

BOROUGH OF KETTERING

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Report Originator	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i>	
Wards Affected	All	10th September 2014	
Title	SUITE 16 AND ECONOMIC REGENERATION		

Portfolio Holders: Cllr Derek Zanger and Cllr Mark Dearing

1	<u>PURPOSE OF REPORT</u> a) To provide a briefing on how we are utilising Social Media to advertise and inform b) To update on the delivery programme for Public Realm Phase 4 c) To provide a brief summary of Assisted Area Status and how we are seeking to ensure we benefit from it d) To update on how the Purple Flag project is progressing
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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.
- 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 SOCIAL MEDIA USAGE

- 3.1 Kettering Borough Council currently use a number of social media channels in order to share information to a wider audience. Residents are increasingly looking online to search for information on Council services, so it is important to ensure that the Council communicate in a way that matches this behavioural change.
- 3.2 In 2011 we launched our first Twitter page to promote Kettering's new Market Place (@MarketPlaceKett). Since then we have developed an official Kettering Borough Council Twitter page (@KetteringBC) and a Twitter page for the Kettering Museum and Art Gallery (@KMuseumGallery).
- 3.3 Through these channels, we have found that social media is the optimum avenue for us to disseminate important information about services, promote events and to interact with others. We have received some great feedback to help us improve the way we communicate and engage with residents and our social media platforms are still growing.
- 3.4 This year we have expanded our social media portfolio to include the following:
- 'This is Kettering' (Facebook) – This promotes news and events in the Kettering area. Content is not solely Council focussed, instead the main function of the page is to promote the entire borough.
 - 'Kettering Markets' (Facebook) – This page has given the local markets a boost by promoting events and showcasing existing traders while also looking to attract potential new traders.
 - Kettering Borough Council (LinkedIn) – A company page has been set up to develop professional contacts, promote job vacancies and post news to a business audience.
 - 'This is Kettering' (YouTube) – The YouTube channel supports the video content that we also place on Facebook. We aim to start making videos that help promote events and service take-up and that provide customers with important information.
- 3.5 Response has been positive so far and we now have over 4.500 followers in total with the audience growing each week. The following screen shots give an indication of the type of audience numbers we are reaching through using Facebook to advertise a variety of events and new openings. We're continuously looking to further how we communicate and engage with businesses and the community so we're keen to develop these initiatives further.

This is Kettering added 4 new photos. 28 July · 🌍

New addition to the restaurant quarter!
 Have you seen the work taking place at the Corn Exchange on Kettering Market Place? It's being turned into a new restaurant and bar called **Kino Lounge** scheduled to open at the end of August!
 Check out the menu at www.thelounges.co.uk and follow them on twitter @LoungeKino. We're excited already!

14,944 people reached Boost Post

Like · Comment · Share · 🍷 187 🗨️ 36 🔄 45

14,944 People Reached

398 Likes, Comments & Shares

274 Likes	187 On Post	87 On Shares
77 Comments	40 On Post	37 On Shares
47 Shares	45 On Post	2 On Shares

6,273 Post Clicks

581 Photo views	476 Link clicks	5,216 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

This is Kettering 17 July · 🌍

The BEACH is coming to Kettering Market Place! Free parking on Friday 1st August, Friday 8th August and Friday 15th August! Check out the huge range of fun free activities:

14,944 people reached Boost Post

Unlike · Comment · Share · 🍷 23 🗨️ 4 🔄 45

3,740 People Reached

137 Likes, Comments & Shares

56 Likes	23 On Post	33 On Shares
34 Comments	4 On Post	30 On Shares
47 Shares	45 On Post	2 On Shares

621 Post Clicks

380 Photo views	0 Link clicks	241 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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This is Kettering

8 July · Edited · 

Welcome home the heroes in Kettering!
Freedom of the Borough Homecoming March in Kettering
Monday 21st July 2014 3.40pm!



