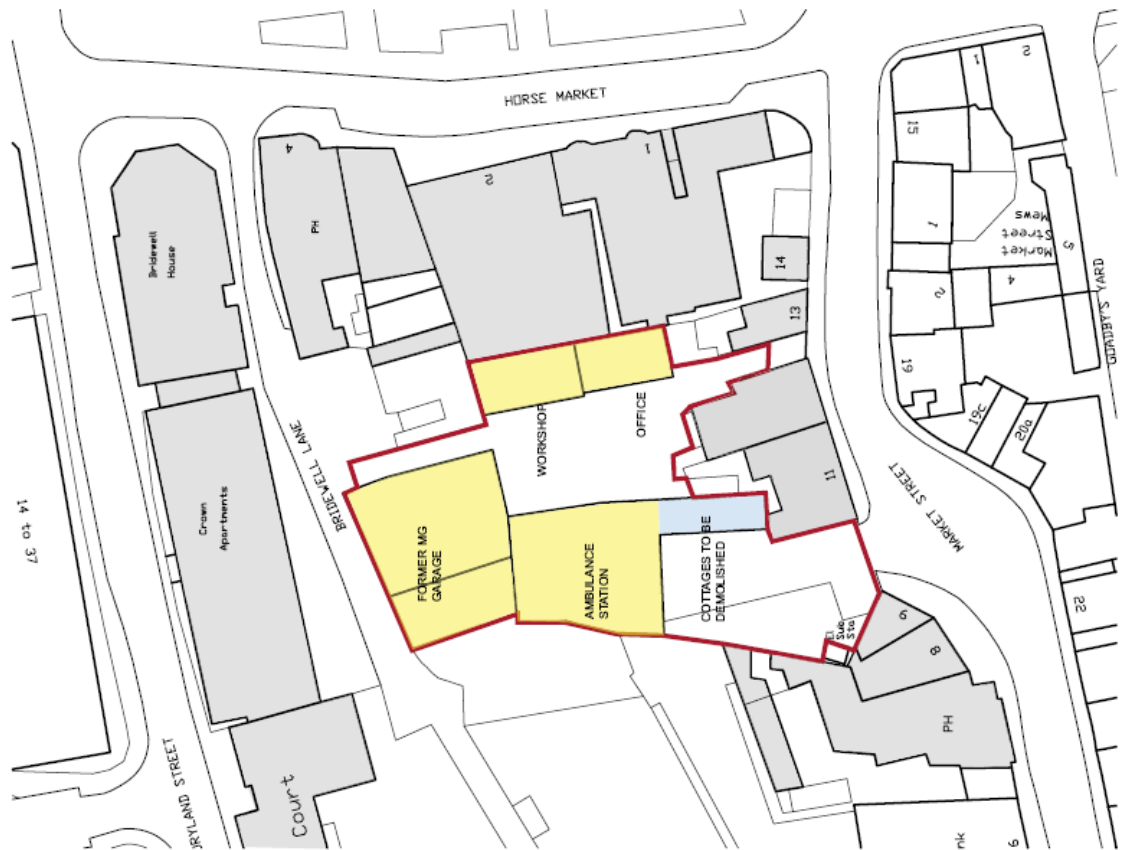
- 2.1 Kettering Borough lies within the South East Midlands, which is predominately a growth area, and is expected to facilitate growth of some 13,100 homes and 16,200 new jobs by 2021.
- 2.2 Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:-
 - ◆ A better offer for our town centres
 - ◆ A better education and training offer
 - ◆ A better employment offer – high grade, higher density jobs
- 2.3 The mutually supportive role of these three aspirations cannot be over-stated. The town centres and the skills base will be persuasive to inward investors. Similarly, high grade employment supports vibrant town centres.
- 2.4 The Council has a vision to create town centres that are Characterful, Distinctive, and Fun. This vision has been externally validated by an independent planning inspector, and now sits firmly within our planning policy for Kettering Town Centre.

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3 Soan's Yard/1 Horsemarket Update

- 3.1 Negotiations are now underway with the developer and NEP with regards to how this scheme will be funded.
- 3.2 Alongside this, we're working with the developer on the conditions attached to the planning permissions, so as to make sure the development meets everyone's expectations. We anticipate receiving applications to discharge those conditions over the next few weeks.



