



# Sustainable Community Strategy 2013 - 2016

## Our Borough, Our Future



# Introduction

Welcome to the Sustainable Community Strategy for our borough

In this economic climate, we all face unprecedented challenges. Local services are under increasing pressure and it is even more important for us to find a way of working together as partners. Locally, we have a total commitment to sustainable communities and I am proud to chair the Local Strategic Partnership (LSP) which offers a team approach to this work.

Regular monitoring of the Strategy's targets will be undertaken and progress reported to the LSP Board.

Behind each of the objectives in this document are detailed action plans which provide more information on how we will achieve these objectives.

I would like to express my gratitude to all those that helped to formulate this strategy and I am confident that together we will continue to deliver a better future for residents in the borough.

If you would like to find out more about these objectives or want to know how you could get involved, please visit [www.kettering.gov.uk](http://www.kettering.gov.uk) or ring **01536 410 333**.



**Chair of LSP**  
**CLlr Russell Roberts**



# Our Borough

The borough of Kettering covers an area of approximately 23,000 hectares and is situated in the heart of England.

It is characterised by beautiful countryside and market towns and has a population of over 93,000. The principal town of Kettering has a population of 67,635 and is surrounded by three smaller towns, Burton Latimer, Desborough and Rothwell, lying on the A6. There are a further 27 villages in the borough, mostly with small populations. Kettering is situated on the A14 and lies between the A1 and M1 corridors with excellent road and rail links to the rest of the country. London is less than an hour away on the train.

## Kettering Partnership

The Kettering Partnership brings together key organisations that, by working together, can address issues in an integrated and innovative way. Kettering Partnership includes the following organisations:

- Kettering Borough Council
- Northamptonshire County Council
- NHS Nene Clinical Commissioning Group
- Northamptonshire Police
- The Business Community
- The Voluntary and Community Sector
- Education and Skills providers



# Our Borough, Our Future

## Our Borough, Our Future

Central Government requires every Local Authority to produce a Community Strategy. Its role is to focus the work of the partnership to address local issues. These issues have been identified through a number of sources including consultations, partnership events, key planning documents and comments and suggestions that you've made to us.

Every time you've contacted your local Councillor, completed a questionnaire about local services, spoken to the police or made any comments or raised a query, you've helped the Kettering Partnership develop this strategy.

Using all of the information we've gathered, four themes have been identified and the Partnership has developed targets to achieve. This document shows what the Kettering Partnership will work towards over the next 3 years.

## Our vision for our borough

*"The best place in England to grow"*

We want our borough to be recognised by everybody as a successful borough where people and communities want to do well, where they take up new ideas and trends but also celebrate history, heritage and local identity. It will be a borough where people will want to invest, work and enjoy life.

By 2020 and by managing growth carefully, Northamptonshire will have become the leading economy of the East Midlands and a model example of sustainable development.

We will do this by building on the skills and ambition of our varied and growing population, and by making the most of our location.

## Did you know...?

Kettering had a record number of new businesses formed in 2012

A business confidence report produced by specialised researchers shows a record number of companies formed in the Kettering area.

The report found that 2012 was highly successful for Kettering in terms of company formation showing a 9% increase on the same period in 2011.



# Our Aims for Kettering Borough

## **We aim to be successful through sustainable growth and regeneration, by making sure that:**

- residents live in housing that is sustainable, affordable and of good quality
- we have the right infrastructure such as roads and health service provision to deal with new growth
- we can improve and preserve buildings and the countryside for future generations

## **We aim to develop through having a growing economy with more skilled jobs, where:**

- we encourage and support employers to create the right number, quality and distribution of jobs
- workers have the right skills to respond to the employment needs of a dynamic economy
- residents have the opportunity to learn throughout their lives

## **We aim to have safe and strong communities, where:**

- residents have a shared identity and are involved in developing their communities
- levels of crime and disorder are lower in all our neighbourhoods
- public services meet the needs of residents

## **We aim to have healthy people who enjoy a good quality of life. To do this we will:**

- support vulnerable people to help them lead fulfilling lives
- help young people to have the best possible preparation to become adults
- help residents to make choices that improve their health and quality of life

*"Priorities in Kettering include decreasing the number of adults smoking, improving educational attainment and the number of people in full time education and employment and reducing obesity by promoting and improving healthy lifestyles within the family."*

NHS Health Profile

*"The Community Safety partnership has agreed to focus on the following priorities: Anti-social behaviour, re-offending including drugs and alcohol and serious acquisitive crime, in particular domestic burglary and vehicle crime, violence associated with the night time economy, domestic abuse and public confidence."*

Community Safety Partnership 2013 - 2016

# Growth & Regeneration

The Government requires the borough of Kettering to expand with more than 13,100 new homes and 16,200 new jobs being created by 2021.

