

BOROUGH OF KETTERING

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Report Originator	Head of Development Services	<i>Fwd Plan Ref No:</i>	
Wards Affected	William Knibb Ward, Northfield Ward, All Saints Ward, St Michaels and Wicksteed Ward, St Peters Ward	23 rd January 2018	
Title	KETTERING TOWN CENTRE AREA ACTION PLAN – MONITORING UPDATE		

1. PURPOSE OF REPORT

To inform Members of the results of the sixth Monitoring Report of the Kettering Town Centre Area Action Plan.

2. INFORMATION

- 2.1 The Kettering Town Centre Area Action Plan (AAP) was adopted by the Council on the 6th July 2011. The Plan sets out the aspirations for the town centre and surrounding area up until 2021, and sets out the Council's strategy and policies to meet the Plan's objectives.
- 2.2 The adopted AAP includes a policy on implementation and monitoring. The plan sets out a monitoring framework to assess the effectiveness of the Plan in delivering its objectives.
- 2.3 This report has been written to evaluate the progress that has been made in delivering the plan's objectives. The first monitoring update was presented to Members of this Committee in September 2012, in subsequent years officers have reported in November. Last year the report was presented in January 2017, this, the sixth monitoring update reviews the progress made in delivering the AAP in the last 12 months.
- 2.4 Officers have also updated the Kettering Town Centre Health Check; this is attached at **Appendix 1**. The results of the AAP monitoring exercise is provided in summary below, discussed under the 7 objectives of the AAP.
- 2.5 In addition, this report also considers the impact of the amendments to the Town and Country Planning (General Permitted Development) Order 1995 (as amended), which were introduced on 30th May 2013 (Statutory Instrument 2013 No. 1101), 6th April 2014 (Statutory Instrument 2014 No. 564), 15th April 2015 (Statutory Instrument 2015 No. 596) and 6th April 2016 (Statutory Instrument 2016 No.332). The latest version of the General Permitted Development Order (Statutory Instrument 391) came into force on 6th April 2017.
- 2.6 By way of a reminder, an article published in the November 2016 edition of Property Week provided results of work undertaken to find those town centres in the UK which have the most potential for investors, Kettering was ranked 41st

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out of all towns nationally. Amongst the published list of the top 100, 3 other towns from the East Midlands were listed, these being Derby, Chesterfield and Loughborough, ranking 21st, 26th and 47th respectively. Unfortunately, no data in relation to rankings have been published for this year.

- 2.7 With regards to other awards or recognition, the Kettering Museum and Art Gallery won 2 awards at the Northamptonshire Heritage Awards which were the Best Exhibition for 'Comics Unstripped' and the Heart of Community award for 'I Love Music' events and exhibition. This gives some acknowledgement to the investment made in the range and quality of cultural facilities available to visitors to Kettering town centre. In addition to this, the Kettering Museum and Art Gallery were shortlisted at the National Museum and Heritage Awards for 'Project on a Limited Budget', for the exhibition 'Collection Connections'. The Cemetery and Crematorium Service was also recognised nationally at the APSE Awards (Association for Public Service Excellence), where it was awarded the winner of the 'Best Service Team of the Year' award.

Monitoring Results

AAP Objective 1: Create a zoned, vibrant town centre which makes best use of available land and existing buildings and maximises potential for regeneration

- 2.8 In order to provide a measure of vibrancy in the town centre, comparable footfall counts are used. The following analysis comes from the results of a footfall count conducted in September and December 2017, taking December 2008 as the base date, so an elongated trend can be derived.
- 2.9 In September 2017 the survey shows that footfall has increased on both non-market day (Monday) and market day (Friday), compared with 2016. As the original baseline data was collected in December 2008, a direct comparison cannot be made. Footfall counts on non-market days in December 2016 and 2017 show a decline of 12% and 3.1% respectively.
- 2.10 In contrast, figures provided for the market day show fluctuations in pedestrian numbers counted since 2008. This year's figures show a decrease of 12.6% on a market day compared to last year. This information is shown below in Figure 1 and Figure 2. One contributory factor that could explain this was the exceptionally cold weather that was experienced on this particular Friday. Another explanation for a decline in footfall could be the competition provided this year by the newly opened Rushden Lakes out-of-town shopping centre, which acts as a new attraction to shoppers. It is also evident that the footfall is generally higher on a market day compared to a non-market day, with a more significant disparity in December. In the last two years surveys indicate the market is bringing added footfall into Kettering's high street.

