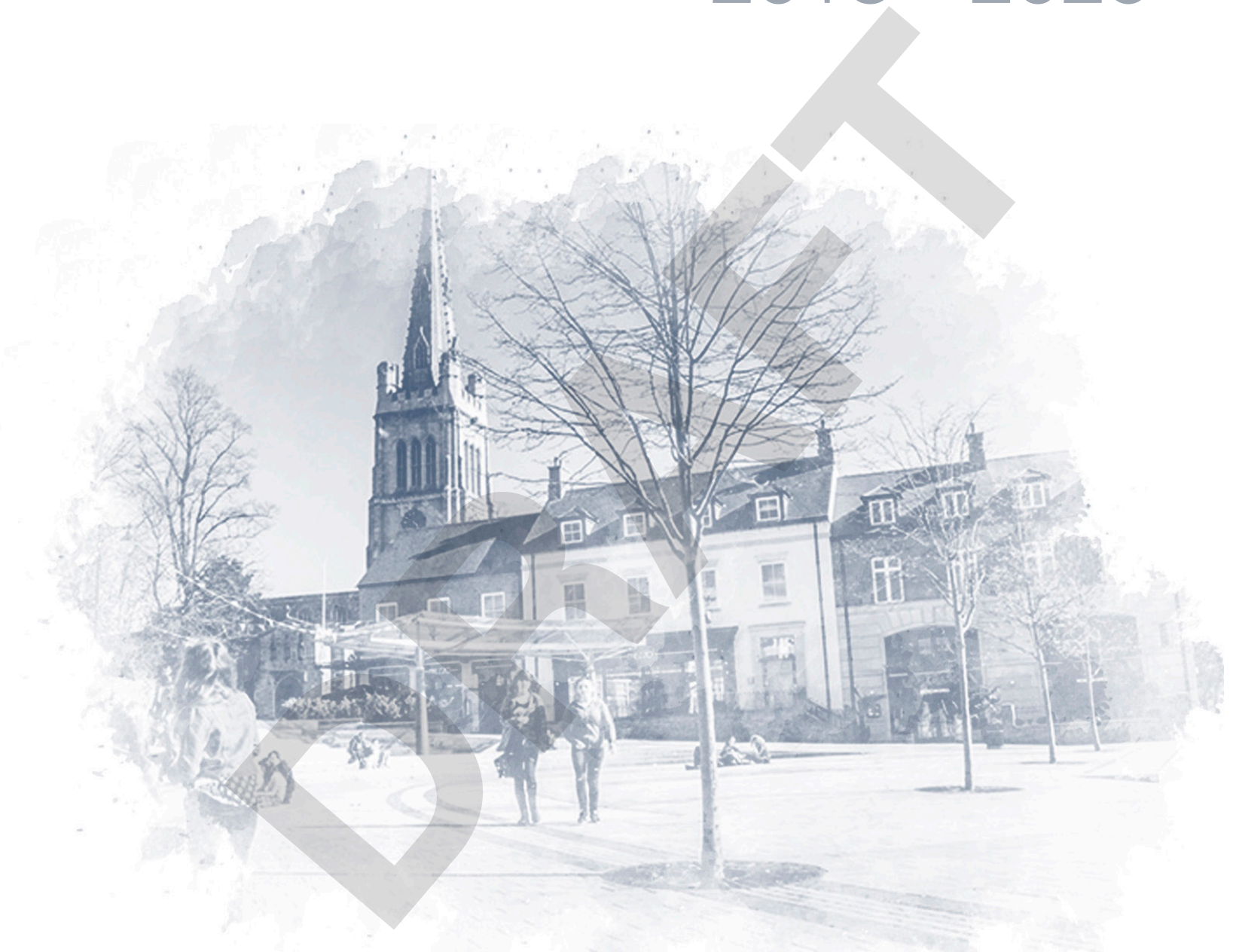


# Kettering Town Centre Delivery Plan 2018 - 2025



**Characterful, Distinctive and Fun**

# INTRODUCTION BACKGROUND

*The vision for Kettering Town Centre is for it to be a vibrant place at the heart of the community that is characterful, distinctive and fun.*

The original Town Centre Delivery Plan known as the 'Suite 16' programme of projects ran from 2008 to present day. In considering how to replace the Suite 16 programme with a new suite of activities regard has been given to the changing Town Centre environment.

Although town centres are still important shopping places they are also important places for people to live, work and enjoy leisure time. This rich mixture of usage builds successful safe and adaptable and resilient town centres.

