



Kettering
TOWN COUNCIL

Community • Environment • Heritage

South West Kettering (Headlands Community) Neighbourhood Plan 2019 – 2031



**Made Version
June 2023**

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Foreword

With the opportunity presented to us by the Localism Act, and its purpose to give people both the influence and responsibility for shaping the development of their own localities, our Neighbourhood Plan reflects the wishes of residents and others who work or who run businesses here in that regard.

Our consultations with the residents of South West Kettering (Headlands Community) Neighbourhood have revealed almost unanimity of view that ours is a nice place to live and that whatever development opportunities do arise in our somewhat already crowded neighbourhood we want to see the existing balance of occupation, and the ambience of our surroundings maintained and wherever appropriate enhanced.

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1. Introduction

1.1. What is a Neighbourhood Plan?

- 1.1.1. Communities have powers to shape development through neighbourhood planning, which is a right introduced through the Localism Act 2011. A neighbourhood plan can set out a vision for an area and planning policies for the use and development of land. It forms part of the statutory development plan for the area, and the policies and proposals contained within the neighbourhood plan will be used in the determination of planning applications.

1.2. South West Kettering

- 1.2.1. The neighbourhood is set within the built-up area of Kettering, south west of Kettering town centre. It is located in the East Midlands about 15 miles north-east of Northampton.
- 1.2.2. It is bounded by the Midland Mainline Railway to the south and west, London Road to the east and Station Road/Bowling Green Road to the north (though excluding some properties on these roads). Headlands provides a spine road running through the middle of the area in a north-south direction.
- 1.2.3. The area is predominantly residential with a mixture of house types. However, there are also several companies present providing professional services as well as three schools, three religious centres, two care homes, sheltered accommodation and some retail provision.

1.3. Governance

- 1.3.1. Since 1st April 2021 the administrative area for Kettering now falls under the responsibility of North Northamptonshire Council as the local planning authority. Kettering Town Council is the qualifying body for the preparation of the neighbourhood plan.

1.4. The Plan Period

- 1.4.1. The neighbourhood plan covers the period from 2019 to 2031. This corresponds to the end date for the adopted North Northamptonshire Joint Core Strategy 2011 - 2031 and the Site-Specific Part 2 Local Plan for Kettering Borough 2011 - 2031.

1.5. Developing the Neighbourhood Plan

There are three main stages to preparing a neighbourhood plan.

Stage 1

- 1.5.1. Stage 1 is about the designation of a neighbourhood area and, where appropriate, a qualifying body. It also requires the development of the evidence base, community engagement and an element of publicity to let people know a plan is being prepared for the area.
- 1.5.2. The designations will be considered in more detail below. Further information on community engagement can be found in Chapter 4. The evidence base has been used to inform the Plan's development and in particular, the policies.

Stage 2

- 1.5.3. Stage 2 is about drafting a pre-submission plan, meeting the basic conditions, and undertaking the pre-submission consultation in accordance with Regulation 14 of the Neighbourhood Planning (General) Regulations (2012) (as amended).
- 1.5.4. Meeting the basic conditions has been an iterative process through the Plan's preparation. These require the Plan to have regard to national policy, to contribute to the achievement of sustainable development, to be in general conformity with the strategic policies in the development plan for the local area and to be compatible with EU obligations. A Basic Conditions Statement has been prepared to show how the requirements have been met.
- 1.5.5. The Pre-submission Plan was prepared; it underwent public consultation between 16th December 2019 and 19th February 2020.

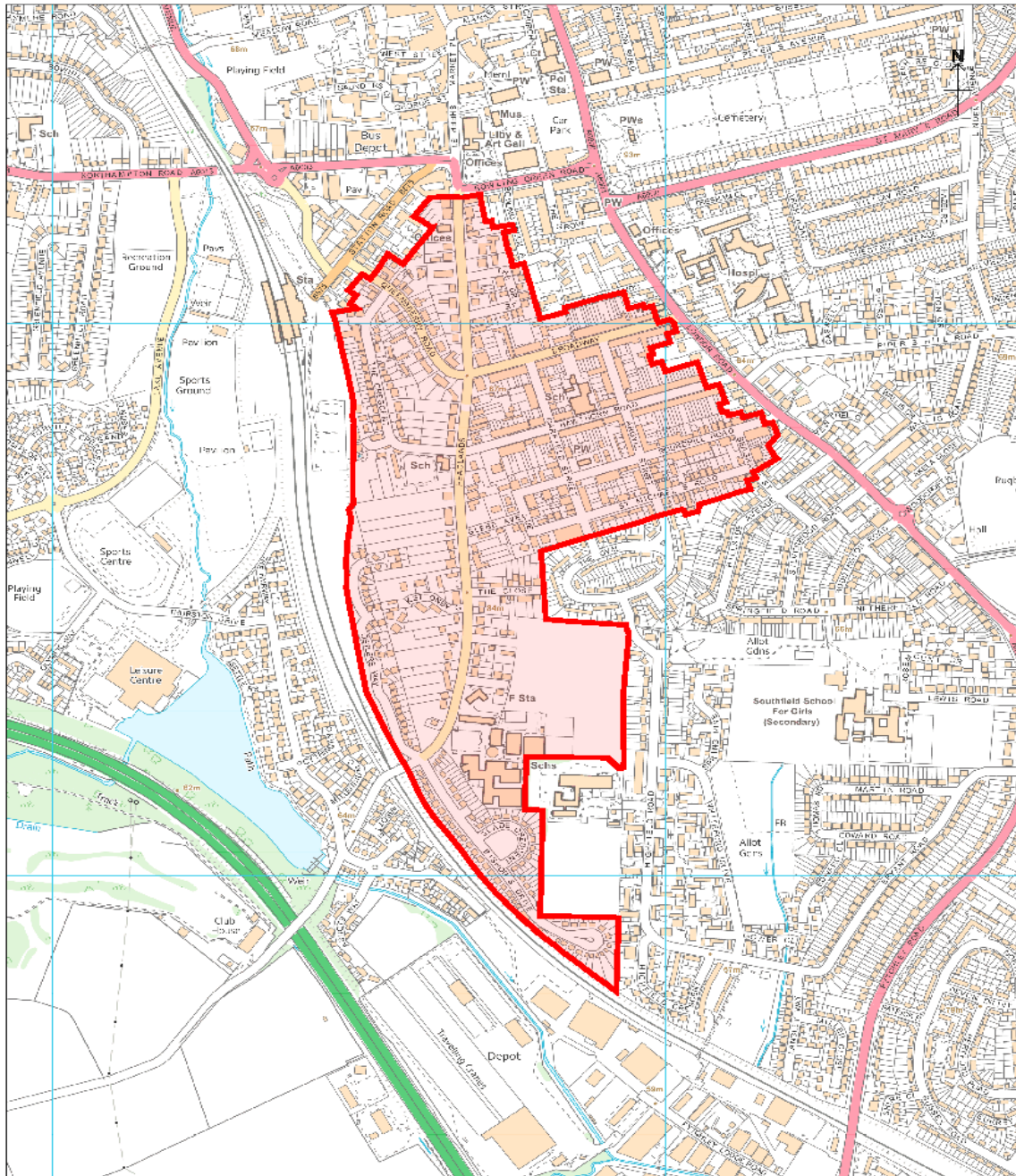
Stage 3

- 1.5.6. Stage 3 is about submitting the Plan, the publicity required as part of that process, the independent examination, holding a referendum and the making of the Plan.
- 1.5.7. The Pre-submission Plan was modified into a Submission Plan in line with comments received from the pre-submission consultation. It was submitted to Kettering Borough Council on 20th Oct 2021 where it was publicised on the Borough Council's website for a period of 6 weeks from 13th January 2022 until 23rd February 2022.
- 1.5.8. Following this it underwent an independent examination; the Examiner's Report was issued on the 21st December 2022. This concluded that, subject to the modifications recommended in the Report, the South West Kettering (Headlands Community) Neighbourhood Plan could proceed to a referendum.
- 1.5.9. A referendum was held on Thursday 27th April 2023; it was endorsed by a majority (91%) of voting residents in favour of making the Plan. Members of North Northamptonshire Council formally agreed to the making of the Plan at the Executive Committee held on Thursday 8th June. This is the 'Made Version' of the South West Kettering (Headlands Community) Neighbourhood Plan.