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Figure 1: Footfall Counts in September between 2013 and 2017

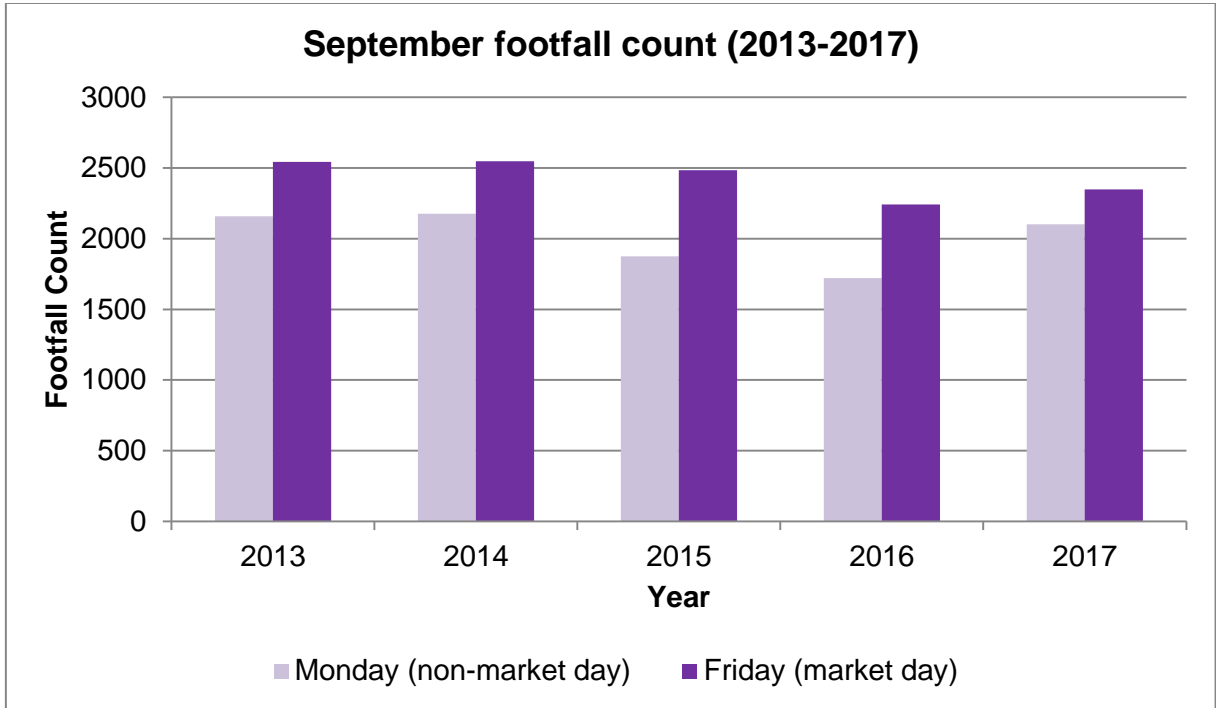
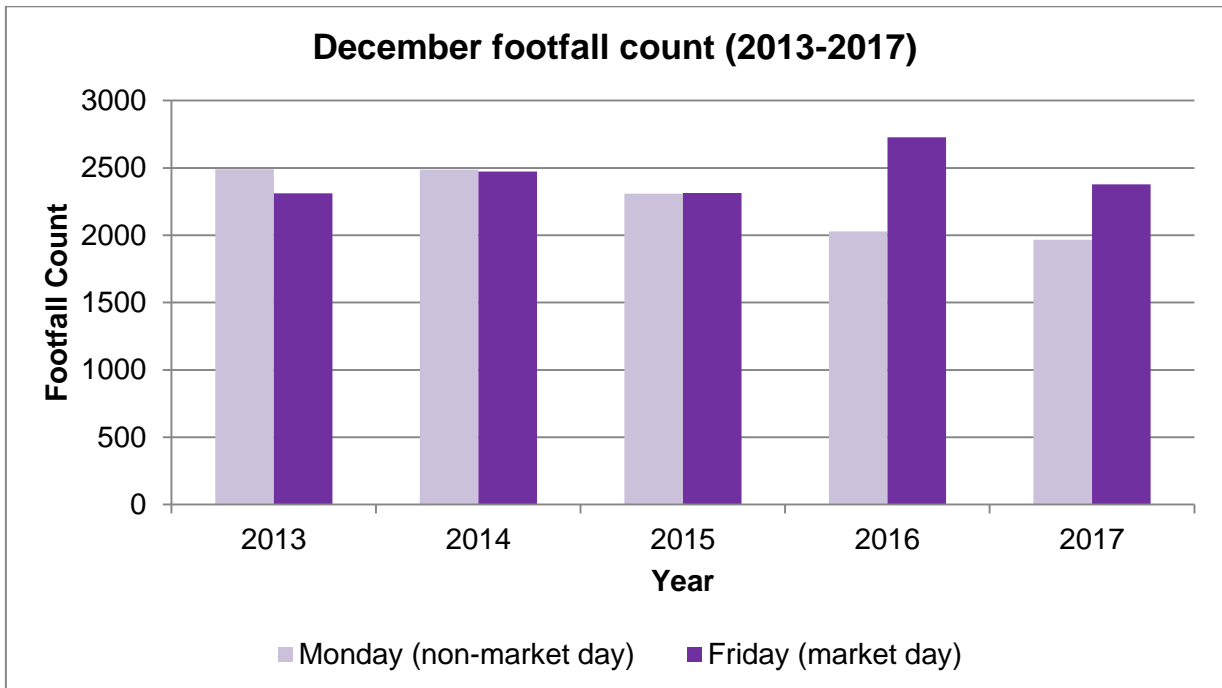


