

## BOROUGH OF KETTERING

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<b>Report Originator</b>	Rochelle Mathieson	<i>Fwd Plan Ref No:</i> N/A	
<b>Wards Affected</b>	All	28th January 2020	
<b>Title</b>	<b>KETTERING TOWN CENTRE TASK &amp; FINISH GROUP – TIMELINE</b>		

### 1. PURPOSE OF REPORT

- 1.1 The Executive Committee of the 13<sup>th</sup> November approved the recommendations of the Research & Development Committee Task & Finish Group and requested a timeline be brought to a future Executive meeting. The attached timeline is for the Research & Development consideration and comment prior to Executive Committee in February 2020.

### 2. INFORMATION

#### 2.1 Table 1. Approved recommendations

	<b>Recommendation</b>	<b>Timeline and Update</b>
	<b>A. Built &amp; Physical Environment (aesthetics, signage, cleanliness)</b>	
A.1	Significantly improved signage across the town centre and out of town	A review of the wayfinding system - finalised in <b>December 2019</b> .  Delivery - Incorporated with the new public realm and street scene improvements anticipated within the town centre from <b>April 2020</b> .  Currently assessing the opportunities for Brown Signage
A.2	Make use of NCC electronic highways signage at the gateways to the town	As per NCC guidance; The use of these is restricted for the purpose of notifying motorist of potential highway disruption. Where events / activities are likely to have an impact NCC Highways will be notified, eg, Christmas Light Switch On - <b>Ongoing</b>
A.3	Launch a shop frontage improvement scheme, with the town centre Council owned properties acting as an exemplar	Proposed capital scheme within 2020/21 to be determined. Shop frontage grant scheme will launch in <b>July 2020</b> as part of HSHAZ – ongoing to 2024.

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A.4	Utilise the Council's capital to assist in town centre schemes and initiatives	Match funding committed for HSHAZ by Full Council on <b>13<sup>th</sup> January 2019</b>
A.5	Whilst the realisation of Town Centre residential development was positively received, it should not be to the detriment of commercial and leisure activities, balance should be created between the two	SPD / article 4's - <b>Spring 2020</b>  Results of Retail Study <b>January 2021</b>
A.6	Review the Town Centre Area Action Plan to ensure it is relevant to the changing town centre environment	Commence review <b>January 2021</b>
A.7	Consideration should be given to replacing plastic flower planters with a planter more in-keeping with the heritage appearance of the town. The Group are however pleased with the current state and appearance of flowers in the town centre.	This will be incorporated within the Street Scene Improvement project as part of the HSHAZ programme from - <b>Spring 2020</b>
	<b>B. Business support (for independents)</b>	
B.1	'Seats on streets' as articulated within the Town Centre Delivery Plan 2018-2025 should be actively encouraged and supported	<b>Ongoing</b>
B.2	Take a more proactive approach in attracting independent start-up businesses with a methodology introduced to assist with finances in year one with rent or assist with the application of nationally available Business Rate reliefs in accordance with local discretionary criteria	In October 2019 the Commons Select Committee submitted a report to government calling on a review of Business Rates. The council is watching this brief closely to understand potential impact and opportunity.  The Economic Development and Business Rate Teams work proactively together to support businesses to access nationally available reliefs. – <b>Ongoing</b>
B.3	Be more actively involved with retailers, traders and landlords and encourage them to work proactively together by being the catalyst for	This will be picked up in HSHAZ engagement with businesses at the Town Centre Conference in <b>February 2020</b> .

**B O R O U G H   O F   K E T T E R I N G**

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	engagement, including; but not limited to, influencing and encouraging 'meanwhile use' of vacant units.	A programme of engagement and fact finding will be set out within the emerging Commercial and Economic Development Service Plan to include direct liaison with town centre landlords and regular attendance at Kettering Town Centre Partnership meetings.
B.4	Engagement and review of format with retailers for Christmas events and late-night shopping.	Event planning for 2020 to begin <b>Jan/Feb 2020</b> Programme will be shared with local businesses and opportunities to collaborate explored via the Kettering Town Centre Partnership on a regular basis.
<b>C. Leisure and Events</b>		
C.1	Reinforce and recognise the popularity and success of events in the town centre	Continued and <b>ongoing</b> promotion of all events within town centre. Preparations for promoting the Easter event are underway which is next on the programme
C.2	The provision of a facility to allow the public to put on their own events in the town centre should be considered with practical help and support provided	Provision of a support page with practical guidance and information on available event venues / spaces will be launched on the 'ThisisKettering' website by the end of <b>April 2020</b> .
C.3	Additional evening events at the museum and art gallery should be considered alongside collaborative work with cultural offerings across the town and with other towns	Event planning for 2020 to begin <b>Jan/Feb 2020</b>  New Cultural Programme being launched by Historic England in <b>late 2020</b> . It will be assessed in terms of opportunity to support the implementation of this recommendation
C.4	Consideration to be given to developing a long-term vision for improving and maximising the sport and leisure offer within the town centre, with the aim of increasing footfall and dwell time	<b>See B.4</b> This forms part of the event preparations being developed for 2020

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<b>D. Marketing / branding / tourism</b>		
D.1	Significantly improve the promotion of “good news” stories and celebrate the abundant history of the Town	This forms part of the business as usual activity and is <b>Ongoing</b>
D.2	Kettering’s heritage offer needs to be well developed and promoted, with the aim that Kettering becomes a tourist destination, and the Civic Society and public should be involved in its promotion	This will form an integral part of the HSHAZ programme from <b>April 2020-2024</b>
D.3	Additional promotion of events is required, with an increase in social media use, banners and noticeboards in the town centre advertising these, including the promotion of non-Council led activities, initiatives and events	Marketing and promotional channels being considered and heavily promoting council activities throughout the year. Noticeboards – <b>Spring 2020</b>
D.4	A map of the town (civic/business) should be incorporate into an interactive noticeboard in the town centre and produced in hard copy	Wayfinding project - see <b>A1</b> Delivery aligned to HSHAZ from April 2020
<b>E. Transportation and Connectivity (incl. parking)</b>		
E.1	Review parking fee structure with the aim of increasing dwell time	Factfinding and information gathering <b>ongoing</b>
E.2	Periods of free parking could also be considered after 4pm in Council owned car parks to encourage twilight shopping and footfall following school hours	Factfinding and information gathering <b>ongoing</b>
E.3	There was strong evidence to show the popularity of “Pop and Shop” parking, this initiative could be extended to additional locations.	Factfinding and information gathering <b>ongoing</b>
E.4	Install Town Centre secure cycle storage to encourage the active use of cycling as a means of transport.	Factfinding and costing underway. Consultation with local cycling groups/stakeholders to take place by <b>Summer 2020</b>
E.5	Proactively engage with key stakeholders including; Network	This forms part of the Town Centre Delivery Plan and is linked within

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	Rail, East Midlands Railway, Northamptonshire County Council (Highways / Transport planning) and local public transport operatives to seek, and where suitable implement, sustainable public transport plans between Kettering Railway Station, Town Centre, Wicksteed Park, Kettering Conference Centre and rural communities.	specific projects, including Station Quarter and pan-Northamptonshire OPE programme - <b>Ongoing</b>
<b>F. Shopping / Markets</b>		
F.1	In collaboration with the Kettering Town Centre Partnership and local stakeholders produce an electronic Business Map ensuring it is kept up to date	See D3
F.2	The Group strongly suggest that consideration be given for the Research & Development Committee to look at the issue of how to improve the Market offer, including rebranding to reinvigorate and attract new traders and customers. As well as, exploring the possibility of an indoor market in the town. It should however be noted the positive progress in terms of planned stall improvements and NABMA recommendations conducted earlier in 2019.	To add to R&D work programme for <b>2020</b>
<b>G. Public safety</b>		
G.1	Increase use of warden patrols to demonstrate and support public safety	Recruitment of wardens is underway in order to deliver Civil Parking Enforcement scheme. Compliance to delivery target patrol hours will be in place, this will lead to a more visible warden staff across the borough. Continuation of joint working with the Police on Town Centre patrols – <b>by Summer 2020</b>
G.2	Review the CCTV set up within the town to ensure cameras are positioned in the most appropriate	CCTV review – <b>post unitary</b> to ensure continuity and effectiveness across North Northamptonshire

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	locations or could be increased in number to boost public safety. In addition, radio links between retailers / night-time economy could be beneficial	Proposed capital scheme within 2020/21 to be determined for improvements to system – <b>By summer 2020</b>
	<b>H. Footfall</b>	
H.1	Footfall counters should be utilised in the town centre to provide vital data that could assist in providing better understanding of movements	Procurement process has been completed and the footfall counting system is expected to be installed by <b>March 2020</b>
H.2	The Council to use their own discretion in terms of restricting charity and commercial collections which could be considered as a deterrent for footfall within the town centre	<b>Completed.</b> Team follows a set of guiding principles to determine suitability of all 'commercial bookings' within the town centre.
	<b>I. Town Centre monitoring</b>	
I.1	Annual report on the health of the Town Centre to the Monitoring and Audit Committee	<b>Oct/Nov 2020</b>
I.2	Retailers should be encouraged to use the Kettering Town Centre Partnership network as a voice to represent their views to the Kettering Town Forum	Economic Development Team have ongoing engagement with the KTCP and support to advertise and promote their offering. - <b>Ongoing</b>

2.2 A timeline representing the above recommendations has been set out within **Appendix A – Town Centre Task & Finish Group Recommendation Timeline**

### **3. CONSULTATION AND CUSTOMER IMPACT**

3.1 As evidenced in the background information, a thorough consultation process has been delivered to ensure the views of local stakeholders and town centre users were fully captured in the development of the recommendations set out within the report.

### **4. POLICY AND RESOURCE IMPLICATIONS**

4.1 Any investment in the initiatives recommended within 2.1 Table 1, will align within the implementation of the Town Centre Delivery 2018-2025, and will relate and be

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delivered in accordance to the Local Area Action Plan and Town Centre Area Appraisal.

### **5. FINANCIAL RESOURCE IMPLICATIONS**

- 5.1 Financial implications have and will be assessed in accordance to internal governance procedures as required for individual recommendations. Where recommendations are aligned to a larger programme of activity they have been aligned accordingly.

### **6. HUMAN RESOURCE IMPLICATIONS**

- 6.1 Officer time would be required to oversee any procurement and delivery of approved recommendations and should be considered within the financial implications, as well as the capacity impact required. The HAZ programme is likely to bring forward additional resource within the Council which is considered to support, by its nature, some of the related themes highlighted within this report.

### **7. LEGAL IMPLICATIONS**

- 7.1 Any works procured would need to be done in accordance with the Council's Standing Orders.

### **8. CLIMATE CHANGE IMPLICATIONS**

- 8.1 All initiatives will need to be considered in more depth in relation to climate change implications, where individual recommendations are aligned to wider work programmes they will be considered in accordance to operational activity.

### **9. RECOMMENDATION**

- 9.1 That R&D Committee endorse the timeline update report and;
- 9.2 That R&D Committee formally agree the timeline update report to be taken to Executive Committee in February 2020
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