1.6. Designation of the Neighbourhood Area and Neighbourhood Forum

- 1.6.1. The local community felt that the creation of a neighbourhood plan would enable them to have a greater say over future development in the area. In this first stage the community needed to ask the Borough Council to formally designate the boundary of the neighbourhood plan, known as the neighbourhood area.
- 1.6.2. As the area was not covered by a town or parish council at that time, the Borough Council also had to designate an appropriate organisation to prepare the neighbourhood plan, known as the qualifying body, usually referred to as a neighbourhood forum.
- 1.6.3. The South West Kettering (Headlands Community) Neighbourhood Forum was therefore formed by the local community on 15th March 2015. The neighbourhood area had been composed in preparation for presentation at the first public meeting of the proposed Forum; it had also been publicised through hand delivery of an explanatory note and invitation to every property in the proposed neighbourhood area.
- 1.6.4. The neighbourhood area is based around Headlands, itself an effective cul de sac at its southern end and of the railway line at the western side. The 'natural' northern boundary is identified as Station Road on and beyond which future development is likely to be subject to different criteria to those which might reasonably be considered for a predominantly residential neighbourhood area. The eastern boundary is settled on a range of considerations; historical, geographical (focus towards Headlands / focus towards London Road) etc., and with advisory input from the Borough Council.
- 1.6.5. On 8th July 2015 the Borough Council received joint applications from the community to designate the South West Kettering (Headlands Community) Neighbourhood Area and the South West Kettering (Headlands Community) Neighbourhood Forum.
- 1.6.6. The Borough Council publicised the applications for a six-week period on their website, through public notices and via a press release as well as making paper copies of the applications available for public inspection at the Municipal Offices, Kettering. Representations were invited but none were received. The Executive Committee of Kettering Borough Council subsequently approved the neighbourhood area (see Map 1) and the neighbourhood forum on 14th October 2015.
- 1.6.7. The Town and Country Planning Act 1990 (as amended) states that a neighbourhood forum ceases to have effect at the end of the period of 5 years. Therefore, the Forum were formally re-designated by the Executive Committee on 14th October 2020 to continue the development of the Neighbourhood Plan.

Map 1: South West Kettering (Headlands Community) Neighbourhood Area



South West Kettering (Headlands Community)
Neighbourhood Area

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Kettering
Borough Council

Date: 29/01/19

Scale: 1:6000

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2. Planning Context and the Status of the Neighbourhood Plan

2.1. National Planning Context

2.1.1. The table below (Table 1) illustrates the national and strategic policy hierarchy in the context of neighbourhood planning. As noted above, to meet the basic conditions, the SWK Neighbourhood Plan must have regard to national policy and be in general conformity with the strategic policies of the development plan for North Northamptonshire.

Table 1: Policy Hierarchy

Policy Hierarchy (From National to Neighbourhood Level)	Description
National Planning Policy Framework (NPPF) (2021)	The NPPF is the overarching planning document for England. With regard to neighbourhood planning it states that planning should empower local people to shape their surroundings with succinct local and neighbourhood plans setting out a positive vision for the future.
North Northamptonshire Joint Core Strategy 2011-2031 (JCS) (Adopted 2016)	The JCS sets out the overall spatial strategy for North Northamptonshire. It is the Part 1. Local Plan that provides the Vision for North Northamptonshire up to 2031.
Kettering Site Specific Part 2 Local Plan 2011 – 2031 (SSP2) (2021)	The SSP2 provides planning policies to guide future development for Kettering Borough up to 2031. It is a Part 2 Local Plan which develops in more detail the strategy outlined in the Part 1 Local Plan.
Kettering Town Centre Area Action Plan 2011 – 2021 (KTCAAP) (2011)	The KTCAAP sets out the visions for the Headlands Quarter and the Station Quarter both of which fall partially within the Neighbourhood.
South West Kettering (Headlands Community) Neighbourhood Plan 2019 - 2031	The SWK Neighbourhood Plan sets out planning policy for the South West Kettering (Headlands Community) Neighbourhood Area. Through its Vision, Objectives and Policies it will guide future development in our Neighbourhood Area.

2.2. Local Planning Context

North Northamptonshire Joint Core Strategy 2011 – 2031 (Adopted 2016)

2.2.1. The JCS sets out a vision for 2031 for this part of the county. It includes the following reference to Kettering:

2.2.2. *Kettering will be the largest retail centre and its vibrant town centre, regarded for being characterful, distinctive and fun, will provide a focus for its surrounding market towns and villages. The town will be the focus for healthcare and will lead the way in renewable energy investment to strengthen the green economy. Its business community will capitalise on its excellent connectivity, including its position on the Trans-European (E24 route) A14 and on the electrified Midland Mainline rail route.*

Kettering Site Specific Part 2 Local Plan (2021)

2.2.3. The SSP2, when adopted, will form part of the North Northamptonshire Development Plan. The Plan will cover the whole of Kettering Borough with the exception of issues addressed in the JCS and the KTCAAP. The SSP2 will allocate land for housing, employment, retail, leisure and community facilities and will contain policies relating to specific areas including Kettering, Rothwell, Desborough, Burton Latimer.

Kettering Town Centre Area Action Plan (2011)

2.2.4. KTCAAP sets out visions for both the Station Quarter and the Headlands Quarter, which both partially fall within the neighbourhood area. Within the KTCAAP, figure 5.6 on Page 71 shows the extent of the Station Quarter and figure 5.11 on page 83 shows the extent of the Headlands Quarter. The vision for the Headlands Quarter is:

2.2.5. *An attractive residential quarter within the Kettering Conservation Area, but at the heart of the town which offers large family sized homes in a sustainable location. The Area Action Plan supports the continued and future success of the area by retaining and enhancing its period pieces and ensuring that inappropriate development is robustly opposed to retain the important and historic asset.*

2.2.6. The vision for the Station Quarter is:

2.2.7. *The Station Quarter will be a high quality sub-regional destination offering a sustainable mix of employment, transport infrastructure and open spaces with complementary residential and hotel uses, set in an attractive pedestrian friendly environment that respects its heritage whilst accommodating new development and promoting high quality design. The station and its environs will be well connected to the town centre through an attractive and accessible public realm.*

2.2.8. The South West Kettering (Headlands Community) Neighbourhood Plan supports these visions and will deal with key development issues arising within the Neighbourhood Area.

- 2.2.9. The KTCAAP does not allocate land in the Neighbourhood Area for development; paragraph 5.8.1 confirms that no development sites have been identified within Headlands Quarter as the objective is to preserve and enhance the existing historic and residential character and appearance and heritage assets of the area.

3. Historic Development, Profile and Character Assessment

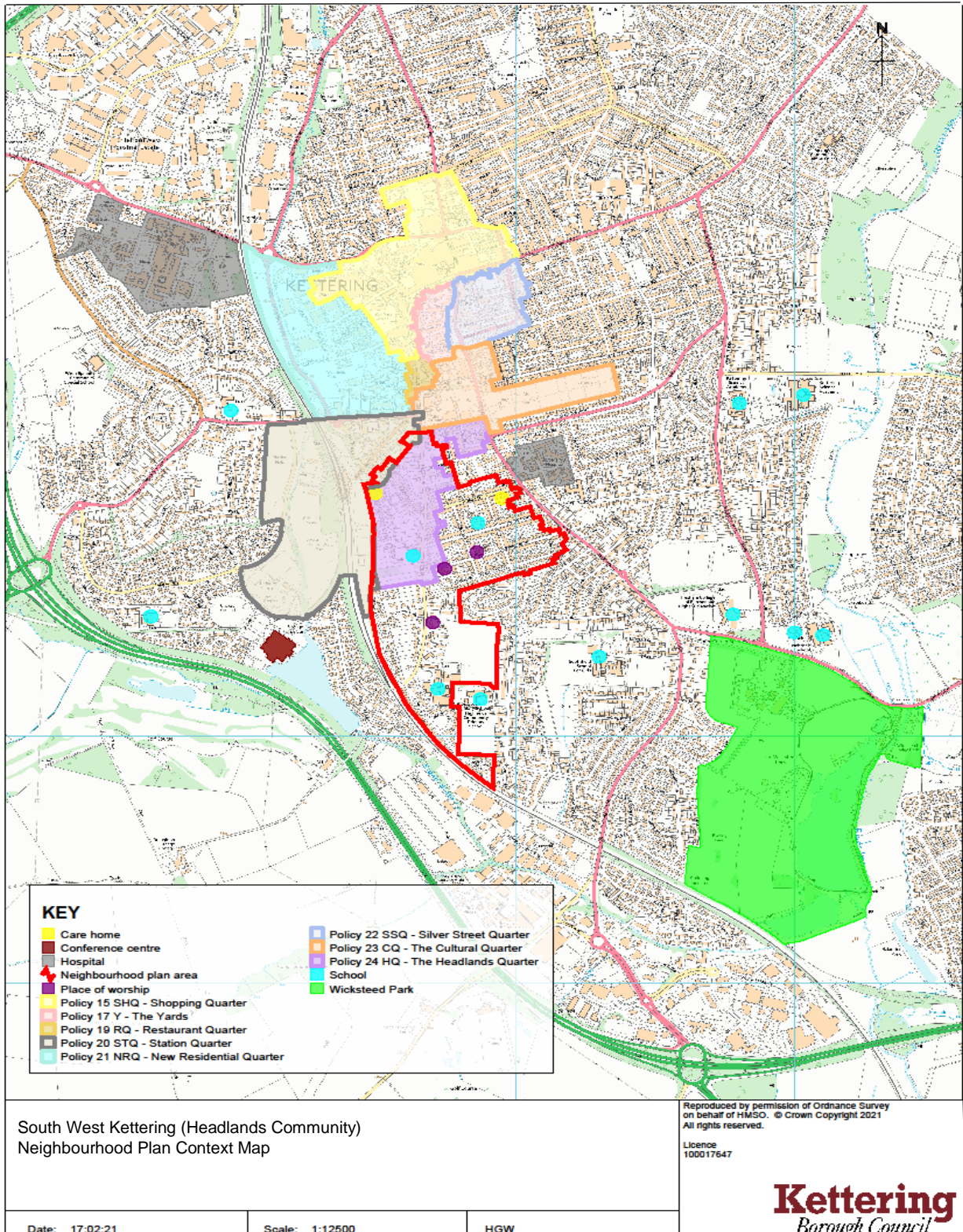
3.1. Neighbourhood Area in Context

- 3.1.1. As noted above, the Neighbourhood Area is situated to the south west of Kettering town centre. The area forms a promontory being higher at its north end and dipping to the south and west as the Slade Brook valley parallels the railway and to the east towards the Ise valley. Headlands is essentially the spine for the Neighbourhood Area (see Map 4: Character Areas) . Map 2 (below) illustrates the Neighbourhood Area in context with the wider locality including the KTCAAP quarters Kettering General Hospital, St Mary's Hospital the Kettering Conference Centre and Wicksteed Park.
- 3.1.2. The Neighbourhood Area is predominantly residential with a mixture of house types though there are several businesses located here providing professional services and some retail provision. Community facilities include three schools, three places of worship, two care homes and some sheltered accommodation. Further information about these facilities can be found in paragraphs 3.3.17 to 3.3.26 and through Policy 1 (p27)

3.2. Historic Development

- 3.2.1. The development of the area occurred in distinct phases. Until the late 19th Century it was farmland, the Headlands was a farm access road. The first phase of development occurred nearest the town centre from the 1870's to early 1900's. Development was largely middle-class villas and terraces. This phase saw the building of new streets off Headlands to join the London Road – Broadway, Hawthorn Road, Garfield Street, Argyll Street, Roundhill Road and St Michael's Road. Queensberry Road was built to link to the railway station via Station Road.
- 3.2.2. The impetus for this first phase of urbanisation was the building of a number of shoe factories in the town. The drivers were the captains of industry for their time, the shoe magnates. They commissioned local builders to construct imposing villas along Headlands. The architectural gem is Sunnylands (1894) that was designed by Gotch for one of the major Victorian Kettering business families (Timpsons shoe manufacturers). It has a Grade II designation. It is currently owned by a Trust and used as an independent preparatory school. The Crossways on the corner of Headlands and Hawthorn Road is also known to have been designed by Gotch for the Toller family (Baptists and solicitors).

Map 2: Contextual Map



- 3.2.3. Many of the other houses are also of high quality and were probably the work of other local architects and not least the work of local builders. Their value is not simply that of contributing to an attractive, cohesive and identifiable district; they are a testament to the power and talents of Kettering in its exciting years of expansion.
- 3.2.4. A small second housebuilding phase started in the 1930's with both detached and semi-detached housing. It was during this period that The Crescent, The Drive, The Close and Cranleigh Road were added to Headlands.
- 3.2.5. The third phase has been episodic from the 1950's with both full street development in the south of the area. Bishops Drive and Slade Crescent were built in the late 1960's/early 1970's and Ostlers Way in the late 1990's. The other element of this phase has been infill development, which has involved the reuse of existing footprints (such as Kettonby Gardens) as well as the use of gardens (such as Ostlers Gardens).

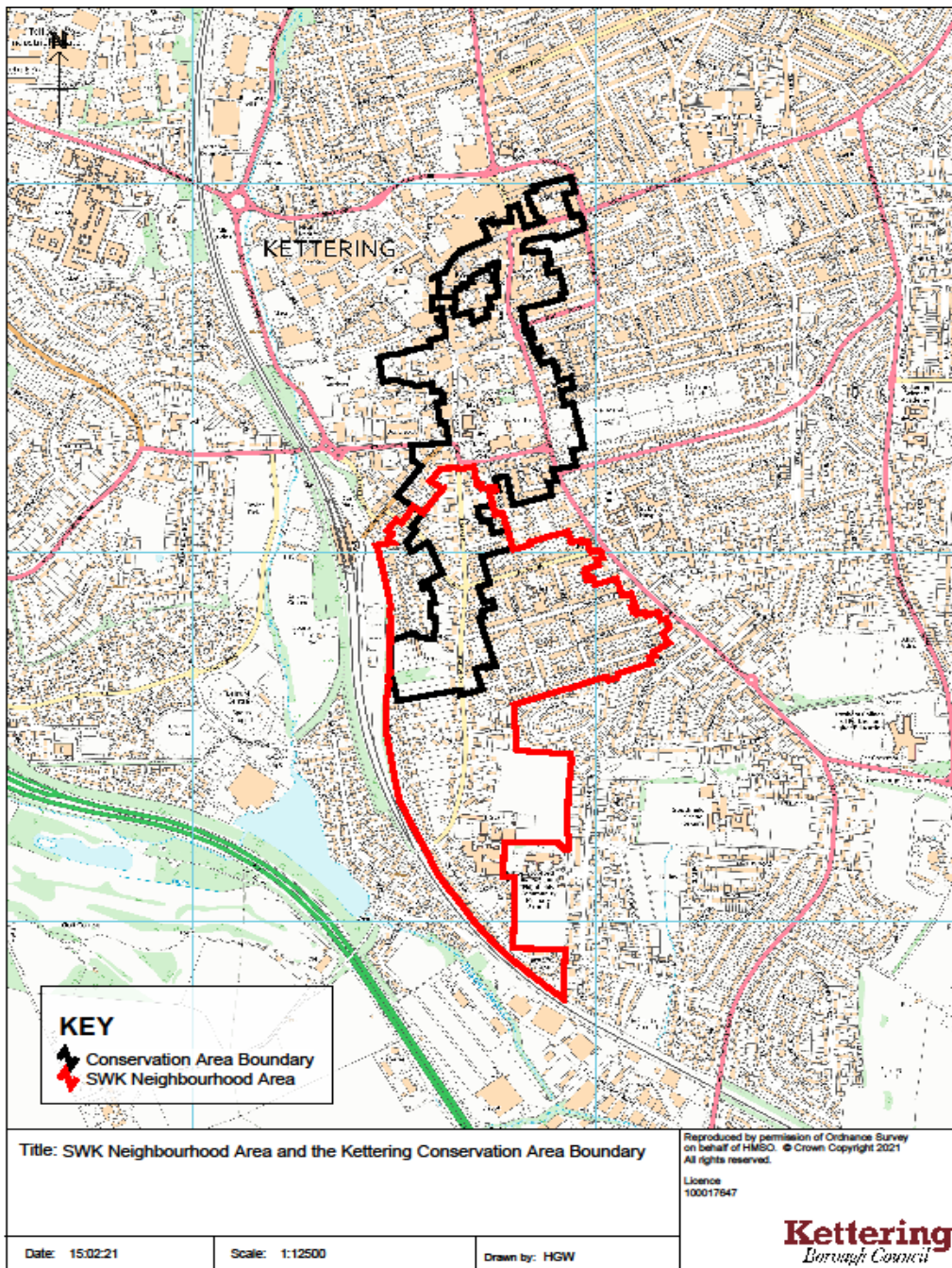
Kettering Conservation Area

- 3.2.6. In recognition of the quality of development at the northern end of the neighbourhood area (as far south as Glebe Avenue) it is included within the wider Kettering Conservation Area (see Map 3). This was first designated by the Borough Council in 1982 and then extended in 1985. The boundary included much of the Headlands and the southern part of the historic town centre including the Parish Church and Art Gallery.
- 3.2.7. In 2007 the Borough Council adopted an appraisal of the Conservation Area undertaken by Donald Insall Associates. Section 8.4 of the appraisal provides a character assessment of the Headlands area covering such topics as building scale, height, type and materials. This assessment states that:
- 3.2.8. *...the area is characterised by substantial detached or semidetached villas in their own grounds with mature trees and bushes. Houses are most commonly three storeys in the central part of the street, generally with the second floor partly within the roof, and two storeys on Bowling Green Road, side roads and at the southern end of the area*
- 3.2.9. As regards building materials the appraisal adds: *the local red brick is used on almost all the buildings... with local stone dressings – in window and door surrounds, string courses and frequent decorative plaques – particularly celebrating dates or house names, a characteristic particularly of the later nineteenth century blocks. Roofs are almost wholly of Welsh slate, steeply pitched with effective use of chimneys... gables and dormers, often with robust painted woodwork*

3.2.10. The survey and research undertaken in the course of the appraisal identified a wide range of issues and trends which threaten the unique historic and architectural character of the Conservation Area. Only small issues were raised during the community consultation in this regard e.g. front garden walls being demolished to provide vehicular access to house frontages and an attempt to erect a large noticeboard to publicise the presence of a commercial operation.

3.2.11. The appraisal also noted that there is much in Kettering waiting to be 'discovered' and was not generally appreciated for its artistic or historical worth.

**Map 3: South West Kettering (Headlands Community)
Neighbourhood Area and Kettering Conservation Area Overlap**



3.3. Profile of the Neighbourhood

Census Data Analysis Methodology

- 3.3.1. The boundary of the neighbourhood area does not fall neatly within the 2011 Census areas. It straddles two lower layer super output areas (LSOAs), each of which extend beyond the boundary of the neighbourhood plan to include areas immediately beyond. This makes a precise statistical analysis quite difficult so certain assumptions have had to be made.
- 3.3.2. LSOA 007C includes the 'north' of the neighbourhood area. It is estimated from inspecting the maps that some 70% of this LSOA is within the neighbourhood area boundary. LSOA 009B covers the 'south' of the neighbourhood area. It is estimated that about 30% of this LSOA is within the neighbourhood area boundary. A South West Kettering (Headlands Community) statistical data base has therefore been established by taking 70% of the population and households from 007C and 30% of the population and households from 009B. The findings from this assessment are summarised below.

Population

- 3.3.3. The assessment yields an estimated population (Census 2011) of about 2,000 residents. Of this estimated population 48% are males and 52% females, which roughly equates to the Borough Council average. School children and students (FT) make up 2% of the population, which again is higher than the 1% average for the Borough as a whole.
- 3.3.4. It is estimated that 96% of the population live in 878 households. The remaining 4% live in communal establishments, which is higher than the 1% average for the Borough. The population density is 30.1 persons per hectare. The national population density is 4.1 persons per hectare, for the East Midlands it is 2.9, and for the Borough it is 4.0. It is therefore an area of high-density housing.
- 3.3.5. The age profile reveals that 5.4% of the population are children under 5, with 12.1% aged 5-15 yrs. It also indicates that 16.3% of the area's population is between 65 and 84, with a further 5.2% over 85. This is high compared with the whole of the Borough and significantly higher than the national average.
- 3.3.6. In terms of social grades in the neighbourhood area the percentages of AB (Higher and intermediate managerial /admin /professional occupations) is estimated as 24% and C1 supervisory, clerical and junior managerial /admin /professional occupations) at 30%. These levels are slightly higher than across the Borough as a whole.
- 3.3.7. It is estimated that 73.8% of the population aged 16 to 74 are economically active. Of this figure 90.3% are in employment comprising:
- 64.5% full time employment;
 - 21.25% part time employment; and
 - 14.3% self-employed

3.3.8. In terms of the 26.2% economically inactive:

- 51% are retired;
- 17% are long-term sick or disabled;
- 13.2% are students, and
- 13% are looking after home or family

3.3.9. The levels of long-term sick or disabled estimated are higher compared to Borough and national levels, probably due to the number of care homes in the neighbourhood area.

Housing

3.3.10. It is estimated that:

- 66% of households own their property;
- 19% rent privately;
- 12% are social rent; and
- 3% are living rent free

3.3.11. The level of home ownership is slightly lower than for the Borough as a whole, whilst private rentals are higher. However, the level of social rented is lower than the Borough average

3.3.12. In terms of the type of housing it is estimated that 25% are flats, maisonettes or apartments. This is a distinctively different pattern compared with the Borough as a whole where flats account for some 12% of the housing stock. Of these properties 80% are in purpose-built blocks of flats or tenement, 16% part of a converted or shared house and 4% in a commercial building. There is relatively high percentage of terraced properties at 38%; conversely just 17% of the properties are detached and 20% semi-detached, which are both lower compared to the Borough as a whole.

Business

3.3.13. Whilst the area is primarily residential a number of professional service companies have taken advantage of the large, detached properties and utilise them as offices.

3.3.14. These are SME's which include a regional architectural practice (Gotch Saunders and SurrIDGE); a regional planning company (Berrys); an educational academy trust (EACT) and a radio broadcaster (Smooth FM) as well as an accountancy practice (Baldwins). An example of the reuse of an original villa is 10 Headlands, which is a serviced office unit housing a number of micro businesses.

3.3.15. In discussion with the regional organisations comments were made about the changing demands for space and constraints of older buildings. They wish to remain so long as they can accommodate any future staffing growth.

3.3.16. Aside from the suitability for some the larger properties to change use from residential to business, the location is accessible to the town centre and the major road networks via the A14. The rail network is also nearby with the station being a 10-minute walk away providing Intercity trains to London and the East Midlands. This accessibility also makes the area attractive to home workers and there are internet marketing companies as well as photographic services based in residential properties.

Community Services and Facilities

3.3.17. There is a small but well used retail base including a butcher, launderette, hairdresser, beautician, cake supplies, fish and chip shop, Girl Guide clothing and two convenience stores. These retail outlets are concentrated on Hawthorn Road and Argyll Street. The butchers, hairdresser, Girl Guides clothing and cake supplies all draw trade in from the wider Kettering area.

3.3.18. There is also a doctor's practice, an osteopath's and a dentist, which similarly serve a wider area. These services make the area distinct from the town centre even if it is only 15 minutes' walk away.

3.3.19. The Kettering Fire Station is located at the southern end of Headlands. It was relocated in the 1960's from the Town Centre. It has been allocated as a housing site in the Kettering Site Specific Part 2 Local Plan (Policy KET3). The site will provide upto 13 new dwellings for the Neighbourhood Area.

3.3.20. There are three schools in the area: St. Peter's is an independent preparatory school; Hawthorn Community Primary School is located in a Victorian building and Bishop Stopford is a major secondary school campus at the southern end of the area, which includes substantial playing fields. These playing fields are an important part of the community providing local sports facilities out of school hours.

3.3.21. There are three places of worship in the area. A mosque was opened in 2008 by the Kettering Muslim Association, who converted a 1930s house in Headlands. It attracts worshippers from the whole town as well as surrounding settlements, however there is off-road parking capacity for approximately 11 cars.

3.3.22. There is a Church of England "tin" church (St Michael's and All Angels) in Garfield Street, which is a daughter church to the main parish church in the town. It was opened in 1909. This also attracts worshippers from the immediate area and surrounding streets but has no capacity for off-road parking. On the same site is a scout hut and the whole site provides a green space for the surrounding streets. There is also a representation of Our Lady's Convent located in a private house in Glebe Avenue.

3.3.23. There are no public houses in the area. However, there is a Working Mens Social Club in Argyll Street.

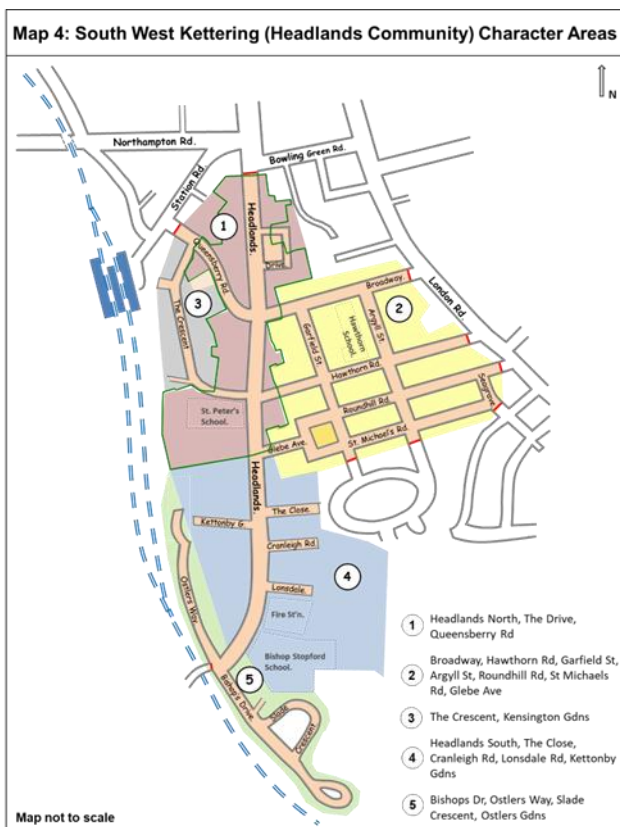
- 3.3.24. There are two residential care homes at Gabriel Court in Broadway and St Ann's off The Crescent. There are also two sheltered housing developments, namely Broadway Cottage Trust set up by the Timpson family and Grundy Court located between Queensberry Road and The Crescent.
- 3.3.25. There is very little public open space in the area. There are small greens in Slade Crescent, Bishop's Drive, Lonsdale Drive and a green strip between Ostlers Way and the railway. However, while there has been development on the other side of the railway, sandwiched between the tracks and the A14 trunk route, there is access to farm land to the south within a 15-minute walk. There are no formal children's play areas.

Transport

- 3.3.26. The busy train station serves a mainline railway line that connects to London St Pancras International and destinations to the north, including Leicester and Nottingham. Residential properties on the south and west boundary receive noise and vibration from the adjoining railway line. Due to the proximity of the A14 trunk route parts of the neighbourhood area are subject to constant background traffic noise.
- 3.3.27. The area has a mix of off-road parking for some residents but for the majority of those in Victorian terraced houses there is only on street parking. In the areas without any off-road parking there are limited spaces available in the adjoining streets. Parking pressure is increased during the working week by car travelling commuters who work locally or use the train station. This is compounded when events are held at the Kettering Muslim Association, especially on Fridays. There is a great deal of road traffic to and from Bishop Stopford School at the start and end of each school day. As Headlands is a cul-de-sac congestion often occurs.
- 3.3.28. There is a local bus serving the northern half of the area that links the town centre with a large supermarket. There are a growing number of mobility scooters in the area taking advantage of some of the street's wider pavements, especially Headlands.

3.4. Area Character Assessment

- 3.4.1. The National Planning Policy Framework (paragraph 124) says the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.



3.4.2. Accordingly, as part of the evidence gathering for the neighbourhood plan, a character assessment was undertaken for the entire Neighbourhood Area. In part this was prompted by a concern that new development sometimes pays little regard to the existing character of an area. This lack of understanding or disregard of what makes a place special often results in average or even poor design. Good design should be sensitive to the setting and character of the neighbourhood.

3.4.3. The character assessment is therefore a study that analyses and describes the area. It communicates the key physical features and characteristics that combine to give the neighbourhood its local distinctiveness and unique identity. It articulates what is of value and what makes the area special.

3.4.4. The different character areas were

defined according to criteria such as land use, building type, or the period when they were constructed. They are best described as areas that have their own distinctive, individual character or 'sense of place'. In other words, they share a similar appearance and feel. After this assessment the neighbourhood area was divided into five groupings to reflect the subtly differing character of each.

3.4.5. Map 4 (above) provides a point of reference for the character areas but they are illustrated in closer detail on Map 4 in Appendix A. The full detail of the Character Assessments are contained in Appendix B.

Group 1: Headlands North, The Drive and Queensberry Rd

3.4.6. This group aligns in part with the Conservation Area. The area is characterised by predominantly substantial red brick Victorian era detached and semi-detached buildings, set relatively close to the winding road and within generally well planted grounds, usually behind a brick boundary wall.

3.4.7. The buildings themselves tend to feature decorative elements including stone door and window surrounds, bay windows and stone name plaques, giving a sense of individuality in an otherwise cohesive grouping of Victorian buildings.

Group 2: Broadway, Hawthorn Road, Garfield Street, Argyll Street, Roundhill Road, St. Michael's Road and Glebe Avenue

3.4.8. This area is characterised by brick built Victorian era terraced housing set back a little from the road and usually behind front boundary walls. Bay windows and chimneys are common features, and many buildings feature decorative stone date and name plaques.

- 3.4.9. These features contribute to subtle variations in building style within an otherwise repetitive terrace of buildings. The road layout in this area is rectilinear and planting within front gardens tends to be infrequent, although trees are common on some streets.

Group 3: The Crescent and Kensington Gardens

- 3.4.10. The Crescent is the 1930s development between Queensberry Road and the railway. Kensington Gardens is a small 1990's infill cul-de-sac off the Crescent. This character area is more mixed than the other character areas and it is a character area in its own right, by default, of being distinctively different to the neighbouring character areas. This area is defined by its mix of building types from 1930's semi-detached buildings and detached bungalows, built from red brick with white/cream render, through to modern (c.1980/1990's) buff brick bungalows and flat blocks, including a large care home building.
- 3.4.11. The defining characteristic of this area is its greenery which is created not only by the regular spaced mature street trees, but also by the mature trees within the grounds of properties on Queensberry Road (at a much higher land level) and properties on Headlands; particularly those growing with the grounds of St Peter's School (Sunnylands) and those properties south of Sunnylands. These trees give the Crescent the sense that it is surrounded by greenery.

Group 4: Headlands South, The Close, Cranleigh Road, Lonsdale Road and Kettonby Gardens

- 3.4.12. This is a collection of 1930's and 1950's plus modern infill properties. This character area generally reflects the suburbanisation of the Town from around the 1930's onwards, with the spread of development to the south along the winding road of Headlands.
- 3.4.13. The predominant characteristic of this area is its greenery and linear pattern of building following the curvature of the road. The verdant appearance of the area is created by the dense coverage of mature trees and other shrubs growing within around the buildings, particularly within front gardens. This serves to obscure views of the substantial detached buildings which are located beyond. The buildings themselves share common characteristics of being substantial brick built and rendered structures, but there is considerable variance in design detailing from one building to the next.

Group 5: Bishops Drive, Slade Crescent, Ostlers Way and Ostlers Gardens

- 3.4.14. This area is characterised by modern development of from c.1960's onwards. Bishops Drive and Slade Crescent are characterised by rows of bungalows and houses built to a simple standardised design in considerable volumes by housebuilders of the 1960's. These standardised designs were largely devoid of detailing. By comparison, Ostlers Way and Gardens are a modern equivalent, but show greater individuality with more variation in the design and materials used in construction, such as front gables, dormer windows and lead-effect windows.

4. Community Consultation

4.1. Issues Arising from Consultation

- 4.1.1. The preparation of the South West Kettering (Headlands Community) Neighbourhood Plan has been a community-led activity. Community engagement has taken place to gather information, understand points of view and to identify key issues and themes. The principal findings arising from the engagement events are:
- i. maintaining the diverse mix of land uses in the neighbourhood: the established mix and type of residential property together with the provision of schools, care homes, places of worship, professional services and shops contribute to the sustainability of the area and give it its special identity and character within the wider town. The desire is to retain the current balance of mixed land uses;
 - ii. preventing the unsympathetic development of established properties and an infill of spaces between them and resisting inappropriate proposals for change of use of residential homes: such development threatens to erode the distinctive townscape and heritage of the neighbourhood;
 - iii. supporting the current businesses to remain in the area;
 - iv. retaining and supporting the retail hub around Hawthorn Road and Argyll Street that provides for both day-to-day convenience shopping needs and local services;
 - v. where possible, addressing the lack of publicly accessible green spaces for informal recreation, especially parks for children to play in and for people to meet and interact;
 - vi. accessibility in the area by public and private transport is a great strength that allows convenient access to the wide range of land uses in the area. This accessibility brings with it the need for traffic management to ensure the area retains its good access to the town and the major roads, and the need for good levels of parking to be available for any new development. The accessibility of the area to vehicles is also a threat to the safe movement of pedestrians and cyclists across the area.
- 4.1.2. The findings above have informed the development of the vision, aims and policies set out in the Plan. This Chapter will continue by setting out details of the individual events that have taken place along with the principal findings from each event.
- 4.1.3. Data analysis from these events can be found in Appendix D.