This growth will bring new people, new businesses and new ideas into the borough. New developments will also bring improvements to the existing areas.

Kettering's Sustainable Urban Extensions (SUE) will bring forward 5,500 homes, along with new schools, a health centre, open space and other associated infrastructure. There are further SUEs at Desborough and Rothwell. Burton Wold Energy Park will soon see 9 new high efficiency wind turbines, providing us with a unique selling point that will continue to help us attract investment.

We have successfully secured £120m of Government funding to widen the A14 between Junctions 7 and 9. The railway line will also be improved. This will involve new bridges, and quicker times for rail travel.

## Town Centre

In Kettering town centre, we have well developed plans to redevelop key areas of the town, improve the public realm and attract in significant new development, building on the character and heritage offered. The successful redevelopment of the Market Place, along with Sheep Street, Market Street and Horsemarket, will be advanced with improved public realm through the pedestrianised part of the town.

## We want to:

- Create a vibrant heart for Kettering; a place that is characterful, distinctive and fun
- Secure new and protect existing open spaces
- Work with developers to obtain the best schools, sport, leisure and community facilities
- Improve the transport infrastructure
- Increase the employment land available
- Improve the borough's biodiversity

## You'll know we're achieving these objectives when:

- Agreements through the planning process for new quality open space are secured
- Land and funding obtained from developers for a range of community facilities and services of the expected quality that are needed
- Employment land is allocated and comes forward for development in areas with strong links with existing communities
- A high quality public realm is developed through High Street, Meadow Road, Gold Street and Lower Street
- The Soan's Yard development is complete
- Kettering gains Purple Flag status for an improved night time economy
- Burton Latimer town centre is regenerated using s106 monies
- Rothwell and Desborough Sustainable Urban Extensions come forward

## Did you know...?

A long lease agreement has been confirmed to refurbish and regenerate 'The Yards' area of Kettering Town Centre

The lease has been signed with a local developer for retail, restaurant and office use, refurbishing / redeveloping the majority of the existing buildings.



# Skills, Education & Employment

Kettering is experiencing significant housing growth but this needs to be side by side with an increase in jobs.

Kettering benefits from an excellent logistical location but jobs need to be focused on all sectors, with an emphasis on increasing skills and encouraging higher value added activities. We want to increase earnings to at least the national average and have more people who achieve higher level qualifications.

Chesham House Business Centre offers high quality affordable office and meeting space for local businesses. Working with the University of Northampton, the centre offers small businesses with access to face to face business support and enterprise coaching.

We are supporting Kettering Borough Training in promoting apprenticeships as a valid alternative to full time education. We also support both local businesses and local young people to achieve their full potential and hold annual apprenticeship and jobs fair with local partners and businesses.

We've supported the development of two brand new academies in Kettering (Kettering Buccleuch Academy and Kettering Science Academy) which opened in 2012, with an investment of over £50m. Also, we offer Tresham College continuous support with the development of initiatives such as the new Employability Centre which opened in February 2013. This centre is dedicated to supporting full time students who are studying at the college to find work and guaranteed interviews for employment or apprenticeships each year.

## We want to:

- Increase skill levels in the borough
- Help new businesses thrive through access to excellent quality accommodation and support
- Encourage high quality jobs to the borough

## You'll know we're achieving these objectives when:

- More new businesses and enterprises are being set up
- More businesses are accessing business support
- More of the working population are qualified to at least level 3 or higher

## Did you know...?

Tresham College has a brand new University Centre and is a partner college of the Universities of Bedfordshire and Northampton

Tresham offer a variety of degree level courses through full and part time study within their University Centre.



# Community Safety

Community safety means crime reduction, crime prevention and much more. We recognise that we should focus attention not only on efforts to reduce or prevent crime and disorder, but also on introducing social and economic change as a way of preventing crime and disorder from taking place.

Community safety activities aim to reduce offending behaviour and also the harms experienced by individuals and communities because of crime and disorder. We will seek to improve their quality of life through efforts to change the wider physical and social environment.

We are fully committed to working in partnership with a large number of statutory agencies, voluntary organisations and the business community. Involvement of the local community is also essential in making Kettering borough a safe place to live, work and visit.

## We want to:

- Tackle anti-social behaviour, focusing on responding to repeat victims and repeat neighbourhoods and acknowledging all communities
- Tackle violence, with a focus on alcohol, substance abuse and domestic abuse
- Reduce re-offending, focusing on drugs, alcohol and serious acquisitive crime, in particular domestic burglary and vehicle crime

## You'll know we're achieving these objectives when:

- The aims and objectives of the Community Safety Partnership Plan are met. For more information please call **01536 410 333**.

