

## BOROUGH OF KETTERING

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<b>Report Originator</b>	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i> A14/003	
<b>Wards Affected</b>	All	16 <sup>th</sup> July 2014	
<b>Title</b>	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 and events
- Investment activity in the town centre
- Progress with the Purple Flag Initiative
- Freedom of the Borough March
- Progress with Public Realm Improvements

### **2 BACKGROUND INFORMATION**

- 2.1 Kettering Borough lies within the South East Midlands, which is predominantly 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 and events**

- 3.1 This year's summer celebrations are fast approaching. Kettering by the sea begins on the 24<sup>th</sup> July and runs through to the 16<sup>th</sup> August. Open daily from 10am – 4pm except Sundays. Entertainment includes sand pit, splash fountains, big screen, live theatre, London science museum, west lodge farm animals, table tennis, hoop dance, zumba and live music.
- 3.2 The Kettering Fashion show is on the 9<sup>th</sup> August and so far 15 local shops have confirmed their involvement, with makeup by the Bodyshop and hair by Tony & Guy.
- 3.3 The giant sandpit is back along with the splash fountains and a packed programme of activities and entertainment: Pantomime shows (3 times 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.
- 3.4 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 6<sup>th</sup> 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.
- 3.5 WW1 centenary – to mark the 100 year anniversary of the first world war on the 4<sup>th</sup> August, the Dave Johnson Band will be performing in WWI military costume, performing music of the era. There will also be themed craft activities for the children and local images of the period displayed on the big screen.
- 3.6 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.
- 3.7 The latest programme of events is as follows;

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# Summer Celebrations

### Week One Activities

**Thursday 24 July**

12:00 - 14:00	Fun and Games with Gregg Nunney
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**Friday 25 July**

11:00 - 12:00	Punch and Judy with Chris Cullen
12:00 - 16:00	Alice in Wonderland - The Movie with Special Guests
14:00 - 16:00	Free buckets and spades supplied by Market Harbrough Building Society
14:00 - 15:00	Punch & Judy with Chris Cullen

**Saturday 26 July**

10:00 - 12:00	CobraFIT
12:00 - 14:00	Fun & Games with Gregg Nunney

### Week Two Activities

**Monday 28 July**

11:00 - 12:00	Banana Brain Fun Show with Chris Cullen
14:00 - 15:00	Fun and Games with Play Leaders

**Tuesday 29 July**

11:00 - 12:00	Fun and Games with Play Leaders
14:00 - 15:00	Hoop Dance

**Wednesday 30 July**

10:00 - 16:00	West Lodge Farm Animals
11:00 - 12:00	Banana Brain Fun Show with Chris Cullen
10:00 - 16:00	Fun and Games with Play Leaders
14:00 - 16:00	Free buckets and spades supplied by Market Harbrough Building Society

**Thursday 31 July**

10:00 - 16:00	West Lodge Farm Animals
11:00 - 12:00	Fun and Games with Play Leaders
14:00 - 15:00	Hoop Dance
17:00 - 20:00	Beach Volleyball*

**Friday 1 August**

10:00 - 16:00	West Lodge Farm Animals
10:00 - 16:00	RNLI
11:00 - 12:00	Banana Brain Fun Show with Chris Cullen
14:00 - 15:00	Fun and Games with Play Leaders

**Saturday 2 August**

12:00 - 14:00	CobraFIT
12:00 - 14:00	Fun & Games with Gregg Nunney

### Week Three Activities

**Monday 4 August**

10:00-16:00	WW1 Craft - Play Leaders
11:00-12:00	Bangers & Mash - Jack & the Beanstalk
12:00-15:00	Dave Johnson Band

**Tuesday 5 August**

11:00-12:00	Fun and Games with Play Leaders
14:00-15:00	Hoop Dance

**Wednesday 6 August**

11:00-12:00	Bangers & Mash - Jack & the Beanstalk
13:00-15:00	Teddy Bears Picnic & Activities in Manor House Museum Gardens with special friends

**Thursday 7 August**

11:00-11:45	London Science Museum: Bubbles
12:00-12:45	London Science Museum: Greatest Hits
13:00-13:45	London Science Museum: Not so Sleepy Hedgehog
13:00-13:45	Hoop Dance
15:15-16:00	London Science Museum: Bubbles
17:00-20:00	Beach Volleyball*

