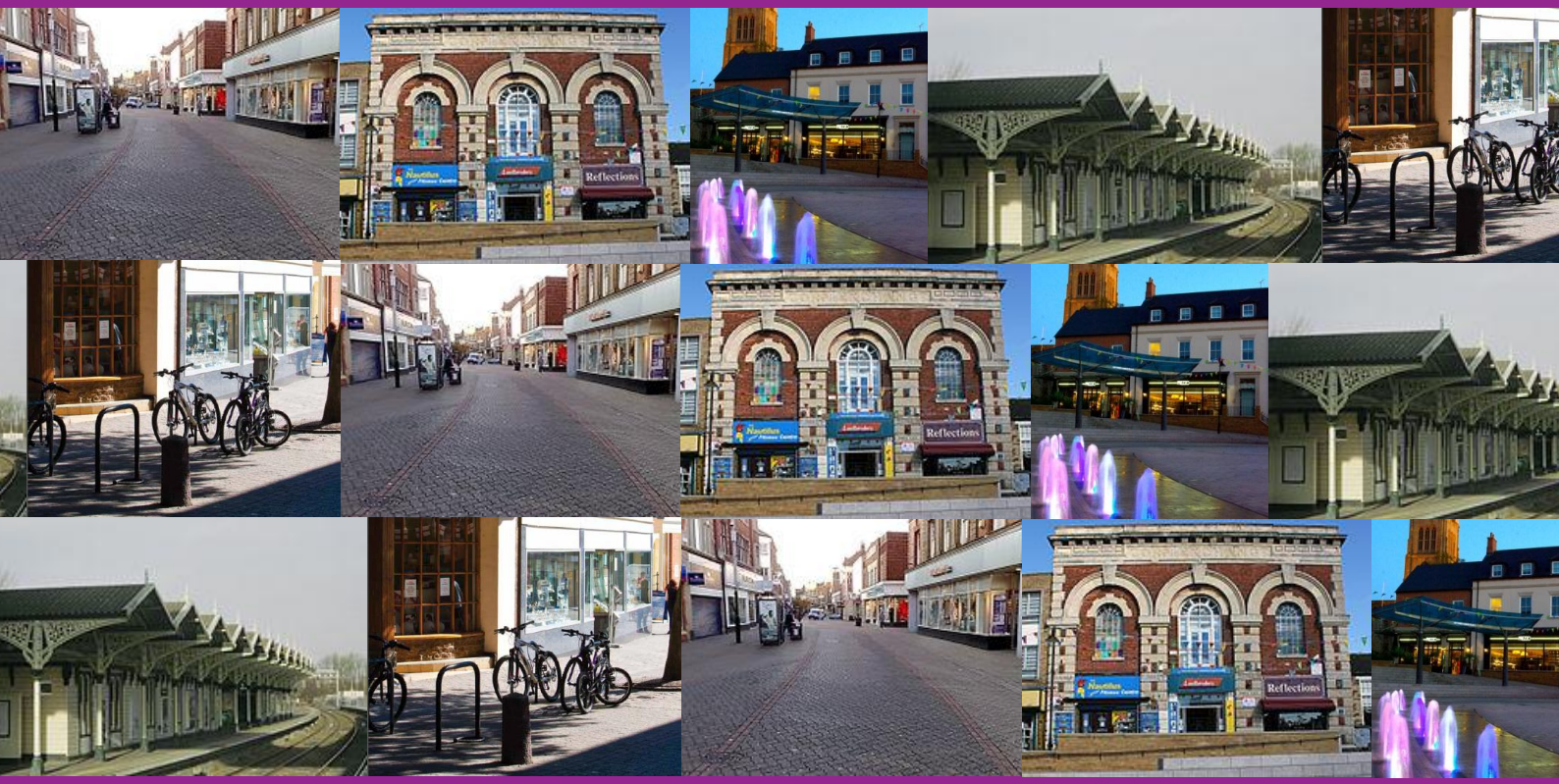
Northamptonshire County Council

Kettering Town Transport Strategy

Fit for Purpose



January 2015

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Kettering Town Transport Strategy

Contacts and Further Information

This is Northamptonshire County Council's Kettering Town Transport Strategy.

It sets out the overarching vision for transport in Kettering and sets out our strategy to achieve it. The strategy is one of a series of thematic daughter documents to the Northamptonshire Transportation Plan that was adopted in April 2012.

If you have any comments that you would like to make regarding any of the issues outlined in this strategy, please contact the Transport Planning Team.

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Chapter 1: Northamptonshire Transportation Plan: Fit for Purpose

Transportation is not an end in itself. The movement of people and goods takes place not for its own sake, but to fulfil the diverse needs and desires of the public. Therefore the County Council's transport policies are similarly promoted for their effect on other specific goals, priorities and objectives, rather than as an end in themselves.

Northamptonshire Transportation Plan Vision:

For Transport and Travel to contribute towards making Northamptonshire a great place to live and work, through creating tangible transport options to satisfy individual needs and to encourage more sustainable travel. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Expanding networks and capacity of networks in Northamptonshire will be fully integrated into new developments and regeneration areas to support more sustainable communities.

Economic growth and prosperity is a top priority for Northamptonshire and connectivity has a vital role to play in encouraging businesses to locate to the area, and getting people to work and services such as education and health, as well as to leisure activities and for shopping. Improved technology and local accessibility will reduce the need to travel, whilst supporting economic growth, within a low carbon environment and Northamptonshire will become an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.

The county council will work in partnership with all stakeholders and the wider community to deliver this transport vision and strategy.

This transportation plan needs to be both aspirational and realistic at the same time. Current economic climates mean that transport is certainly in a more austere time than in the last 15 to 20 years and this plan needs to reflect that but at the same time still plan for future growth.

The overall aim for this Transportation Plan is:
'Northamptonshire Transportation - Fit for..... Purpose'

The aim 'fit for purpose' means creating a network that delivers exactly what Northamptonshire needs to be able to function plus what it needs to be able to grow.

This overarching aim can then be broken down into six objectives that have been chosen to guide this Transportation Plan. These objectives have been drawn up to reflect the issues which have been identified as locally important through consultation, while at the same time reflecting wider national and local policy context. These objectives have been deliberately chosen to reflect the main impacts that transport can

have on the wider community, rather than being linked to particular schemes or measures. They form the basis upon which the policies and programmes contained in this Plan have been developed.

1. **Fit for.....the Future** – creating a transport system that supports and encourages growth and plans for the future impacts of growth, whilst successfully providing benefits for the County.

2. **Fit for.....the Community** – through the transport system help to maintain and create safe, successful, strong, cohesive and sustainable communities where people are actively involved in shaping the places where they live.

3. **Fit to.....Choose** – ensuring that the people of Northamptonshire have the information and the options available to them to be able to choose the best form of transport for each journey that they make.

4. **Fit for.....Economic Growth** – creating a transport system that supports economic growth, regeneration and a thriving local economy and successfully provides for population and business growth.

5. **Fit for.....the Environment** – to deliver a transport system that minimises and wherever possible reduces the effect of travel on the built, natural and historic environment.

6. **Fit for.....Best Value** - being clear about our priorities for investment and focusing on value for money by prioritising what we spend money on and how it can be beneficial for the county as a whole and search for alternative sources of funding.

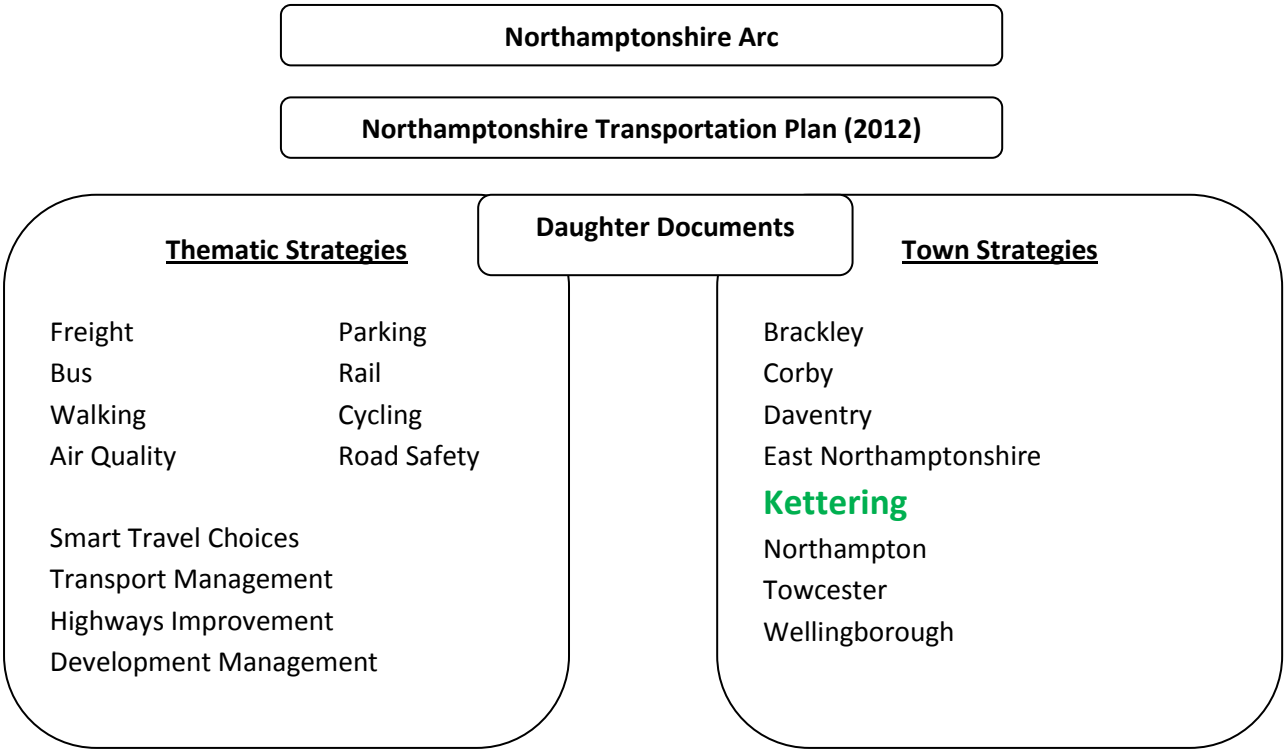
The Northamptonshire Transportation Plan fits in with the Northamptonshire Arc, helps to deliver the Core Spatial Strategies in West and North Northamptonshire and supports the work of the Local Enterprise Partnerships.

Daughter Documents

This Strategy is the part of a series of documents which will form the Northamptonshire Transportation Plan 'suite of documents'. This suite of documents will include strategies or plans covering a range of transport themes and also detailed geographic strategies or plans for Northamptonshire's main towns.

Thematic strategies or plans will be developed as daughter documents to the Northamptonshire Transportation Plan, of which this Kettering Town Strategy is one.

Figure 1: Proposed Northamptonshire Transportation Plan suite of strategies



Town Transport Strategies

This Town Transport Strategy has been developed to meet the needs of Kettering; to coordinate the approach and shared commitment of all parties involved in both delivering the improvements to and the provision of the transport and highways provision and infrastructure within Kettering as it grows.

The following table shows how the Town Transport documents tie in with the six over-arching Northamptonshire Transportation Plan objectives:

	Northamptonshire Transportation Plan Overarching Objectives					
	Fit for….. the Future	**Fit for….. the Community**	**Fit to….. Choose**	**Fit for….. Economic Growth**	**Fit for….. the Environment**	**Fit for….. Best Value**
Town Transport Strategies	The town transport strategies set out the transport improvements that are required to support growth as set out in the Local Development Documents with the Local Development Frameworks for the area that they cover.	We have worked with district and borough councils to develop strategies that allow towns to grow into strong, cohesive communities.	The strategies consider the improvements that are necessary to increase the attractiveness of sustainable transport modes and increase accessibility of services.	Ways of tackling the congestion that would potentially be harmful to economic growth is considered in the plans, which also set out the transport improvements needed to increase access to employment.	The local environment in each town covered by a strategy will be improved if the impacts of traffic are reduced.	All transport improvements necessary in the towns need to be implemented with our budget or be funded from other sources.

Proposals contained within this document have been developed with due regard to national and local policy.

The National Planning Policy Framework, adopted in 2012, replaced the previous suite of national Planning Policy Statements, Planning Policy Guidance notes and some circulars with a single, streamlined document. It marks a shift towards promoting sustainable development and prioritising economic growth and, through the Localism Bill, a return to local and neighbourhood plans to empower local people to shape their surroundings.

Chapter 2: Introduction

The Kettering Town Transport Strategy is a daughter document of the Northamptonshire Transportation Plan and establishes Northamptonshire County Council's vision for transport in the town up to 2031.

The strategy has been developed to best meet the growth aspirations set out in the Emerging Joint Core Strategy of 10,400 dwellings and a minimum of 8,100 jobs in the town to 2031. To this end, the strategy is characterised by a mixture of highways and transport infrastructure as well as supportive measures to deliver a step-change in travel behaviour in Kettering.

The current economic climate has meant that developments outlined in the adopted Core Spatial Strategy have not come forward as expected, particularly the Sustainable Urban Extensions for example, where upfront access infrastructure is required. The intention therefore is that the strategy will be subject to review on a regular basis to ensure that the delivery plan remains current.

