

## BOROUGH OF KETTERING

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<b>Report Originator</b>	Alex Jelley Economic Regeneration Manager	<i>Fwd Plan Ref No:</i>	
<b>Wards Affected</b>	All	13 <sup>th</sup> July 2016	
<b>Title</b>	<b>Delivering Our Town Centres</b>		

**Portfolio Holders: Cllr Ian Jelley and Cllr Mark Dearing**

### **1 PURPOSE OF REPORT**

- a) To look back at the hugely successful Women's Tour event;
- b) To look forward to this year's Summer Celebrations around the Borough;
- c) To note the success in achieving a Purple Flag for Kettering two years in a row; and
- d) To set out work being undertaken in Burton Latimer town centre

### **2 BACKGROUND INFORMATION**

- 2.1 Kettering Borough lies within the South East Midlands, which is predominately a growth area, and is expected to facilitate growth of some 13,100 homes and 16,200 new jobs by 2021.
- 2.2 Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:-
  - ◆ A better offer for our town centres
  - ◆ A better education and training offer
  - ◆ A better employment offer – high grade, higher density jobs
- 2.3 The mutually supportive role of these three aspirations cannot be over-stated. The town centres and the skills base will be persuasive to inward investors. Similarly, high grade employment supports vibrant town centres.
- 2.4 The Council has a vision to create town centres that are **Characterful, Distinctive, and Fun**. This vision has been externally validated by an independent planning inspector, and now sits firmly within our planning policy for Kettering Town Centre.

### **3 WOMEN'S TOUR**

- 3.1 Sunday 19<sup>th</sup> June saw the Women's Tour come to the Borough for the second year running - in what was a fine example of Kettering's ability to come together and deliver world class events. Thousands of people lined the course, not just in the town centre but elsewhere in the Borough too. Desborough and Rothwell

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saw crowds turn out to cheer on the competitors and sample the festive atmosphere. Kettering town centre, where the stage finished, was a picture of vibrancy; with cycling enthusiasts joined by a fantastic range of society.



- 3.2 Businesses in all of town centres involved reported significant upturns in footfall and takings – highlighting the importance of ensuring events and activities fill our public spaces. More shops than usual chose to open on the day in anticipation of the numbers in the town centre – and they were not let down. A number of hugely positive comments were received by staff working through the town – many being told what a lovely place Kettering Borough is by people who had never visited previously.



- 3.3 Events are something Kettering Borough Council has a track record of delivering successfully – each year we look to outdo ourselves, and the team

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involved in this one can be rightly proud of the impact they have had on the area.

### **4 SUMMER CELEBRATIONS**

- 4.1 This summer sees a bumper pack of activities around the Borough – including the much loved Kettering-by-the-Sea. The Council, and our partners, are putting on something for everyone, in a whole host of accessible locations all around the Borough – so please take the time to check out the Summer Holidays Activity Booklet 2016, which sets it all out in great detail.
- 4.2 Kettering-by-the-Sea runs from 21<sup>st</sup> July to 13<sup>th</sup> August – bringing with it the giant sand pit, splash fountains, pantomimes, big screen, beach volleyball, animals from West Lodge Farm and shows from the London Science Museum, plus much more. Keep an eye out on ‘This is Kettering’ on Facebook for more details as they become available and enjoy free parking in all Council owned car parks all day on Fridays 29<sup>th</sup> July, 5<sup>th</sup> August and 12<sup>th</sup> August.
- 4.3 Head to Rockingham Road Pleasure Park this summer for your chance to enjoy a selection of popular local bands and groups in the bandstand. All performances are on Sundays and start at 3pm, with donations going to Cransley Hospice. For a full timetable go to [www.kettering.gov.uk/bands](http://www.kettering.gov.uk/bands).

### **5 PURPLE FLAG**

- 5.1 For the second year in a row, Kettering town centre has been awarded the prestigious Purple Flag following an in-depth period of independent assessment. The award - similar to the Green Flag for Parks and Green Spaces and the Blue Flag for beaches - recognises excellence in managing a thriving, safe and vibrant evening economy in the town centre. It assesses a wide range of factors including visitor attractions, things to do, levels of lighting, the clarity of signage, the level of crime and cleanliness standards.
- 5.2 Kettering was awarded the Purple Flag last year for the first time after assessors from Association of Town Centre Management (ATCM) came to visit the town centre and experienced first-hand the night-time offering. The assessment team were shown the wealth of facilities on offer for the evening visitor including a wide variety of restaurants, cultural facilities like the Alfred East Art Gallery, as well as the pubs and clubs. They also undertook research about Kettering town centre and interviewed various people before they conducted their overnight inspection.



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5.3 Achieving accreditation is more than a one-off prize as standards need to be upheld and maintained in order to retain the Purple Flag status. This year we undertook a review and submitted our assessment, coupled with an Action Plan, which was signed off by the assessors with very positive comments received.



5.4 The announcement for Kettering follows of a number of recent improvements to the town's night time economy including:

- A number of new bars and restaurants have added to the local night time offer
- A town centre Dynamic Emergency Care Centre (DECC) was set up during peak periods such as New Year's Eve and major events such as the World Cup
- Kettering Street Pastors have continued to patrol the streets on Saturday nights for over 4 years, doing a fantastic job of looking after the visitors and

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creating a safe haven at the Methodist Church for anyone who would like take time out

- New lighting, updated signs and clearer alleyways to make the town centre safer
- In November 2015 a new weekend Nightsafe patrol plan was rolled out to increase Police flexibility in dealing with venues open at certain times
- A number of new businesses have signed up to Kettering's Community Toilet Scheme
- Kettering has supported Dry January for the previous two years throughout the Borough as part of a wider national scheme

### **6 BURTON LATIMER REGENERATION**

- 6.1 A project has been initiated that will look to effectively utilise Section 106 funding available to improve the public realm, leisure and recreational facilities within the boundary of Burton Latimer.
- 6.2 A scheme with options will be developed ready for consultation that will look to provide improvements such as more parking in the town centre, improved plays spaces for children, improved leisure and recreational uses and the potential for more attractive and usable public spaces in the town centre.
- 6.3 A key priority will be to put in place new building blocks that help attract further private sector investment in the town centre. A major consideration will be determining a set of options that best meet the needs of the town, in an affordable and deliverable timescale. Further updates will be provided via this report in future.

### **7 IMPACT ON POLICY**

- 7.1 Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:-
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**8    RECOMMENDATION**

That the Executive Committee:

- a) Acknowledges the hard work that was involved in making the Women's Tour such a resounding success;
- b) Looks forward to this year's Summer Celebrations around the Borough;
- c) Celebrates Kettering's success in achieving Purple Flag accreditation for the second year in a row; and
- d) Notes the work being undertaken to regenerate Burton Latimer