





## Who are Love Kettering?

We're a standalone community organisation set up with the aim of helping to get everyone excited and emotionally invested in our town again. For the past 2 years, we've been documenting and sharing all the events, shops, projects and people we've come across, to help keep our community in the loop with the best bits of Kettering. We see in realtime, across our social channels, how much difference it can make by channeling a little positivity, so we set up as a Community Interest Company to help us double down on the causes that are raising people's perception of our home and rebuilding some community spirit.

For us, that looks like giving a little TLC to ensure we have clean, safe and attractive streets, and championing any local heroes and projects that strengthen community - as a foundation for being able to understand each other and make better decisions in the interests of all.

There is undoubtedly a growing swell of people who want to reconnect and contribute to making our town a better place - it's just that many still don't know where to start. That's why we offer free promotion for local businesses and community projects through our social channels, to help keep people in the know with the latest goings on. We also offer paid photography, branding and social content creation services at discounted rates for any of our community who need a little extra help.

Love Kettering is an organisation set up for the community, by the community. We have lots more ideas to help brighten up the town while celebrating our community and their ideas too. We would love to know what you think about these and if there's anything you can do to support us in making these dreams become a reality.

### The Love Kettering Team





## Making a (Talking) Point

We were so disappointed when we learned that the funding bid to transform the old Gala Bingo was not continuing. This building has become a bit of a symbol of the decline of Kettering in recent years. We still hold out hope that it might also still become a beacon of our resurgence as a new community space in the near future. It's one of the reasons why we believed that wrapping it in artwork would make such a bold statement of intent for wanting to breathe new life into the town. The buzz since the Great Kettering Spring Clean has been amazing and we're keen to ride the wave while it's still fresh, by liaising with landlords to implement further vinyls across the fronts of empty units around the town.

At a recent town centre business forum, we learned from a Business Improvement District (BID) representative that a well-dressed shop frontage is usually let much faster than a run-down window that can potentially encourage anti-social activity.

First impressions count. Empty shop windows can soon become a blight on a town centre. That's why we have been keen to find opportunities to dress these units with fun, engaging and uplifting artwork - to help raise the perception of our high street. We see these sites as a relatively low-cost opportunity to engage with the landlords of empty units, promote local artists and celebrate the supporters who have contributed to production of the vinyl too. It's a win-win all round.

We have a number of potential sites already earmarked, including some with provisional landlord approval.