Figure 2: Footfall Counts in December between 2013 and 2017



2.11 The AAP has a floorspace target of at least 38,500m² new office space in the plan area by 2021. In the last year, there has been no gain in office floorspace.

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The focus for new office development in the plan area is the Station Quarter. The Council is engaged in discussions with Network Rail and the current operator, East Midlands Trains, about their aspirations for the rail service in terms of the new franchise, electrification of the service, and the potential for development in the vicinity of the station. Electrification of the line north of Bedford to Kettering and Corby is still officially expected to be completed in December 2019, for. Electrification of the mainline beyond Kettering has been cancelled. The new franchise proposes to separate services, instead creating a peak-time intercity service for the cities north, and a commuter service stopping at towns south of Corby/Kettering. Kettering is identified as the hub station benefiting from some intercity services for passengers to change. This brings with it the potential for Kettering's station to be more attractive for those likely to be travelling more frequently, and as a meeting place for business with the potential to be a catalyst for development in the Station Quarter.

- 2.12 The AAP has a target for delivering 957 new dwellings in the plan area by 2021. The table below shows the sites where the completed over the last 12 months.

Address	No. of dwellings complete
12 School Lane	2
Dalkeith House, Dalkeith Place	8
Eden Street/St Andrew's Street (SHQ3)	9
15-17 High Street (2 applications)	5 and 3
Total	27

- 2.13 A total of 231 dwellings (24.1%) have been delivered in the town centre in the 6 years since the Plan was adopted. An application for 51 residential units has been received for site SSQ5 (the corner of Queen Street/Horsemarket) which is allocated for commercial/leisure use. The application was received in July 2017, a decision is expected soon. In addition to this 11-12 Newland Street has been demolished to allow for the construction of 2 new retail unit, with the addition of 28 flats.

Cultural Quarter

- 2.14 At the AAP Examination the Council committed to producing and consulting upon a Development Appraisal for the Cultural Quarter. This has not yet been progressed; however the Council continues to add to the range of public services based at the Council Offices, adding to the visitor numbers in this part of the town centre. In recent years the Probationary Service has taken space in the Borough Council offices, joining the Phlebotomy Unit, the Police, Citizens Advice Bureau and other voluntary sector organisations. The Registrars recently left the office space, having moved across the car park to the Kettering Library. The Police, having already strengthened its presence having taken space in the annex buildings, are now preparing to move to space vacated by the Registrars to use it for witness interview purposes. The Council offices are

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also now the venue for the Coroner's Court, since the closure of Kettering Magistrates Court in 2016.

