

## BOROUGH OF KETTERING

<b>Committee</b>	<b>EXECUTIVE</b>	Item 10	Page 1
<b>Report Originator</b>	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i> A15/001	
<b>Wards Affected</b>	All	22 <sup>nd</sup> July 2015	
<b>Title</b>	<b>DELIVERING OUR TOWN CENTRES</b>		

**Portfolio Holders: Cllr Derek Zanger and Cllr Mark Dearing**

### **1 PURPOSE OF REPORT**

- a) To look back at the hugely successful Women's Tour event
- b) To look forward to this year's Summer Celebrations around the Borough
- c) To note the success in achieving a Purple Flag for Kettering
- d) To review the continued development of Kettering's markets

### **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 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.

### **3 WOMEN'S TOUR**

- 3.1 June 19<sup>th</sup> saw the Women's Tour come to Kettering in what was a fine example of everything Kettering has to offer this sort of event. Thousands of people lined the course, not just in the town centre but elsewhere in the Borough too. Sweetspot, who organised the whole tour, have expressed their admiration for the approach taken in Kettering – and the event that was delivered as a result.

## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 2
-----------	------------------	------------	--------



- 3.2 Businesses in the town centre reported significant upturns in footfall and takings – highlighting the importance of ensuring events and activities fill our public spaces. A number of hugely positive comments were received by staff working through the town – many being told what a lovely place Kettering is by people who had never visited previously.



Committee	<b>EXECUTIVE</b>	Item 10	Page 3
-----------	------------------	------------	--------

3.3 We're keen to carry on this fine tradition, which leads very nicely on to the next part of this report; the Summer Celebrations.

**4 SUMMER CELEBRATIONS**





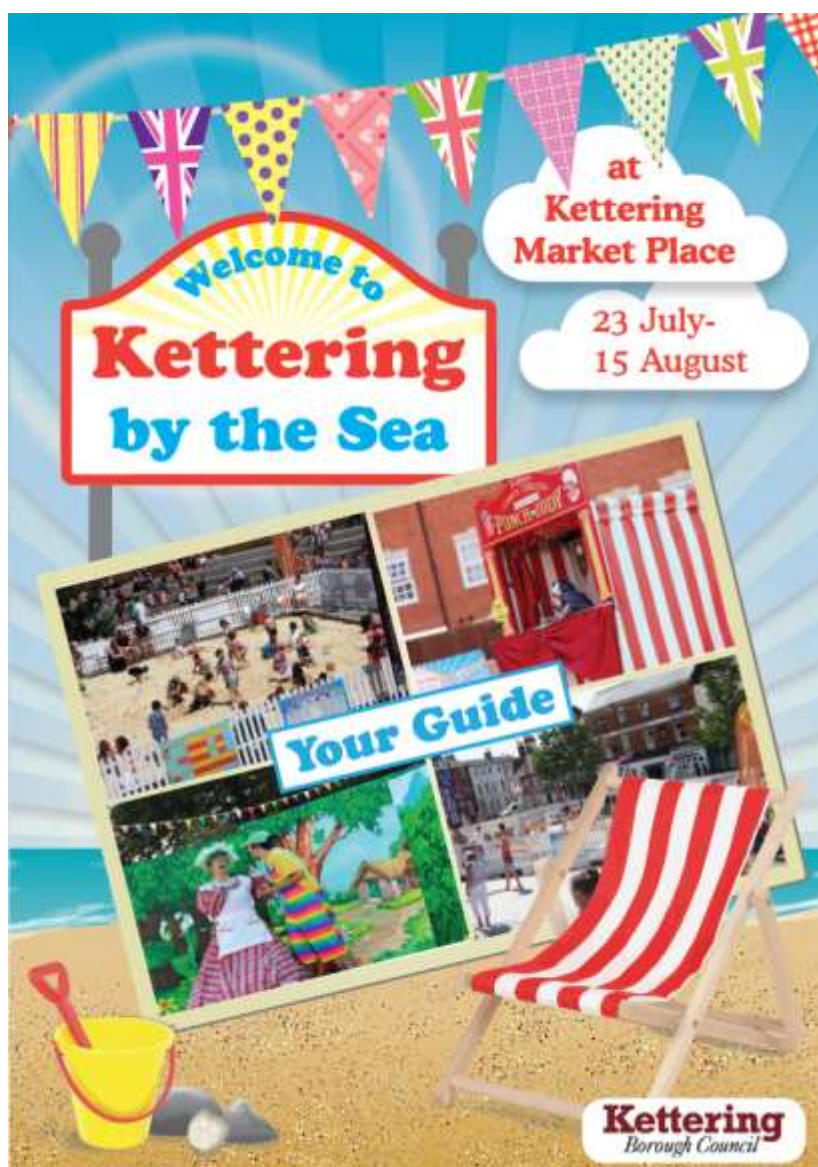
## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 4
-----------	------------------	------------	--------