The plans we make for Kettering now must encompass the wider view of the Town Centre as a community hub or civic heart, incorporating health, housing education, arts, entertainment and work as well as a strong evening offer for families, young people and the older generations.

Kettering remains a well-used and populated town centre compared to many; it was recently identified in 2018 by 'Property Week' as 41st in the list of the top 100 town centre locations for investment returns. Nevertheless it cannot stand still. The following issues continue to impact on the health of the town centre and, along with local consultation, have shaped and informed the projects in this delivery plan:

- Changes in shopping habits and patterns
- Opening of Rushden lakes Phase 1 in 2017 and further phases through 2018/19

- The distinction of Kettering from its near neighbouring towns such as Corby, Market Harborough etc
- The slower than expected pace of development in East Kettering, but not on other developments in the Borough.
- Growth of leisure & entertainment expectations
- Growth of Town Centre living options
- Austerity as it affects public and private sector investment

This Town Centre Delivery plan is designed as a high level plan that sets out the priorities for investment in the Town Centre going forward to 2025.

The 20 projects in this Delivery Plan reflect feedback from consultees at the Town Centre conference in September 2017, take advantage of emerging development opportunities as key sites become available and prioritise investment plans for the future.

Funding is likely to come from various sources including, Section 106 monies as new developments in Kettering come online, public and private sector investment and access to external funding/grants etc.

Some projects will be delivered entirely by Kettering Borough Council, some will be steered by the Council working in partnership with other agencies and the private sector, and a few will be delivered solely by the private sector with the support and promotion of the Council.

# THE PROJECTS

*The plan contains 20 high level projects that have been arranged by the likely delivery date:*

**Short Term - started and delivered by March 2019**

**Medium Term - delivered by March 2021**

**Long Term - delivered by March 2025**

*There are also a group of 'ongoing' projects that are not time-bound and that will continue throughout 2018 - 2025.*

## Short Term – By March 2019

1. Eskdail Street
2. Meadow Road Urban Park
3. Sheerness House
4. Bowling Green Road/London Road Traffic Improvements
5. Seats on Streets

## Longer Term – by March 2025

12. Connecting Open Spaces
13. Bakehouse Hill
14. Silver Street/Newland Street/Dalkeith Place

## Ongoing

15. Clean & Refresh
16. Town Centre Partnerships
17. Digital Development
18. Night Time Economy
19. Arts & Culture Revitalised
20. Markets

## Medium Term – by March 2021

6. London Road Site Development
7. Old Hogs Head/Queen Street
8. The Station Quarter
9. County Court Site/Dryland Street
10. Parking Management
11. Electric Car Charging Points

# Delivering a better town centre



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Characterful,  
Distinctive  
and Fun

## Key:

- Development Areas
- Highways & Transportation
- Improvements to Public Space & Public Realm
- Marketing & Engagement



## SHORT TERM PROJECTS: BY MARCH 2019

### 1. Eskdail Street

This imminent project will see **Eskdail Street** converted to two-way traffic, to enhance the movement through the town centre. Consultation will begin in **February 2018** on major improvement works required to the junction and traffic lights where Eskdail Street and Rockingham Road meet.

The project would improve the pavement areas where Montagu Street meets Stamford Road. Once consultation is complete the works could begin in **Spring 2018**.



## SHORT TERM PROJECTS: BY MARCH 2019

### 2. Meadow Road Urban Park

The open green space in Meadow Road is underused and has no clear connection to the town centre. The top of Meadow Road, where the pedestrian area begins at the rear of Marks & Spencer, is a wide open space that requires some public realm improvements.

In June 2018 we will begin a consultation on potential improvements to the park that will include new play equipment, seating areas, a small playing pitch, an area for bands/events.

In addition the Council has bid for European funding to improve the area where the park meets Northfield Avenue. The Slade Brook Corridor at Northfield Avenue/ Meadow Road, project proposes to remove one side of the concrete engineered culvert and allow more flow channels, incorporating a natural flood defence measure through a new ditch into the park. This will reduce the flow rate of the brook at peak times, and provide stepped banking with native vegetation, which in turn will create new wildlife habitats and enhance biodiversity. The area will also create space for children's play, eg. pond dipping, education, and a place for quiet contemplation. This space will add to the range of activities available or planned for Meadow Road Park and the town centre.



## SHORT TERM PROJECTS: BY MARCH 2019

### 3. Sheerness House

This Council owned building is being refurbished during 2018 to be used as office accommodation for Kettering General Hospital.

The building could provide accommodation for 80 – 100 staff giving a welcome boost to the number of people working in the town centre.



### 4. Bowling Green Road / London Road

Kettering Borough Council will work with the County Council to improve the timing of the traffic lights at the top of Bowling Green Road to keep traffic moving through the town.



### 5. Seats on Streets

To develop, facilitate and encourage outdoor seating in the town centre for dining, meeting and rest.



## MEDIUM TERM PROJECTS: BY MARCH 2021

### 6. London Road Site Development

To redevelop the area which currently holds the disused Police Station, Magistrate Courts and adjoining buildings at the top end of London Road, for predominantly residential development.



### 7. Old Hogs Head / Queen Street

The Hogs Head Public House was demolished some years ago following years of dilapidation. The site, together with adjacent land holdings, is a prime spot for town centre residential development.



### 8. The Station Quarter

Kettering Train Station is set to receive additional investment as it becomes a regional hub. Increased car parking, enhanced passenger facilities and an improved station gateway are required. There is an opportunity to develop land west of the station, currently an open green space, a disused bowling green and a temporary car park, for a business innovation centre/incubation units. Pedestrian access to the western railway station platform could also be created.



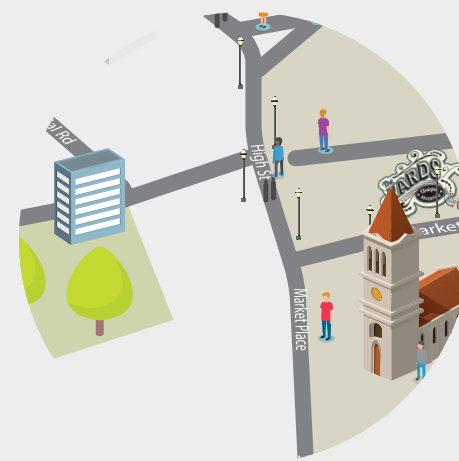
## MEDIUM TERM PROJECTS: BY MARCH 2021

## LONG TERM PROJECTS: BY MARCH 2025



### 9. County Court Site / Dryland Street

The disused County Court in Dryland Street to be developed for housing ensuring that there are key access points to connect The Yards with the High Street aiming to create a more circular movement of footfall around the Town Centre.



### 12. Connecting Open Spaces

This longer term project will involve improvements to public space and public realm around the town centre that will be designed and delivered to connect key open spaces in the town such as the Top of meadow Road, Bakehouse Hill, the market Place and Dalkeith Place.

### 10. Parking Management

Reviewing our car parking management processes to include options on alternative parking management machines, e.g ANPR, swipe/tap and pay, and environmental improvements, with a view to encouraging longer dwelling time in the town centre.



### 13. Bakehouse Hill

A project to revitalise this important part of the Town Centre using Section 106 funding from major local housing developments to improve and redesign this wide open space.



### 11. Electric Car Charging Points

This project will ensure that the town centre provides electric car charging points in response to emerging technology.

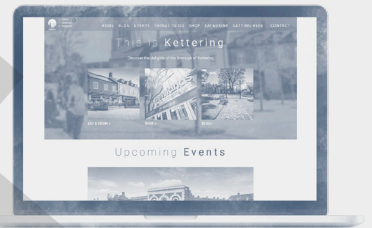


### 14. Silver Street / Newland Street / Dalkeith Place

New public realm scheme to improve the look and attractiveness of this area and its connections and links to the rest of the Town Centre.



# ONGOING PROJECTS:



## 15. Clean & Refresh: High St, Gold St & Lower St

An ongoing project to improve the look and feel of the town centre streets by removing unnecessary signage and street furniture, improving planters and trees, working with traders to encourage shop front improvements and encourage good stewardship of the area.

## 16. Town Centre Partnerships

The Council will facilitate, encourage and work with partnerships that can act as and represent the voice of the Town Centre.

## 17. Digital Development

Promote positive solutions for connectivity and a 'digital High Street'.



## 18. Night Time Economy

The Council will continue to promote and develop initiatives with licence holders to ensure that the town centre is a safe and enjoyable place to be, both in the day and after dark, retaining Purple Flag status.

## 19. Art & Culture Revitalised

To work with local groups and artists to display outdoor public art and cultural events in key town locations that enhances the vision of the Town Centre being characterful, distinctive and fun.

## 20. Markets

To continue to provide and facilitate a range of specialist markets that enhance the offer within the town centre and encourage the development of new business.