4.2. Submission Consultation (Regulation 16)

13th January 2022 until 23rd February 2022

- 4.2.1. Regulation 16 of the Neighbourhood Planning (General) Regulations (2012) (as amended) requires that a local planning authority, in this case North Northamptonshire Council, must publicise a plan proposal that has been submitted to them so it is brought to the attention of people who live, work or carry on business in the neighbourhood area.
- 4.2.2. Kettering Town Council formally submitted the South West Kettering (Headlands Community) Neighbourhood Plan Proposal to North Northamptonshire Council. The Council responded, in writing, on 11 January 2022, to confirm receipt of the proposal and to advise that it complied with all of the relevant statutory requirements.
- 4.2.3. The consultation took place for the period specified above. Representations were received from Natural England and the Environment Agency - no objections were raised.

4.3. Pre-submission Consultation (Regulation 14)

16th December 2019 until 19th February 2020

- 4.3.1. Regulation 14 of the Neighbourhood Planning (General) Regulations (2012) (as amended) requires that before submitting a plan proposal to the local authority the qualifying body, in this case the Neighbourhood Forum, must publicise a draft plan locally so it is brought to the attention of people who live, work or carry on business in the neighbourhood area.
- 4.3.2. The consultation took place from Monday 16th December until Wednesday 19th February 2020. It was publicised on both the Neighbourhood Forum's website and Kettering Borough Council's.
- 4.3.3. Hard copies of the Plan were made available for inspection at Kettering Library and Kettering Borough Council Offices and invitations distributed to all addresses in the neighbourhood to attend drop in sessions which were held in St Michaels' Church on Tuesday 14th January 2020 and Sunday 19th January. In addition, representations were invited from key stakeholders and statutory consultees, including the Borough Council
- 4.3.4. Representations were received from the Council which have been addressed in this plan proposal wherever appropriate. Responses were received from the Environment Agency, Historic England, Natural England, and the County Ecologist - no objections were raised.
- 4.3.5. Neighbourhood attendees at the drop-in sessions raised queries about procedure and what happens next and expressed satisfaction and support throughout. No objections arose from those discussions and none were received from others in the neighbourhood.

4.4. Mid-stage Consultation Event - January 2017

- 4.4.1. This second public engagement event built on the findings from the early-stage consultation in January 2016. It was held on 15th January 2017 having been first advertised through a leafletting campaign; it attracted 52 attendees and generated 147 comments. The purpose was to gather more detailed information on the development of land and buildings in the area. The findings were analysed and considered alongside the responses from the 2016 exercise and including the subsequent business responses solicited later that year.
- 4.4.2. The Forum did not anticipate that the Neighbourhood Plan would contain allocations for housing or any other type of development. The Neighbourhood Area is already 'built up' and the main opportunity for development, Kettering Fire Station, has already been allocated for housing in the Kettering Site-Specific Part 2 Local Plan. The Forum's view was supported by residents at both events, as they expressed no desire to allocate sites for development.
- 4.4.3. Instead, the evidence, once analysed, pointed to a preference for the Neighbourhood Plan to have a focus on the management of development including:
- i. an aspiration to maintain the mix of uses in the area;
 - ii. retaining the mix of house types/sizes to promote mixed communities;
 - iii. preserving the distinctiveness of the townscape;
 - iv. preserving and enhancing the Conservation Area and Listed Buildings; and
 - v. the overall quality of the built environment in the area.
- 4.4.4. There were also comments relating to minimising additional demands for parking on the highway, and aspirations for highway improvement.

4.5. Business Specific Consultations (mid 2016)

- 4.5.1. At our requests to all non-resident addresses in the neighbourhood we agreed meetings with two shop proprietors, two schools, one of the care homes and five of the more substantial businesses. The range of responses covered the business advantages of their addresses and the range of constraints currently experienced. Constraints were mainly associated with the poor availability of parking space, and the prospects of whether or not their existing properties could continue to accommodate any significant expansion of their operations.

4.6. Early-stage Consultation - January 2016

- 4.6.1. Following designation of the Neighbourhood Area (NA) the Forum hosted their first public engagement event on 17th January 2016. It was advertised through a leafletting campaign to all properties in the Area; residential, shops, businesses, schools, places of worship and care homes. It attracted 57 attendees, all residents who generated 143 comments. This early engagement focussed on what residents valued or thought could be improved in the NA.

- 4.6.2. The event reflected a general contentment with the Neighbourhood Area. A significant proportion of respondents made positive comments about location noting the convenient access to town centre, shops, support services and travel and leisure opportunities. The area was considered to be 'a nice place to live' but some respondents raised the lack of open space and no post office as negative factors. Roadside parking (much of the NA is within a short walk of the Midland Mainline Railway Station) and traffic flow were raised as perennial problems.
- 4.6.3. In terms of built development respondents were generally satisfied with the existing mix of buildings including their appearances and uses. With a few exceptions, most were happy with the 'style' of the neighbourhood and did not want anything new which would not blend in nicely.

5. Vision, Objectives and Policies

5.1. Vision

- 5.1.1. In 2031 the Headlands area in South West Kettering will continue to maintain a complementary contrast to the bustling town centre and the vibrant and developing business area; it will be inclusive of the expanded facility of the railway station adjacent to its northern and north west boundary.
- 5.1.2. It will retain its residential character of attractive streets and buildings in harmony with its mix of services, facilities and businesses. The Headlands will accommodate change to reflect the changing needs of its residents, employers and employees. It will accommodate redevelopment which complements the characteristics of the immediate locality and is sympathetic to the practical limitations presented by eager urban expansion through the years.

5.2. Objectives

- 5.2.1. To deliver this vision the plan has the following objectives;
- i. Maintain the current mix of services and facilities to encourage the neighbourhood to remain vibrant and enable residents to have many of their needs met within the local area,
 - ii. Promote and enhance local business opportunities to support a prosperous local economy,
 - iii. Conserve and enhance local heritage features and buildings, including their settings,
 - iv. Ensure all future development is of a suitable mix, and of high quality.

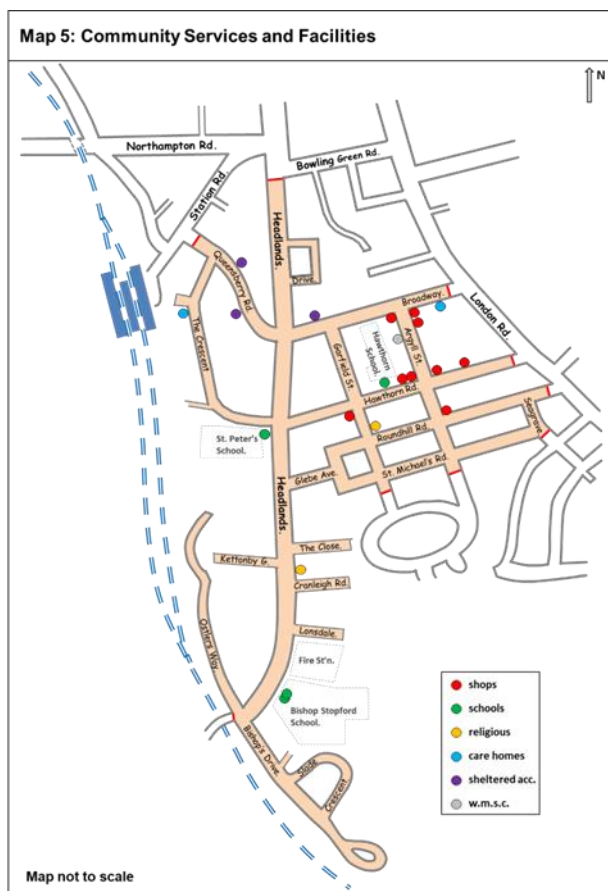
5.3. Policies

5.3.1. The table below indicates the alignment of policies derived in support of the achievement our neighbourhood plan objectives:

Objective	Policy
Maintain the current mix of services and facilities	Policy 1: Community Services and Facilities
Promote and enhance local business opportunities	Policy 2: Defined Business Area
Conserve and enhance local heritage features	Policy 3: Development in the Conservation Area
Future development	Policy 4: Design of New Development Policy 5: Natural Features and Landscape

6. Plan Policies

6.1. Policy 1: Community Services and Facilities



Introduction

6.1.1. Consultation shows that the community services and facilities within the neighbourhood area are highly valued by those who live and work here. They help meet basic convenience needs and contribute to the identity and inclusivity of the area as a community.