4.1 This summer sees a bumper pack of activities around the Borough – including the much loved Kettering by the Sea. The Council, and our partners, are putting on something for everyone, in a whole host of accessible locations – so please take the time to check out the Summer Holidays Activity Booklet 2015, which sets it all out in great detail.

4.2 There are too many to go through here, but below is a sample of what's on:

- Hockey Coaching, Astro Turf at Lake Avenue (8-13 yrs) 27<sup>th</sup>-31<sup>st</sup> July
- National Pool Lifeguard Qualifications Course, Kettering Swimming Pool (27<sup>th</sup> July – 1<sup>st</sup> August)
- The Knibb has a variety of things to do over the summer, including circus skills, photography and baking – Throughout August (11-16 yrs)
- Summer Playschemes – Geddington, Broughton, Wilbarston, Burton Latimer, Mawsley (8 and under) – Throughout July



## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 5
-----------	------------------	------------	--------

4.3 Kettering By the Sea returns on 23<sup>rd</sup> July until 15<sup>th</sup> August, with the beach open from 10am to 4pm (Monday - Saturday). As above, there is a whole host of activity to choose from and get involved in, including:

- Mini Beast Roadshow
- Cinderella
- Lego Workshops
- West Lodge Farm Animals
- Urban Beach Volleyball
- London Science Museum
- Pirates and Princesses
- and much more!

## 5 PURPLE FLAG

5.1 Kettering town centre has been awarded the prestigious Purple Flag following an in-depth period of independent assessment. The award - similar to the Green Flag for Parks and Green Spaces and the Blue Flag for beaches - was presented to Kettering at an awards ceremony in Leeds on Thursday 2 July 2015.

5.2 The Purple Flag Scheme recognises excellence in managing a thriving, safe and vibrant evening economy in the town centre. It assesses a wide range of factors including visitor attractions, things to do, levels of lighting, the clarity of signage, the level of crime and cleanliness standards.



## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 6
-----------	------------------	------------	--------