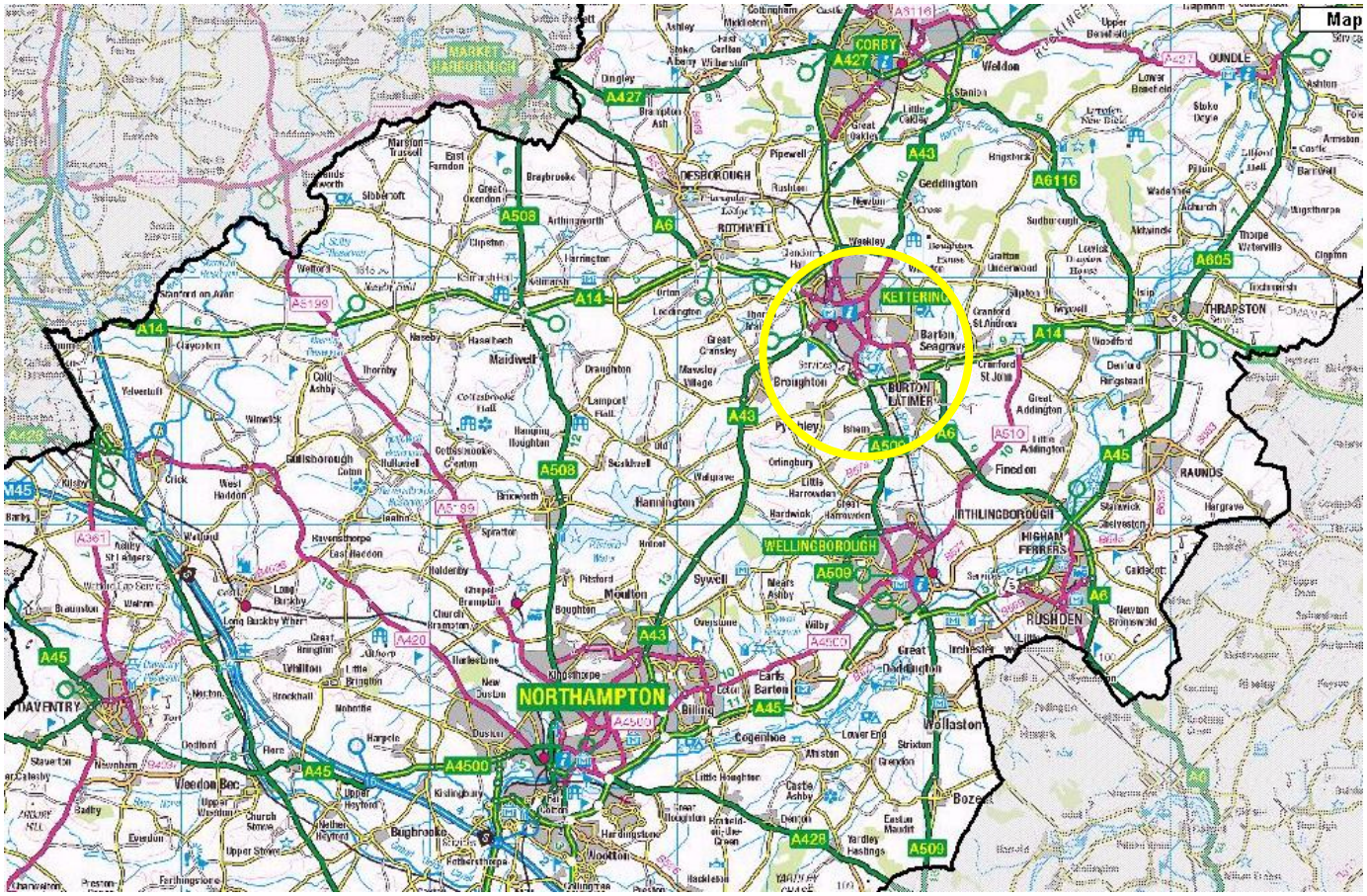
The strategy is supported by the twelve thematic strategies that make up the Northamptonshire Transportation Plan suite of documents which cover; freight, bus, rail, walking, cycling, air quality, smarter travel choices, development management, highway improvement, road safety and parking. These strategies set out the County Council's vision for each transport related topic area and therefore should be read in conjunction with this document.

This strategy has been produced by Northamptonshire County Council, in partnership with Kettering Borough Council and other key stakeholders and shaped through feedback from consultation exercises.

Context and study area

Kettering is situated in the heart of England at the point where the A43, A509 and A14 meet. The town grew up in the 19th century with the development of the boot and shoe industry. Since the decline of the boot and shoe industry, Kettering's economy is now based mainly on service and distribution industries.

Kettering has ambitious plans to improve the public realm within the town centre to attract inward investment and support the economy to create a town centre that is 'characterful, distinctive and fun', and has already significantly enhanced the public realm which has attracted new restaurants and businesses to the area.



Transport modelling has shown that the increase in population and employment opportunities identified for Kettering in the coming years will result in an increased demand for travel which will put particular pressure on the town centre and the inter-urban routes connecting the main towns in Northamptonshire. In response, the study area for the strategy has been identified as the existing urban area of Kettering together with the focus for growth in the sustainable urban extensions of East Kettering.

For our plans for investing in the inter-urban network please see the Northamptonshire Transportation Plan Thematic Transport Strategies at.

http://www.northamptonshire.gov.uk/en/councilservices/Transport/TP/Pages/NTP-thematic-strategies.aspx

Aims and objectives

The aim of the Kettering Town Transport Strategy is to deliver a transport network which supports Kettering's plans for population and economic growth as outlined in the Emerging Joint Core Strategy through the identification of sustainable measures to improve the public transport, cycling and walking environment together with highway capacity enhancements as appropriate.

The key objectives of the Kettering Town Transport Strategy are to:

- Achieve a significant **modal shift** away from the private car in line with the modal shift targets in the Northamptonshire Transportation Plan to reduce the impact on the environment;
- Support and enable the **regeneration** of Kettering Town Centre into somewhere that is 'characterful, distinctive and fun' and deliver **economic competitiveness** and growth through a programme of highway improvements to reduce the cost of congestion and support local businesses;
- Enhance **modal choice** and create safe, successful, strong and **connected communities** in the town by improving the public transport, walking and cycling environment for all, particularly for shorter, more local journeys;
- **Enhance linkages** from East Kettering to the existing urban form;
- Work in partnership with East Midlands Trains and Kettering Borough Council to deliver an **improved railway station forecourt** and **railway services** to attract inward investment and deliver job creation;
- Develop a **clear prioritisation method** for investment in transport infrastructure with a focus on delivering **best value for money** and **securing funding** internally and externally; and
- Deliver a programme of **infrastructure improvements** and **demand management** to support the increased demand for travel (sensitively balancing the need for increased junction and link capacity with sustainable alternatives)

Policy

Proposals contained within this document have been developed with due regard to national and local policy.

National

The National Planning Policy Framework (NPPF), adopted in March 2012, replaced the previous suite of national Planning Policy Statements, Planning Policy Guidance notes and some circulars with a single, streamlined document, allowing people and communities 'back into planning'. It marked a shift towards promoting sustainable development and prioritising economic growth and through the Localism Bill, a return to local and neighbourhood plans to empower local people to shape their surroundings.

In order to assist this shift change, the objectives of the NPPF are to make planning transparent, effective and efficient through a system based on:

- National policies which set out the Government's requirements for the planning system and how these are expected to be addressed;
- Local and neighbourhood plans, which empower local people to shape their surroundings; and
- Development management, which allows planning applications to be considered on their merits, within this national and local policy framework

Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (January 2011)
In terms of strategic policy, the White Paper focuses on delivering reliable and efficient transport networks to support national economic growth, reducing transport's greenhouse gas emissions, improving safety and health through active travel modes, and improving quality of life overall are all stated goals of the document.

The White Paper:

- Brings together the announcements and initiatives on local transport governance and funding since the May 2010 elections.
- Emphasises the key role of developing sustainable travel in delivering the
- Government's key objectives for Local Transport
- Underlines the importance of travel by car and rail for longer-distance journeys
- Stresses the role of local communities in identifying transport needs and shaping transport responses in their own areas.

The theme of the White Paper is "offering people choices that will deliver…shift in behaviour in many more local journeys, drawing on what is tried and tested".

For local journeys (two-thirds of all journeys are less than five miles), the aim is to make walking, cycling and public transport more attractive. Local councils and the community are envisaged as having a vital role in enabling people to make more sustainable transport choices. The Government's role will be to remove burdens and make sustainable choices integral to mainstream transport planning.

Where people still need to use cars, e.g. in rural areas and for longer journeys, this will be "greened" by supporting the market in electric and other ultra-low emission vehicles. However, for longer journeys rail travel (particularly high speed rail between big cities) will be critical to provide alternatives to the car.

Enabling Local Delivery

Actions recently taken by the Government to devolve power and give greater financial autonomy to local authorities and communities on transport include:

- Reducing the number of grants to local authorities into four simplified streams, and removing ring fences;
- Local Enterprise Partnerships (LEPs) to bring together business and civic leaders to set strategies to allow areas to prosper;
- Tax Increment Financing (TIF) as a means to lever local investment and economic growth.
- Decentralising planning within a new National Planning Policy Framework and giving local communities the means to develop their own planning solutions; and
- No longer requiring local councils to review progress on local transport, but getting them to provide key data on performance so they can still be held to account.
- Rather than funding for major highway and public transport being obtained through a process of bidding to central government, that funding and associated decision making has now been devolved to Local Transport Bodies and allocated as part of the Local Growth Fund through Growth Deals. Growth Deals, for the first time ever, bring housing, infrastructure and other funding together in a single pot allocated to the Local Enterprise Partnerships for prioritisation based on their Strategic Economic Plan.

Local

Local Plans

The adopted Core Spatial Strategy outlines the plan for growth to 2021. Corby, Kettering and Wellingborough were identified as growth towns and the main focus for population, employment and retail growth within the town centres. The adopted Core Spatial Strategy is currently in the process of being reviewed, and will be replaced by the Joint Core Strategy 2011-2031, due for adoption in 2015. The Emerging Joint Core Strategy retains the focus for growth in market towns, but additionally sets out an enhanced role for Rushden as a Growth Town. The Emerging Joint Core Strategy takes a view that previous 'top-down' regional targets are not realistic, and that

instead housing targets should be more closely aligned with past trends, local needs and strategic opportunities.

Strategic growth for Kettering

The Emerging Joint Core Strategy identifies the objectively Assessed Need for North Northamptonshire as 35,000 dwellings, with a strategic opportunity for additional growth at Corby, giving a strategic opportunity figure for 40,000 dwellings as a whole. The Emerging Joint Core Strategy 2011-2031[1] outlines a housing requirement (2011-2031) of 7,080, and identifies a strategic opportunity for 10,400 dwellings for the borough of Kettering. To support the housing growth and create a self-sustainable environment an accompanying minimum jobs target of 8,100 (2011-2031) has been set.

The committed strategic sites or broad development locations in Kettering established in the adopted Core Spatial Strategy are:

- East Kettering (mixed use SUE)
- Station Quarter
- Cransley Park
- Rothwell North (SUE)
- North Desborough (SUE)
- A14/Junction 10 Business Park (employment)

The 'new' strategic sites or broad locations in the Emerging Joint Core Strategy are:

- North Kettering (employment)
- South Kettering Business Park (employment)

Other potential strategic sites are:

- Kettering Energy Park Area of Opportunity (employment)

Table 1 shows the major developments around Kettering that have planning permission.

Development site	Number of Dwellings
Major Developments With Planning Permission	
East Kettering	5,500
Polwell Lane, Barton Seagrave	422
West Hill	460
Desborough North	700
Strategic Sites Emerging through the Joint Core Strategy	
Rothwell North	1000

Table 1: Housing trajectory to 2031 in Kettering Borough

[1] North Northamptonshire Emerging Joint Core Strategy

Chapter 3: Identifying the Current Issues

This section summarises the characteristics, issues and challenges of the Kettering transport network today and the opportunities for the future.

Travel Patterns and Modal Choice

Travel patterns are determined by the location of trip attractors and how a population move about to access business, for work, education, leisure or other activities (i.e. their mode of choice) from their place of origin.

In Kettering a large proportion of the population lives and works in the Borough (around 84%). For those who commute within Northamptonshire, the majority of trips originating in Kettering are to Corby and Northampton. The majority of inward trips originate in Corby. Outside of the County, Milton Keynes, London and the south east attract between 100-500 trips from Kettering.

The high levels of containment is reflected in the distance travelled to work (see Table 2), with around 50 percent of Kettering's population travelling under 5km to work (excluding those who work from home). This is just slightly higher than the average in North Northamptonshire, the East Midlands and England as a whole. The data also reveals that around 35 percent of Kettering residents travel more than 10km to their place of work, broadly in line with the North Northamptonshire average.

Table 2: Distance Travelled to Work (Source: Census 2001)

Distance	Kettering %	North Northants %	East Midlands %	England %
Home working	8.73	8.8	9.4	9.6
< 2km	24.01	23.0	22.3	21.0
2km- <5km	17.45	19.6	21.2	21.1
5km- <10km	14.81	15.0	18.4	19.2
10km- <20km	19.40	17.8	15.2	16.0
20km-<30km	6.91	7.1	5.9	5.6
30km-<40km	3.01	2.9	2.4	2.5
40-<60km	1.72	1.9	1.9	2.3
60km or more	3.96	4.0	3.3	2.8

Northamptonshire follows the national and regional preference for travelling to work by car, and other modes perform poorly when compared to the national picture. This is a symptom of relatively high car ownership levels (around 75 percent of the population own a car) (see Table 3) and the location of employment on the outskirts of the town.

	Households with:				
	No cars	**1 car**	**2 cars**	**3 cars**	**4 cars**
Kettering	7,448	16,786	12,004	2,571	892

Table 3: Household car ownership (2011)

Broadly the method of travel to work is similar in Kettering to that in the East Midlands, apart from bus use which is half that seen in the East Midlands. Bicycle use is also slightly below the regional level (see Table 4).

Table 4: Method of travel to work (Source: Census 2011)

Mode	Kettering %	North Northants %	East Midlands %
Train	2	2	1
Bus, minibus or coach	3	3	6
Taxi or minicab	0	1	1
Driving a car or van	73	73	69
Passenger in a car or van	7	8	6
Motorcycle, scooter or moped	1	1	1
Bicycle	2	2	3
On foot	12	10	12
Other	0	0	1

The main concentrations of employment in Kettering are in the town centre, and on the outskirts in Telford Way Industrial Estate, North Kettering Business Park, Kettering Venture Park and Pychley Road Industrial Estate, which attract people to Kettering.

Kettering forms an important functional role within North Northamptonshire as a destination for shopping and leisure needs for a number of nearby towns and villages including Rothwell and Desborough. The main shopping and commercial core of the town is located on Horsemarket and the High Street, with the Newlands Shopping Centre to the north of Gold Street. There are a number of parks and leisure facilities across Kettering, the most notable being Wicksteed Park, but with a number of facilities within the Town Centre such as Kettering Swimming Pool, Museum and Art Gallery.

Kettering is also the location of the only General Hospital in the north of the county and therefore maintaining accessibility to healthcare is critical for not only those living in Kettering, but surrounding areas. Tresham College is one of the main post 16 colleges in Kettering and has a wide intake from across Northamptonshire for its courses.

The main bus station is on Newland Street with a secondary interchange on Horsemarket near to the junction of Queen Street. The railway station is located to the west of the town centre on Station Road.