6.1.2. Although the area is predominantly residential Map 5 shows the approximate locations of the three schools, two places for worship, two care homes, sheltered accommodation, retail provision and a working men's social club (WMSC) (Appendix A for A4 version). Collectively these make the area a relatively sustainable community and quite distinct from the neighbouring town centre.

6.1.3. Residents have expressed their satisfaction with the balance of residential development interspersed with these complementary social and community uses. However, any future proposals for additional community services and facilities should be

considered on the basis of the appropriateness of their location in relation to their scale and intended catchment as well as their compatibility with nearby uses.

6.1.4. Such facilities should be appropriate to their surroundings in terms of scale, character and purpose, should not harm residential amenity or the local environment, nor ultimately contribute to significant additional pressure on car parking capacity.

6.1.5. Policy Context

- National Planning Policy Framework (2019), para. 92
- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), para's 3.78 and 3.81, and Policies 7 (Community Services and Facilities) and 8 (Place Shaping Principles)
- Kettering Site Specific Part 2 Local Plan (Dec 2021), Policy HWC2 (Protection of Community Facilities)

6.1.6. These policy directions combined do reflect the importance expressed by residents concerning the availability of community services and facilities within the neighbourhood, their retention and the constraints on any of their replacement.

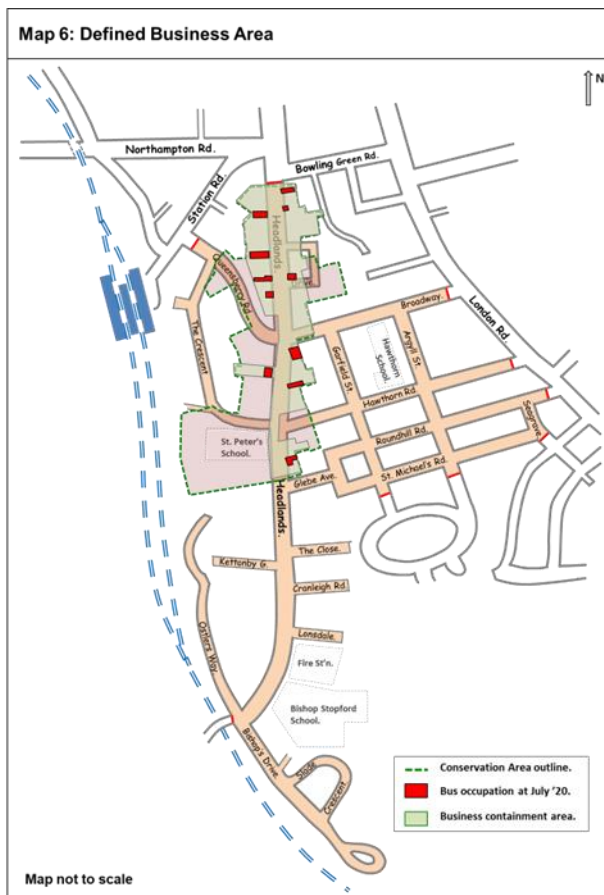
6.1.7. Policy Aspirations

The retention and future enhancement of the community services and facilities available within existing neighbourhood locations and particularly those clustered around Argyll Street and Hawthorn Road. This policy is included as reassurance to neighbourhood residents to illustrate that their expressed concerns about community services and facilities are properly addressed.

Policy 1: Community Services and Facilities

Development should not result in the loss of community services or facilities.

6.2. Policy 2: Defined Business Area



Introduction.

6.2.1. Consultation with residents and business proprietors has shown there is a symbiotic relationship between residents and business in the Defined Business Area concentrated in the northern part of Headlands (see map). This relationship is valued by residents, businesses and workers in the Neighbourhood Area.

6.2.2. The businesses provide employment opportunities, offer services to residents and non-residents and they bring employees and customers to the area who also make use of neighbourhood retail facilities just a short walk away which contributes to their viability.

6.2.3. Another benefit recognised by residents is that some of the larger properties and older villas are just too large for their original purpose as family homes. Business occupation helps to support the integrity and maintain the condition of these buildings.

Some of them are important heritage assets

that make a significant contribution to the special character and appearance of that part of the neighbourhood which falls partially within the Conservation Area.

6.2.4. The policy direction for business development in KTCAAP is that new A2 (financial services) and B1a (offices) uses should locate in the town centre or Station Quarter. There is a concern this could prevent business development previously considered appropriate in the Neighbourhood Area.

6.2.5. It is important to residents that existing business opportunities remain available should an existing business relocate out of the area. If it can be demonstrated that a premise no longer offers a viable business opportunity within its existing use, a change of use, including back to residential, will be considered providing the proposal meets the provisions set out in Policy 2 (Defined Business Area).

6.2.6. Policy Context

- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), Policy 8 (Place Shaping Principles)
- Kettering Town Centre Area Action Plan (2011), Policy 1 (Regeneration Priorities); Policy 4 (Commercial Offices); Policy 20 (Station Quarter); Policy 24 (Headlands Quarter)
- Kettering Site Specific Part 2 Local Plan (Dec 2021), Policy EMP4 (Live Work Units)

6.2.7. Whilst KTCAAP acknowledges the presence of financial and professional services and offices it also highlights that the Station Quarter is to be the focus of business development. This Plan seeks to protect and grow existing business provision, and where appropriate enable new business development by defining a business area for Headlands where business opportunities will be encouraged.

6.2.8. Policy Aspirations

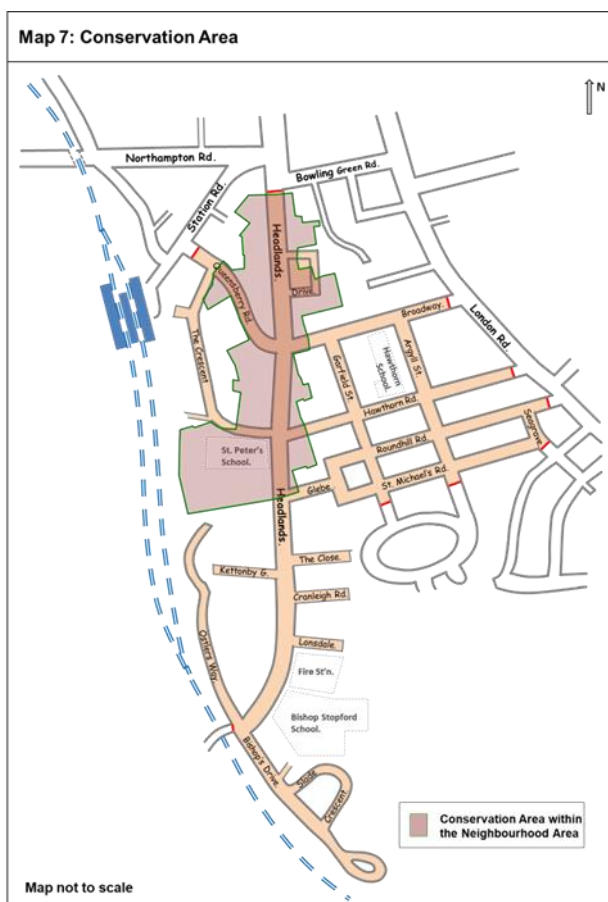
The Plan is seeking to define a business area where existing businesses will be encouraged to prosper and which will enable new business development providing it does not have a negative impact on the special character of the area nor damage to heritage assets in place.

Policy 2: Defined Business Area

Proposals for the development of new Financial Services (A2), Offices (B1a) and Live-Work units in the Defined Business Area as illustrated on map 2 (Appendix 1) will be supported providing:

- a) **they conserve and / or enhance the Kettering Conservation Area and;**
- b) **they do not lead to a continuous row of three or more business premises that would result in loss of the special character and appearance of the area**

6.3. Policy 3: Development in the Kettering Conservation Area



Introduction

6.3.1. The South West Kettering (Headlands Community) Neighbourhood Area straddles the Kettering Conservation Area. As noted above in Chapter 3, there is a Conservation Area Appraisal that was adopted by North Northamptonshire Council in 2007.

