

Kettering Town Centre Delivery Plan Update

January 2018

- 1.1 At Executive Committee on 12th April it was reported that although the Kettering Town Centre Area Action Plan (KTCAAP) sets out a strategic vision and planning policies for the area until 2015, a plan focused on delivery in the Town Centre must come forward to replace the Suite 16 programme. A programme that was originally set up with the same purpose of the newly proposed delivery plan, which has been in place since 2008.
- 1.2 Within the report, it was proposed that a new delivery plan which will focus on the issues that are apparent in Kettering Town Centre at present and have the primary purpose of addressing the challenges to delivery and growth in the town centre such as the change in shopping patterns and habits as well as the opening of Rushden Lakes in 2017.
- 1.3 The Delivery Plan is proposed to identify priorities across short, medium and long term timescales with a need for common consensus between all stakeholders and interested parties, who must be involved throughout.
- 1.4 At this Executive Committee a number of themes were identified to focus the development of proposals for the Delivery Plan, in consultation with all stakeholders, these were as follows:
 - Planned and opportunity redevelopment sites – when, where and for what purpose?
 - Getting the right mix of uses in the town centre - residential, retail, leisure, commercial, open space
 - Road and junction improvements, parking and access
 - How the town is marketed and by whom
 - Continuing to improve the night time economy
 - Supporting and encouraging more events and attractions and making better use of existing assets
 - Its contribution to health improvement
 - Overall safety, ambience and appearance of the town centre
- 1.5 Subsequent to this, at Executive Committee on 18th October, conclusions from the Town Centre Conference held on 13th September, which had 70 attendees, were reported as well as the proposal of actions for implementation prior to agreement on the final Delivery Plan. The Town Centre Conference was the first opportunity for key stakeholders in the town centre to discuss the future of the area based on the themes outlined above. The discussion at the event was centred on 3 subject areas, which were as follows:

- Getting Around and Safety
- Opportunity Sites & Public Spaces
- Communications, Events and Business

1.6 As a result of the Town Centre Conference a number of short-term outcomes have been achieved, as follows:

- Digital Training sessions on Twitter to help people promote local business to be held during October in the Ohio and Lahnstein Rooms.
- Christmas Event programme launched with a #ChristmasinKettering social media campaign
- Clean & Refresh – a programme of small works to clean and tidy up the town centre based on local feedback
- Views and comments on public car park management are to be fed into the overall review of car parking that will be reported as part of this year's budget setting process
- Purple Flag Weekend – Working with local business to promote and celebrate the national award during the weekend of 6th to 8th October.

1.7 The proposals set out above, have the potential to significantly benefit the KTCAAP. This is likely to be through assisting in meeting a number of its objectives and ensuring growth in Kettering is well managed to sustain Kettering town centre as an attractive and vibrant place with a clear desire for continual improvement.

1.8 It is intended that a draft Town Centre Delivery Plan for consultation will be presented to Members at the Executive Committee on 14th February 2018.