WHY ARE TOWN CENTRES CHANGING?

NATIONAL PICTURE

The retail sector is going through a period of tremendous change nationally, in fact globally – the way people shop has changed significantly over recent years and will continue to change. These changes have not only affected major national chains but have also impacted on small independent traders.

Town centres lie at the heart of our communities creating jobs and nurturing small businesses. However, the way we shop and the way that communities use their high streets is changing: we are shopping more online, making fewer big shopping trips and shopping ‘little and more often’ primarily at supermarkets and retail parks.

Furthermore, because online retailers are able to offer competitive prices, more choice and greater convenience this has affected the ability of established chain stores to continue to trade and new “independent” retailers to enter the market.

WHAT IS THE COUNCIL DOING TO HELP THE TOWN CENTRE?

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, 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.

Our Town Centre Delivery Plan 2017 - 2025 is designed as a high level plan that sets out the short, medium and long-term project priorities for investment in the Town Centre going forward to 2025, which are all about repurposing and attracting people into the town centre.

Latest update on the delivery plan:

- **Station Quarter** – we have successfully secured revenue funding from One Public Estate - this will enable the partnership to bring the project forward and complete detailed feasibility and master planning. For further details visit [https://www.gov.uk/government/news/government-backs-plans-to-create-new-homes-and-jobs-in-next-five-years](https://www.gov.uk/government/news/government-backs-plans-to-create-new-homes-and-jobs-in-next-five-years)

- **Meadow Road Urban Park** – creation of a destination park connecting a currently underused green space with the Town Centre. The public consultation on this ended on 31st January 2019 and we plan to complete phase 1 of construction by Summer 2019. This is being funded through developer contributions from various housing developments.

In addition to the delivery plan, we are passionate about supporting local businesses and we promote a wide range of support, guidance and advice, including workshops via Enterprise Kettering [www.enterprisekettering.co.uk](http://www.enterprisekettering.co.uk)

EVENTS

There are a variety of events taking place throughout the year which attracts visitors to the town centre. Working with local retailers, community groups and residents we have a programme of events including Kettering by the Sea, Museum and Art Gallery events and exhibitions, Christmas activities plus much more.

To find out more about events and the night-time economy within Kettering, visit [www.thisiskettering.com/events](http://www.thisiskettering.com/events)
WHAT OPPORTUNITIES ARE THERE TO TRADE WITHIN THE TOWN CENTRE?

There are a number of opportunities to trade within the town centre, including:

- Hiring a market stall
- Getting involved with events
- Joining a teenage market
- Promotional advertising space

Further information can be found at www.enterprisekettering.co.uk
BUSINESS RATES
For further information on how Business rates are calculated and the new retail relief available, please visit www.kettering.gov.uk/businessratessummary

BUSKING
Busking and other forms of street entertainment such as dancing, mime, juggling and puppetry are long established traditions which, when done well, adds to the attractiveness and colour of the town centre. It can create a happy and pleasant atmosphere that provides pleasure and entertainment to both local people and visitors.

Kettering Borough Council have developed a Street Performers Code of Practice. This is a voluntary code of practice for buskers and street entertainers in Kettering Town Centre. We have worked closely with local businesses to develop this guide which looks to set standards for busking and to encourage entertainment in designated areas.

Further information is available at www.kettering.gov.uk/busking

RETAIL PREMISES
Who owns the shops in the town centre?
There is a fragmented ownership of the retail premises within Kettering Town Centre with the majority being privately owned by multiple companies and individuals many of whom are not based locally.

This fragmented ownership is fairly common within town centres but makes life more challenging, particularly when it comes to dealing with vacant premises.
PEDESTRIANISED ZONE

Can I access the pedestrianised zone in the town centre?

The designated town centre area is fully pedestrianised which means the bollards are ‘up’ permanently.

However there are a few exceptions:

Access (via fob) is allowed outside of core shopping hours for:

- **Businesses** for deliveries of stock
- **Businesses** with private car parks
- **Residential properties** with private car parks

Core shopping hours are:

- Sunday - Thursday, 9am - 5pm
- Friday – Saturday, 8am - 5pm

Entrances are Gold Street and Meadow Road

Exits are High Street and Lower Street

SEATS ON STREETS – LOCAL DELIVERY ORDER (LDO)

The purpose of the order is to encourage “a café culture” within Kettering town centre by enabling local restaurants, café’s, coffee shops and hotels to provide visitors the ability to enjoy food and drink whilst seated on the highway outside their business.

The order means that, as long as businesses abide by some basic criteria, planning permission will not be required. For further information on the criteria visit [www.kettering.gov.uk/seatsonstreets](http://www.kettering.gov.uk/seatsonstreets)