**Example print cost for Gala vinyl: £480.46**  
(+ volunteer designer and fitter)

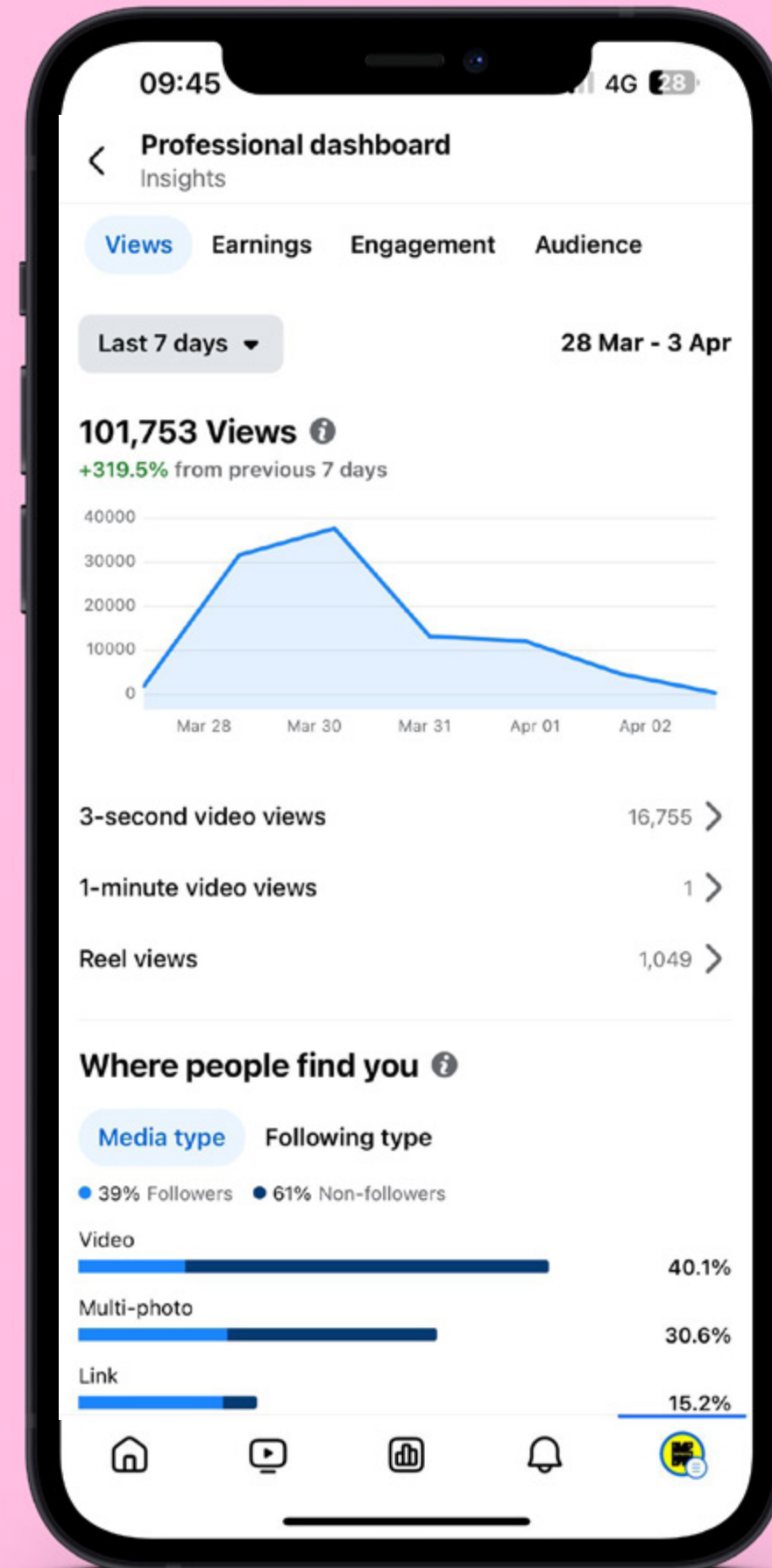




# Social Response

The social response for the Great Kettering Spring Clean weekend was absolutely phenomenal and we are keen to maximise this swell of positivity to keep bringing joy into the town and community.