6.3.2. The portion of Conservation Area within the Neighbourhood Area is viewed as an asset of great value and importance to the people who live, work and carry on business here.

6.3.3. In recognition of the representations received during the development of this Plan a range of policy-appropriate references have been included throughout to ensure there is no detriment or loss to the special character and appearance of the Conservation Area.

6.3.4. Policy Context

- National Planning Policy Framework (2019), (para's 184 and 185)
- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), Policy 2 (Historic Environment)
- Kettering Town Centre Area Action Plan (2011), Policy 1 (Regeneration Priorities); Policy 12. Heritage, Conservation and Archaeology
- Kettering Site Specific Part 2 Local Plan (Dec 2021), Policy EMP4 (Live Work Units)
- Kettering Conservation Area Appraisal (2007)

6.3.5. There are some safeguards for the Headlands historic environment through national legislation which aims to protect and enhance through development management. The legislation is supported by national and locally strategic policy; the NPPF provides a clear policy framework on decision-taking for the historic environment and heritage assets.

6.3.6. This is reinforced locally by the JCS through Policy 2 (Historic Environment) and, in the context of the South West Kettering (Headlands Community) Neighbourhood Plan, Policy 12 (Heritage, Conservation and Archaeology) KTCAAP.

The combination of the national legislation and the national and local policy does afford our historic assets a level of protection and preservation.

6.3.7. Policy Aspirations

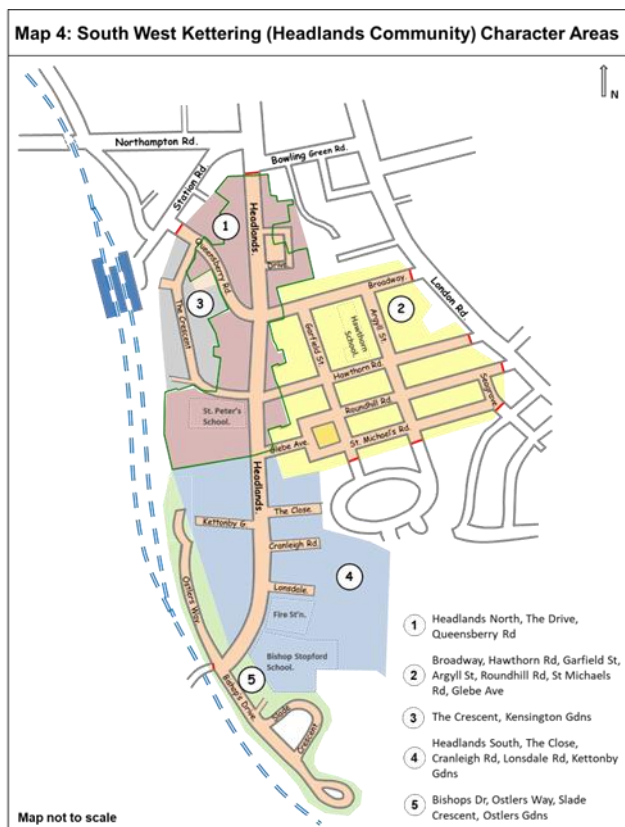
Chapter 3 provides a synopsis from the Adopted Kettering Character Area Appraisal (2007). It sets out what make this part of the Headlands special in character and appearance; it defines the building style, type and scale and describes locally apparent building materials and special features.

- 6.3.8. Local people are committed to the preservation and enhancement of this historic component in their Neighbourhood Area. They want to ensure development proposals will not cause unjustified harm or loss to this historic environment.

Policy 3: Development in the Kettering Conservation Area

Development in the Kettering Conservation Area and its setting must conserve and / or enhance the significance of the heritage asset

6.4. Policy 4: Design of New Development



Introduction

6.4.1. Respondents to the consultation identified distinctly different areas of townscape characteristics in the neighbourhood and considered that development wherever it was proposed should be in keeping with the character of its immediate surroundings. Character area assessments were carried out during November 2017, and are composed in full in Appendix B: Character Assessments.

6.4.2. Respondents also revealed long running concerns over development increasing the demand for parking on streets.

6.4.3. Anecdotal evidence was offered regarding garaging on new developments being too small to store new cars. Ostlers Way was cited as another example of poor design as it was built with an unusually narrow access road and without a footpath. Also in support of their concerns, the impact of conversion of those established properties reliant on roadside

parking, to multi-occupation.

6.4.4. Policy Context

- National Planning Policy Framework (2019), (para's 184 and 185)
- North Northamptonshire Joint Core Strategy (2011 – 2031) (Adopted 2016), para. 3.2 and Policy 2 (Historic Environment) and Policy 8 (Place Shaping Principles).
- Northampton Parking Standards Document (2016)

6.4.5. Policy Aspirations

The neighbourhood area will accommodate new development that aligns and compliments the character of the immediate locality within which it is proposed, and which includes provision to ensure new development does not exacerbate the existing challenges associated with roadside parking.

Policy 4: Design of New Development

All new development must be of good design. Development must respect the distinctive character of the Character Area within which it is located. Development proposals should demonstrate how they have taken account of information pertaining to Character Areas as set out in sub-section 3.4 (Area Character Assessment) and Appendix B.

Development must not harm highway safety.

6.5. Policy 5: Natural Features and Landscape Aspirations



Introduction

6.5.1. The South West Kettering Character Area Assessments (Appendix B) show that trees and other forms of vegetation are an important visual characteristic in many parts of the Neighbourhood Area.

6.5.2. Trees, bushes and hedgerows are significant to the overall landscape quality of the neighbourhood and are examples of natural features which help to maintain and enhance the attractiveness of the area and provide important habitats for wildlife.

6.5.3. Such features also define and provide a sense of place to a number of routes and views in the neighbourhood; they screen out noise, provide shelter and have positive impact on air quality and absorption of surface water.

6.5.4. Consultation has shown that our respondents value trees and other natural features as they soften what might otherwise be considered as a relatively harsh appearance of built development.

6.5.5. Policy Context

Trees are afforded a level of protection in the Conservation Area. The Council requires notice of planned works to trees if they have a trunk diameter of more than 75 mm. when measured at 1.5 m. from ground level. In addition, the Joint Core Strategy Policy 8 (Place Shaping Principles) seeks the conservation and enhancement of natural features throughout the neighbourhood particularly with respect to (b)vi which seeks enhancements to the public realm such as tree planting to add to the character and quality of the main streets.

6.5.6. **Policy Aspirations**

To safeguard the important views and natural features in the Neighbourhood Area and to retain the character and quality of our green and pleasant neighbourhood.

Policy 5: Natural Features and Landscape

Development should protect and enhance natural features, such as trees and hedgerows. In circumstances where replacement planting is found to be acceptable in accordance with statutory requirements, it must be with native species that are of an equal or greater ecological value than the planting replaced.

7. Monitoring and Review

7.1. The South West Kettering (Headlands Community) Neighbourhood Plan will be used as a basis for all planning decisions relating to the South West Kettering (Headlands Community) Neighbourhood Area. The Neighbourhood Planning Committee (NPC) will review the Plan annually to monitor progress and prepare an Annual Monitoring Report (AMR). The findings of the AMR will be reported to the Town Council at the Full Council Annual Meeting. The NPC will update the Town Council bi-annually (April and October), or as required, where there are regulatory and / or policy changes.

Kettering Town Council's Procedure for Monitoring

- 7.2. The procedure for monitoring and reviewing the effectiveness of the Neighbourhood Plan regarding development applications within the Neighbourhood Area will include the following stages:
- i. In the interests of providing a single point of contact and a consistent approach to the monitoring of neighbourhood plan policies, the NPC will designate a member dedicated to the monitoring of development applications in the Neighbourhood Area.
 - ii. Each application is logged in a Register of Planning Applications for the South West Kettering (Headlands Community) Neighbourhood Area.
 - iii. A response to the planning application is prepared by the NPC. This will set out the reasons for the support or objection to the proposed application. The response will be logged in the Register and submitted to North Northamptonshire Council.
 - iv. The Town Council's decision on the application shall be logged in the Register.
 - v. The Register shall be used as the basis for assessing the effectiveness of the Plan and for composition of the AMR.

Appendices

Please Note:

For the purposes of meeting the accessibility regulations which came into force for public sector bodies on 23 September 2018 the appendices have been removed from this published version of the South West Kettering (Headlands Community) Neighbourhood Plan.

Should you wish to view the appendices they are available upon request from:

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