

## BOROUGH OF KETTERING

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<b>Report Originator</b>	Strategic Management Team	<i>Fwd Plan Ref No:</i> A17/051	
<b>Wards Affected</b>	Directly – William Knibb & St. Peters Indirectly – All Wards in Borough	14 February 2018	
<b>Title</b>	<b>TOWN CENTRE DELIVERY PLAN 2018-2025</b>		

**Portfolio Holder: Councillor Mark Dearing**

### **1. PURPOSE OF REPORT**

To approve the Draft Town Centre Delivery Plan 2018-2025 for consultation

### **2. INFORMATION**

- 2.1 In April last year, the Executive endorsed proposals to embark upon an engagement and consultation programme in the development of a new Kettering Town Centre Delivery Plan.
- 2.2 The original Town Centre Delivery Plan, known as the “Suite 16” programme of projects, ran from 2008 to present day. In considering how to replace the programme, regard has been given to the changing town centre environment.
- 2.3 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.
- 2.4 In September 2017, the Town Centre Conference took place and a number of town centre events have been used to develop relationships with town centre stakeholders and establish an ongoing rapport.
- 2.5 Since that conference, the Council has launched “Enterprise Kettering”, which is designed to bring together a range of business support, employability and skills activities that are available across the Borough to enable all businesses to progress and grow.
- 2.6 Specific activities, designed to address some of the issues fed back at the Town Centre Conference around digital development, have been free Twitter workshops in last November and December; these were designed to encourage local businesses to develop their social media skills and achieve a digital presence for their business. Two more training sessions were held on the 25<sup>th</sup> and 26<sup>th</sup> January.
- 2.7 In addition, a series of five retail workshops have been booked to provide free

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expertise on window dressing, online marketing and sales skills. These will be held at The Yards in February and March 2018 and, if successful, could be repeated prior to Christmas 2018, to support the town centre leading into the festive period.

- 2.8 The Kettering Town Centre Conference was a successful event that has led to a range of ideas that can be delivered over the short, medium and long term. It is important that this is now documented and illustrated in a way that all stakeholders can recognise and sign up to, giving an outline and framework for future developments in the town centre.
- 2.9 The attached Draft Town Centre Delivery Plan, at **Appendix A**, is designed to do just that and has been developed to reflect the feedback from the initial consultation as a realistic but aspirational plan for the town centre from 2018 – 2025.
- 2.10 It continues the vision to ensure that the town centre is characterful, distinctive and fun. This theme runs throughout the plan, which includes 20 projects: 5 are short term projects that will be planned and delivered by March 2019; a further 6 projects are likely to be delivered in the medium term by March 2021 with 3 major public realm improvement projects being in place by 2025. The plan also includes a range of ongoing projects through 2018 to 2025 that will support and revitalise the town centre and its development.
- 2.11 The timetable for the projects is determined by the likelihood of the available funding being in place to ensure delivery.
- 2.12 It is important to note that, during the period 2018 to 2025, other town centre opportunities may arise. The environment for town centres will continue to develop and change and the plan must remain flexible to enable any such opportunities to be explored.
- 2.13 Kettering Borough Council will take on different roles for each of the projects. Some will be delivered entirely by the Council (in other words, we will be '*Rowing*'), some will be developed and or delivered in partnership with other agencies and/or the private sector ('*Steering*'), and a few will be delivered solely by the private sector with the support and promotion of the Council ('*Cheering*').

### **3. CONSULTATION AND CUSTOMER IMPACT**

- 3.1 This report describes the previous consultation process leading up to the development of the projects included in the draft delivery plan. It is envisaged that feedback and comment would now be encouraged on this high level delivery plan from 15<sup>th</sup> February to the 15<sup>th</sup> April. All attendees at the Town Centre Conference will be emailed a copy of the plan and asked to comment. The final version of the plan will then be presented to the Executive on the 23 May 2018.

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3.2 In the meantime, as each specific project comes forward more detailed consultation exercises will be undertaken; for example, consultation on Project 1 Eskdail Street, a rollover from the original set of Suite 16 projects, has already begun. As this is a project where the Council will be working in partnership with Northamptonshire County Council (*Steering*), views and comments will be collated throughout February in time to be fed through to the County Council for consideration in April 2018. It is likely that this project will then be undertaken in summer 2018.

#### 4. **POLICY IMPLICATIONS**

4.1 The Kettering Town Centre Area Action Plan (AAP) was adopted by the Council in 2011 and sets out aspirations for the town centre and surrounding area up until 2021. Progress on the AAP is monitored annually through a Town Centre health check. The results of this were recently presented to Planning Policy Committee on 23 January 2018

4.2 That report made reference to the emerging Town Centre Delivery Plan 2018-2025 and its role in significantly benefitting the objectives of the Kettering Town Centre Area Action Plan's strategic vision, as well as ensuring growth in Kettering is well managed to sustain Kettering Town Centre as an attractive and vibrant place with a clear desire for continual improvement.

#### 5. **FINANCIAL, LEGAL & HUMAN RESOURCE IMPLICATIONS**

5.1 Funding for each of the projects is likely to come from various sources, including Section 106 monies as new developments come on line, external funding contributions, public and private sector investment and access to any external funding or grants.

5.2 There are no legal or human resource implications for the approval of this high level delivery plan. There will, however, be a full assessment of financial, legal and human resource implications of each project as it comes forward for delivery, particularly where Kettering Borough Council are the project lead.

#### 6. **RECOMMENDATION**

The Executive are recommended to approve the draft Town Centre Delivery Plan 2018 -2025 for consultation

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Background Papers:

Title                                      Kettering Area Action Plan  
Date  
Contact Officer

Previous Minutes/Reports:

Ref:  
Date: