Kettering Town Centre – Proposed Heritage Action Zone
Kettering Town Centre - Background

- Historic and traditional market town
- Conservation area
- Loss of major stores
- Declining footfall
- Declining market
- The role of town centres are changing...
Delivering a better town centre

Short Term – By March 2019
1. Eskdale Street
2. Meadow Road Urban Park
3. Sheerwater House
4. Bowling Green Road/London Road Traffic Improvements
5. Seats on Streets
6. Parking Management

Medium Term – by March 2021
7. London Road Site Development
8. Old Hogs Head/Queen Street
9. The Station Quarter
10. County Court Site/Dryland Street
11. Electric Car Charging Points

Key:
- Development Areas
- Highways & Transportation
- Improvements to Public Space & Public Realm
- Marketing & Engagement

Longer Term – by March 2025
12. Balahouse Hill
13. Silver Street/Newland Street/Colwest Place

Ongoing Projects
14. Clean & Refresh
15. Town Centre Partnerships
16. Digital Development
17. Night-Time Economy
18. Arts & Culture Revitalised
19. Markets

Characterful, Distinctive and Fun
Heritage Action Zones

• Funded by Historic England
• Main objectives:
  • To change perceptions of heritage & high streets
  • To support sustainable economic & cultural growth
  • To restore and enhance local historic character
• Expression of interest submitted for Kettering Town Centre
Kettering Historic High Street - Heritage Action Zone

- Kettering announced as one of 69 town centres invited to Stage 2 programme design
- Design submitted on 20th December, announcement due late January
- Full Council approved financial match commitment on 13th January
- If approved by Historic England, total project value £4,354,000 over 4 years
- If approved, project will start in April 2020
The proposed programme

- Major public realm and street scene improvement
- Shopfront/frontages grants
- Residential conversion grant
- Historic Building improvement grant
- Accompanied by Cultural Programme – lead by community and cultural organisations to celebrate what is unique about Kettering
Summary

• Town centres are transitioning – will be increasingly important places for people to live, work and enjoy leisure time

• Kettering is focused on cultural and heritage led regeneration

• HAZ - catalyst for further investment

• Kettering has a lot to offer now!
Thank you
Find out more at www.kettering.gov.uk/HAZ