Restaurant Quarter

- 2.15 The new restaurant units on allocated site RQ2 in the Restaurant Quarter continue to be successfully operated by Prezzo and Chimichanga's. The Kino Lounge opened in August 2015 and continues to operate from the restored character building, The Corn Exchange.
- 2.16 In May 2016 a planning application was approved for a change of use to an A3 (restaurant/café) with a boutique cinema on the first floor at 4 Market Place. This unit was previously occupied by Mr Ray's since 1983. The unit is now occupied by Wildwood, an established and highly regarded restaurant chain, which opened in summer 2017. Although this resulted in the loss of a long established local business, it adds to the restaurant offer in the Restaurant Quarter as well as adhering to the vision for this quarter in accordance with Policy 19 of the AAP. This enhances the night time economy further and will help assist the town centre in fulfilling the criteria for the Purple Flag award, which was re-awarded in June 2017. In addition to this, The Royal Hotel in the Restaurant Quarter, which was previously recorded as vacant in 2016, was, in September 2017, recorded as occupied and in A4 use as 'Emporio'. These changes within the Restaurant Quarter can not only be of benefit to the Market Place but to the town centre as a whole.
- 2.17 The award winning Market Place at the heart of the Restaurant Quarter was again the venue for the 'Kettering by the Sea' event during July and August. The event was again very popular and provided a 'distinctive and fun' family experience in accordance with the vision of the AAP. It was also the focus for Christmas events during November and December, including the Christmas Lights Switch On and the Christmas Market held on 30th November, which comprised of 17 stalls. The UK Women's Cycle Tour finished at the Market Place on 7th June, attracting a large number of visitors to enjoy a carnival atmosphere along the route and in the town, and especially the town centre.
- 2.18 The Kettering Market continues to contribute to the vibrancy of the High Street in the town centre. Investment in the market and stalls has improved the appearance and quality of the market. The Market now includes a general market on Fridays and Saturdays, as well as the flea market on Wednesdays. Other specialist markets include, the Teenage Market, the food market 'Foodie Fridays', and Continental Markets and the Christmas Market. An additional Christmas Market, an annual event, was held on 14th December on the Market Place, this comprised of 15 stalls. This event extended to The Yards, providing additional shopping and entertainment facilities as well as an extensive range of street food vendors. These Christmas events as well as those held earlier in the Summer, were successful in increasing footfall in the town centre and being an attraction to bring in additional income to the town centre. This is despite

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decreases in footfall shown by the surveys that were carried out during December.

2.19 KettFest, a popular arts and music festival, was held at various venues across the town centre in June 2017. In addition to this, Ctrl Alt Del, a music festival, was hosted in Kettering town centre in October 2017, and offered a wide genre of live music. As well as this, The Yards host regular live music events which enhance the appeal of Kettering Town Centre as an attractive destination during the evening.

AAP Objective 2: To implement a step change in quality retail offer incorporating 20,500sqm

2.20 The AAP has a target of providing at least 20,500m² new retail floorspace by 2021. It should also be noted that the North Northamptonshire Joint Core Strategy, adopted in July 2016 has reduced the requirement for net comparison shopping floorspace to 12,500m². In the last year there was a net loss of 451m² retail floorspace. A loss of 175m² of retail floorspace was as a result of the demolition of 11-12 Newland Street, which will be replaced by mixed use retail and residential use (KET/2016/0674), at present the scheme is currently under construction and no element of the proposal has yet to be completed, hence why at present this would count as a loss. However, when complete, a subsequent KTCAAP Monitoring Report will reflect the completion of this unit. Although this represents a loss at present, it will be replaced with 2 new retail units, 83m² and 87m² in size. Another significant loss was seen at 4-5 Market Place with the closure of Mr Rays, which was replaced by Wildwood, an A3 restaurant use. Despite a loss of retail floorspace, it has resulted in a new restaurant and the subsequent benefit of increased visitors. The gains in floorspace were at a smaller scale, hence the net loss overall, these were at 21a Market Street and 23 Dalkeith Place, both of which saw a change of use from A2 (financial and professional services) to A1, retail use.

2.21 The Newlands Centre, owned by Ellandi, contains a concentration of town centre national retailers, such as Boots, H&M, and TK Maxx etc. Ellandi have been keen to invest in the centre, and this is compatible with the AAP strategy to develop the site adjacent to the Newland Centre (allocated site SHQ1) for new large retail units and additional parking provision. However, they are yet to commit to actively progress the redevelopment of site SHQ1, and this would seem less likely since the opening of Phase 1 of Rushden Lakes.

2.22 The AAP includes a policy to ensure that no less than 75% of the Primary Shopping Frontage (PSF) is in A1 use (retail). This is to ensure the vitality and viability of the town centre and retain a strong retail focus. In the last year the retail frontages have decreased by 0.11%, and now stand at 71%. Vacancy rates in the PSF are calculated to currently be at 4.35 %. This is a decrease of 3.98% in a year.

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- 2.23 The overall vacancy rate in the Plan area is 9.85%, compared to the national average of 11.1%. The most significant vacant units in terms of frontage meterage from this survey include the Naseby Hotel, which closed in 2016, as well as the Conservative Club on Montagu Street. There have been 2 applications for this unit, the first of which was for 15 apartments and 5 dwellings, although this was refused in February 2017 (KET/2016/0805). However a subsequent application (KET/2017/0237) was received in March 2017 for 13 apartments, this application is yet to be determined. In addition, there are 2 vacant sites on Horsemarket on either side of Queen Street. One of the sites, to the north of Queen Street is not the subject on any planning applications. However the other site, to the south, forms part of a planning application for 51 apartments (KET/2017/0381), although this application is yet to be determined. It is acknowledged that it is important to utilise and maximise the potential to deliver housing on unused/vacant sites on previously developed land. Although this must be where it is considered appropriate, as there is a risk that the gain of residential properties in the town centre could result in the loss of potential units for other uses more associated with a town centre, such as retail.
- 2.24 In addition to this, analysis shows a distinct cluster of vacant units at 11, 11a and 12 Newland Street since August 2009. The 2017 survey found that these 3 units have been demolished. This site is currently under construction, which when complete will comprise of 2 retail units and 24 flats (KET/2016/0674), however with respect of the vacancy/use class survey, this frontage has been counted as one unit, without a use class at present as there is no unit available for occupation, therefore it is recorded as a 'vacant site' in the survey. When the development is complete, the survey for that year will reflect the new use for this frontage.
- 2.25 Evidence gathered by Peter Brett Associates, used in guiding town centre policies in the Joint Core Strategy, indicated that "It will be challenging for the Northern Sub-Area to retain its current market share, due to the likely strong comparison goods offer at Rushden Lakes, which can be expected to draw trade from the Northern Sub-Area. The North Northamptonshire Joint Core Strategy, adopted in July 2016, includes a policy (Policy 12 – Town Centres and Town Centre Uses) advocating a minimum increase of 12,500m² net comparison shopping floorspace in Kettering town centre by 2031.
- 2.26 The Rushden Lakes out of town retail development in East Northamptonshire District was granted consent by the Secretary of State in June 2014. Permission has been granted by East Northamptonshire Council to increase the retail floorspace beyond that approved by the Secretary of State. The first stores opened in July 2017; however more stores have opened since then, with 39 stores open at present, with further stores to be added soon as part of phase 1 of the development. Future Annual Monitoring Reports will review the health of Kettering town centre in light of this major new out of town retail development within 25 minutes drive time.

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2.26 The plan has a policy to ensure that A4 uses (pubs/bars) and A5 uses (hot food takeaways) do not become excessive and erode the retail function of the Secondary Shopping Frontages (SSF). In the SSF the figures show that both A4 and A5 uses have changed very slightly in the last year. The A4 uses have remained at 15.4% and the A5 uses have decreased from 7.98% to 7.5%. Last year it was stated that A4 and A5 uses should be resisted, in accordance with the adopted policy; this is still the case for both A4 and A5 uses within the Secondary Shopping Frontages.

AAP Objective 3: To deliver a new residential community and utilise residential uses to support and complement the quarters

2.27 As referenced in paragraph 2.12, the plan has a target of 957 new dwellings on the allocated sites; 540 to be within the New Residential Quarter. This year 27 residential units have been completed; this includes 9 units at Eden Street (SHQ3) and 8 units at Dalkeith House, Dalkeith Place. It should also be noted that the Council is able to demonstrate a 5 year supply of housing land, as required by national planning policy. The Council recognises the importance of maintaining a residential community in the town centre, including those above existing ground floor retail units, which can directly benefit the town centre through additional spending as well as enhancing the vibrancy of the area. Although this is not monitored specifically, over the past year there has been an increase in residential units in the town centre overall, which also has the benefit of improving surveillance and security in the town centre.