**Friday 8 August**

10:15-11:00	London Science Museum: Greatest Hits
11:00-12:00	Bangers and Mash - Jack & the Beanstalk
12:00-12:45	London Science Museum: Three Little Pigs
13:00-13:45	London Science Museum: Bubbles
15:15-16:00	London Science Museum: Greatest Hits

**Saturday 9 August**

12:00-14:00	Kettering on the Catwalk - including a performance from Starlight Dance & Musical Theatre School
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### Week Four Activities

**Monday 11 August**

11:00 - 12:00	RJ Productions present Aladdin
14:00 - 15:00	Fun and Games with Play Leaders

**Tuesday 12 August**

11:00 - 12:00	Fun and Games with Play Leaders
14:00 - 15:00	Hoop Dance

**Wednesday 13 August**

11:00 - 12:00	RJ Productions present Aladdin
12:00 - 14:00	Healthy Heroes (Fancy Dress)
14:00 - 15:00	Fun and Games with Play Leaders

**Thursday 14 August**

11:00 - 12:00	Fun and Games with Play Leaders
14:00 - 15:00	Hoop Dance
17:00 - 20:00	Beach Volleyball*

**Friday 15 August**

11:00 - 12:00	RJ Productions present Aladdin
14:00 - 15:00	Fun and Games with Play Leaders

**Saturday 16 August**

10:00 - 16:00	Kettering Live Roadshow with Special Guests
10:00 - 16:00	Beach Fun
11:00 - 12:00	Zumba
12:00 - 13:00	Performance from Starlight Dance & Musical Theatre School

**BEACH OPEN**  
10am-4pm everyday (except Sundays) at Market Place, Kettering

**FREE EVENT**

- Table Tennis Tables
- Big Screen
- Beach Sandpit
- Splash Fountains

**Kettering Borough Council**

\*You must pre-book, please call 01536 410 333

[www.kettering.gov.uk/marketplace](http://www.kettering.gov.uk/marketplace)

3.8 We have now confirmed that more Teenage Markets will take place on 6th September and 13<sup>th</sup> December (as part of Small Business Saturday). The teenage trader below enjoyed the experience that much that she is now part of our regular Saturday market.



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3.9 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. The World Cup shown on the big screen had a great turn out, with over 100 people came to the market place over the two games.

3.10 Wimbledon was also shown on the big screen in the market place as was the British Grand Prix at Silverstone.

<b>Big Screen – Summer Programme</b>	
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

#### **4 Investment Activity in the Town centre**

4.1. Work to convert the Corn Exchange to restaurant use is underway, as is work to convert the former Bar Sun into a high end food and drink offer, both of which will contribute to moving the night time economy from a drinking culture to one which is more mixed and therefore more attractive to more people. 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.

4.2. Discussions with Ellandi are ongoing in relation to the removal of the large bus shelter in Newland St and their replacement with smaller, more environmentally attractive shelters, and in relation to the redevelopment of the old single storey shop units at the bottom of Gold St.

4.3. Contact with major retailers currently represented in town will also be undertaken to understand how their own offer can be developed, and what the Council can do to assist.

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- 4.4. Since the last meeting, Kettering has been listed as one of 29 towns across the Country to benefit from Business in the Community's Healthy High Street Campaign.
- 4.5. The BITC initiative; Healthy High Streets, seeks to create 3,000 jobs, increase footfall by 10% and reduce empty property units by 20% over a three year period in selected towns across the UK - through dedicated support from founding partners Boots UK, the Co-operative Group, Marks & Spencer and Santander. Kettering is one of the first 29 of the 100 towns across the UK that will be supported by big businesses through its new initiative to transform UK high streets.
- 4.6. An initial meeting is set for the end of July with founding partners to find out more. BITC has been around since 1982, with around 850 members. They have 11,000 businesses engaged in their campaigns and programmes locally and internationally. For more information: [www.bitc.org.uk/healthyhighstreets](http://www.bitc.org.uk/healthyhighstreets)

### 5. Purple Flag

- 5.1. The Purple Flag process is in the third stage. The Snapshot of Kettering has been completed which enabled us to collect data and statistics from partners and businesses. The Self-assessment chart is also in the process of being completed, which needs sign off from the taskforce before we move onto the next stage.
- 5.2. 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:
- The Blitz Tea Room and Jazz Lounge won "**The Best of Local and Loved Awards 2014**"
  - The Three Cocks Pub in Kettering has been awarded "**Pub of the Season Award for Winter 2013**" by CAMRA
- 5.3. The results of the self assessment exercise have been captured and work to address all the areas of improvement identified is underway with a six month action plan being implemented.

