

BOROUGH OF KETTERING

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|--------------------------|--|-------------------------------|----------------|
| Committee | EXECUTIVE COMMITTEE | Item 10 | Page 1 of 5 |
| Report Originator | Alex Jelley Economic Regeneration Manager | <i>Fwd Plan Ref No:</i> | |
| Wards Affected | All | 14 th October 2015 | |
| Title | DELIVERING OUR TOWN CENTRES | | |

Portfolio Holders: Cllr Derek Zanger and Cllr Mark Dearing

1 PURPOSE OF REPORT

- a) To provide an update on 'Foodie Fridays' – Kettering's new food and drink focussed monthly market
- b) To set the date for Small Business Saturday
- c) To look forward to another hugely popular Teenage Market
- d) To outline work being undertaken in partnership with the Business in the Community group of town centre retailers

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.

3 FOODIE FRIDAYS COMING TO KETTERING

- 3.1 A brand new monthly food market starts on 9th October, when Kettering welcomes Foodie Fridays to the town centre. The new addition to the successful market offer will take place on the second Friday of each month.

BOROUGH OF KETTERING

| | | | |
|-----------|----------------------------|------------|----------------|
| Committee | EXECUTIVE COMMITTEE | Item 10 | Page 2 of 5 |
|-----------|----------------------------|------------|----------------|

Food lovers will have the chance to buy a feast of locally produced food and drink between 9am and 5pm on the High Street.

- 3.2 The new food market will be tempting visitors with high quality, fresh produce that will change with the seasons, offering a range of delectable goodies to either take home or eat on the spot.
- 3.3 Local sellers include plants and flowers, fruit and vegetables, a variety of cheeses, and homemade chutneys to marmalades, plus many more. There has been a lot of interest from producers and traders – so we are hopeful of adding more and more as the market is established. We know customers value high quality, fresh produce and we're delighted to be bringing this to Kettering with a new specialist 'Foodie' market. We want to encourage people not only from the town but also the surrounding areas to enjoy what's on offer in the town and sample a range of food."



- 3.4 We are hoping to enable market traders to benefit from a license to sell alcohol as well – there is a long history of producing wonderful beer, wine and gin within the County, so we're hoping to attract some interesting businesses into the town centre.
- 3.5 New traders are always welcome to add to the variety of any of markets; sellers can book onto the market by visiting www.kettering.gov.uk/markets or contacting markets@kettering.gov.uk or 01536 410 333. You can keep up to date with all the latest news and dates for future markets on Facebook at www.facebook.com/ketteringmarkets.

4 SMALL BUSINESS SATURDAY

- 4.1 Small Business Saturday will take place in Kettering for the third year in a row on Saturday, 5th December. The national campaign will follow up its previous successes and encourage shoppers to 'keep it local' by doing all or most of their shopping on 5th December with independent small businesses. Look out for the logos and posters in shops and on windows as a sign that you're in the right place!



BOROUGH OF KETTERING

| | | | |
|-----------|----------------------------|------------|----------------|
| Committee | EXECUTIVE COMMITTEE | Item 10 | Page 3 of 5 |
|-----------|----------------------------|------------|----------------|

4.1 It's a great opportunity for smaller local businesses to promote themselves, generate trade and new business and for local people to unearth the hidden gems we have in Kettering. If you are interested in getting involved, why not visit the SBS website: <https://www.smallbusinesssaturdayuk.com/#get-involved>. Alternatively, get in touch with the Economic Development Team at Kettering Borough Council – economicdevelopment@kettering.gov.uk or (01536) 410333.

4.2 Kettering benefits from some wonderful independent retailers – so let us get out and support them by visiting the town centre and enjoying everything it has to offer!

5 KETTERING TEENAGE MARKET

5.1 The next Kettering Teenage Market will take place on Saturday 5th December in the town centre with free stalls and insurance for traders aged 16-21. It is a celebration of talent and creativity in Kettering with young people selling their own handmade and individual designed products including printed mugs, jewellery, gifts, home ware, textiles and homemade cakes and confectionery. Interested young traders looking to book a stall can go to www.kettering.gov.uk/markets.

5.2 The history of business in Britain is littered with stories of entrepreneurs who started off their business by having a go with a market stall – so whether you're the next Richard Branson, Alan Sugar or Lowell Harder, why not give it a go and see where Kettering's market can take you!



6 BUSINESS IN THE COMMUNITY – HEALTHY HIGH STREET UPDATE

6.1 The Healthy High Streets programme provides support for 100 high streets over a three year period through access to business expertise and resource to help them to realise their potential. To measure its impact the programme will be monitoring footfall, property vacancy rates and jobs created. Overall the programme will seek to **increase footfall by 10%, reduce empty property units by 20% and create 3000 jobs.**

6.2 The Healthy High Streets programme expanded into another 34 towns across the UK in July, bringing the total number of towns being supported by the

BOROUGH OF KETTERING

| | | | |
|-----------|----------------------------|------------|----------------|
| Committee | EXECUTIVE COMMITTEE | Item 10 | Page 4 of 5 |
|-----------|----------------------------|------------|----------------|

programme up to sixty-seven. The programme is backed by its founding partners **Boots UK, the Co-operative Group, Marks & Spencer and Santander**, and, can now count on the added support for the scheme from **EE, Exterior Media and Greggs**.



- 6.3 Kettering was chosen as one of the original 34 Healthy High Street towns when the project was implemented in 2014. The **High Street Champion for Kettering is Mark Short (from Marks & Spencers)**. The team includes representatives from the above partners along with Newlands Centre, Borough Council and The Yards.
- 6.4 The team work together to develop and implement activities that build pride and drive footfall such as:
- Creating and enabling high profile events to drive footfall
 - Creation of relevant pop up shops and markets to support start ups
 - Providing expert help and resource to market and celebrate the high street
- 6.5 This work has shown that the key markers of high street success in addition to footfall, and local pride are a low proportion of empty shops. In September 2015 a report produced by the Local Data Company showed that town centres within the East Midlands area were performing well in terms of reducing vacant units. Kettering was featured on National television as an exemplar town.
- 6.6 At present the team are looking at collaborative work around:-
- Christmas events
 - Aligning trading hours over the festive period
 - Building pride

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
 - ◆ A better education and training offer

BOROUGH OF KETTERING

| | | | |
|-----------|----------------------------|------------|----------------|
| Committee | EXECUTIVE COMMITTEE | Item 10 | Page 5 of 5 |
|-----------|----------------------------|------------|----------------|

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

8 RECOMMENDATION

That the Executive Committee:

- Welcomes news of the establishment of Foodie Fridays in Kettering
- Notes the date for Small Business Saturday
- Looks forward to another hugely popular Teenage Market
- Recognises the importance of partnership working, particularly in reference to the Business in the Community group