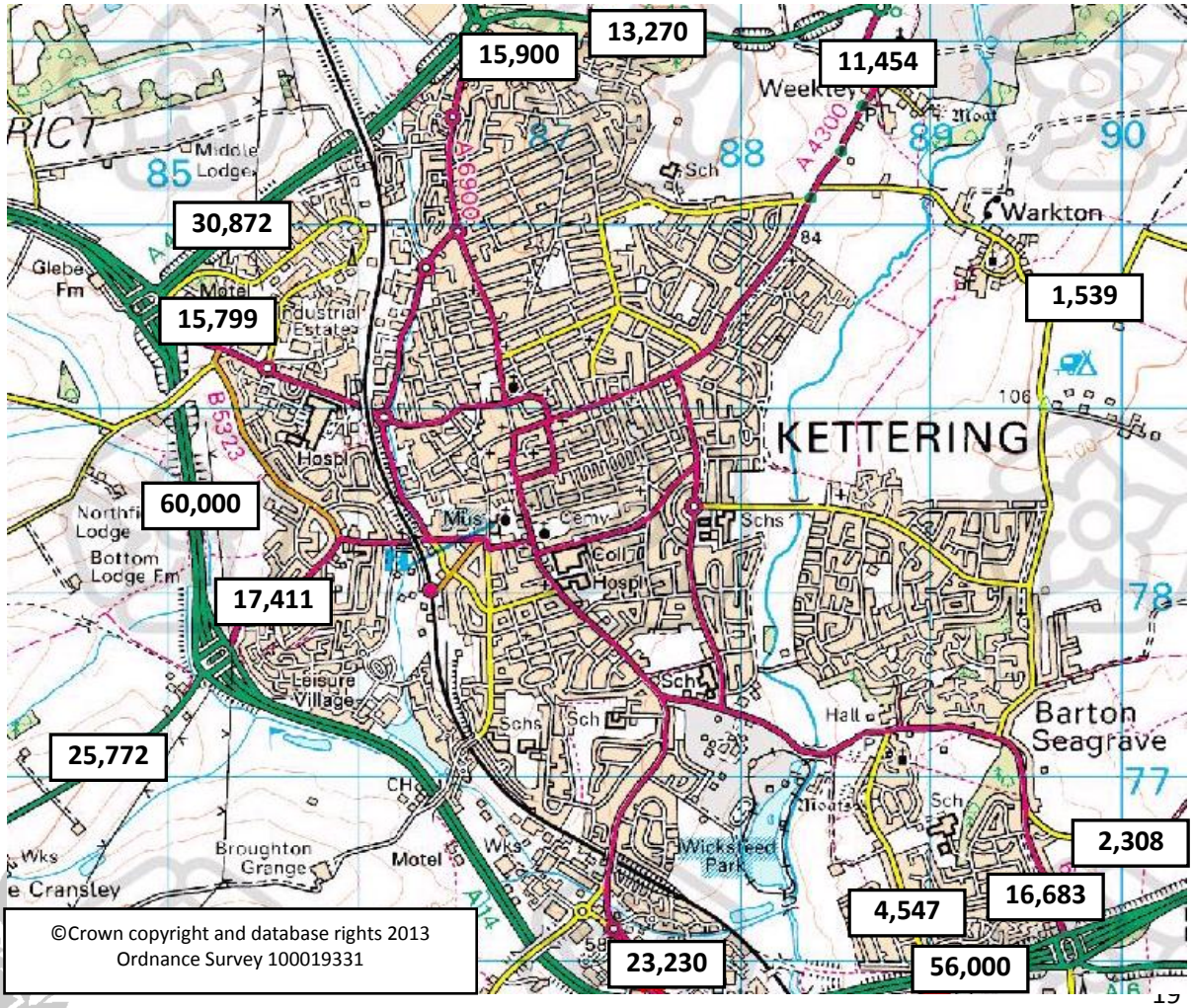
Highway Network

The County Council manages the majority of highway in Kettering Borough, excluding the A14 which is managed by the Highways Agency and forms the southern Kettering bypass. Kettering is located at a key position in relation to the national distribution network, with excellent links to the A14, A43 and ultimately the M1.

Local

The local highway network is typical of a historic market town, with a narrow street network in the town centre and a series of radial corridors. Figure 2 below outlines the annual average daily traffic flows in and around Kettering. Annual average daily traffic is a figure used to indicate the average two-way traffic flows on a particular road. Figure 2 shows a mixture of County Council and Highways Agency operated sites, but all quote the combined two-way figures.

Figure 2: Annual Average Daily Traffic in Kettering (2012)

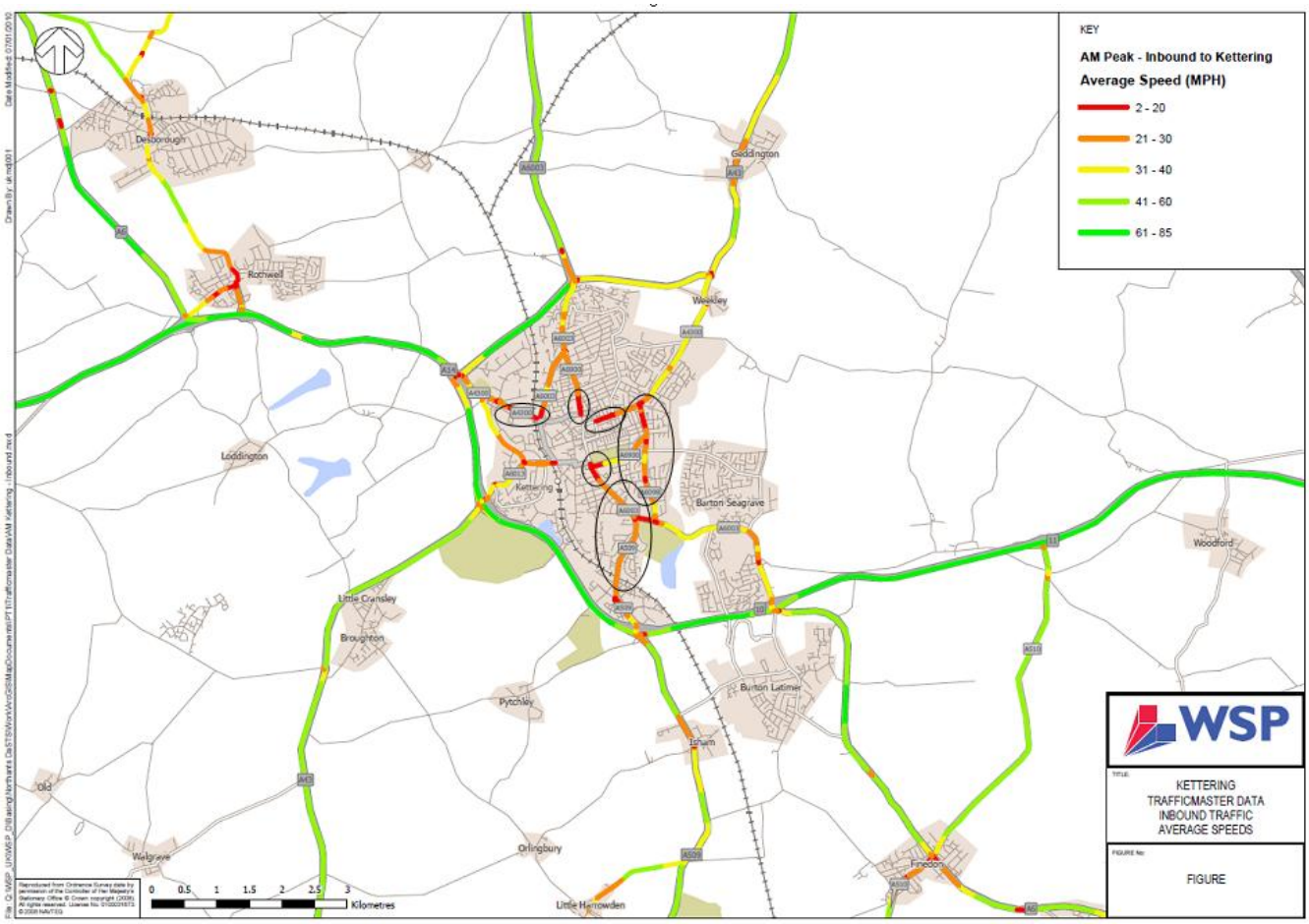


The highest annual average daily traffic, as would be expected is on the A14, but there are also some relatively high annual average daily traffic figures on the principal highway network, mainly on the key radial routes, such as Rockingham Road, Rothwell Road, Pytchley Road, Barton Road and Stamford Road.

In the main, congestion in Kettering is symptomatic of the current one-way system in the town centre, and the restricted highway network. Using developer funding and other funding streams the County Council has delivered two capacity improvements schemes on Northfield Avenue/ Northampton Road and Northfield Avenue/ Rothwell Road in recent years, which have been very well received due to their success in improving journey times. As part of this phased approach there still remains a number of junctions that are approaching, or have exceeded their respective theoretical capacities in their current forms. These capacity issues are exacerbated by the one-way system in the town centre and a number of complex, signalised junctions and associated land constraints.

The areas of congestion can be clearly seen in Figure 3 which maps TrafficMaster data collected by the Department for Transport. Speeds generally decrease on all routes on the approach to the town centre. This is to be expected, in part due to lower speed limits, but it does give a good indication of where there are areas of delay in the AM peak.

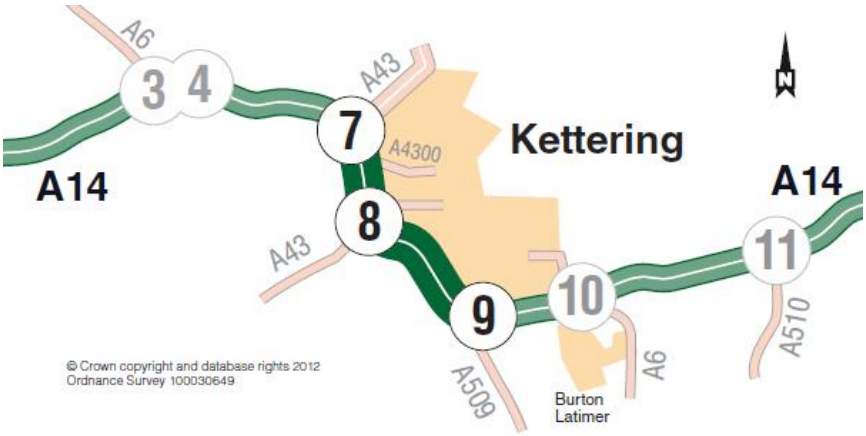
Figure 3: Map of average inbound speeds in the AM Peak (Source: TrafficMaster Data, 2010)



The main area of housing development for Kettering is planned on its eastern edge, which will put additional pressure on the road network in this area. As part of the development there are proposals for an additional junction on the A14 (Junction 10a) and the Warkton-Weekley bypass which will help to mitigate the impact on the surrounding highway network. Those junctions forecast to experience capacity issues in the future are discussed in Chapter 4.

Strategic – A14

The A14 is an important road that connects the M1 and M6 motorways in the Midlands with the A1, the M11 and ports at Felixstowe. Because of its links with the port, it is part of the Trans-European Network.



The A14 forms a southern bypass for Kettering and traffic on the A14 is considerably above what was forecast when the road was built. The section around Kettering regularly experiences congestion, carrying around 73,000 vehicles per weekday, of which around 18 percent are heavy good vehicles.

To tackle this, work on widening the A14 to 3 lanes in each direction between J7 and J9 started in November 2013 and are due to be completed in spring 2015. The scheme will create smoother and more reliable journeys, contribute to the region's economy and to allow for the increased demand in the area that will occur as a result of the Government's Growth Agenda to develop 40,500 homes in the area.

The Highways Agency will enhance the A14 between junction 7 and junction 9 by providing an extra lane in each direction. The estimated outturn cost of £42 million was approved by the Secretary of State for Transport in June 2013 prior to the start of construction.

Public Transport

Bus

Over the last 10 years, the County Council has invested in Kettering's bus network through improvements to bus infrastructure, restructuring of bus routes and new vehicles to enhance bus users' experience. As a result of the growth in patronage which has taken place, most routes around Kettering are now operating on a commercial basis.

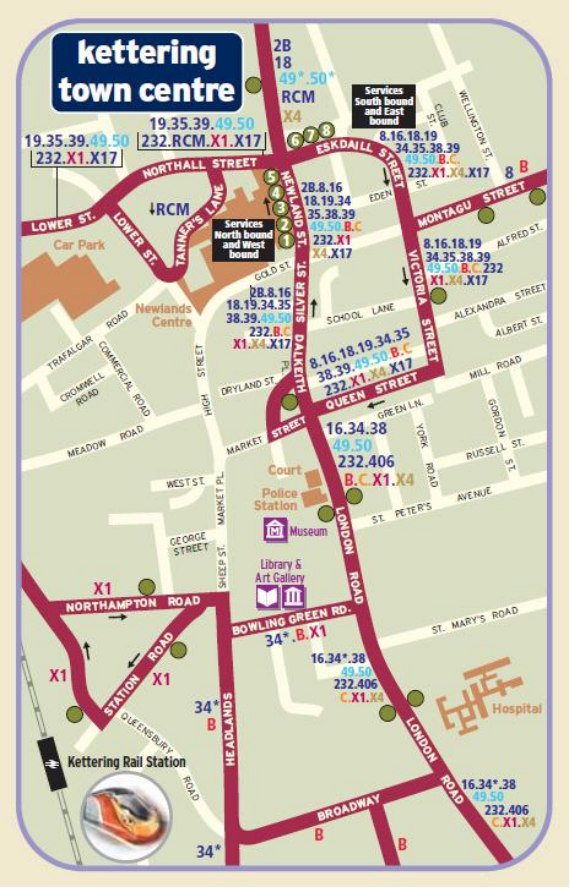
Local routes

The core urban routes in Kettering are Route B and C which connect Stamford Road, Ise Lodge and Tesco's with the town centre every 20 minutes. Passenger numbers do not support a late evening or Sunday service.

The structure of the urban bus network in Kettering means that the majority of cross-town movements typically require interchange in the town centre, particularly for access to the employment areas, apart from Route B which is a continuous loop service between Stamford Road and Tesco's. Although not ideal, the central area of interchange does mean that almost everywhere can be reached within one change. This is particularly true for accessing the hospital on Rothwell Road for example.

Inter-urban

There are 6 main inter-urban bus services in Kettering. The X1 operates between Burton Latimer, Kettering and Corby and the X4 connects Kettering to Peterborough and Milton Keynes. Together, these services provide half-hourly connections to Corby, Wellingborough and Northampton. The 18 runs every hour to Market Harborough and the 16 to Raunds. In addition, service 19 provides a connection between Desborough and Kettering and similarly, the 49/ 50 provides a half hourly service from Burton Latimer to the town centre as well as links to Bedford, this combined with the X1 creates 4 buses an hour.



The current Kettering Bus Map and timetable information can be found online on the Northamptonshire County Council website: http://www.northamptonshire.gov.uk/en/councilservices/transport/pubtrans/pages/default.aspx

Bus infrastructure and marketing

Real-time passenger information system is in operation in Kettering with 17 stops having real-time displays. Bus timetable and route information is widely available via the internet, at libraries, bus stops, direct to mobile phones and through Travelwise.

There are forty four shelters within Kettering, the majority of which are maintained by Kettering Borough Council either directly or through a contract with Adshel-Clear Channel with the remainder maintained by the County Council, and Homes and Communities Agency. Out of the town centre, bus

infrastructure is generally limited to a simple post and flag with printed timetable information displayed at the bus stop along the core town bus routes.

Bus Service Operations

Bus journey time reliability in Kettering is generally good; however delay does occur at congested junctions where there are no bus priority measures within the town at congested junctions.

As travel demand grows, improving good bus journey time reliability will be critical to maintaining and enhancing public transport as an attractive offer. Key to this will be investing in bus priority measures where appropriate, particularly utilising opportunities to implement where junction improvements are being carried out to reduce cost and disruption to road users.

Due to the current layout of the railway station access, turning and interchange for buses is challenging, however the planned regeneration of Station Quarter will go a long way to addressing these issues and the planned regeneration of the town centre more widely should create a change in gravity towards the town centre.

