

BOROUGH OF KETTERING

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Report Originator	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i> A15/037	
Wards Affected	All	25 th May 2016	
Title	DELIVERING OUR TOWN CENTRES		

Portfolio Holders: Cllr Ian Jelley and Cllr Mark Dearing

1 PURPOSE OF REPORT
1.1 An update on the timeline in Kettering Market Place;
1.2 A summary of working underway to improve wayfinder signage around the town centre;
1.3 A brief update of the Women's Tour event.

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 TIMELINE - UPDATE

- 3.1 The Timeline on Kettering's multi-award winning Market Place will soon welcome a new addition, as work gets underway to deliver a slab

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commemorating the awarding of Freedom to the Borough to the Anglian Regiment in 2011.

3.2 The regiment was created in 1964 after the amalgamation of several other infantry regiments. Since then, units of the Royal Anglians have served in Northern Ireland, Croatia, Bosnia, Sierra Leone, Iraq and Afghanistan. The regiment also maintains close relations with the Bermuda Regiment.

3.3 Following the award of Freedom in the Borough, the Regiment marched through Kettering in 2014 – an event that was marked by hundreds of people turning up to celebrate its history and achievements. Councillor Duncan Bain, the then Mayor of Kettering, said:

"So many people came up to me after the event and said how much they enjoyed the march in Kettering. It was obvious from how many people lined the route and came to the Market Place that the Borough's residents have enormous pride in our armed forces. From the ear-splitting cheering and waving of thousands of flags I think our soldiers now realise that local people are extremely grateful to them for the difficult job they do."

3.4 Major Bill O'Driscoll of the Royal Anglian Regiment said:

"On behalf of the Second Battalion I'd like to thank the Mayor, the councillors and the people of the Kettering Borough for their outstanding, enthusiastic support at the Homecoming March yesterday. Thousands of people supported the troops and the market place was the ideal location. We couldn't have wished for a better turnout or for better weather. I'd like to thank the people from the civic office and everyone who help to plan the Homecoming March, it was a fantastic day."

3.5 Work is also underway to evaluate other significant events in Kettering's past to ensure that those that merit inclusion are recognised with commemorative plaques of the same kind. When the timeline was initially considered, a vast number of dates were proposed – many more than could have been included. More information will be provided about additional plaques that might be suitable as this work is completed.

4 WAYFINDER SIGNAGE

4.1 Town centre signage plays an important role in successful regeneration – enabling people to find their way to a known destination, and uncover exciting unknowns. In Kettering we have relied upon traditional finger post signage, supplemented with town centre maps within the various car parks around town. As an improving town centre, with more and more on offer within it, the time is right to upgrade our approach to wayfinding.

4.2 We are in the process of setting out exactly what needs to be included, how many signs are required, and where they would be located – this will be done

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over the next few months. Consultation with businesses will take place to ensure that they have had the opportunity to comment on the proposals, which we hope will develop a sense of ownership in the business community. We have, in fact, already held some preliminary discussions with a number of businesses.

- 4.3 Some examples of the type of signage that is being envisaged at this stage can be found below. There are a number of signage companies that are able to deliver the type of structures we are looking at – and we will be sourcing the most suitable through a competitive tendering process once the consultation has been undertaken and project brief agreed. More information on this project will be provided as it develops.



5 WOMEN'S TOUR UPDATE

- 5.1 The excitement is beginning to build as Kettering looks forward to hosting the final stage of this years' Women's Tour. The riders will cover 133.2km (70.4 miles) during this gruelling final stage. The riders will start in Northampton at 10.45am and will travel through Northamptonshire before finishing in Kettering

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for the final few kilometres. Riders are expected to reach the finish line at around 2pm. The detailed timings (estimated) are listed in the table below:

Location	Time (estimated)	What to see	Distance from start
Northampton town centre	10:45am	Start	
Camp Hill, Bugbrooke	11:12am - 11:14am	Chain Reaction Cycles Sprint 1	8.5km
Newnham Hill, Daventry	11:41am - 11:50am	Strava Queen of the Mountains 1	29.1km
Cottesbrooke Road, Naseby	12:22pm - 12:40pm	Strava Queen of the Mountains 2	58km
Braybrooke	12:45pm – 1:08pm		74.2km
Pipewell	12:59pm – 1:26pm		84.3km
Rothwell	1:08pm – 1:37pm		90.7km
Desborough Road, Desborough	1:13pm - 1:43pm	Chain Reaction Cycles Sprint 2	94km
Harrington	1:22pm – 1:53pm		100km
Loddington	1:31pm – 2:04pm		106.5km
Market Place, Kettering	1:40pm - 2:16pm	FINISH!	113.2km

- 5.2 The route has now been set, so please make sure you pick your spots wisely to ensure the best view of the competitors as they make their way through Northamptonshire. Members will note that the tour will go through the market towns of Rothwell and Desborough prior to concluding in Kettering town centre. Spectators are encouraged to arrive early and make the most of the supportive events that are taking place.

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Aviva Women's Tour 2016

Stage 5 - 19th June 2016 Northamptonshire: Northampton to Kettering



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6 IMPACT ON POLICY

6.1 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
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7 RECOMMENDATIONS

That the Executive Committee:

- 7.1 Supports work to explore potential new additions to the Kettering Timeline;
- 7.2 Notes work underway to improve wayfinder signage around the town centre;
- 7.3 Welcomes the update of the Women's Tour event