

BOROUGH OF KETTERING

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| Report Originator | Alex Jelley Economic Regeneration Manager | <i>Fwd Plan Ref No:</i> A13/045 | |
| Wards Affected | All | 11 th June 2014 | |
| Title | Town Centre Regeneration | | |

Portfolio Holders: Cllr Derek Zanger and Cllr Mark Dearing

1 PURPOSE OF REPORT

To provide an update to the Executive Committee in relation to the following;

- Summer Celebrations
- Market
- Big Screen
- Purple Flag
- Freedom of the Borough March

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 inter-related 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.
- 2.5 This report gives a run-through of what is happening with a number of key projects that each contribute towards the delivery of this vision. They showcase the diversity of our approach to the town centre, but also some commonalities in terms of partnership working and community engagement.

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3 Summer Celebrations



For a timetable and further information please visit:
www.kettering.gov.uk/marketplace
 Follow us on twitter  @MarketPlaceKett

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- 3.1 Kettering by the Sea will run from Thursday 24th July to Saturday 16th August (except Sundays) from 10am – 4pm at Kettering Market Place, Kettering. This year's Kettering by the Sea promises to be bigger than ever - combining a taste of the traditional British seaside with a host of free family friendly activities.
- 3.2 The giant sandpit is back along with the splash fountains and a packed programme of activities and entertainment: Pantomime shows (3x a week), Punch and Judy, giant games, arts and crafts, competitions, beach parties, interactive experiments from the London Science Museum, West Lodge Rural Centre farm animals, beach volleyball (which is Thursday evenings approx 5pm-7pm), hoop dance and free table tennis tables and much more.
- 3.3 We are also looking to work in conjunction with the Manor House Museum and Art Gallery to host a Teddy Bear Picnic for National Play Day which is on the 6th August. This will offer a trail for the kids to find bear related items around the Market Place, Manor House Museum and Art Gallery with activities and refreshments.
- 3.4 In the last week of the event there will be a pirate treasure hunt run for the last week of KBS (similar to Easter treasure hunt) through the town centre.
- 3.5 We are also looking to have a 'Healthy Heroes Day' on the 13th of August working with Jenna Bartley our Health and Wellbeing Officer all the details are TBC but it will be fancy dress 'Superheroes themed'.
- 3.6 On Saturday 9th August there will be another Kettering Summer Fashion Show. Once again with the help of local shops we will be showcasing what the Kettering high street has to offer for summer/autumn fashion. Featuring a range of ages for male and female, we are hoping to get over twenty shops taking part; the Body Shop have confirmed they will be doing make-up on the day. This year we will be using summer staff and members of the team (volunteers are always welcome!) as models along with the winner of the Newlands model competition. Hosted by local DJ Gregg Nunney with entertainment from Starlight Dance and local musicians means this year's show should be an enjoyable day for all the family.
- 3.7 The Council is also pleased to announce that in line with the decisions made by the Executive Committee during the recent budget process, there will be free parking in council car parks on some Fridays during the course of the summer celebrations – further details will be announced shortly.
- 3.8 The latest programme of events is as follows;

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| Kettering By the Sea – Programme of Events | |
|---|---|
| Thursday 24 July | Fun and Games with Gregg Nunney (12-2) |
| Friday 25 July | Punch and Judy with Chris Gullen (11-12) |
| Saturday 26 July | Fun and Games with Gregg Nunney (12-2) |
| Monday 28 July | Banana Brain Fun Show with Chris Gullen (11-12) |
| Tuesday 29 July | Hoop Dance (2-3) |
| Wednesday 30 July | Banana Brain Fun Show with Chris Gullen (11-12) West Lodge Rural Centre Farm Animals (10-4) |
| Thursday 31 July | West Lodge Rural Centre Farm Animals (10-4) Hoop Dance (2-3) Beach Volleyball (5-8) |
| Friday 1 August | RNLI (10-4) West Lodge Rural Centre Farm Animals (10-4) Banana Brain Fun Show with Chris Gullen (11-12) |
| Saturday 2 August | Fun and Games with Gregg Nunney (12-2) |
| Monday 4 August | Bangers and Mash – Jack and the Beanstalk (11-12) |
| Tuesday 5 August | Hoop Dance (2-3) |
| Wednesday 6 August | International Play Day Teddy Bears Picnic and Activities (10-4) Bangers and Mash – Jack and the Beanstalk (11-12) |
| Thursday 7 August | London Science Academy (10-4) Hoop Dance (2-3) Beach Volleyball (5-8) |
| Friday 8 August | London Science Academy (10-4) Bangers and Mash – Jack and the Beanstalk (11-12) |
| Saturday 9 August | Fashion Show (10-4) |
| Monday 11 August | Pirate Themed Treasure Hunt Altered Ego (11-12) |
| Tuesday 12 August | Pirate Themed Treasure Hunt International Youth Day (10-4) Hoop Dance (2-3) |
| Wednesday 13 August | Pirate Themed Treasure Hunt Altered Ego (11-12) |