AAP Objective 4: To create a town centre characterised by the high quality of urban design, architecture and public realm and respect for heritage

2.28 The plan seeks the provision of new high quality public realm as part of the Wadcroft/Newlands retail development and the development of The Yards. In addition, public realm improvements in the form of a Station Plaza are also sought in the Station Quarter. Discussions are taking place with Network Rail about the best way of achieving this. In the New Residential Quarter, new public realm is to be delivered on the Meadow Road site. The Council is currently preparing a Green Infrastructure Delivery Plan, which will provide a project plan for new public realm, including at the Meadow Road Park. Provision exists within the Section 106 Agreement for the developers of East Kettering to fund public realm improvements in due course. In addition, some S106 funding is already secured from other development for this purpose.

2.29 A Section 106 receipt will pay for cycleway improvements on Station Road. Work was undertaken in Spring/Summer 2016 to improve traffic flow at this part of the town centre. This work was completed in June 2016. This has resulted in a marked improvement to movement and flows of footfall in the area. Further planned improvements for Bowling Green Road/London Road/St Mary's Road are expected to better this yet further.

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2.30 The Seats on Streets Local Development Order (LDO), confirmed at Full Council in September 2013, allowed town centre units in A3 or C1 use (restaurants, cafés, snack bars and hotels) to place outdoor seating outside their units without the need for planning permission. Only a Street Café Licence from the County Council was as a consequence required. This LDO simplifies the permission process for local businesses and encourages vibrant and active streets in the public realm of the town centre. There has been a marked increase in outdoor seating in the town centre, especially on fine sunny days. The LDO expired 3 years after its adoption, in September 2016. The Council is currently undertaking work to renew the LDO.

2.31 The Council has agreed a delivery programme with Northamptonshire Highways to bring forward the next phase of public realm improvements in the town centre. This phase of improvements, known as Public Realm Phase 4, will bring about a change in the appearance of High Street, Meadow Road, Lower Street and Gold Street with the introduction of new surfacing similar to that in Market Place, and new street furniture. The first elements of the proposals delivered were a new Traffic Regulation Order (TRO) for the zone and a rising bollard scheme at each of the gateways. This was delivered in 2015, providing rising bollards at High Street, Meadow Road, Lower Street, Gold Street and Meeting Lane. This scheme limits vehicular access to these parts of the town centre, where access can only be gained through the use of key fobs, which have been given to those who require it. CCTV is now also used as part of the control of access to the town centre to eliminate pedestrian and vehicular conflict.

2.32 The timetable for delivery of the whole project is determined by release of the East Kettering development, Section 106 receipts, linked in to the speed at which the development progresses. There was £250,000 within the 2014/15 capital budget to pay for the installation of the new bollards and implementation of the TRO. This scheme was delivered in summer 2015. These investments continue to be effective in creating a safe and well managed high street with little modal conflict, whilst enhancing the experience within the pedestrianised area.

AAP Objective 5: To create a significant increase in office employment space, along with further regeneration opportunities

2.33 As discussed above, the AAP has a target of at least 38,500sqm new office space in the plan area by 2021. In the past year there has been no gain of office floorspace. However, the Council is working with its Station Quarter partners (Network Rail and East Midlands Trains) to establish the feasibility of bringing forward an office development and other improvements in that area.

2.34 The Department for Transport announced in 2012 an £800m investment in the Midland Mainline; this included the cost of electrification and the upgrade of key sections. The investment would improve line speeds, saving journey times, and provide the opportunity to reinstate two trains an hour north from Kettering. The

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construction was originally planned to cover the period 2014 to 2019/20. In July 2017, it was announced that plans to electrify the line north of Kettering, to Derby, Leicester and Nottingham have been cancelled. Investment in improving line speeds are still going ahead. The government is looking to explore the use of 'bi-mode' technology to transfer, where possible, from diesel to electric power with the potential to reduce journey times as well as increasing capacity and passenger comfort.

2.35 A consultation titled 'Future of East Midlands rail franchise' ran from 12th July to 11th October 2017 to seek the views on priorities for the next East Midlands rail franchise, to ensure that the franchise delivers the best railway for passengers, communities and businesses. Now that the consultation has closed, the responses will be considered. Bidders for the franchise will then be shortlisted, and comments of this consultation will be used to inform the Invitation to Tender. Proposals of the shortlisted bidders will then be received and subsequently considered, before the new train company will begin operating in August 2019. It is important for Kettering that as part of the new franchise, the town and the borough as a whole benefits from a more reliable service, which also has the potential to assist in attracting growth and investment to the area, giving improvements in connectivity to London as well as settlements such as Leicester, Nottingham, Derby and Sheffield to the north.