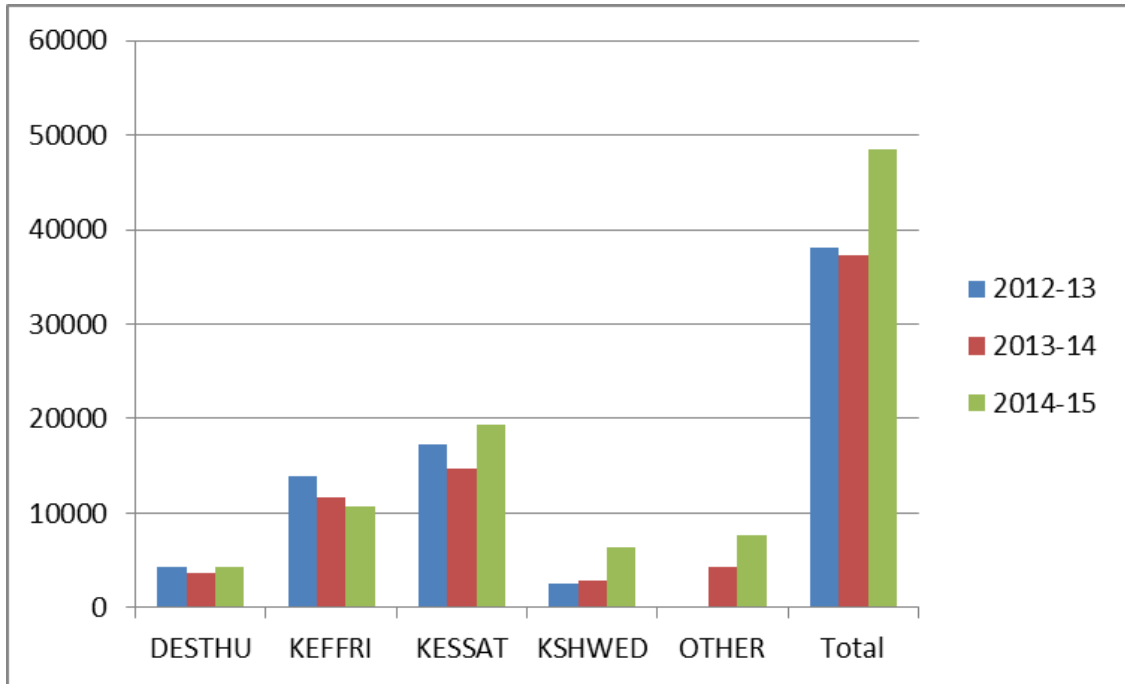
- 5.3 Kettering was awarded the Purple Flag after assessors from Association of Town Centre Management (ATCM) came to visit the town centre and experienced first-hand the night-time offering. The assessment team were shown the wealth of facilities on offer for the evening visitor including a wide variety of restaurants, cultural facilities like the Alfred East Art Gallery, as well as the pubs and clubs. They also undertook research about Kettering town centre and interviewed various people before they conducted their overnight inspection.
- 5.4 Achieving accreditation is more than a one-off prize as standards need to be upheld and maintained in order to retain the Purple Flag status. The announcement for Kettering follows of a number of recent improvements to the town's night time economy including:
- A number of new bars and restaurants have added to the local night time offer
  - A town centre Dynamic Emergency Care Centre (DECC) was set up during peak periods such as New Year's Eve and major events such as the World Cup
  - Kettering Street Pastors have continued to patrol the streets on Saturday nights for over 3 years, doing a fantastic job of looking after the visitors and creating a safe haven at the Methodist Church for anyone who would like take time out
  - New lighting, updated signs and clearer alleyways to make the town centre safer
  - In November a new weekend Nightsafe patrol plan was rolled out to increase Police flexibility in dealing with venues open at certain times
  - A number of new businesses have signed up to Kettering's Community Toilet Scheme
  - Kettering has supported Dry January for the previous two years throughout the Borough as part of a wider national scheme

## **6 MARKET DEVELOPMENT**

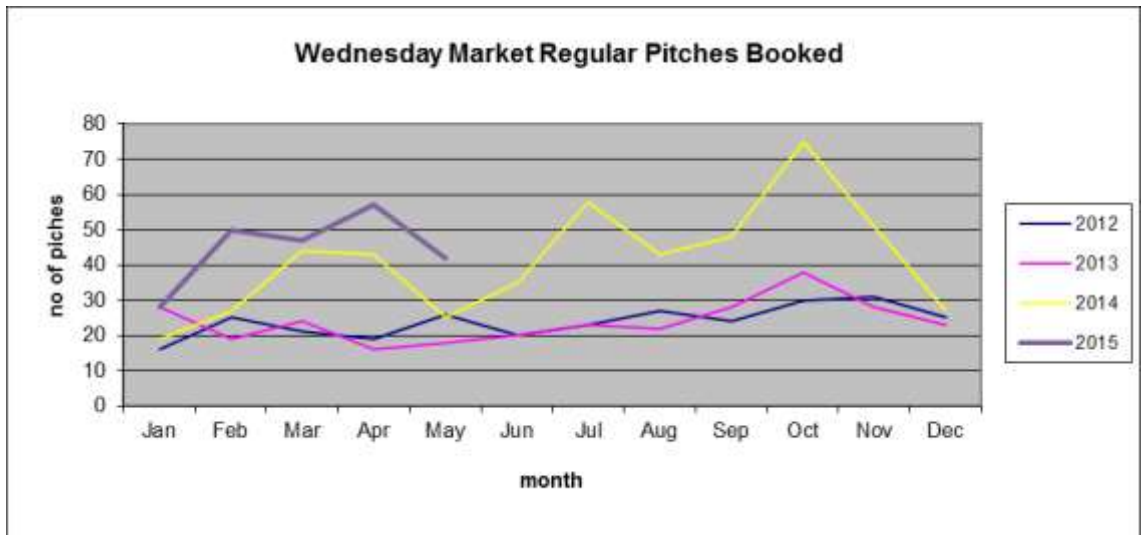
- 6.1 2014-15 has been another really good year for the continued development of the market offer in the Borough. The vibrancy and interest markets bring to a town centre has proven to be a significant factor in the improving footfall figures the latest town centre health check (August 2014). Overall, income from the market has risen by 30% to £48,522 – a fantastic achievement for everyone concerned. The total number of pitches let increased by 18% while at 1151 the number of KBC owned stalls erected is now 48% higher than 2013/14.
- 6.2 The graph below show the changes over the last three years across the Desborough Market (Thursday), Kettering's Wednesday, Friday and Saturday markets, and 'other' – which accounts for commercial bookings (Sky, Virgin Media, etc)