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| Thursday 14 August | Pirate Themed Treasure Hunt Hoop Dance (2-3) Beach Volleyball (5-8) |
| Friday 15 August | Pirate Themed Treasure Hunt Altered Ego (11-12) |
| Saturday 16 August | Pirate Themed Treasure Hunt |

4 Market Update

- 4.1 Saturday 17th May saw the inaugural 'Teenage Market' take its place alongside the regular market in Kettering town centre. A national movement to try and foster an entrepreneurial spirit amongst teenagers, the scheme enabled young businesses men and women to try out a market stall without any costs in terms of stall hire or insurance.



- 4.2 Fourteen traders took the opportunity to showcase their talents, with stalls ranging from tie-dye t-shirts to cup cakes and bric-a-brac. The feedback we have had was really positive and we are now working on putting further Teenage Markets on in September and December (as part of Small Business Saturday).

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- 4.3 Interest and enquiries in Kettering Markets have remained strong in 2013-14, though initially the adverse weather meant numbers were lower than we had hoped for. Although bookings have continued to flow in, they have not been of a consistent nature. Part of the reason being, there is a lack of tie-in for traders who are essentially picking and choosing when they trade. This was particularly clear during the period of bad weather. This has led us to consider how we might incentivise trader buy-in to a longer agreement.
- 4.4 Kettering Markets now offer traders the choice of trading on a casual or permanent basis with payment being made at set up on the trading day.

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Permanent traders paying on the day are required to pay one week in advance on commencement of trading at market. Permanent traders will have a guaranteed pitch location every week. Traders also have the option to join the six month discount scheme and pay via a payment plan which we are hoping will help simplify things for them.

4.5 The details of the incentive scheme are as follows:

| Period | Discount Scheme Monthly Rate <i>includes</i> 2 week holiday break | Discount Scheme Daily Rate | Pay On The Day Trader <i>permanent traders to</i> <i>pay 1 week in advance</i> |
|------------------------------|---|----------------------------------|--|
| Weds - KBC rig only | | | |
| 6 months | £36 | £9 | £10 |
| Thurs - Own rig only | | | |
| 6 months | £48 | £12 | £13 |
| Fri and Sat - KBC rig | | | |
| 6 months | £76 | £19 | £20 |
| Fri and Sat - Own rig | | | |
| 6 months | £60 | £15 | £16 |

5 Big Screen

5.1 This summer will also see our big screen used much more frequently – alongside existing events, and on its own. As previously mentioned, we used it successfully alongside the Teenage Market, and we are planning to take this approach whenever we feel we can add value to an event.

5.2 We are going to be showing two games for the World Cup at the moment (Germany v Portugal on the 16th June and England v Costa Rica on the 24th June). These will both be shown in the Market Place (although the screen might already be set up from Wimbledon for the England game), and we will play further games dependent on how England do in the World Cup – obviously we are expecting to be showing games right up to the final!

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- 5.3 Wimbledon runs from Monday the 23rd June until Sunday 6th July, and we are planning to have the big screen in the Market Place Mon-Fri in the first week and Mon-Fri the second week. The final weekend of Wimbledon is also the weekend of the British Grand Prix at Silverstone, so hopefully we will be able to showcase the very best of Britain in Kettering town centre!

| Big Screen – Summer Programme | |
|---|--|
| Monday 16th June | World Cup (5pm onwards) |
| Tuesday 24th June | World Cup – England v Costa Rica (5pm onwards) |
| Monday 23rd June until Sunday 6th July | Wimbledon |
| Friday 4th until Sunday 6th July | British Grand Prix |
| Monday 21st July | Freedom of the Borough – set in the town centre (like Small Business Saturday) |
| Thursday 24th July until Saturday 16th August | Kettering by the Sea |
| TBC | Wicksteed Park |

6 Purple Flag

- 6.1 The Purple Flag process is moving into the second stage. The Purple Flag Zone map is basically completed and this will be updated prior to the proposed submission date in January 2015, so as to ensure we keep abreast of any new businesses that have opened up in the town centre.