2.36 The Council is working with Kettering General Hospital to initiate a move of administrative staff to operate at Sheerness House in Meadow Road in 2018. This will add to potential visitors and spend in the town centre.

AAP Objective 6: To make a safe, welcoming, walkable and well connected town centre

2.37 The plan has a car parking policy for larger housing sites, which requires a car club/car share space for sites of 15 dwellings or above. In the last year no sites of over 15 dwellings have been delivered in the plan area, so no car share spaces have been delivered.

2.38 The plan has a policy to provide at least one secure cycle space for each new dwelling. In the last year, no new cycle parking spaces have been secured in association with residential development.

2.39 The AAP sets out a number of road and junction improvements in the plan area. Several improvements have been completed, the most recent being at Northampton Road/Station Road/Bowling Green Road, this change has been considered successful. This included the removal of all traffic lights with only one pedestrian crossing available for use; this has improved traffic flow and pedestrian safety. No progress on the Bowling Green Road/London Road junction improvements have been made to date, although plans have been worked up to open Eskdall Street to two-way traffic in the near future.

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Operational changes are also planned for:

- Eskdail Street/Victoria Street and Queen Street
- Montagu Street
- Silver Street

2.40 The Council is working in conjunction with Northamptonshire County Council to bring forward the next phase of improvements. The County Council published the Kettering Town Transport Strategy for consultation in September 2014. This document sets out the overarching vision for transport in Kettering and sets out a strategy to achieve it.

2.41 Since adoption, no large scale enhancements to car parks on the Station Quarter sites or Wadcroft site have been completed. However, the Council is working to generally improve car parks in the town and was recently successful in achieving the 'Park Mark', which recognises car parking excellence, for the 12th year running. Ellandi have made improvements to the multi-storey car park at the Newlands Centre and have supported improvements to the bus bays adjacent to the Centre.

2.42 The Council, alongside partner organisations, instigated a Purple Flag assessment programme in 2013. Purple Flag recognises quality in the night time economy, in much the same way as Green Flags (Parks) and Blue Flags (Beaches). It brings with it, a useful toolkit for towns looking to improve the town centre environment at night. An overnight appraisal of the town centre was carried out in May 2014 which fed into the production of an Action Plan which identified a series of improvements which need to be made to meet Purple Flag standards. The Purple Flag was awarded in 2015; Kettering has held this accreditation since then, and has successfully retained it in June 2017. This award recognises the creation of a safe, clean and inviting environment in the town centre after 5pm. It is important that the standards set since 2015 are maintained to ensure that Kettering sustains its Purple Flag status as it is vital for economic growth and improving the public profile of the town. This shows that despite falls in footfall in December that there is significant success in attracting visitors to the town centre at different points of the day.

2.43 A number of improvements/achievements to the town centre which have helped maintain this accreditation through 2017 include:

- Opening of Wildwood Restaurant in the Restaurant Quarter/Market Place
- The part conversion of the previously vacant Royal Hotel to a lounge bar/nightclub called Emporio
- Opening of a further Italian Restaurant, Ciao Bella, above a popular town centre bar (Bar Qbano) in Ebenezer Place
- The accreditation of car parks with the Park Mark standard

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- Opening of Mexican street food unit and 'Pure Vegan Fusion' at The Yards, both of which started trading on Kettering Market
- Exotic Dining winning Northamptonshire's Spice restaurant of the Year
- Kettering Arts Centre hosting alternative theatrical performances
- The hosting of the Town Centre Conference which was held in September 2017 with key stakeholders to help shape future plans and policies.

2.44 A report showing the findings of the Kettering Town Centre Delivery Plan Conference was taken to Executive Committee on 18th October 2017. In addition, earlier in 2017, an update on the Kettering Town Centre Delivery Plan was taken to Executive Committee on 12th April. This set out the intention to form a Delivery Plan to assist the AAP in meeting some of its objectives through recognising and addressing the challenges the town centres faces with regards to delivery and growth, in the short, medium and long term. A summary of both of these reports in relation to the AAP can be found at **Appendix 2**.