Newland Street and Eskdaill Street operate as the main town centre bus stops for interchange.

The facilities for passengers in Newland Street are covered, and information displays compatible with real-time information are provided at each bus stop. The current owners of the Newland Centre wish to improve the entrance to the shopping centre to make it more inviting, and as such there are plans to improve the public realm around this area by providing new bus stops.

As part of the Kettering Public Realm strategy Horsemarket has been redeveloped as a key transport interchange, with an improved pedestrian environment and new bus stops. These improvements, along with the demolition and site clearance of the former pub buildings will be the catalyst for a mixed use scheme based on retail, leisure and hotel uses.

There are four main employment areas in Kettering outside of the Town Centre: Kettering North Business Park, Telford Way Industrial Estate, Kettering Venture Park and Burton Latimer. Route 18 runs hourly from Kettering to Market Harborough past Kettering North Business Park. Telford Way Industrial Estate is served by route 19 which diverts through the industrial site for four journeys in the peak. However it does not provide for those people on shift patterns starting before 7am or finishing after 5.45pm. Kettering Venture Park is well served by Route B with a 20 minute frequency throughout the day into the early evening. Route 49/ 50 serves Burton Latimer past

Morrisons and Weetabix, two major employers on a half-hourly basis with the earliest service departing from the Town Centre at 5.30am and the latest service leaving Burton Latimer at 9pm.

Rail

Kettering Railway Station is located to the south-west of the town centre, some distance from the commercial heart of the town and is located on the Midland Main Line. A listed Victorian structure, the station building has been extensively modernised, including the provision of lifts to all platforms.

The railway station is well used. Table 5 outlines the station usage figures for stations in Northamptonshire. Kettering is highlighted in bold. The figures show that there has been a 16 % growth in station usage at Kettering between 2002/ 03 to 2010/ 11.

Table 5: Station usage statistics for Northamptonshire 2002 to 2011

	2002-2003	2004 - 2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Corby							115372	176706
Kettering	**853990**	**933270**	**920850**	**1012009**	**1085989**	**1112390**	**989516**	**989418**
Wellingborough	746462	837432	797293	881898	932818	964034	890748	930670
Northampton	1723579	1854579	1969868	2144857	2239426	2223872	2208500	2496018
Long Buckby	140009	138777	136732	144748	149274	157154	183108	202964
Kings Sutton	39745	40321	35215	39090	44512	44388	39994	44806
GB journeys (million)	976	1040	1076	1145	1218	1266	1258	1354

(Source: ORR Station Usage statistics; Department for Transport Rail Statistics)

Connectivity and capacity

Alongside the re-opening of Corby station in February 2009, a revised service pattern was introduced which inter alia helped to provide more seats for passengers from Kettering and Wellingborough and provide faster journey times to London from stations further north. However, one of the disadvantages of this timetable has been the reduction in the service to Leicester to hourly and the loss of a regular through service to Derby.

Southbound, services operate half-hourly between Kettering and London St Pancras, with a journey time of just over an hour on weekdays, and are strengthened in the peak to four an hour. Northbound, services operate hourly to Nottingham calling at Market Harborough, Leicester, Loughborough and Beeston with a journey time of just under an hour. In the peak, the service is strengthened to half-hourly.

There are two surface car parks, north and south, with 287 and 223 spaces respectively. Both are owned by Network Rail. In addition, the station forecourt provides six disabled places and about seven pick-up and drop-off places although the latter are mainly used by taxis. There are also 24 on-street parking spaces on the south-east side of Station Road and 27 spaces on the north-west side, with a maximum parking limit of two hours. Due to the station concourse being difficult for buses to manoeuvre around, buses drop off and pick up on corner of Northfield Avenue/ Station Road.

Future investment

In July 2012 as part of the High Level Output Specification for Control Period 5 (2014-2019) the Secretary of State for Transport committed to the electrification of the Midland Main Line from Bedford to Nottingham, Derby and Sheffield (including the line from Kettering to Corby) as well as double tracking of the line between Kettering and Corby, this could possible include enhancements to Kettering Station and others along the route.

Electrification of these lines will have a number of advantages:

- Reduce rail industry costs while also helping make a valuable contribution to reducing rail industry costs, whist also helping to tackle climate change through reducing carbon emissions;
- Opportunity to upgrade infrastructure to reduce journey times on Midland Main Line which is more cost effective to do while being electrified; and
- Network Rail has already carried out some of the bridge works that are required to widen the arches to allow faster train speeds and enable the electrification of the track. Current plans are to electrify to Corby by 2017, to Leicester, Derby and Nottingham in 2019 and Sheffield in 2020.

The Government has indicated that it see potential for further electrification in Control Period 6 (2019-2024) which would include other key freight routes. The County Council sees considerable potential for Felixstowe – Ipswich – Ely – Peterborough – Leicester – Birmingham route, including the connection from Corby to Manton Junction, to be electrified as part of this programme, as this route links a number of current (or planned) electrified routes and would enable a significant number of freight trains. Northamptonshire would also like to see the introduction of a new line to link up Bedford and East West Rail with Wellingborough, Kettering and Corby through Manton Curve, creating new links north/south and east/west.

Walking and Cycling

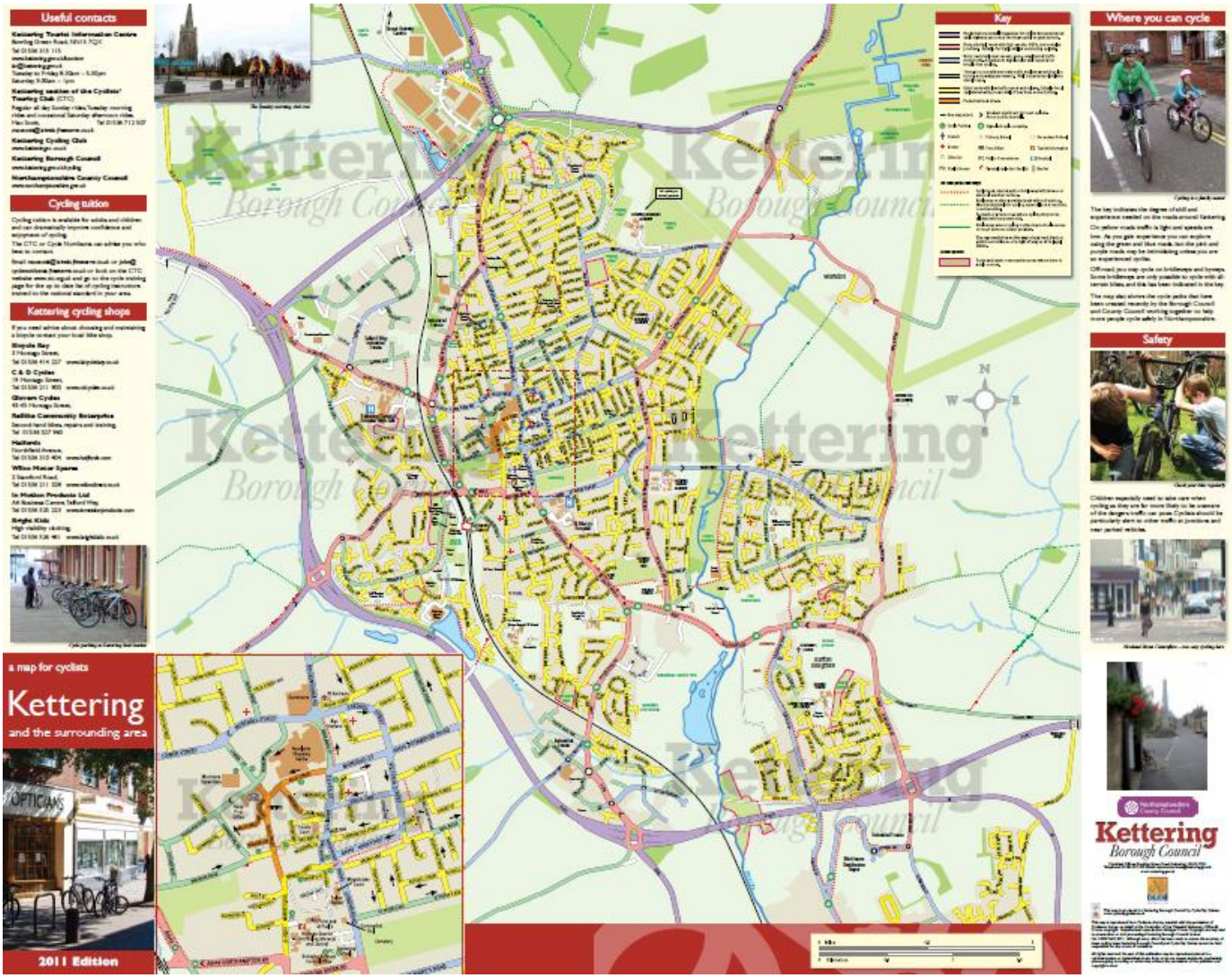
In general, footways in Kettering are fairly wide and well maintained. Recent investment in improving the public realm in the town centre has also improved the quality of the pedestrian environment. However, there are still some areas where there are missing sections of footway, dropped kerbs and adequate signage.

The current cycle network in Kettering is rather disjointed. The majority of shared use/ cycle lanes are situated in the outer residential and industrial areas of the town, useful for those people that cycle to/ from and within these areas, but access to the town centre is challenging for inexperienced or leisure cyclists. Cycling infrastructure is provided on the arterial routes into the town particularly the A14 between Rothwell and Kettering, A4300 Stamford Road, A6900 Rockingham Road, Polwell Road and the A43. With the exception of the routes via the A6900 Rockingham Road and Polwell Road, these routes terminate prior to reaching the town centre.

In the area immediately to the north east of the town centre there are a series of traffic calmed streets, which make the environment more attractive for cyclists. In some areas – particularly in close proximity to the town centre, the existing one-way systems have reduced permeability for cyclists.

There has been a significant amount of investment in the cycling network in Kettering in the past few years The Green Links project, funded by Growth Area Funding, was designed to encourage increased levels of cycling in Kettering by linking residential areas with employment areas, education facilities and retail facilities. A new revision of the Kettering cycle map has also been produced, which grades roads in terms of their suitability for cycling rather than just providing information on cycling infrastructure (see Figure 4).

Figure 4: Extract from Kettering Cycle Map



Cycling levels

In Kettering there are eleven automatic cycle counters which the County Council collects data from. Table 6 summarises the annual average weekday 24 hour flow Monday to Friday. The highest recorded flows are on Barton Road (off road, west bound).

Figures in green show that the cycle numbers have increased from the previous year, red means they have decreased and amber means that they have stayed the same.

Table 6: Cycling Flows 2009 - 2013

Site	Site Description	Annual Average Weekday 24 Hour Flow (Monday to Friday)				
		2009	2010	2011	2012	2013
813	A6003 – London Road (both directions)	97	91	100	95	102
821	A6900 – Rockingham Road (off road, southbound, both directions)	25	22	28	29	30
822	A6900 – Rockingham Road (on road)	67	60	70	80	77
823	A6900 – Barton Road (off road, westbound)	92	222	197	146	147
824	A6900 – Barton Road (on road)	85	104	100	86	68
825	C136 Polwell Lane (off road, southbound)	119	112	144	112	111
826	C136 Polwell Lane (on road, both directions)	74	57	65	65	60
864	Rothwell Road (off road, eastbound side)	-	97	117	123	137
865	Rothwell Road (on road)	-	106	115	106	88
866	Rothwell Road (off road, westbound side)	-	9	14	11	11
867	Pytchley Road Industrial Estate (off road)	-	105	123	132	123

Car Parking

Public parking in the town centre is primarily off-street and is distributed across a number of sites under both public and private ownership and management. Kettering Borough Council is in ownership of just under 30% of car parking within the town centre. In 2009 an area-wide parking survey was carried out by consultants Pell Frischmann to support the Kettering Town Centre Area Action Plan. The results of that survey have been used to inform this strategy.

Off Street

There are currently ten off-street car parks in the town centre, excluding the Trafalgar Road car park which is hospital car parking with space for 210 cars.

The largest car parks are located in three main areas of the town centre; to the east of the Railway Station (north and south car parks); around the Council offices; and in the northern part of the town centre attached, or adjacent to large retail units (e.g. Sainsbury's, Morrisons and the Newlands Shopping Centre).

Table 7 summarises the number of spaces available in the off-street car parks in the town centre and whether they are owned by Kettering Borough Council (public) or under private ownership. Varied parking charges operate across the operators. Kettering Borough Council are currently trialling a more flexible approach to pricing amount to encourage economic growth in the Borough.

Table 7: Off-street car parks in the town centre

Ref.	Car Park	Ownership	Tariff	Spaces	Disabled	Max Stay
1	Sainsbury's Car Park	Private	Yes	428	11	2.5 hours
2	Newlands	Private	Yes	445	18	4 hours
3	Morrison's Car Park	Private	Yes	550	15	2 hours
4	School Lane	Public	Yes	97	3	1 hour
5	Wadcroft	Public	Yes	186	25	None
6	Commercial Road	Public	Yes	30	0	None
7	Queen Street	Public	Yes	32	0	None
8	London Road	Public	Yes	247	7	None
9	Council Car Park	Public	Yes	96	4	None
10	Station Car Park	Pubic Sector	Yes	503	0	None
			Total	2614	83	

Figure 5 outlines the location of the off-street car parks with the town centre and indicates the weekday peak occupancy rates for each car park. Overall peak occupancy rates for Saturday were lower than during the week, but the pressure was more intensive on Morrisons, School Lane, Commercial Lane and Sainsbury's which had an occupancy of 85% or above. In contrast, the railway station car park occupancy was significantly lower.

On Street

In addition, there is also free on-street parking available within the town centre, on Market Place, Silver Street, London Road, St Peter's Avenue and Station Road. In total there is in the region of just over 1,000 on-street spaces. In general, the waiting limits are Monday to Saturday 8am to 6pm with a maximum waiting time of 30 minutes and no return within 30 minutes.