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6.2 There has been a real commitment from the Purple Flag Task Force members in terms of providing data and statistics for Kettering’s night time economy, with a lengthy list of key achievements and future plans to build on our existing evidence base. For example:

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- The Blitz Tea Room and Jazz Lounge won “**The Best of Local and Loved Awards 2014**”
- The Three Cock’s Pub in Kettering has been awarded “**Pub of the Season Award for Winter 2013**” by CAMRA

- 6.3 A Purple Flag presentation was given to the Minister of State for the Home Office, Norman Baker MP, who has a real drive for creating a safer and more diverse night time economy and was very keen to see Kettering leading the way in Northamptonshire and becoming known for its partnership working with the Police.
- 6.4 The Police Crime Commission have picked up on our efforts to improve our evening offer and have chosen to use our Purple Flag Project as one of four work streams in their ‘Local Alcohol Action Area – Action Plan’. We now provide quarterly updates to the Home Office on our progress and successes.
- 6.5 Bar Sun, the former nightclub on Silver Street famed for being the last to close at 5am, has now closed its doors. Phase 1 of the project to change its use is underway; it will be revitalised back to its former glory, and has taken the lead in terms of offering a high end food and drink venue that will close at Midnight. Persuading existing businesses that there are tangible benefits from shifting their focus is a key element of what we are hoping to achieve with Purple Flag. The second phase of the Bar Sun project will see the second floor of the building open as a live music venue. It is hoped other premises will see the success enjoyed by this business and follow suit.
- 6.6 On Saturday 31st May a group of members from the Taskforce, spanning all of the partner organisations, undertook a self-assessment exercise of the town centre, utilising the same methodology as Purple Flag will use. We have had some real insightful and useful feedback from this, and we will now put it to good use by developing an action plan for the next six months.

7 Freedom of the Borough

- 7.1 Three years ago, Kettering Borough Council granted Freedom of the Borough of Kettering to the Royal Anglian Regiment in recognition of the confidence, trust and friendship between the regiment and the Borough. On 21st July 2014 over two hundred soldiers from the regiment will exercise their right to march through Kettering Town Centre in a historic event which promises to be both impressive and enjoyable. Citizens will have the opportunity to line the route of the march and publicly demonstrate their support for our soldiers in recognition of the difficult tasks they undertake, often with great personal sacrifice. We will be making full use of the big screen on the Market Place during the march.
- 7.2 The march will begin at the London Road car park, continue past Horsemarket into Silver Street, and then continue along Gold Street, High Street and Sheep Street. The regiment will halt in Sheep Street in front of a dias erected on the

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Market Place for civic dignitaries, where speeches will be given. The march will then resume along Sheep Street into Bowling Green Road and conclude at the London Road car park. Following the march, the Mayor will host a reception for soldiers, guests, civic dignitaries and councillors at the Kettering Conference Centre.

- 7.3 In August, members of the public will have the opportunity to browse photographs of this important occasion and discover more about the 'Freedom of the Borough'.

8 POLICY IMPLICATIONS AND USE OF RESOURCES

- 8.1 Members have made their priorities for infrastructure and jobs-led growth clear – these are the pre-requisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and inter-related 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

8 RECOMMENDATION

That the Executive Committee:

- a) Endorses the hard work and preparation being done to deliver a programme of events over the summer that cements Kettering Town Centre as the place to be
- b) Celebrates the successful Teenage Market and welcomes news of the new incentive scheme for traders
- c) Supports the programme of events for the Big Screen over the summer
- d) Acknowledges the recognition the team is getting from partner organisations and the Home Office for the great work on delivering a Purple Flag for Kettering
- e) Looks forward to the Freedom of the Borough March