## Did you know...?

During 2012, 30 new Neighbourhood Watch schemes were set up across Kettering borough

There are now a total of 350 active Neighbourhood Watch schemes within the borough, creating a good community spirit and helping to ensure that it is a safe place for people to live, work and visit.



# Health & Wellbeing

The health of people in Kettering borough is generally better than the England average, but there are health inequalities by gender, level of deprivation and ethnicity.

For example Avondale and Warkton areas are relatively deprived and men in the most deprived group have 6 years shorter life expectancy than those in the least deprived group.

**KeepHealthy@Kettering** provides a range of services to reduce health inequality. Early deaths from cancer, heart disease and stroke have decreased over the last 10 years and remain close to the England average. Smoking still kills around 130 people in Kettering each year. While there are already a number of excellent opportunities for people to take part in active recreation, overall participation rates amongst our residents are low.

Kettering has an established Health and Wellbeing Forum, which links locally with the LSP and at County Level with the Health and Wellbeing Board. The Forum is made up of representatives of Kettering General Hospital, Northamptonshire Healthcare NHS Foundation Trust, Nene Clinical Commissioning Group, Kettering Borough Council, Northamptonshire County Council, Public Health, Patient Representatives and the Local Voluntary Sector.

## We want to:

- Support local workplaces to improve the health and wellbeing of their employees and encourage businesses to offer healthy options to their customers
- Work with residents enabling people to stay healthy and safe in their homes
- Increase the access to healthy lifestyle options and reduce health inequalities in the borough
- Improve the health and quality of life for the elderly and vulnerable people in our communities

## You'll know we're achieving these objectives when:

- We have developed a reporting matrix with Public Health to demonstrate effectiveness in these areas and areas relating to the Health and Wellbeing Board.

## Did you know...?

510 people in the borough of Kettering quit smoking using Stop Smoking support between March 2012 and March 2013

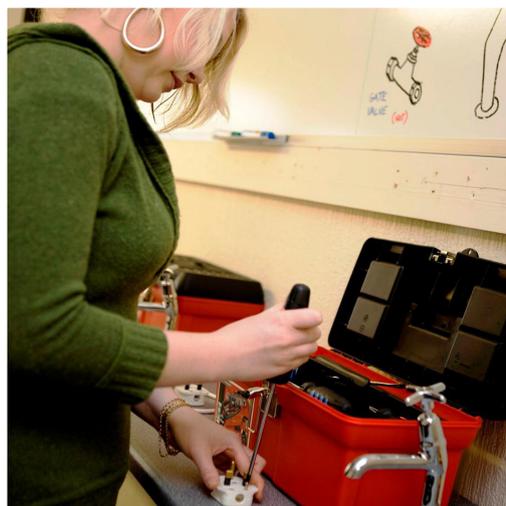
Two Smoke Free Homes initiatives have been delivered so far in Kettering with 125 children reached at Millbrook School and 75 children reached at Greenfields School.



## *Did you know...?*

We have introduced a range of initiatives to help vulnerable tenants sustain their tenancy

Move On, Move In – a life skills training programme for young tenants up to 25 years of age has helped 139 young people keep their tenancies, increase their self-confidence and develop new skills.



## *Did you know...?*

Kettering is the Home of Volleyball in the UK

Volleyball England have moved their elite training camps to Kettering and will be training future Olympic hopefuls here in Kettering.

The National Volleyball Centre has also been recognised by the Federation Internationale De Volleyball as the European Centre for Volleyball.



## *Did you know...?*

Kettering has a 100 year old museum with 25,000 artefacts in it

Covering the history of the borough, the museum is packed with fascinating objects including archaeology, natural history, geology and costume.



## Did you know...?

We have substantially reduced the level of rent arrears in the borough

A tenancy support advisor provides one-to-one support to vulnerable tenants when they are in difficulties and has helped 253 households since 2009.



## Did you know...?

In the last 5 years almost £700,000 of inward capital investment has been made in outside play facilities for young people within the borough

Approximately £500,000 has been secured through Kettering Borough Council applications; the remaining balance of approximately £200,000 has been applied and secured by other communities such as Parish Councils.



## Did you know...?

There are now 28 Street Pastors in Kettering, from 16 churches, with a further 7 currently being trained

The Street Pastors are on the streets of Kettering town centre every Saturday night from 11pm - 3am, providing help and support to vulnerable members of the community.



For further information on the Sustainable Community Strategy, please visit [www.kettering.gov.uk](http://www.kettering.gov.uk) or call 01536 410 333