7,672 people reached


Boost Post

7,672 People Reached

406 Likes, Comments & Shares

227 Likes	24 On Post	203 On Shares
25 Comments	2 On Post	23 On Shares
154 Shares	142 On Post	12 On Shares

609 Post Clicks

365 Photo views	0 Link clicks	244 Other Clicks 
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NEGATIVE FEEDBACK

11 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page



This is Kettering

30 July at 16:30 · 

Take advantage of FREE parking in all Council car parks on the next 3 Fridays (1st, 8th & 15th August)!!
Perfect for visiting Kettering by the Sea, grabbing a bite to eat, or doing some shopping in town!
Find out more, here: <http://bit.ly/1tscxfQ>



2,697 people reached


Boost Post

2,697 People Reached

125 Likes, Comments & Shares

79 Likes	13 On Post	66 On Shares
3 Comments	1 On Post	2 On Shares
43 Shares	43 On Post	0 On Shares

122 Post Clicks

23 Photo views	18 Link clicks	81 Other Clicks 
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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4 PUBLIC REALM PHASE 4

4.1 A delivery programme has been agreed with Northamptonshire Highways to bring forward the first elements of this exciting project. For those of you knew to it, 'Public Realm Phase 4' (or PR4) is the next stage of Kettering Borough Council's long term ambitions for the town centre – taking what has been so successful in Market Place, Sheep Street, Market Street and Horsemarket through the main shopping part of the town centre. As the map below shows, we're talking about a sizeable change to the appearance of High Street, Meadow Road, Lower Street and Gold Street.



4.2 The main focus of this project is to deliver a shopping area that is safe for pedestrians, accessible for all and welcoming to everyone. The first elements of the proposals to be delivered will be a new Traffic Regulation Order (TRO) for the zone and a rising bollard scheme at each of the gateways. These two essential elements will enable the shopping zone to become a truly

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pedestrianised area during the main part of the day, by placing clear and determined restrictions on who can access it, and when.



4.3 The detail of the TRO has been subject to public consultation in 2013, and has involved close partnership working between Kettering Borough Council, Northamptonshire Highways and Northamptonshire County Council. The new arrangements will be as follows:

- 20mph speed limit throughout the zone
- Four rising bollard gateways to be installed
- A collapsible bollard (manual) at Meeting Lane
- Blue Badge parking is to be provided at Meadow Road, Lower Street and Gold Street
- Loading Hours are Sun-Thurs 5pm-9am and Fri-Sat 5pm-8am
- Cycling is prohibited within the town centre (bike racks will be provided at gateway locations)



4.4 Rising bollards will be in the raised position at all times unless activated. Swipe cards are to be used to operate bollards and will be supplied to all premises

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accessed from the zone. The swipe cards will enable access for deliveries in the time periods identified above. Access within the core hours (9am-5pm Sunday to Thursday and 8am-5pm Friday and Saturday) will be restricted to those beneficiaries of a statutory right of access only (i.e. emergency vehicles, or for works to buildings).



- 4.5 Cards do not require vehicle identification as any misuse of the bollards will be monitored via CCTV and the card system identifies individual cards. CCTV at each gateway is to be fitted with recording devices to record any intentional damage to bollards.
- 4.6 Though it is currently being finalised, the timetable for delivery extends from now until Spring 2015, with different stages being run concurrently. In terms of the physical installation of the new bollards, this will take place in early 2015. As the programme of works becomes fully established, further updates will follow.

5 ASSISTED AREA STATUS

5.1 Kettering was recently successful in achieving Assisted Area Status, along with parts of Corby and Wellingborough. Assisted Areas are areas designated in European State Aid rules as being eligible for additional support for development and are permitted to receive additional Governmental support. The specific area identified is as follows:

5.2 Coverage:-

- Areas in 4 boroughs : Corby, Kettering, Wellingborough and East Northants covering large parts of town centres
- Contains over 100,000 residents and 5000 businesses
- Strong manufacturing base and focus on town centre business sectors e.g. retail, accommodation and food.