- 3.3 'Giftwarez', who currently occupy the rear units at 1 Horsemarket, have decided to take on the rest of that building – which will create a wonderfully vibrant entrance into Market Street, as well as completing an attractive row of units on Horsemarket itself. For those of you with Christmas shopping still to do, you might consider taking a trip down to this part of town!
- 3.4 Kevin Jones, the developer of the Soan's Yard site, has been working with Chesham House and the University of Northamptonshire's 'Hothouse' project to deliver a marketing strategy that encompasses the Soan's Yard site itself, along with Market Street and Horsemarket. 'Hothouse' involves teams of marketing students from the University working together with their peers and tutors to deliver marketing solutions to small businesses who would otherwise be unable to afford it. It's a great initiative, and the feedback we've had so far has been really positive.

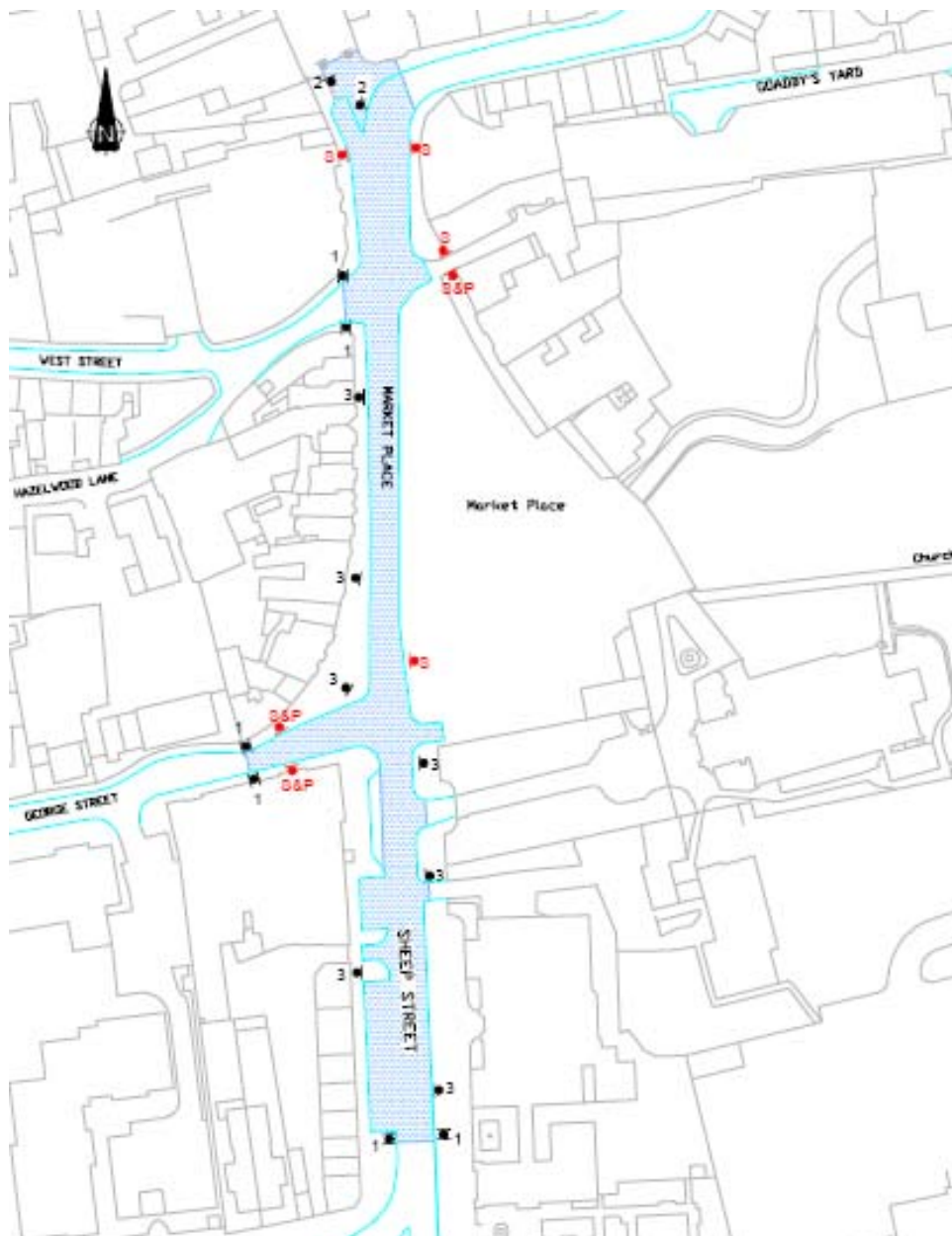
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4 Lines and Signs on Market Place and Sheep Street