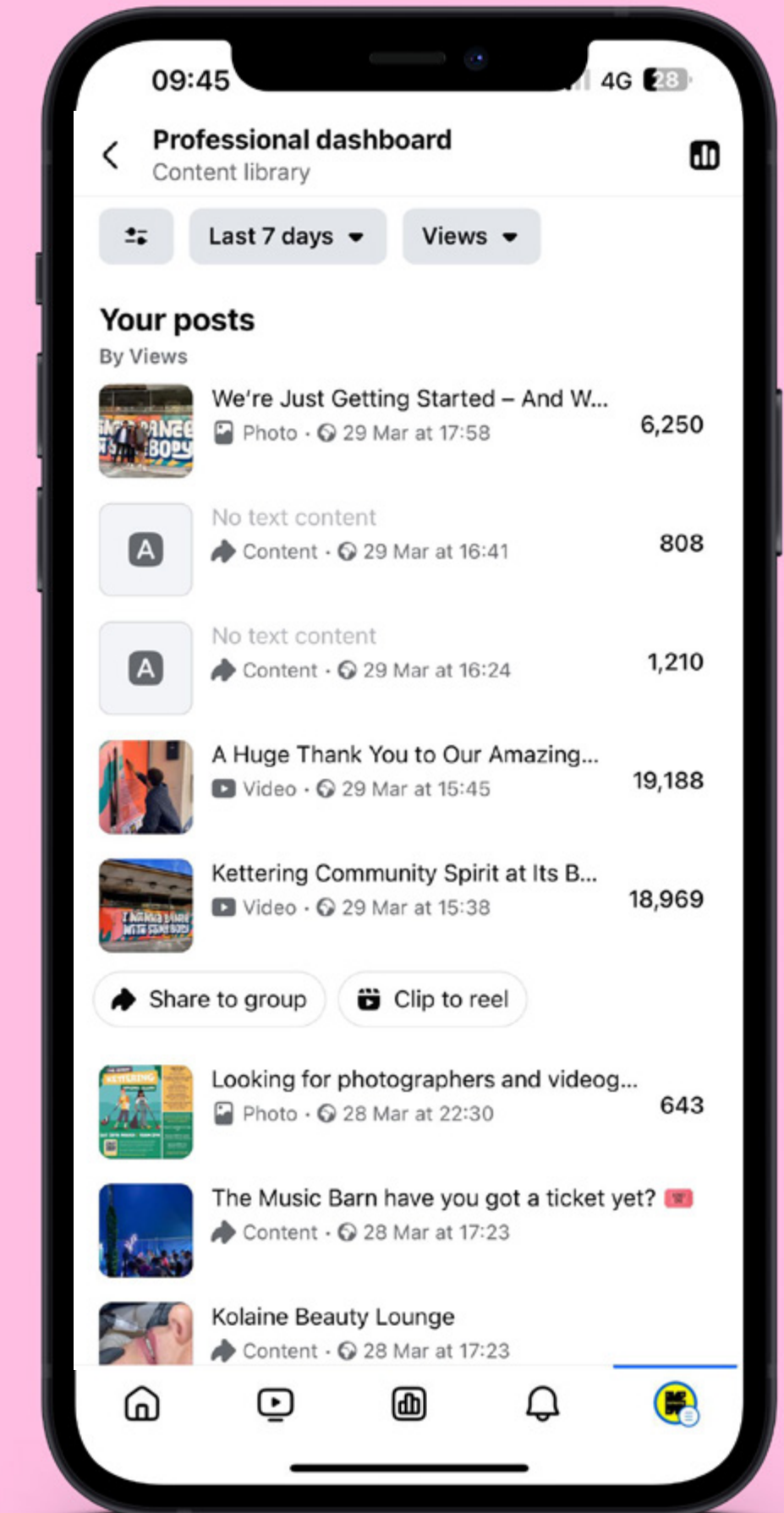
These screenshots show the incredible reach and views we gained from our posts that weekend. We see this as strong evidence that people can get emotionally invested in making our town a better place to live. The more we can inspire others and help them believe it's possible to make a difference, the faster we can begin to facilitate more meaningful change.



\*Love Kettering Facebook Stats over Great Kettering Spring Clean Weekend



\*Love Kettering Instagram Stats over Great Kettering Spring Clean Weekend



\*Love Kettering Facebook Stats per post





**curious\_catty** 12h



This looks so much better! Every time I see this building I think about all the amazing times that have been had in there and how sad it is to stand lonely and empty. Would love to see it turned back into a cinema or music venue x

Like Reply Share



**Bev Wright** 12h



Me and Oliver did a little jig as we passed

Like Reply Share



**Ben Hurry** 12h



This makes me very very happy!!! X

Like Reply Share



**Terri Bett** 12h



Oh my goodness. This is amazing. Go Kettering people. You are stars x

Like Reply Share



**Stuart Drummond** 12h



Brilliant! Well done and thank you to everyone involved 🙌🙌🙌

Like Reply Share



**Si Eppey** 12h



Well done everyone involved. I was scrubbing floor tiles at home. But my wife was out helping. Great to see there are many people that care about our beautiful town.