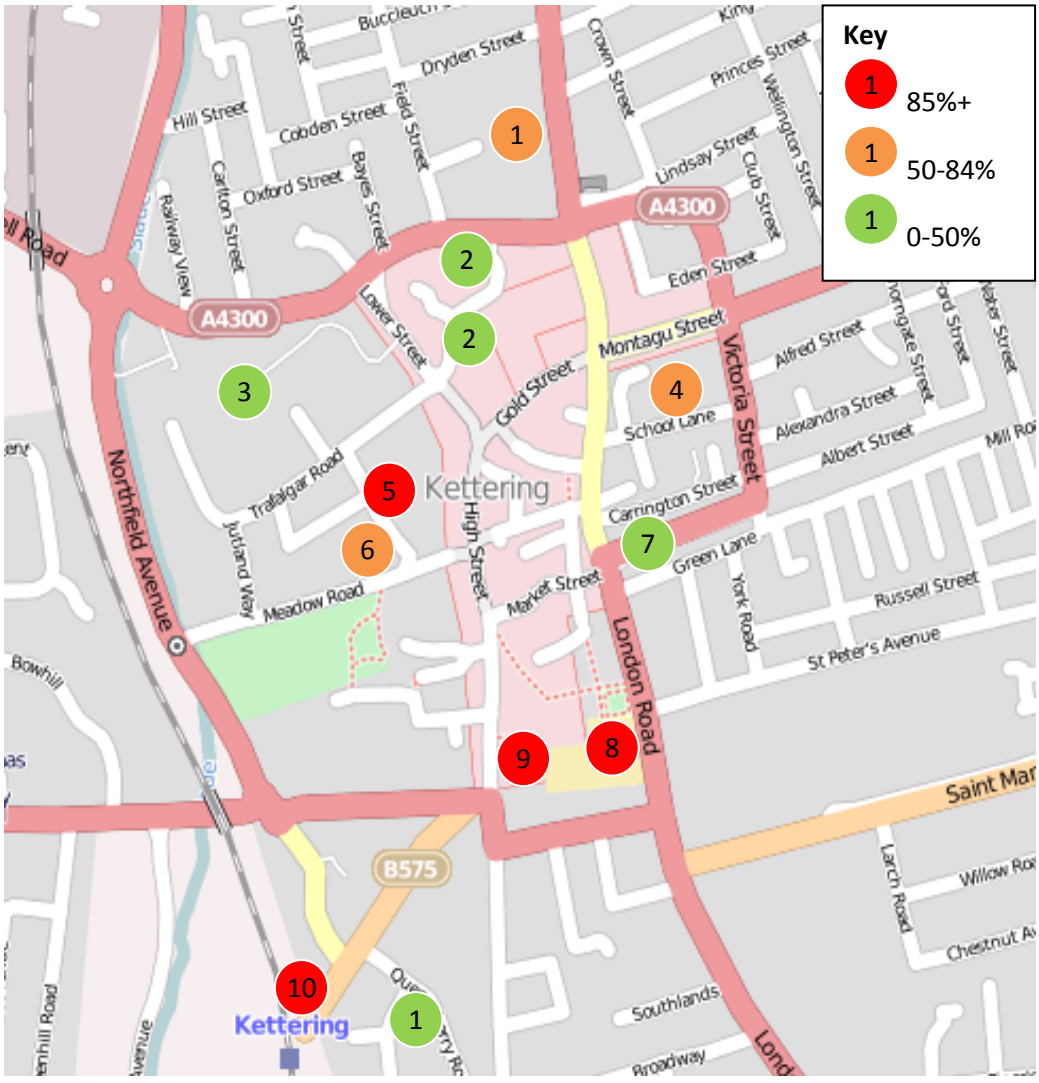
Parking Demand

The following is true of existing parking conditions:

- Overall, parking provision in the town centre is adequate for present levels of demand, however it is inefficiently used with some car parks such as Wadcroft and Sainsbury's experiencing considerable pressure on Saturdays;
- As a total throughout the town centre, occupancy rates are around 66% on a weekday and on a Saturday; however there is significant variation between the individual car parks;

- During weekdays the greatest pressure on parking is at Wadcroft, London Road, Railway station and St Mary's Road car parks;
- On Saturdays the greatest pressure is on Morrison's, School Lane, Wadcroft, Commercial Road and Sainsbury's;
- Future expansion in the shopping development in the Centre will increase demand and will exacerbate problems if not properly mitigated; and
- Provision for disabled spaces is currently variable by car park and in some cases is underprovided based on the recommended levels of provision specified in Traffic Advisory Leaflet 05/ 95 'Parking for Disabled People'. The railway station in particular has a very poor level of provision.

Figure 5: Weekday peak car park occupancy levels in the town centre



Chapter 4: Planned Growth and Development

"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. Its business community will capitalise on its excellent connectivity, including its position on the Trans-European A14 and the Midland Main Line rail route."
North Northamptonshire Emerging Joint Core Strategy 2011-2031

The North Northamptonshire Emerging Joint Core Strategy (2011-2031) outlines a housing requirement (2011-2031) target of 10,400 dwellings in the borough of Kettering.

The North Northamptonshire Emerging Joint Core Strategy is based upon creating a self-sustainable environment within North Northamptonshire and therefore a minimum jobs target of 8,100 (2011-2031) has been set.

The committed strategic sites for development are:

- East Kettering (over 3,000 dwellings); and
- Desborough North (700 dwellings)

The 'new' strategic sites or broad locations that are not yet committed are:

- South Kettering (A14 Junction 9) (employment);
- A14 Junction 10/ A6 Burton Latimer (employment);
- Rothwell North (mixed use sustainable urban extension);
- North Kettering (employment)
- Kettering Energy Park

The remainder of the growth is located in small to medium sites (i.e. under 500 dwellings). A simplified housing trajectory is outlined below in Table 8.

Table 8: Draft Housing trajectory for Kettering from the Emerging Joint Core Strategy

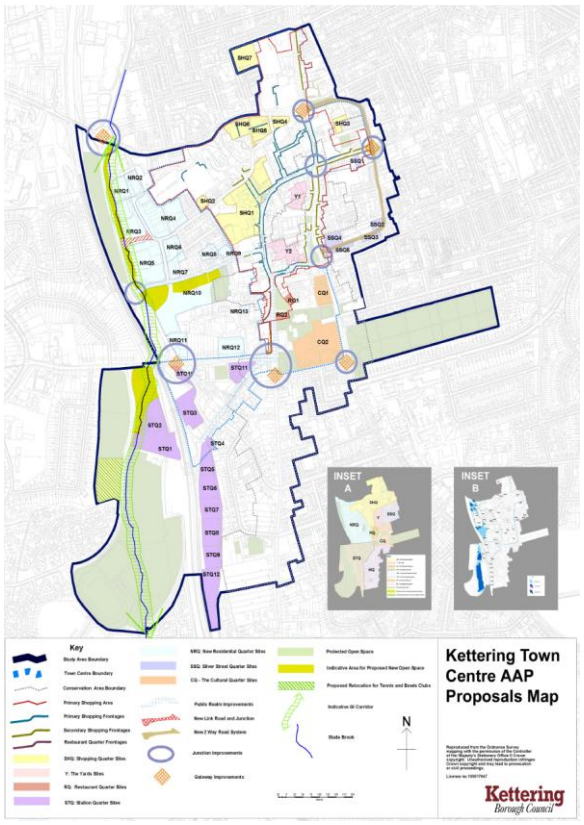
Area	Number of Dwellings
Kettering (inc Barton Seagrave)	**6190**
Desborough	**1360**
Rothwell	**1190**
Burton Latimer	**1180**
Rural	**480**
Total	**10400**

Town centre growth

The Kettering Town Centre Area Action Plan adopted in July 2011 sets out the vision for Kettering Town Centre which is 'characterful, distinctive and fun'. The Area Action Plan will guide the regeneration of the town centre through a framework of eight distinctive but complementary quarters and forms the basis for decisions about the use and development of land in the area.

The eight quarters and the Kettering Town Centre Area Action Plan boundary are identified on the Proposals Map in Figure 6 below.

Figure 6: Quarters and Kettering Town Centre Area Action Plan Proposals Plan adopted in 2011



Source: Kettering Town Centre Area Action Plan (2011)

The main schemes are:

- **Restaurant Quarter** – Public realm improvements and deliver of Market Place restaurants
- **Wadcroft** – Significant retail expansion including a department store;
- **Soans Yard** – Site for niche and independent retailers to complement high street brands planned at Wadcroft;
- **The Station Quarter** – Office hub and transport interchange;

- **The Cultural Quarter** – Opportunity to bring significant new investment into the town centre;
- **The New Residential Quarter** – Delivery of housing; and
- **Transport Strategy and Green Links** – Integrated Transport Strategy including provision of new junctions and walking/ cycling 'Green Links'

Increased demand for travel

The planned growth in Kettering over the coming years will clearly result in an increased demand for travel.

To understand the impact of this increased travel demand within the county as a whole and the main towns such as Kettering, an area-wide transport model has been used to replicate the traffic flows on the highway network for the existing or 'baseline' situation. Once a model replicates the observed traffic in the existing situation through a series of refinements known as 'calibration' the model can be said to be 'validated'. All models have to conform to the Department for Transport (DfT) model validation criteria outlined in the Design Manual for Roads and Bridges (DMRB).

As part of developing the Transport Strategy for Growth which was adopted in 2007, the Council commissioned consultant Atkins to develop a transportation model for North Northamptonshire. The outputs from this model were used to inform the development of the adopted Core Spatial Strategy. The model outlined that the proposed 51% increase in number of households within North Northamptonshire between 2001 and 2021 would lead to a 58% increase in the demand for travel, increasing car use by 79%.

This modelling work clearly highlighted that growth on this scale could only be accommodated on the existing network, with extensive demolition and costly infrastructure. Therefore the Transport Strategy for Growth set targets for modal shift of 20% for new developments and 5% for existing areas to reduce dependency on the private car and to make most efficient use of the existing network.

These targets have been carried forward and adopted by the Northamptonshire Transportation Plan which supersedes the Transport Strategy for Growth and are also the basis for this strategy. The initial modelling and the schemes identified by it have helped to inform the transport modelling that has been undertaken to support the review of the Joint Core Strategy, which is described in more detail below.

Chapter 5: The Transport Strategy for Kettering

The challenge for the Kettering Town Transport Strategy is to efficiently manage the transport network to accommodate the forecast growth to retain Kettering's economic attractiveness and competitiveness.

This challenge will be met through:

- Reducing the overall need to travel;
- Improving the management of existing transport infrastructure; and
- Investing in key transport infrastructure including sustainable modes

In order to achieve this, the transport strategy for Kettering outlines a package of sustainable transport measures as well as highway capacity improvements to give people greater modal choice to deliver significant levels of modal shift away from the private car.

Promoting the use of sustainable transport has historically been challenging due to the relatively inexpensive cost of running a car, the time savings and flexibility that it offers. However, certain elements have now come together to initiate the step change in people's attitude towards sustainable modes namely; environmental concerns, promotion of healthier lifestyles and as congestion increases, the reduction in journey time difference between the car and sustainable modes for short trips.

Highway Network

Kettering's future highway network will support the town's growth, regeneration and economic competitiveness whilst providing an environment that encourages sustainable transport modes.

The highway network strategy has been developed through an extensive review of the outputs from the Northamptonshire Strategic Transport Model to identify where development will impact on the existing network to 2031. The highway strategy has been developed to deal with the residual traffic that cannot be accommodated through the sustainable measures outlined in the remainder of the strategy. The objective of the highway strategy is to promote a road network which allows good access and efficient traffic circulation but without allowing traffic to dominate. The strategy seeks to mitigate the growth in traffic levels anticipated by the significant growth in housing in the Kettering urban area, other housing growth in the Borough and within the rest of the county which cannot be accommodated through sustainable travel measures alone.

Forecast network impacts

Three outputs from the model have been used as indicators of where the existing network will experience greatest link and junction stress in 2031 which are:

- Traffic flows;
- Queued delay; and
- Volume Over Capacity (VOC)

The forecast change in traffic flows indicate the variation in demand for travel across the future network compared to the base year and assists in highlighting where links are experiencing stress. The forecast outputs can be used in conjunction with select link analysis to interrogate the model further to understand the origin and destination of trips – particularly useful for understanding travel patterns and travel demand.

Queued delay has been used to indicate where traffic is queuing which indicates likely areas of congestion and delay.

Every junction has its own theoretical capacity figure which is dependant on the type of junction it is and its geometry. The volume over capacity figure is a calculation of the degree to which the volume (traffic flow) for the junction is exceeding its theoretical capacity and is expressed as a percentage. Any junction with volume over capacity in excess of 85 percent is considered to be over its theoretical capacity. This is a good indicator of which junctions will require improvement.

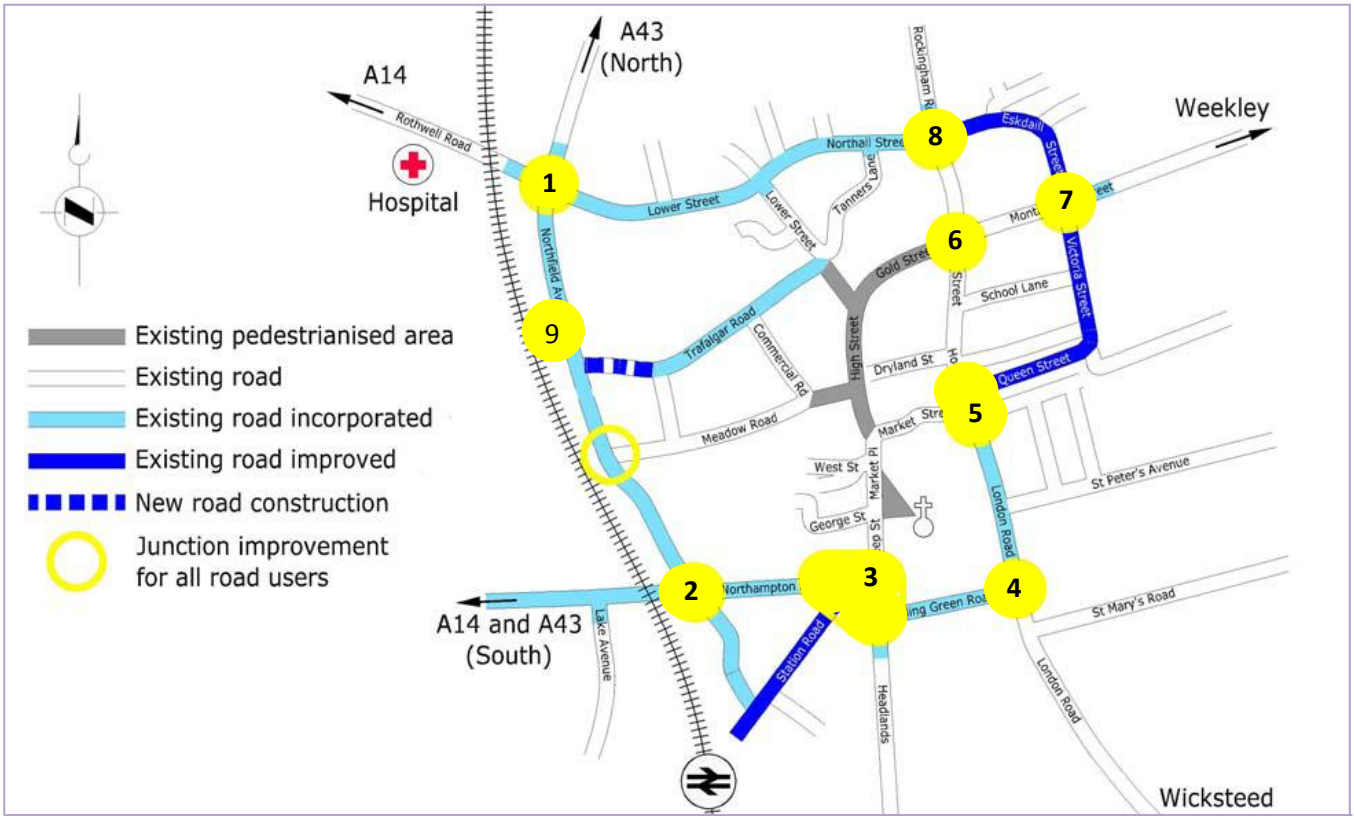
However, it is important to take a holistic approach to the network and in some cases the objective may be to discourage traffic from using a particular junction for example and therefore a decision may be made not to provide a capacity enhancement at that location.