4.1 A new parking system is now in place and operational on Market Place and Sheep Street. A 'Restricted Parking Zone' has been created, which sets out that there will be:

- No parking at any time (unless in the designated parking bay)
- No unloading between 8am and 6pm (again, unless in the designated loading bay)



4.2 The double yellow lines have been removed, as these are no longer necessary. There is sufficient signing to ensure the zone is enforceable, without being overbearing from a visual perspective. This is all contained within the Traffic Regulation Order which is fully enforceable.

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- 4.3 We are currently in the second week of a project to target enforcement on the Market Place, Sheep Street and surrounding area. This project is jointly undertaken with the police. It sees a greater degree of focus from PCs, PCSOs and traffic wardens onto that particular part of town. Our wardens are also moving drivers on, and have reported that roughly 5/6 drivers respond to this appropriately. There will be a review at the end of this period.
- 4.4 Alongside this, we have been handing out leaflets to businesses and drivers explaining the regulations that exist – and what they are not allowed to do. Discussions with Dominic Barrington have also been undertaken, and these sentiments passed onto those attending church/community groups in the church halls. This should ensure that parking on the Market Place – at the top by the Church Hall, or at the bottom by the benches, ceases.
- 4.5 We're looking at what street furniture could be used to ensure against any illegal parking on the Market Place itself. They would likely be similar to those used on Horsemarket, and will therefore create a Kettering 'look'.
- 4.6 Signs are to be put up around the market place to ensure that everyone is clear that skate boarding/roller skating/cycling is not permitted on the Market Place. This will coincide with an additional enforcement by wardens, PCSOs and PCs.

5 Public Realm Phase 4



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- 5.1 Work is ongoing in bringing forward the final design of this hugely exciting and important project. Though we're 99% there in terms of what we've got, the scale and impact of the project are such that we want to make sure every last detail is as we would want it before proceeding. There were a few minor alterations required, which are being looked at currently. Once we're confident we're there, we'll bring those designs to the Executive Committee.
- 5.2 As part of the project a new Traffic Regulation Order for the area is being drafted. This is absolutely vital to our plans, as it removes vehicles at most times of the day. This part of the project should be with us in a draft version by Christmas, with a view to having it ready to go in early 2014.
- 5.3 The implementation of a new TRO is only the first step; it will be accompanied by new bollards at the gateways into the zone. A fully implementable plan for this is currently being drawn up alongside the TRO.

6 Christmas Programme!

- 6.1 Finally, it would be remiss of us not to take another look at the Christmas programme again, so as to remind ourselves what is left to enjoy!
- 6.2 I'm sure we can all agree how wonderful this year's Big Switch On was.



Date	Activity	Time
Thursday 28th November	Lights switch on. Lighthouse theatre Panto stars to switch on Christmas lights.	5pm – 7pm
Thursday 5th December	Local choirs and singing groups to get together to sing carols and contemporary songs.	6pm – 7pm
Saturday 7th December	Small Business Saturday & Christmas Market	9am – 4pm
Thursday 12th December	Christmas Movie 'The Snowman' on the big screen, and mince pies.	6pm – 7pm
Thursday 19th December	Live music on the market place.	6pm – 7pm
Throughout December	Winter Wonderland.	Late night Thursdays and daily from the 14 th September



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7 POLICY IMPLICATIONS AND USE OF RESOURCES

7.1 Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:-

- ◆ A better offer for our town centres
- ◆ A better education and training offer
- ◆ A better employment offer – high grade, higher density jobs

7.2 The options outlined above involve differing degrees of risk, potential return and levels of required investment. At this stage it is not known the specific details inherent in each. The recommendations below, if approved, would enable us to explore them fully.

8 RECOMMENDATION

That the Executive Committee: -

- a) Takes note of the progress being made to deliver the Soan's Yard Development Site and wider marketing of Market Street and Horsemarket
- b) Welcomes the new parking restrictions on Market Place and Sheep Street, alongside the approach being taken to enforce them
- c) Reconfirms the importance of achieving prioritisation for pedestrians as the principle objective of Phase 4 of the public realm works in High St and Gold St
- d) Applauds the successful Christmas celebrations that have taken place so far, and looks forward to all that is planned.