Like Reply Share



**aiden\_pryor\_band** 12h



Amazing guys!! 🥳👏

Like Reply Share



**boonboon.co.uk** 12h



👏👏👏 well done to all involved u r amazing! X

Like Reply Share



**goddarduk** 12h



This is brilliant well done guys 🙌🙌

Like Reply Share



**Rebecca Rosie** 12h



Looks fabulous... well done 🙌🙌

Like Reply Share



**ketteringstreetart** 12h



love this so much!

Like Reply Share



**tinywallflower** 12h



This needs to be turned into a little independent cinema / live venue and I will not accept anything else. Well done for brightening it up.

Like Reply Share



**Holly Granger** 12h



well done it's so nice to see people doing stuff to make our town look better

Like Reply Share



**Kim Ricketts** 12h



Donation made... Thank you so much for the difference you are making. We appreciate it so much.



Like Reply Share



**Zoe Martin** 12h



Soooo good - love the 'I wanna dance with somebody' window display! 🌸🌸🥳🙌🙌🙌🌈

Like Reply Share



**Linda Martin** 12h



Why not combine another weekend like this just before Kettfest?

Like Reply Share



**alicjuszka87** 12h



Great job! Thank you! 🎉🙌🙌🙌



**Cathy Matthews** 12h



That looks ace 🥳



**Poppy Harrison** 12h



This looks so good 🙌 well done 🥳🥳

Like Reply Share



**Courtney Rhia** 12h



Just makes me wanna sing!!! haha

Like Reply Share



## What's next: Kettering Event Hub

We encourage the community to tag us in promotion for any of their upcoming events so we can share far and wide on our socials, so we know there's lots of people trying to make our town a better, more fun and interesting place. But it's still apparent that many people simply don't know what's out there. Our solution is to create a centralised directory for local venues and events - where people can instantly find a wide range of things to do on any given night. We believe this has the potential to become an important foundation stone, to give a stable platform for local businesses to reorient around.

We want to create an initial event hub using an off-the-shelf template to prove the viability of this concept. We have great contact with many local businesses so, as part of the process we will incentivise and assist the most active venues in signing up, to ensure there's plenty of interesting content ready when we launch, and of course promote through our social channels. We'd love to partner with Kettering Town Council to help make this as impactful as we believe it can be.