Town Centre

The approach taken in the Town Centre was developed to support the implementation of the vision for Kettering town centre as adopted in the Kettering Town Centre Area Action Plan in 2011.

The strategy is based around a policy decision to alter the town centre layout to enable the adoption of a south to north route and provide for future forecast traffic growth. This will be achieved through a programme of road and junction reconfigurations and improvements to enable the adoption of a two-way road around the centre. The revised traffic circulation also offers the opportunity to improve bus priority and in turn bus journey time reliability.

Figure 7 outlines the highway strategy which will work to complement the other strategies.



1. Rothwell Road/ Northfield Avenue
2. Northfield Avenue/ Northampton Road
3. Northampton Road/ Station Road/ Bowling Green Road
4. Bowling Green Road/ London Road
5. London Road/ Market Street
6. Silver Street/ High Street
7. Montagu Street/ Victoria Street
8. Northall Street/ Eskdaill Street

Figure 7: Town Centre Highway Strategy (extracted from Kettering Town Centre Area Action Plan)

Extensive transport modelling examining and testing future highway layout options was undertaken as part of the evidence base for the Area Action Plan, based on traffic flow scenarios extracted from the strategic area wide SATURN model and traffic survey data collected in April 2010. This has enabled the County Council to be robust in outlining a future preferred highway layout scenario based on existing traffic flows and growth and assignment data from the transportation model.

The following links are proposed to change from one-way to two-way links and are outlined below in Figure 8.

Figure 8: Proposed two-way links

Existing One-Way Link	Proposed Two-Way Link
• Silver Street • Eskdaill Street • Montagu Street • Victoria Street	• Silver Street (through traffic will be discouraged to give bus, cycle and pedestrian priority) • Montagu Street (westbound will be restricted to buses and cyclists) • Eskdaill Street/ Victoria Street/ Queen Street

The main benefits of the revised network will be:

- A reduction in unnecessary and circuitous vehicle trips;
- A reduction in severance and increase in connectivity within the town centre including the further integration of the eastern part of the town centre;
- Improved connectivity from the south to the north of the town;
- Improved air quality due to reduced congestion;
- Improved bus access; and
- Capacity to accommodate future traffic growth in the town and sub-region

A limited amount of land-property acquisition will be necessary to achieve the two-way route, specifically on Queen Street. Works should be carried out in consultation with stakeholders, including local traders.

In addition, there will be a new extension of Trafalgar Road and associated junction to connect with Northfield Avenue and Station Road will be returned to two-way traffic whilst retaining on-street parking facilities.

Using developer funding and other funding streams the County Council has delivered two capacity improvements schemes on Northfield Avenue/ Northampton Road and Northfield Avenue/ Rothwell Road in recent years, which have been very well received due to their success in improving journey times.

We are working with Kettering Borough Council to initiate a Traffic Regulation Order restricting access to High Street, Meadow Road, Lower Street, and Gold Street to avoid congestion caused by traffic cutting through the town centre.

Figure 9: Northfield Avenue/ Northampton Road

Phasing and funding

The phasing of junction capacity improvements will be a delicate balance between ensuring that the necessary junction improvements are implemented, whilst minimising the impact on the network of implementing the junction improvements themselves. Therefore careful consideration will need to be given to phasing and this will be influenced heavily by the availability of funding.

The prioritised phasing for the town centre junctions has been informed by the modelling undertaken for the Kettering Town Centre Area Action Plan and to support the successful delivery of the Plan based on the anticipated triggers being met.

At this stage, as timescales and funding sources are unknown, further work will be required in partnership with Kettering Borough Council to determine the exact year of implementation. The prioritised phasing and possible funding source is outlined in Table 9. This phasing should be viewed as a prioritised list that will need to be reviewed on a regular basis in response to when developments come forward, when funding becomes available and in light of other pressures on the network, unknown at this time.

Table 9: Town Centre Junction Phasing

Ref	Junction	Proposed junction improvement	Priority	Estimated cost/ Funding
1	Rothwell Road/ Northfield Avenue	Improved signing and lining of roundabout to improve lane discipline	Completed	-
2	Northfield Avenue/ Northampton Road	Double mini-roundabout. Signal crossings for pedestrians/ cyclists provided on Northfield Avenue and Northampton Rd	Completed	-
3	Northampton Road/ Station Road/ Bowling Green Road	Signals at Station Rd/ Northampton Rd. Sheep Street not signalised but traffic restricted to left-out Bowling Green Road/ Headlands converted to mini-roundabout	1	£570,000***
4	London Road/ Bowling Green Road/ St Marys Road	Stand alone improvements	1	£180,000*
5	Silver Street/ Gold Street/ Montagu Street	Priority junction – bus lane on westbound Montagu Street	3	£321,220**
6	Northall Street/ Eskdaill Street	Signalised junction/ Westbound bus lane	3	£516,367**

Ref	Junction	Proposed junction improvement	Priority	Estimated cost/ Funding
7	Montagu Street/ Victoria Street/ Eskdaill Street	Signalised junction with realigned kerb lines	3	£470,037**
8	Northfield Avenue/ Trafalgar Road	New signal junction on Northfield Avenue to connect to new Trafalgar Rd link	3	£200,000*
*Preliminary estimate **From WSP Study ***From Kettering Town Centre Strategy				

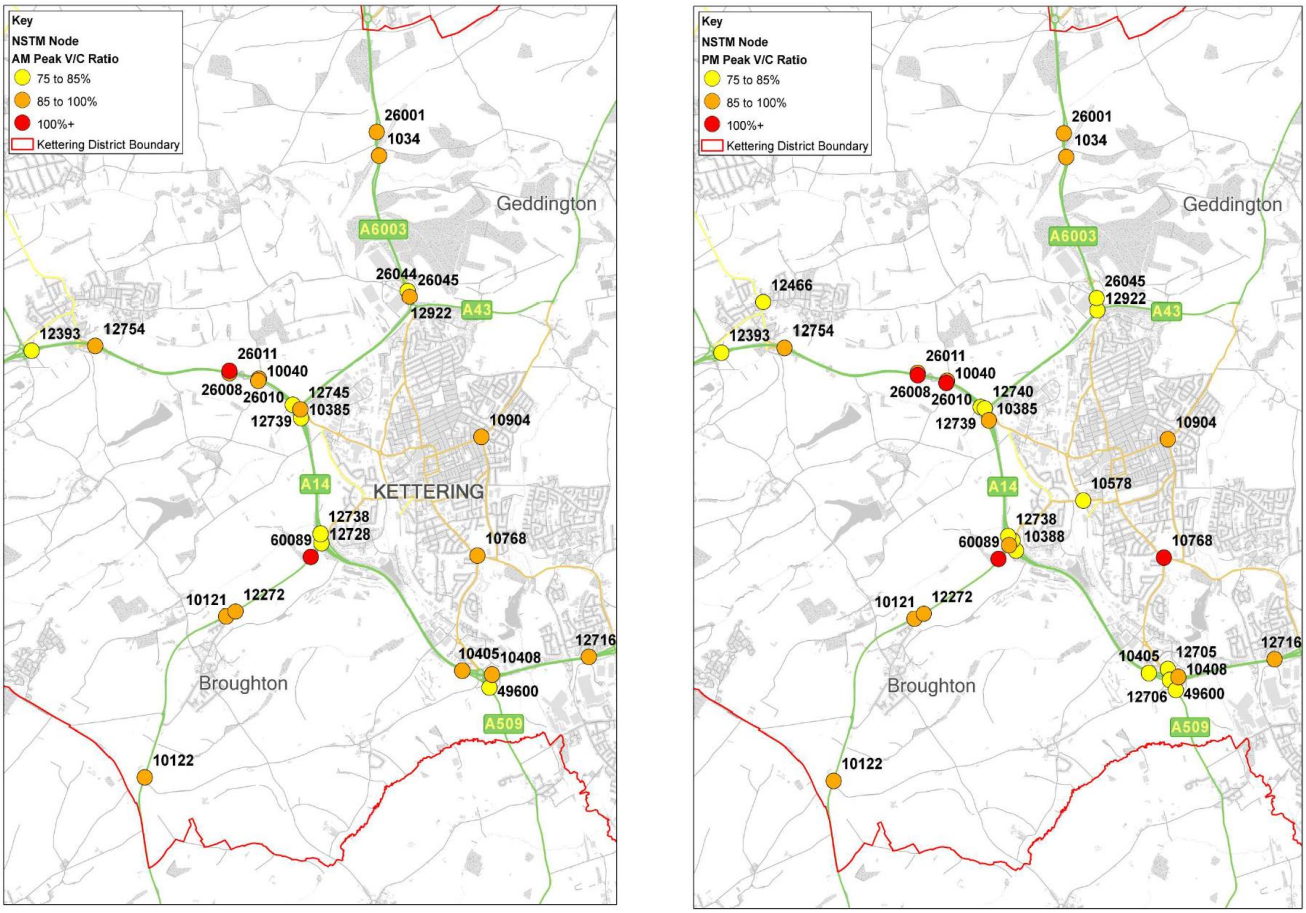
The estimated costs in Table 9 are taken from the Kettering Town Centre Strategy produced by Pell Frischmann in April 2010. The extent of utility diversions is unknown at this stage, but estimates have been included for works, utilities, overheads/ profit, design fees, commuted maintenance sums and S278 design checks. However, the estimates are indicative only and exclude any land or property acquisition necessary to realise any schemes, development costs and the costs for schemes which are committed (or have committed budgets). Further, more refined costs would come once detailed design has been undertaken.

Out of town

Figure 10 outlines the junctions that without mitigation will become congested in 2031 compared to the base year across North Northamptonshire. Included in the Do Minimum scenario are committed schemes such as:

- Corby Link Road
- A14 Widening (Junction 7-9)
- A14 Junction 4 WB and Junction 8 WB Ramp Metering
- A14 Junction 10a

Figure 10: Junction Congestion in 2031 compared to Base Year



Analysis of these outputs identified eleven junctions that required further investigation. To test these junctions in further detail, flows were extracted from the SATURN model and tested in the relevant modelling package (ARCADY, PICADY, LINSIG).

Out of Town Junction Assessment

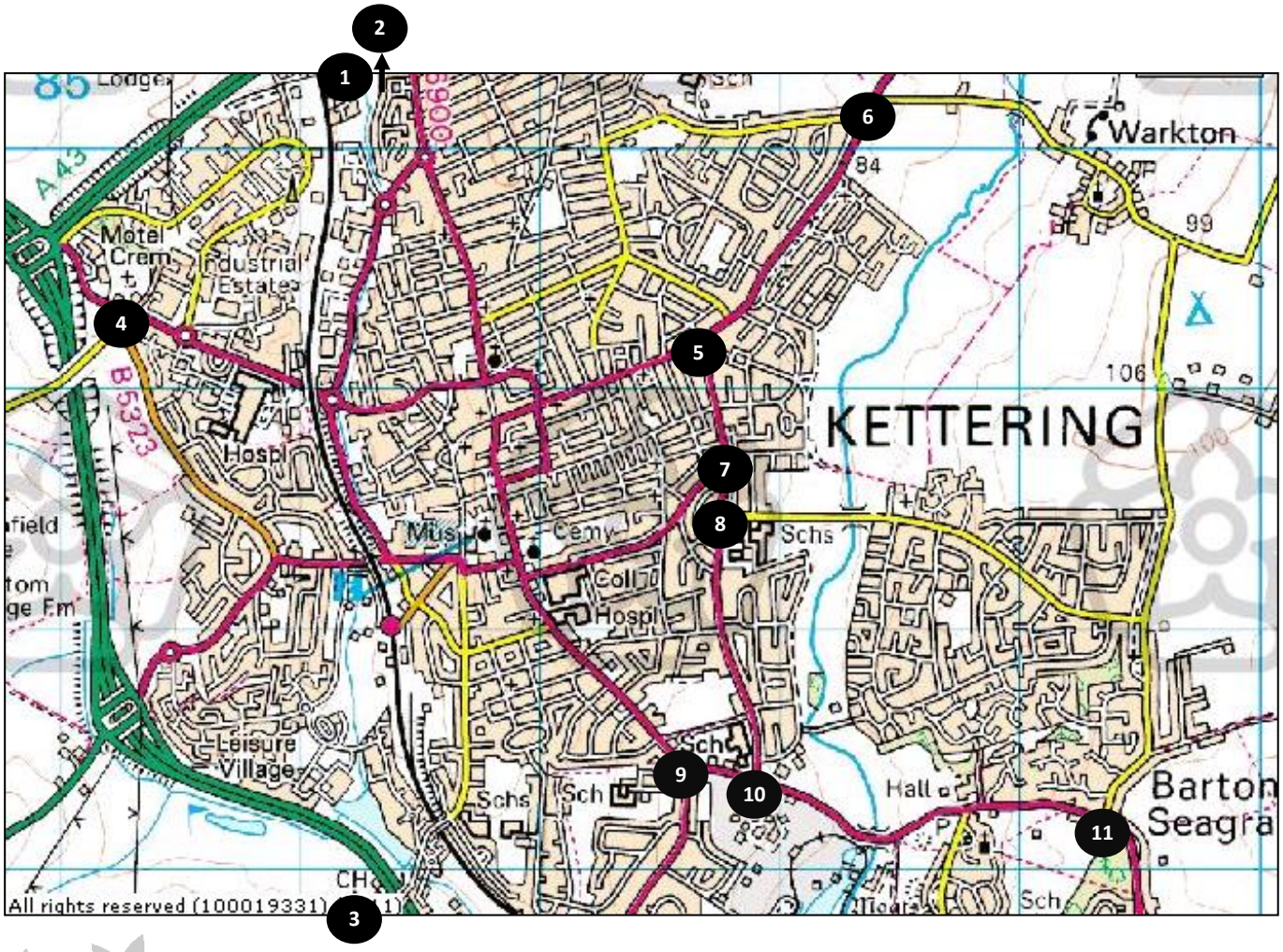
North Northamptonshire Joint Planning Unit is in the process of updating the Core Spatial Strategy for North Northamptonshire to include the period up to 2031. This process has been informed using the Northamptonshire Strategic Transport Model based on development assumptions for the Joint Planning Unit area.

The results of this exercise highlighted a number of junctions within the Joint Planning Unit's area that showed signs of stress in the future year of 2031 with the addition of the growth aspirations for the area.

In Kettering the following junctions were projected to experience high levels of congestion as a result of the Northamptonshire Strategic Transport Model runs.

1. A43/ A6003 Rockingham Road/ Rockingham Road - A43 West approach
2. A6003 Rockingham Road/ Station Road
3. A43/ Cransley Iron Works access
4. Warren Hill/ Gipsy Lane
5. Montagu Street/ Stamford Road/ Central Avenue/ Windmill Avenue
6. Stamford Road/ Pipe Lane
7. Windmill Avenue/ St Mary's Road
8. Windmill Avenue/ Deeble Road
9. London Road/ Barton Road/ Pytchley Road
10. Barton Road/ Windmill Avenue
11. Barton Road/ Warkton Lane

Figure 11: Junction Improvements



Junction Improvements

Those junctions that were identified as failing in either of the peaks were then subject to testing to identify an engineering solution to mitigate the impact of the growth at the junction. The mitigation measures were based on identifying which arm(s) of the junction failed. The proposed mitigation measures are outlined in Table 10.

The mitigation measures presented would still require further more detailed investigation including junction counts, re-testing in SATURN model to understand inter-relationships, feasibility design and therefore revision of cost estimates. All junction improvement work should take into consideration any local designated heritage assets, and their settings.

Table 10: Highway Mitigation

Junction Name	Modelling Result	Mitigation Identified
1. A43/ A6003 Rockingham Road/ Rockingham Road - A43 West approach	Over Capacity	Minor widening of the circulatory carriage
2. A6003 Rockingham Road/ Station Road	Within Capacity	N/A
3. A43/ Cransley Iron Works access	Within Capacity	N/A
4. Warren Hill/ Gipsy Lane	Within Capacity	N/A
5. Montagu Street/ Stamford Road/ Central Avenue/ Windmill Avenue	Over Capacity	Improvement as part of the East of Kettering Development - junction converted to a standard roundabout
6. Stamford Road/ Pipe Lane	Within Capacity	N/A
7. Windmill Avenue/ St Mary's Road	Over Capacity	Improvement as part of the East of Kettering Development - junction converted to a standard roundabout
8. Windmill Avenue/ Deeble Road	Within Capacity	N/A
9. London Road/ Barton Road/ Pytchley Road	Over Capacity (PM ONLY)	Improvement as part of the East of Kettering Development
10. Barton Road/ road/ Windmill Avenue	Within Capacity	N/A
11. Barton Road/ Warkton Lane	Within Capacity	Currently a three arm Priority Junction to be redesigned to take account of the proposed access to the East of Kettering Development

Any additional junctions highlighted to the County Council as in need of junction improvements will be investigated as appropriate.

Accessing the East Kettering Development
Three new junctions have been approved to access the East Kettering development. One of these is off Warkton Lane at the Deeble Road junction; the second is off Barton Road between Warkton Lane and Grendon Drive; and the third is a new roundabout off Barton Road close to Junction 10 of the A14.

Strategic Road Improvements
In addition to the A14 widening between junctions 7 and 9 there are a number of other strategic road improvements planned in the vicinity of Kettering.

Significant remodelling of junction 10 of the A14 will be required, which must be planned in tandem with highway infrastructure provision for East Kettering.

A new A14 junction 10a will be required to the east of Blackbridge Farm in connection with the Kettering East urban extension. The Roads Investment Strategy published by Government in December 2014 included an announcement of partial Government towards this new junction.

A43 - Dualling of the A43 between Northampton and Kettering has also been identified as a key scheme for improving journey times between the two settlements and reducing journey delay.

A43 Northampton Northern Approaches (Round Spinney – Holcot/ Sywell)
As the first phases in planned dualling of the A43 between Northampton and Kettering, the County Council is developing a scheme to improve the Northampton end of the route to accommodate growing traffic on this key strategic route and assist development.

Phase 1A, on which work started in autumn 2014, will involve improvements to the roundabout at Round Spinney (widening of approaches and circulatory carriageways).

Phase 1B, on which work is expected to start in 2015, will see the construction of a new dual carriageway road linking the Round Spinney roundabout with the existing A43 north of Overstone Lane. This road will remove through traffic from the existing roads Thorpeville and Park View and provide access to the Northampton North Sustainable Urban Extension of 2000 houses (also known as Overstone Leys).

The County Council has developed an innovative funding approach to fund the road against future forecast income from developer contributions, Community Infrastructure Levy and New Homes Bonus. An element of bridge funding will be required to complete the funding package, and the

Northamptonshire Local Transport Body has already allocated around £4m to the scheme in the period 2015-9.

Phase 2, on which work is less advanced, will extend the dualling of the A43 to the Holcot/Sywell roundabout.

Weekley Warkton Avenue

A new road link is needed to the north from the East Kettering development, in order to limit any traffic impact from the development on the villages of Warkton and Weekley.

This will provide one of the main accesses to East Kettering, linking the development to the A43 via a single carriageway 40mph road.

Public Transport

Public transport in Kettering will be frequent reliable and accessible to all, providing connectivity to employment, education, healthcare and leisure opportunities.

Public transport in Kettering will need to adapt to meet the needs of the expanding population and the changing spatial nature of the operating environment. This will mean responding to the strengthened night time economies in the town centre by extending service times including an improved Sunday service. Services will need to provide informative, safe and reliable service to employment opportunities, health facilities and retail and recreational activities.

The public transport network will also need to adapt to meet the needs of the expanding population and the changing spatial nature of the operating environment. For example, a new, frequent, reliable bus service serving Kettering East will be central to encouraging modal shift from this development.

A stronger public transport offer within Kettering is likely to make for safer roads, less environmental pollution and aid the County Council in meeting its modal shift targets.

Bus services

This strategy outlines the investment needed to improve the existing service for those current bus users and future demand as a result of the growth proposed across the town.

Existing bus service improvements

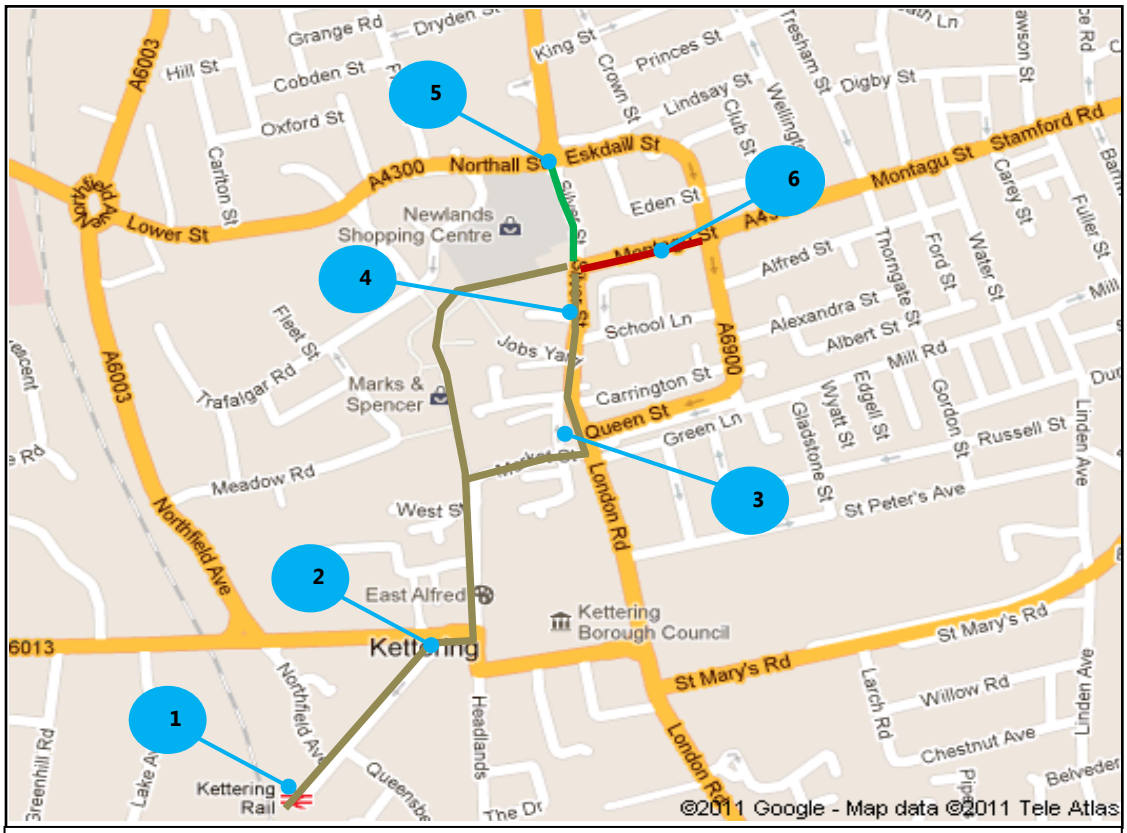
The planned growth in Kettering up to 2031 and the associated expansion of the urban area (Kettering East) and intensification of employment at key locations (Cransley Park and A14 Junction 10 Business Park) will significantly change the bus operating environment of Kettering. The regeneration of the town centre and increased retail and leisure offer such as restaurants etc will encourage more people into the town centre.

Journey times, journey time reliability along with other interrelated issues therefore become increasingly important in retaining and enhancing bus use.

The proposed changes to traffic circulation and reconfiguration of junctions outlined as part of the highway network strategy, provides opportunities for improving the existing public transport provision within the Town Centre.

Figure 12 outlines the proposed enhancements to improving journey time reliability, waiting facilities and bus operation and are summarised in more detail below.

Figure 12: Bus improvements in the town centre



Key

Westbound bus lane — Bus only link — Public realm

1. **Railway Station – Public Transport Interchange**
2. **Reconfiguration of junction and improvement of Station Road to improve bus linkages**
3. **Horsemarket – Public transport interchange to improve destination choice**
4. **Downgrading of Silver Street – improved priority for buses**
5. **Reconfiguration of junction to allow buses to take more direct routes to/ from the main bus stop areas (e.g. Newlands and Eskdaill Street)**
6. **Westbound Bus Priority**

Railway station – Public Transport Interchange and reconfiguration of Station Road/ Northampton Road

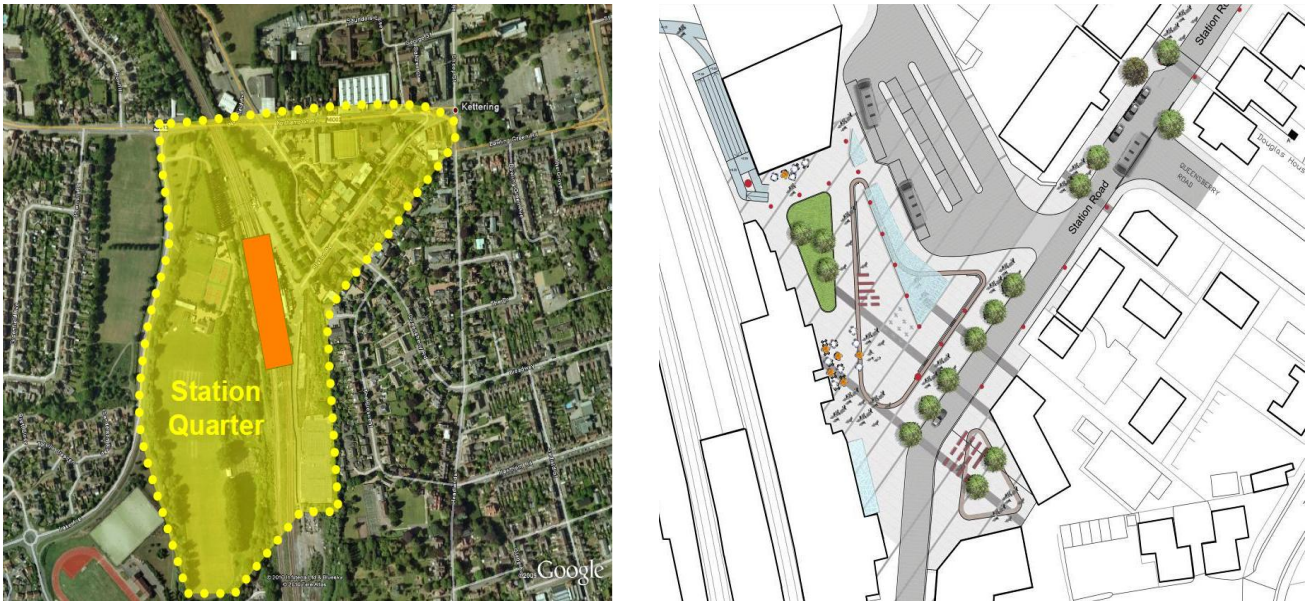
As part of wider traffic management proposals in the town centre, there are proposals to improve access by vehicles, cycles and pedestrians to the station area as outlined in the Kettering Town

Centre Area Action Plan. This includes proposals for a comprehensive development in the Station Quarter, including 32,000m^2 of commercial office space, a hotel, a transport interchange and public square, as well as a limited amount of housing and a new multi-storey car park on the west side of the rail line.

The transport interchange will include a bus terminus with two bus stops, taxi waiting facilities, cycle parking and new pedestrian and cycling links, complemented by public realm improvements along Station Road to improve connectivity to the Town Centre.

The reconfiguration of Station Road/ Northampton Road is needed to facilitate the change of Station Road back to two-way, whilst retaining the on-street parking and providing enhanced green cycling links. It will create a more direct route for bus services and allow a better penetration for bus services to the railway station. These changes should have regard for the listed buildings at Kettering Rail Station.

Figure 13: Station Quarter Area and proposed railway station interchange



Horsemarket – public transport interchange to improve destination choice
This scheme has already been delivered as a new public transport interchange.

Downgrading of Silver Street – improved priority for buses
Through traffic will be discouraged from Silver Street with the physical layout designed to give bus, cycle and pedestrian priority.

Reconfiguration of junction at Newland Street/ Eskdaill Street and Westbound bus priority on Montagu Street

Reconfiguration of the junction of Newland Street/ Eskdaill Street will allow buses to take more direct routes to/ from the main bus stop areas, which will be complemented by the possible provision of westbound bus priority on Montagu Street to improve journey times and journey time reliability.

Alongside these alterations to the highway infrastructure, the following interventions are proposed. They have been grouped under; planning the journey, waiting for the bus, using the bus and other factors in line with the Research by the Passenger Transport Executive Group.

Research by the Passenger Transport Executive Group - has identified the type of measures which are necessary to create an attractive, pleasant and safe bus environment and generate a mode shift (see Figure 14).