### 6. Freedom of the Borough

- 6.1. 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 21<sup>st</sup> July 2014 up to 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

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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 during the march.

6.2. 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 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 representatives and councillors at the Kettering Conference Centre.

6.3. 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'.



The Royal Anglian Regiment will be welcomed home in Kettering from their tour of duty in Afghanistan with a Homecoming Parade of 200 soldiers.

**Come and line the streets of Kettering and celebrate the homecoming of the troops!**

<b>3.40pm</b>	The parade begins from London Road Car Park, continues past Horsemarket, into Silver Street and along Gold Street and High Street
<b>4pm</b>	Arrival at Kettering Market Place for inspection of the troops and speeches
<b>4.20pm</b>	Parade continues along Bowling Green Road concluding in London Road Car Park

There will be rolling road closures. For further information please visit [www.kettering.gov.uk/homecoming](http://www.kettering.gov.uk/homecoming) or call **01536 410 333**.

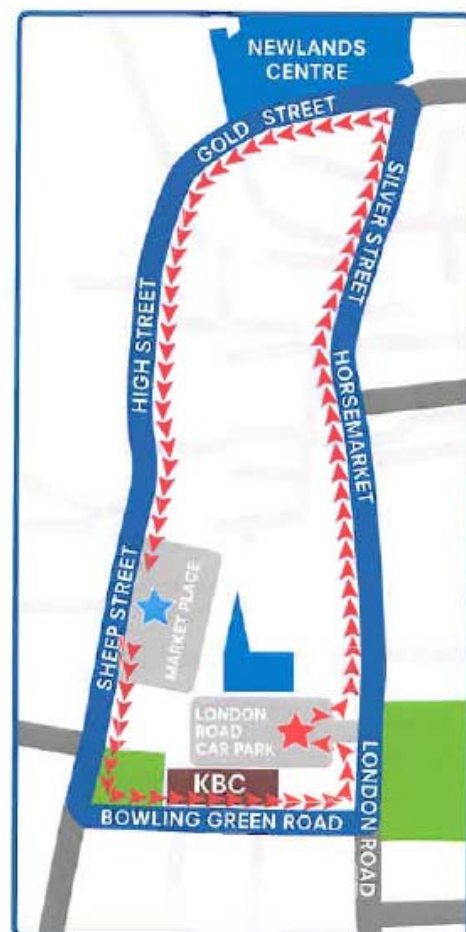
A Freedom of the Borough display will be available to view in the Community Corner of Kettering's Manor House Museum in August.



**Kettering**  
Borough Council

<b>3:40pm</b>	The parade begins from London Road Car Park
<b>4pm</b>	Arrival at Kettering Market Place for inspection of the troops and speeches
<b>4:20pm</b>	Parade continues along Bowling Green Road concluding in London Road Car Park

- Start and end point of march
- Inspection of the troops at Market Place
- Route and direction of the march



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### 7. Public Realm Improvements and Pedestrianisation

- 7.1. A seating area is to be installed between Costa Coffee and Bewitched Coffee at the bottom of Dryland St for use by clients of both businesses, during July.
- 7.2. Productive discussions with Northamptonshire County Council about the terms of a draft traffic order to restrict vehicular access to the pedestrian zone have taken place, in conjunction with the design of a residents parking zone for West St , which will assist enforcement and enable KBC wardens to carry out enforcement, in addition to PCSOs and the traffic warden. The exact timetable for the publication of an order will be known later this month.

### 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

### 9. RECOMMENDATIONS

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) Support the development of the Healthy High Street Campaign alongside Business in the Community;
- c) Welcomes the investment being planned in the town centre.