

Delivering Growth

Suite 16 and Economic Regeneration Update

- ◆ Social Media Usage
- ◆ Public Realm Phase 4 Delivery
- ◆ Assisted Area Status
- ◆ Market Update
- ◆ Shop Front Improvement Grant

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Social Media Usage

This is Kettering added 4 new photos
20 July

New addition to the restaurant quarter!
Have you seen the work taking place at the Com 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.thelounge.co.uk and follow them on twitter @LoungeKino. We're excited already!

14,944 people reached

398 Likes, Comments & Shares

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

6,273 Post Clicks

501 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

- ◆ Increasing importance of online channels for communication
- ◆ Utilising Facebook, Twitter and considering LinkedIn
- ◆ Great coverage and positive feedback on all mediums

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Public Realm Phase 4 Delivery



- ◆ Step change in the Primary Shopping Area
- ◆ Creating a safe, welcoming, pedestrian zone
- ◆ Enforced with rising-bollards at each gateway



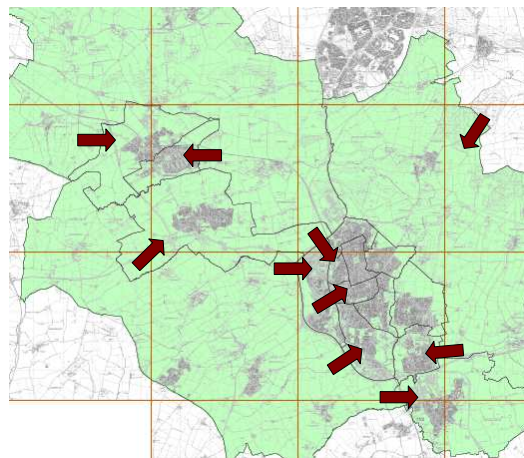
- ◆ 9am – 5pm/8am – 5pm (Sun-Thurs/Fri-Sat)
- ◆ Swipe card access outside core hours for deliveries
- ◆ Delivery Q1 2015

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Assisted Area Status

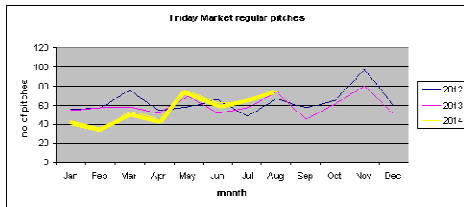
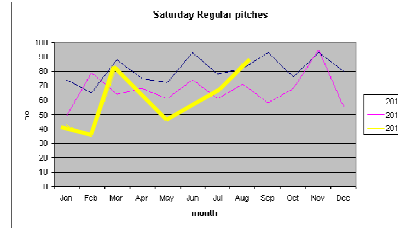
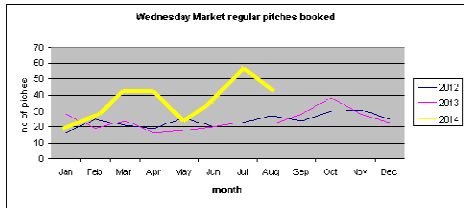
- ◆ 4 Boroughs – Kettering, Wellingborough, Corby and East Northants
- ◆ Heightened eligibility for Government support
- ◆ Business Premises Renovation Allowance (BPRA)
- ◆ Energy and Environmental Support



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Market Update



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Shop Front Improvements

- ◆ Two capital budgets related to Kettering Town Centre – Shop Front Improvement Grant and Conservation Area Enhancement Scheme
- ◆ Both require match funding
- ◆ Difficulties in securing bids...however some great success stories
- ◆ Majority of budget has been spent – some funding left but applications already in to secure what remains
- ◆ Funding stream not to be renewed going forward



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Shop Front Improvements

Shopfront Improvements

- ◆ **Corn Exchange** – restore frontage, cleaning, scaffolding, removal of signage
- ◆ Mystic Diners – shopfront and sign
- ◆ Thorntons – shopfront, brickwork, painting, lighting and sign
- ◆ Bewicked – windows and signs
- ◆ 40 High Street – shopfront improvements

Conservation Area Enhancement Schemes

- ◆ Corn Exchange – replace stonework, repairs to stonework, windows and roof
- ◆ Schemes also delivered in Loddington and Rothwell



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Newlands Street Bus Shelters

- ◆ Executive agreed deal with Ellandi for forward-funding of works ahead of repayment through S.106 on Westhill
- ◆ Northamptonshire Highways finalising delivery programme
- ◆ £180,000 total amount available for project – loan to be repaid in 3 installments
- ◆ Removal of existing structures and replacement of 5 bus stops with more modern design
- ◆ Key to helping Ellandi secure the sort of tenant everyone wants to see in Kettering



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