

Delivering Our Town Centres Regeneration and Suite 16

www.northants.co.uk

Traders happy after major works near end

By Ian Burbidge

ian.burbidge@northantsnews.co.uk

TRADERS are optimistic for a boom in business now that the main work on pedestrianising a part of a town centre is finished.

Kettering town centre has been transformed with its Market Street and Square being redesigned since the end of last year.

Kettering Council had hoped to finish the works by the end of summer and says only minor amendments are now needed to finally complete the project, such as cleaning up and planting.

This has been welcomed by independent traders, who have been hit hard by the 10-month roadworks, putting off would-be shoppers.

Programme manager Paul Thomas said: "We have been encouraged by the positive comments we have received about the improvement works - from businesses already in the area, members of the public and from new businesses looking to invest in Kettering."

"We are really looking forward to working with the shops and businesses, to help them make the most of the new and improved public realm."

David Aguilar, owner of Bee In-

WHAT THEY SAID

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spired Craft and Haberdashery Suppliers, in Market Street, said: "Our trade did fall when the works were outside but now they're over I hope business is going to be better than ever."

"Our turnover has improved since the pathway has been completed and it looks quite nice." Sam Hutchings, owner of children's clothes shop Honey Kitten, hopes the changes will entice more customers but she is also worried about a lack of parking for the area.

She said: "I'm optimistic trade will pick up. The new area looks really nice and there's a nice atmosphere about the place."

"My issue is that there is not enough parking, so we don't get people coming down here to browse."

The council has also revealed they are working on letting the units in the proposed restaurant quarter and is looking into a plan to use one of the units as part of the Market Square Christmas events.



■ NEARLY DONE - work to finish off Kettering's Market Place nears completion
ET picture by Alison Bagley 05-10-11-AB-5-23

Kettering
Borough Council

Regeneration and Suite 16

- ◆ Projects Update
- ◆ Sale of Newlands Centre
- ◆ Town Centre Action Plan
- ◆ Report of the British Independent Retailers Association

Projects Update

- ◆ 9 of the 10 apartments have been let
- ◆ Public Realm works are complete, with the exception of the trees which will be planted in November
- ◆ Bollards are up and running – discussions with County re rest of town centre are ongoing
- ◆ The existing trees on High Street and Gold Street are soon to receive new resin-bound gravel bases
- ◆ New bins (including cigarette-only bins) are being installed around the town in areas of greatest need

Regeneration and Suite 16

Blimey!

Subject: blimey

Message:

We spent a superb afternoon in the town centre, walked by the water fountain and stopped off with mac donalds on the way back to the car. No chance off feeding the kids as people were bringing swimming costumes to let their ankle biters play in the indian summer heat.

Being badgered to return, frankly amazed at the difference, haven't been into Kettering for years.

Ellandi Tuck Into Special K

21st September 2011

Ellandi and Curzon Capital Partners III, a fund managed by Tristan Capital Partners have acquired the Newlands Shopping Centre in Kettering.

The acquisition is the first acquisition made by the joint venture, it has intentions of building a £150m portfolio of value and convenience shopping centres.

The Newlands Centre has a strong and loyal catchment and Kettering is a growth area, benefiting from an increase in housing and it's proximity to London and the motorway network.

The centre had tenants such as TK Maxx, Iceland, Boots, WH Smith and Poundland. There are also opportunities to undertake redevelopment and to attract other major retailers to the scheme. **We hope to work closely with Kettering Borough Council to unlock this potential.**

Kettering
Borough Council

Town Centre Action Plan

Kettering town centre – Action Plan

DRAFT



We're growing and developing the town centre

- We've attracted £millions of investment into the town centre
- Our Chesham House redevelopment is helping new start-up business and has improved the look of the town centre
- Our award winning and externally funded projects include:
 - Chesham House business starter units (£800,000)
 - New dynamic Market Place (£2,200,000)
 - Market Place buildings (restaurant & apartments) (£2,900,000)
 - Extensive public realm works (£1,700,000)
- We have demolished the Hogs Head eyesore in the town centre!
- On average there are fewer vacant shops in Kettering than elsewhere in the Country
- We've helped attract new retailers to the town centre such as Waitrose, Costa and QD.
- We have helped get started the redevelopment of the former Kettering College site
- Working closely with the partners including private sector investors / Church
- We've got a clear vision and strategy for the future with a range of exciting projects lined up!



We're making the town cleaner and safer

- Graffiti and grime - cleared away in less than a day!
- More litter bins provided - and in better locations
- Streets are cleaned every day!
- Our Environmental Wardens enforce high standards 7 days a week!
- We're responsive to our customers - Our 'Grime' Hotline (01536 410 333) takes swift action
- We support the Street Pastors, PCSQ's and the Police and crime levels are dropping as a result!
- Crime busting CCTV protects the town centre



We're making the town centre distinctive and fun

- We organise a wide range of regular and fun activities that help create a vibrant town centre and a strong sense of place
- Recent activities include: Kettering by the Sea, Summer celebration events, The Fun Run, Christmas activities and lights, Continental markets, Arts Fair, A well trodden 'time line', live music and dancehall plus much more!
- Eye catching lamp post banners symbolise a confident town centre that is making sound progress
- We're raising the bar and bringing the 'Arts Fresco' events to town

We're making the town centre more attractive and accessible

- Park your car in the town centre for just 40p with our 'Park and Shop' parking
- Market Street and Sheep Street are now pedestrian friendly!
- New bus stops and taxi ranks are now at the heart of the town centre.
- Improved parking with greater accessibility for the disabled
- New double roundabout has relieved congestion and unlocked future potential of the town
- New retailers such as Waitrose, Costa and QD. More to come!
- A shopfront scheme helps restore a sense of place whilst vacant shops are spruced up making them look nice
- We are working closely with the new investors in the Newlands to improve the 'look' and 'quality' of the offer



Kettering
Borough Council

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 - ✓ New Dynamic Market Place
 - ✓ Market Place Buildings
 - ✓ Extensive Public Realm Works



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Report from BIRA

Independents weathering the storm

“Town Centres are suffering both natural and manmade damage, but independents are weathering the storm and are showing signs of a naturally regenerative ability that can revive the high streets of the country”

Bira, 13th June 2011


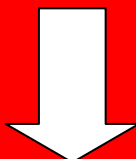
Report from BIRA

Independents weathering the storm

- ◆ Independents have been impacted by closures, but have shown a greater propensity to reinvent themselves
- ◆ The closure rate of independents has significantly reduced over the past two years and 2011 has started well
- ◆ Independents occupy more than 65% of the total retail stock, and fill over 35% of the available floorspace.
- ◆ The impact of their success is, therefore, not insignificant

Occupancy Rates in Kettering Town Centre

Percentage of Occupied units in Kettering Town Centre v National Average

	August 2009	August 2011	Trend
Kettering	88%	90%	
National	88%	86%	

Delivering Our Town Centres

Summary

- ◆ The two key regeneration projects in Kettering Town Centre are drawing to a close – ready for the Christmas Celebrations
- ◆ The acquisition of the Newlands Centre by Ellandi is a fantastic example of how well Kettering is weathering the economic storm – still attracting inward investment even when times are tough.
- ◆ The Town Centre Action Plan, currently in draft, usefully captures the mass of activity that goes on in Kettering Town Centre