### Launch Costs

Purchase Wordpress template - £70.00

Setup/development - est. 5 days + testing = £1000

Wordpress security/maintenance - £35/mth  
= £105 for 3 month buffer

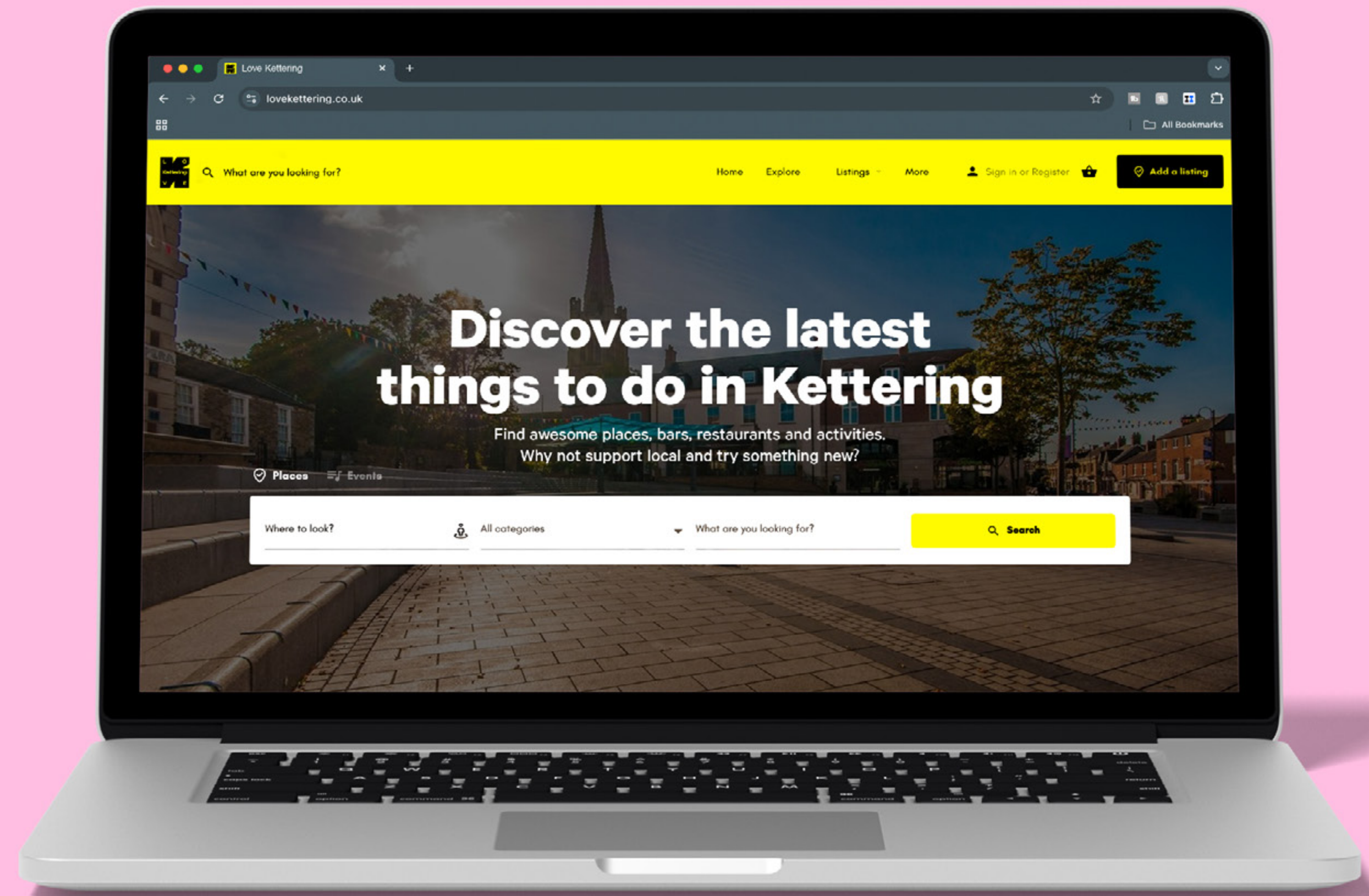
Moderator - Initially 3hrs/week (in house) = £60/wk  
= £720 for 3 month buffer

Profile setup for 10 venues (launch) - 10hrs = £250

Flyers/promo for business signups - 250 = £21.95

Flyers for public promo - 5000 = £138.95

**Total = £2305.90**



\*Demo concept mockup



## What's next: Kettering Clubcard

As an extension of the Event Hub Website, we'd also like to propose a 'Kettering Clubcard' Discount Scheme. Our overall goal is to get people excited and emotionally invested in the town, and out supporting local businesses. To do that, we need to make it super easy for people to find out what's going on at any given time, as well as find ways of encouraging them to support our local businesses.

The Kettering Clubcard will provide discounts for members at any registered businesses in the local area. As we will already be visiting venues and businesses to promote the Event Hub, it feels like an easy win to offer the clubcard and house them together under the same platform. Businesses who sign up will be able to set their own discount offer which will be visible on the Event Hub and highlighted with Clubcard signs we'll distribute in the town.

For reference, [The South London Club](#) offers a similar scheme. Customers pay a £15 yearly membership fee (discounts available for additional cards).

There is no charge for businesses.

We would love to explore the possibility of partnering with Kettering Town Council on this. Is this something you would be interested in exploring?

**Estimated print costs: £250 (1000 cards)  
(+ additional design/promotion combined with Event Hub)**



**Thank You.**

