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Suite 16 and Economic Regeneration Update

- Social Media Usage
- Public Realm Phase 4 Delivery
- Assisted Area Status
- Market Update
- Shop Front Improvement Grant

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Social Media Usage

- Increasing importance of online channels for communication
- Utilising Facebook, Twitter and considering LinkedIn
- Great coverage and positive feedback on all mediums
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Public Realm Phase 4 Delivery

- Step change in the Primary Shopping Area
- Creating a safe, welcoming, pedestrian zone
- Enforced with rising-bollards at each gateway

- 9am – 5pm/8am – 5pm (Sun-Thurs/Fri-Sat)
- Swipe card access outside core hours for deliveries
- Delivery Q1 2015

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Assisted Area Status

- 4 Boroughs – Kettering, Wellingborough, Corby and East Northants
- Heightened eligibility for Government support
- Business Premises Renovation Allowance (BPRA)
- Energy and Environmental Support
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Market Update

- Two capital budgets related to Kettering Town Centre – Shop Front Improvement Grant and Conservation Area Enhancement Scheme
- Both require match funding
- Difficulties in securing bids…however some great success stories
- Majority of budget has been spent – some funding left but applications already in to secure what remains
- Funding stream not to be renewed going forward
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Shop Front Improvements

**Shopfront Improvements**
- **Corn Exchange** – restore frontage, cleaning, scaffolding, removal of signage
- Mystic Diners – shopfront and sign
- Thorntons – shopfront, brickwork, painting, lighting and sign
- Bewiched – windows and signs
- 40 High Street – shopfront improvements

**Conservation Area Enhancement Schemes**
- Corn Exchange – replace stonework, repairs to stonework, windows and roof
- Schemes also delivered in Loddington and Rothwell

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Newlands Street Bus Shelters

- Executive agreed deal with Ellandi for forward-funding of works ahead of repayment through S.106 on Westhill
- Northamptonshire Highways finalising delivery programme
- £180,000 total amount available for project – loan to be repaid in 3 instalments
- Removal of existing structures and replacement of 5 bus stops with more modern design
- Key to helping Ellandi secure the sort of tenant everyone wants to see in Kettering