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- Wards in the Kettering area: Barton, Burton Latimer, Northfield, St. Michael's and Wicksteed, St. Peter's, William Knibb, Queen Eleanor and Buccleuch Ward

5.3 The strong manufacturing base means Northamptonshire is well placed to benefit from regional aid support. The prime source is the Governments Regional Growth Fund (round 6 opened 19th June). There will also be opportunities to secure funding from other sources e.g. ERDF.

5.4 Firms are eligible to apply for financial support for capital plant and machinery which will create new local jobs: The proportion of total eligible costs is up to:-

- 30% for small businesses (up to 50 employees)
- 20% for medium businesses (50-250 employees)
- 10% for large businesses (250+ employees)

5.5 They can also seek support for revenue costs although this is less common.

Business Premises Renovation Allowance (BPRA) and Urban Regeneration

5.6 The Assisted Area covers sections of town centres as well as industrial sites. Local regeneration could potentially be supported by BPRA. BPRA offers support to bringing disused business premises and empty shop fronts back into commercial use by providing a 100% tax allowance on capital expenditure. Conditions include:-

- Maximum per premises is Euros 20 million
- Costs can only be for renovation on business premises
- Enterprise must not be in financial difficulty
- Property must have been empty for one year

Energy and Environmental Support

5.7 Areas may benefit from additional contributions for energy and environment investments. ERDF likely to be the main source of funding. Investments are permitted for a wide range of interventions such as:

- Capital investment and operating aid for renewable energy, energy efficiency and co-generation installations.
- Environmental studies
- Carbon Capture
- Energy infrastructure

Assisted Area Opportunities for Kettering

5.8 There are various ways of ensuring Kettering benefits from this new status. Some of these are identified below – and we'll be looking at how we can best advertise the status within the business community over the coming months.

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- Engage and Support Target Companies
- Promote Assisted Area Status widely
- Explore Opportunities for building renovation
- Explore Opportunities for Energy Initiatives
- Develop Investment Fund programmes through the Regional Growth Fund to support local business growth.

5.9 We will keep you updated with progress on this as we move forward.

6 PURPLE FLAG

- 6.1 An over-night appraisal was carried out in May by a broad range of people from the taskforce, who volunteered throughout different times of the night from 5pm to 5am.
- 6.2 All comments and observations were collected from the group and were presented in a table format to show the varied array of issues people picked up from different areas of the purple flag zone. We recorded a large number of different views of the night time economy; we put this down to people from the group being of different ages and professions.
- 6.3 A conclusion chart was filled in against the five core themes retrospectively of the feedback from the audit, this determined if we were meeting standards or if we were below or above the range purple flag sets out. The chart clearly showed us where we need to make improvements and raise expectations to meet purple flag standards.
- 6.4 A six month action plan has been produced which gives a detailed list of the improvements that need to be addressed. Each action has been allocated to an individual or team that they must complete, it gives the name of the project lead and the deadline to which it must be completed by.
- 6.5 We have also completed a risk register relating to the purple flag action plan, which enables us to forecast any risks that may affect the process when trying to complete individual improvements from the action plan.
- 6.6 A meeting was held at Northampton Police Headquarters last month with Michael Tunnicliffe and Claire Tompkins (News and Public Involvement Producer), to discuss moving forward with putting together a communications plan. This will ensure that KBC, the Police and the Home Office are sending out the same stories re: Purple Flag and it shows a good example of partnership working across the board.
- 6.7 A second meeting was held at the headquarters with Stacey Groves (Data Management Officer) this was around crime data within the purple flag zone. It was agreed that specific statistics relating to only the purple flag area will be sent to Rebecca Lees on a bi monthly basis.

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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

8 RECOMMENDATION

That the Executive Committee:

- a) Endorses approach to Social Media usage, and recognises the success it is already delivering
- b) Supports the delivery of Public Realm Phase 4
- c) Welcomes news that parts of Kettering will be within a new Assisted Area Status
- d) Notes the continued progress towards achieving Purple Flag status for Kettering town centre