**BOROUGH OF KETTERING**

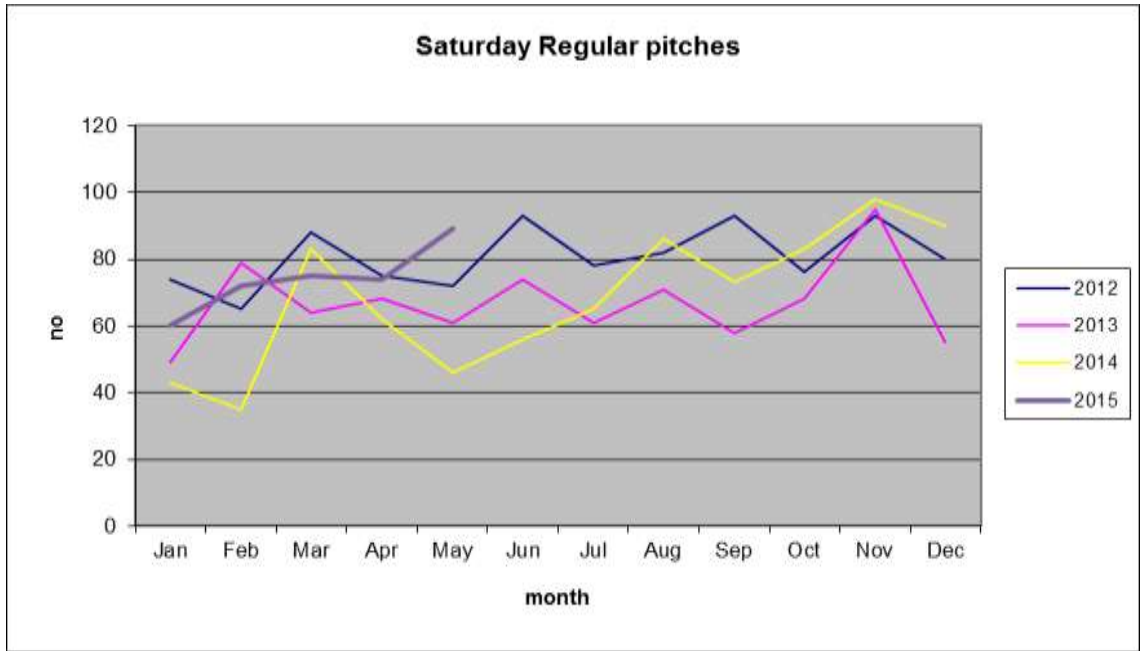
<b>Committee</b>	<b>EXECUTIVE</b>	<b>Item 10</b>	<b>Page 7</b>
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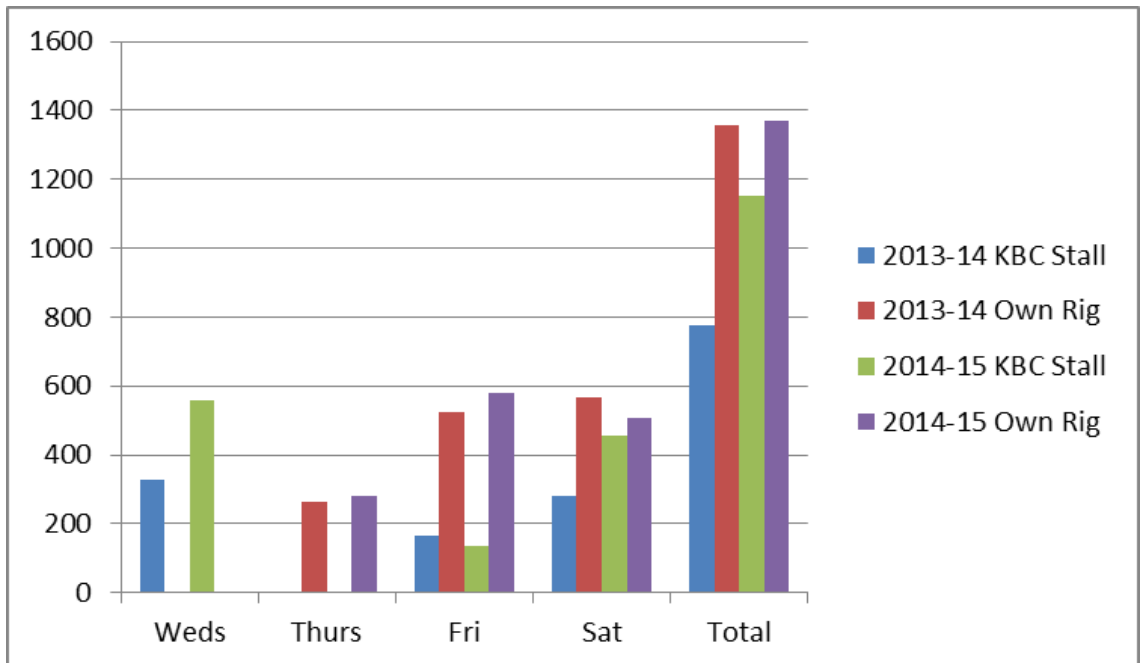
6.3 The following graphs expand on the Wednesday and Saturday markets in Kettering, to give an example of how the number of pitches changes on a month by month basis. The improvements made on Wednesday's Flea Market are illustrated very clearly below.



