**Kettering Town Centre**

**Task & Finish Group Recommendation Timeline (Jan 2020)**

**WINTER 2019/20**
- **January 2020**
  - Built & Physical Environment: A review of the expanding system.
- **March 2020**
  - Footfall
  - Footfall counters should be utilised in the town centre to provide vital data that could assist in providing better understanding of movements.

**SPRING 2020**
- **April 2020**
  - Built & Physical Environment: Significantly improved signage across the town centre and out of town.
  - Leisure and Events: The provision of a facility to allow the public to put on their own events in the town centre should be considered with practical help and support provided.
- **April 2020**
  - Marketing/Branding/Tourism: An additional promotion of events is required, with an increase in social media use, banners and noticeboards in the town centre advertising these, including the promotion of non-Council led activities, initiatives and events.
- **April 2020**
  - Marketing/Branding/Tourism: A map of the town (civic/business) should be incorporated into an interactive noticeboard in the town centre and produced in hard copy.

**SUMMER 2020**
- **July 2020**
  - Built & Physical Environment: Launch a shop frontage improvement scheme, with town centre Council owned properties acting as an exemplar.
  - Leisure and Events: Install town centre secure cycle storage to encourage the active use of cycling as a means of transport.
- **July 2020**
  - Transportation and Connectivity: Review the CCTV set up within the town to ensure cameras are positioned in the most appropriate locations or could be increased in number to boost public safety.

**AUTUMN 2020**
- **October/November 2020**
  - Town Centre Monitoring: Town Centre Monitoring
  - Built & Physical Environment: Annual report on the health of the town centre to the Monitoring and Audit Committee.
- **October/November 2020**
  - Transportation and Connectivity: Review the CCTV setup within the town to ensure cameras are positioned in the most appropriate locations or could be increased in number to boost public safety.

**WINTER 2020/21**
- **January 2021**
  - Results of retail study: Review the Town Centre Area Action Plan to ensure it is relevant to the changing town centre environment.
  - Leisure and Events: Consideration to be given to developing a long-term vision for improving and maximising the sport and leisure offer within the town centre, with the aim of increasing footfall and dwell time.
- **January 2021**
  - Built & Physical Environment: Make use of ICC electronic highways signage in the gateways to the town.

**ONGOING**
- **2020**
  - Built & Physical Environment: Privately engage with key stakeholders including Network Rail, East Midlands Railway, Northamptonshire County Council (Highways / Transport planning) and local public transport operators.
  - Business support: ‘Seats on streets’ as articulated within the Town Centre Delivery Plan 2018-2025 should be actively encouraged and supported.
  - Business Support: Additional evening events at the museum and art gallery should be considered alongside collaborative work with cultural offerings across the town and with other towns.
  - Leisure and Events: Consideration to be given to developing a long-term vision for improving and maximising the sport and leisure offer within the town centre, with the aim of increasing footfall and dwell time.
  - Transportation and Connectivity: Review parking fee structure with local discretionary criteria.
  - Marketing/Branding/Tourism: Significantly improve the promotion of ‘good news’ stories and celebrate the abundant history of the town.

**POST UNITARY**
- **2020**
  - Town Centre Monitoring: Retailers should be encouraged to use the Kettering Town Centre Partnership network as a voice to represent their views to the Kettering Town Forum.
  - Transportation and Connectivity: Review parking fee structure with the aim of increasing dwell time.
  - Transportation and Connectivity: Periods of free parking could also be considered after 4pm in Council owned car parks to encourage evening shopping and footfall following school hours.
  - Transportation and Connectivity: There was strong evidence to show the popularity of “Pop and Shop” parking, this initiative could be extended to additional locations/ hours