



Kettering Town Centre – Proposed Heritage Action Zone



Kettering Town Centre - Background

- Historic and traditional market town
- Conservation area
- Loss of major stores
- Declining footfall
- Declining market
- The role of town centres are changing...

Delivering a better town centre

Short Term – By March 2019

- 1. Eskdall Street
- 2. Meadow Road Urban Park
- 3. Sheerness House
- 4. Bowling Green Road/ London Road Traffic Improvements
- 5. Seats on Streets
- 6. Parking Management

Medium Term – by March 2021

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



Longer Term – by March 2025

- 12. Bakehouse Hill
- 13. Silver Street/Newland Street/Dalkeith Place

Ongoing Projects

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

Characterful,
Distinctive
and Fun

Key:

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



Heritage Action Zones

- Funded by Historic England
- Main objectives:
 - To change perceptions of heritage & high streets
 - To support sustainable economic & cultural growth
 - To restore and enhance local historic character
- Expression of interest submitted for Kettering Town Centre

A historical black and white photograph of Kettering High Street. The street is lined with multi-story brick buildings featuring ornate windows and shopfronts. A sign for 'VICTORIA INSURANCE' is visible on the upper part of a building. People are walking on the sidewalks, and a horse-drawn carriage is visible in the distance. The street is paved with cobblestones.

Kettering Historic High Street - Heritage Action Zone

- Kettering announced as one of 69 town centres invited to Stage 2 programme design
- Design submitted on 20th December, announcement due late January
- Full Council approved financial match commitment on 13th January
- If approved by Historic England, total project value £4,354,000 over 4 years
- If approved, project will start in April 2020



The proposed programme

- Major public realm and street scene improvement
- Shopfront/frontages grants
- Residential conversion grant
- Historic Building improvement grant
- Accompanied by Cultural Programme – lead by community and cultural organisations to celebrate what is unique about Kettering



Summary

- Town centres are transitioning – will be increasingly important places for people to live, work and enjoy leisure time
- Kettering is focused on cultural and heritage led regeneration
- HAZ - catalyst for further investment
- Kettering has a lot to offer now!



Thank you

Find out more at www.kettering.gov.uk/HAZ