<b>Committee</b>	<b>EXECUTIVE</b>	Item 10	Page 8
------------------	------------------	------------	--------



6.4 Though income has decreased on the Friday market, this is largely due to the number of 'own rigs' that are used by traders – which are charged at a lower rate than KBC owned stalls as our staff do not set them up. The following graph illustrates that while the number of own-rigs has remained roughly the same, there has been a steady increase in the number of KBC-rigs being used; particularly on a Wednesday and Saturday.



6.5 It is worth, at this point, reminding ourselves of the context and history of Kettering's markets. In August 2011 Kettering Borough Council took over market operations implementing new operating procedures, rules, charges and



## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 9
-----------	------------------	------------	--------

branding resulting in pitch “sales” doubling in the first year. In addition to increased bookings from traders with their own rigs there was a high demand from start-up businesses and traders for market stalls to be supplied with demand for stalls reaching full capacity during December 2012.

- 6.6 The 15 stalls that were being utilised at the time were over 12 years old, falling into disrepair, had the previous contractors branding and had a life expectancy of no more than 12 months. In order to sustain the progress made and income generated, investment was made under the **Invest To Save** scheme.
- 6.7 The proposal was to replace the existing stalls and to acquire a further 5, thereby providing 20 opportunities, instead of 15 for individuals and entrepreneurs to develop and grow their business.
- 6.8 In May 2013 £18,500 was invested into 20 new stalls and associated equipment. This was a very good decision, as the following points illustrate:
- In 2013-14 the new stalls were **used 775 times generating £15,500**
  - In 2014-15 the new stalls were **used 1151 times generating £23030**
  - Since purchase stalls have **generated income £38350** over double the original investment
  - In 2014-15 Income generated from all stall bookings (including own rigs) raised by **30% to £48,522**
  - The new investment has enabled:-
    - The Flea market to quadruple in size
    - Has facilitated the growth of the existing general market
    - Has enabled events and specialty markets such as the Teenage Market and Small Business Saturday
    - niche and independent businesses to trial their ideas before deciding whether to invest in a permanent home in one of the Borough’s town centres (The Corner Deli on Market Street being the most recent example of one such success story)
- 6.9 We’re not finished with our development of the market offer in the Borough – we’re working on establishing a regular food and drink market, which we aim to have operational later this year. We’re also considering what the future holds in terms of purchasing new stalls and our flexible approach to own-rigs vs KBC rigs.

## **7 IMPACT ON POLICY**

- 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

## BOROUGH OF KETTERING

Committee	<b>EXECUTIVE</b>	Item 10	Page 10
-----------	------------------	------------	---------

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

### **8** **RECOMMENDATION**

That the Executive Committee:

- a) Acknowledges the hard work that was involved in making the Women's Tour such a resounding success
- b) Looks forward to this year's Summer Celebrations around the Borough
- c) Celebrates Kettering's success in achieving Purple Flag accreditation for the first time
- d) Welcomes the continuing development of Kettering's market offer