AAP Objective 7: To deliver a green town centre with an emphasis on provision of green infrastructure, renewable energy initiatives and environmentally efficient buildings to encourage green living

2.45 Several of the allocated sites in the New Residential Quarter are likely to be affected by surface water flooding. To ensure flood risk issues are managed, the provision of urban green space and the enhancement of the Slade Brook corridor are being considered in advance of the proposed developments in this area. The AAP committed the Council to the production of a Surface Water Management Plan (SWMP) and Green Infrastructure Strategy (GIS). Kettering Borough Council is currently preparing both documents, which will include designing a scheme to improve the Slade Brook river corridor as a piece of green infrastructure.

2.46 The Surface Water Management Plan (SWMP) is currently being finalised.

Implications of the amendments to the Town and Country Planning (General Permitted Development) Order 1995 (as amended)

2.47 As discussed above, Policy 3 of the AAP seeks to protect the retail focus of the Primary Shopping Frontages (e.g. High Street, Gold Street, Newlands Centre, Newland Street, Market Street) by resisting development that would result in less than 75% of frontages being in A1 (retail) use. The aim of the policy is to ensure that the Primary Shopping Frontages remain the key locations for existing and new retail development. The policy is more flexible in relation to the Secondary Shopping Frontages (e.g. Horsemarket, Silver Street) and allows a greater diversification and mix of uses, including restaurants, cafes, public houses and take-aways.

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2.48 In May 2013 the Government introduced amendments to the Town and Country Planning (General Permitted Development) Order 1995. The update to the Regulations (Statutory Instrument 2016 No. 391) came into force on the 6th April 2017.

2.49 This update includes a number of minor amendments to the 2016 version of the General Permitted Development Order, all of which are not relevant. Therefore there is nothing to report in relation to the KTCAAP with regards to these latest amendments to legislation.

3. CONSULTATION AND CUSTOMER IMPACT

3.1 The monitoring report is for information only, and no consultation is required.

4. POLICY IMPLICATIONS

4.1 The monitoring report does not highlight any current trends which may require changes to local policy. However, the Council is engaging with its partners in the preparation of a Kettering Town Centre Delivery Plan, the purpose of this being to continue to deliver improvements in the town centre. This detailed work will help to provide focus for a future review of the AAP.

4.2 The approved out-of-town scheme at Rushden Lakes has policy implications for Kettering town centre and the wider North Northamptonshire area. No policy changes are recommended at this time but this will need to be considered in further detail when the scheme is operating.

5. USE OF RESOURCES

5.1 There are no direct costs as a result of this report. However required future revisions to existing policy would have resource implications.

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6. RECOMMENDATION

It is recommended that Members note that:

- Kettering Town Centre achieved Purple Flag status for the second successive occasion.
- The opening of Wildwood in the Market Place enhances the existing offer in the Restaurant Quarter and shows that well established chains have a desire to invest in Kettering.
- Overall the night time economy is growing significantly in strength
- Events including the Women's Tour, Christmas Market and Kettering by the Sea continue to promote Kettering Town Centre as an attractive and vibrant destination.
- Festivals such as Kettfest and Ctrl-Alt-Del proved to be popular, incorporating arts, culture and music, for a third successive year at various venues.
- Overall vacancy rates have decreased to 9.85%; this is better than the national average of 11.1%.
- An increase of footfall on both a non-market and market day in September, despite decreases on both days in December, compared to last year. This decrease can be somewhat attributed to the cold weather conditions on the survey day and the newly opened Rushden Lakes.
- During September and December, footfall figures were higher on market days, which show that the markets in the town centre are having a beneficial effect in attracting people onto the High Street.
- Success of The Yards, which is adding to the town centre economy.
- A total of 231 dwellings have been delivered in the town centre since the plan was adopted.
- The Council is working with the town centre stakeholders in preparing a Town Centre Delivery Plan that provides improvements to Kettering town centre.

Title of Document: Planning Policy Committee Item 6:
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 20th June 2011

Title of Document: Planning Policy Committee Item 7:
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 13th September 2012

Title of Document: Planning Policy Committee Item 8:
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 7th November 2013

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Title of Document Planning Policy Committee
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 5th November 2014

Title of Document Planning Policy Committee Item 6
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 4th November 2015

Title of Document: Planning Policy Committee Item 6
Kettering Town Centre Area Action Plan – Monitoring Update
Date: 25th January 2017

Contact Officer: Andrew Needham – Assistant Development Officer