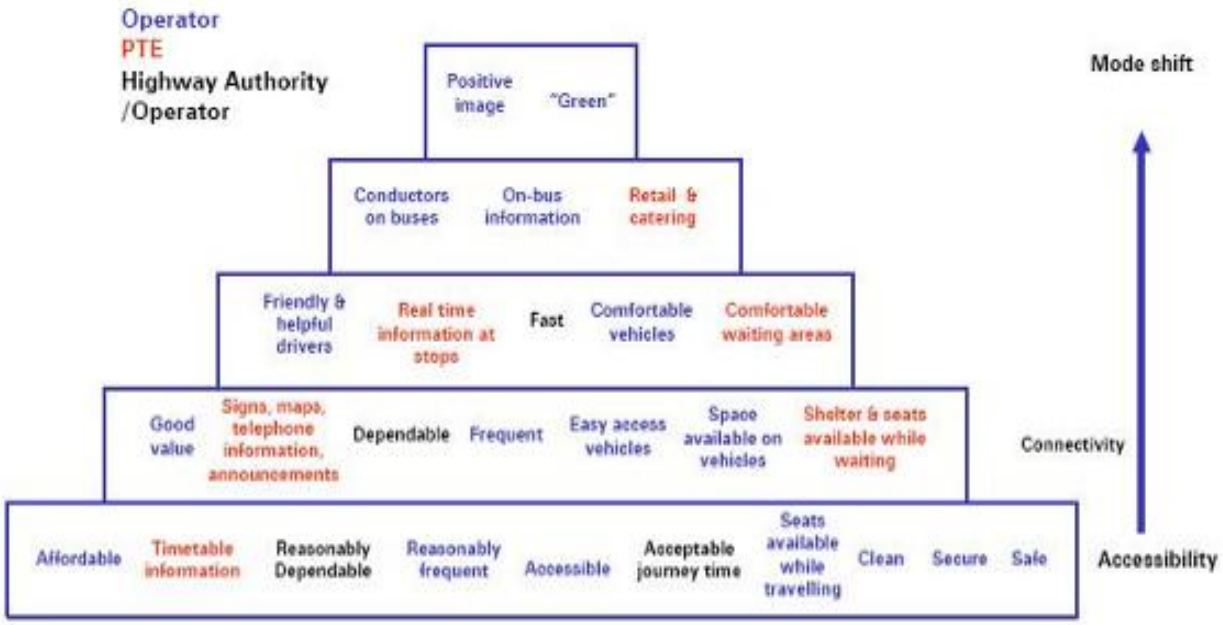


Figure 14: Qualities and values evidenced in successful bus services – achieving modal shift

The measures outlined in the diagram can broadly be summarised into four distinct areas of the bus service which have been borne in mind whilst drawing up the strategy:

- Planning the journey (e.g. information provision, bus route coverage);
- Waiting for the bus (e.g. bus stop infrastructure, journey information);
- Using the bus (e.g. bus environment, ticketing and price points, frequency, reliability); and
- Other factors which influence the operating environment (e.g. bus depots).

Table 11: Planned Interventions

Element	Intervention	Phasing		
		2014-2021	2022-2026	2027-2031
Planning the journey	Work with bus operators to extend services to serve the railway station once changes have been made to Station Road and junction to meet untapped demand and improve accessibility by alternative modes.	✓		
	Develop a cohesive marketing and publicity strategy to improve publicity/marketing in the town centre, railway station, hospital and employment locations.	✓	✓	✓
	Work with operators to identify refinements to timetables such that town centre interchange times are minimised to reduce the change penalty for those changing services.	✓	✓	✓
	As the Wadcroft development progresses investigate the opportunities for bus routing (subject to public consultation)	✓	✓	
Waiting for the bus	Audit timetable information at bus stops to assess whether it meets requirements and where it falls below the expected standard, replace.	✓		
	Make use of the real-time technology that is already available at the town centre bus stops by working with Stagecoach on their AVL project (Automatic Vehicle Locator)	✓		
	Frequencies on the core routes should be maintained at current levels and/or improved, particularly as infill development occurs and patronage and demand increases.	✓		
Using the bus	Investigate implementing bus priority through 'hurry call' at signalised junctions as junctions come forward for improvement.	✓		
	Investigate the way forward with regards to securing and the management of a new bus fleet as appropriate.	✓	✓	
	Implement a programme of traffic management regulation enforcement to remove obstructive parking from kerbsides at critical locations will be implemented to improve bus reliability.	✓		

New services

In addition to the improvements on the existing network, new services will be required to serve the new residential and employment areas.

The local housing and employment growth figures for Kettering are the starting point for identifying what new services are required. Three model shift scenarios have been considered; base case, mid-case and best case (see Table 12: Modal shift scenarios).

Table 12: Modal shift scenarios

	Base case	Mid range case	Best case
Existing population	Existing bus use per route across Kettering (bus ticket July 2009 baseline data)	2.5% of all journeys to work single occupancy vehicles shift to bus (2001 Census)	5% of all journey to work single occupancy vehicles shift to bus (2001 Census)
New population (2026)	Bus use of new population based on existing propensity to use bus (bus ticket July 2009 data)	10% if all journey to work single occupancy vehicles shift to bus (2001 census)	20% of all journey to work single occupancy vehicles shift to bus (2001 census)
Existing plus new population (position in 2026)	Existing plus new population combined	Existing plus new population combined	Existing plus new population combined

These scenarios concluded that if there is no modal shift (i.e. the existing bus mode share of 4% is unchanged) then no additional vehicles would be required on existing services. However, if the mid-range case materialises, additional vehicles will be required, due to large developments coming forward in the vicinity of these routes. If mode shift is over and above that which is expected then additional buses would be required, triggered by the build out of the developments themselves.

A new service, however, will be required to serve Kettering East. The proposed route of the new service is outlined in Figures 15 and 16.

High quality bus infrastructure should be provided alongside the new routes negotiated as part of the Section 106. At any development sites where a new route is not warranted, but diversion of an existing route is, new stops and shelters shall be agreed as part of the Section 106 agreement. Any new services should be commenced as early as is viable as developments become occupied, to instil sustainable travel patterns. The Northamptonshire Transportation Plan Bus Strategy sets out a requirement that developer funded public transport improvements to be established in such a way that they are likely to become commercially viable.

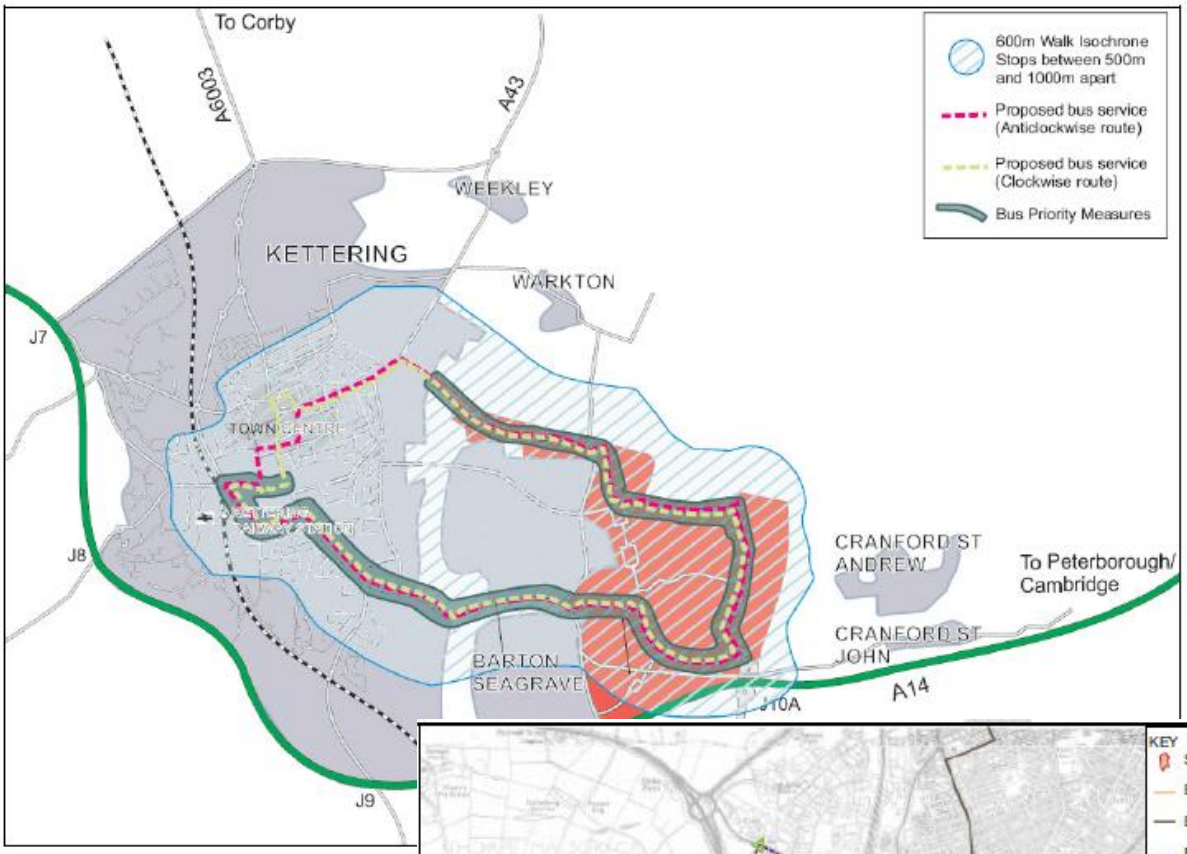


Figure 15: East Kettering Bus Strategy (Source: Colin Buchanan, 'East Kettering Post Submission – Supplement to TA', January 2009)

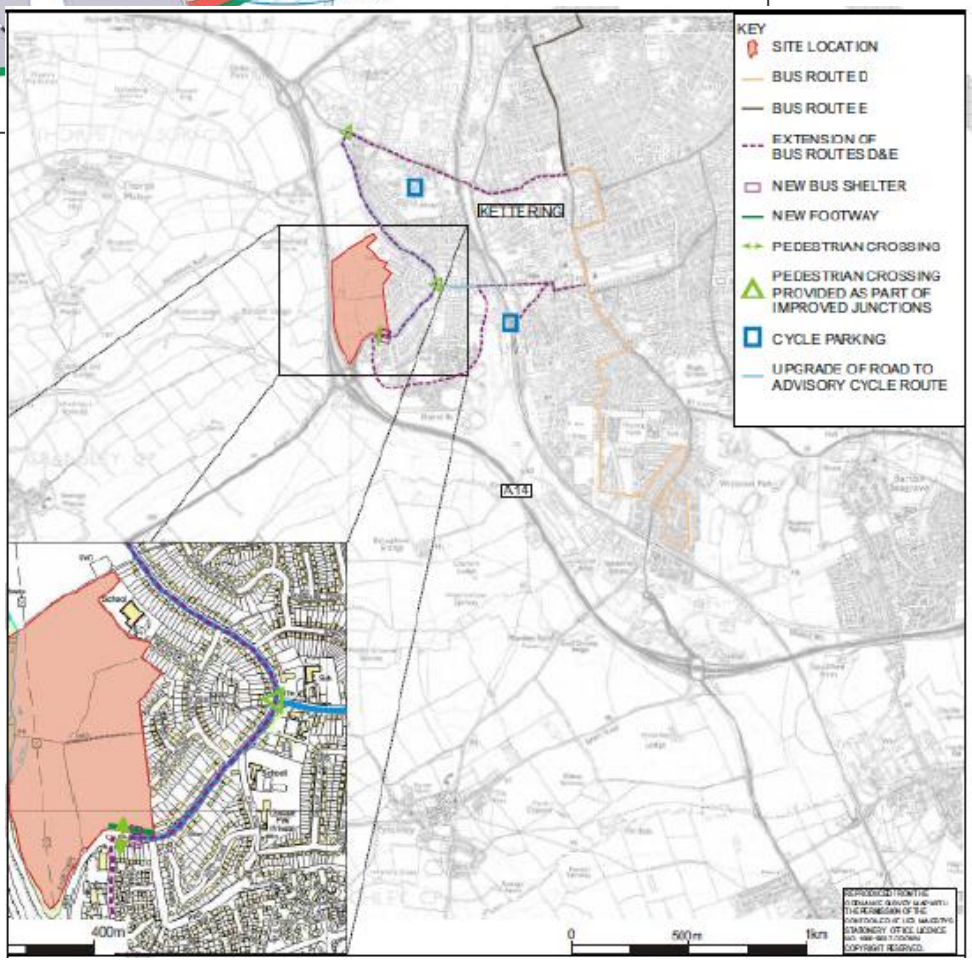


Figure 16: West Hill Bus Strategy (Source: WSP 'West Hill Kettering – Transport Assessment' May 2006)

The new services should operate at a minimum between 07:00 and 19:00 Monday to Saturday in line with current levels of provision on existing routes, but where the Section 106 allows, evening and Sunday services should also be considered. The indicative frequency of buses at various build out rates is outlined below.

Table 13: Future bus frequencies of new services in Kettering

	Frequency (in minutes)		
Route	25% occupancy	75% occupancy	100% occupancy
Kettering East	30	20	15

To make the services attractive, high quality bus infrastructure should be provided alongside the new routes negotiated as part of the Section 106. At any development sites where a new service cannot be sustained due to the size of development, opportunities to divert existing services should be investigated. New services should be commenced as early as viable as new developments become occupied to instil sustainable travel patterns even if the number of occupants is low.

Rail

Along with the anticipated continued growth in patronage from the existing population, the associated population increase from the planned residential and employment growth will create further demand for higher service frequencies, particularly to London in the peak hours. Currently bus facilities and access to the railway station is poor and the walking and cycling environment needs enhancement. Therefore there are two elements to the strategy for rail: enhancement of rail services to and from Kettering and connectivity with the rest of the rail network, and the enhancement of interchange facilities and improved accessibility for all modes.

Enhancement of connectivity and capacity

The announcement of the planned electrification of the Midland Main Line and double tracking between Kettering and Corby indicates the Government's commitment to investing in the railways. The County Council wants to ensure that all opportunities to capitalise on the planned improvements to achieve journey time savings, better frequencies and improvements in reliability should be taken.

The Northamptonshire Rail Strategy (January 2013) set the rail policy for Kettering, it states:

Policy RAIL 13

The minimum train service at Kettering and Wellingborough stations should be:

- At least an hourly non-stop service from one of the stations to London St Pancras
- At least a half-hourly service to Bedford, Luton or Luton Airport Parkway and London St Pancras.

- At least a half-hourly service to Market Harborough and Leicester
- At least an hourly through service to Corby, Loughborough, East Midlands Parkway, Derby, Nottingham, Chesterfield and Sheffield
- An improved service to Oakham and Melton Mowbray
- Good connections for Leeds, York and Newcastle with no more than one change of train required.
- Good connections at Bedford with future East-West rail services

http://www.northamptonshire.gov.uk/en/councilservices/Transport/TP/Documents/PDF%20Documents/Northamptonshire%20Rail%20Strategy.pdf

Northamptonshire would also like to see the introduction of a new line to link up Bedford and East West Rail with Wellingborough, Kettering and Corby through Manton Curve, creating new links north/south and east/west.

Station enhancements

As outlined above in the public transport section, the railway station public realm will be improved as part of the Station Quarter. This will include an improved bus interchange, taxi waiting facilities, cycle parking, integration of the Green Links routes and improved connectivity to the Town Centre.

Adequate parking will be provided to replace the existing north and south car parks, to allow for growth in rail and car park-and-ride and for other uses such as long-stay parking and parking for the proposed development.

HS2 - In January 2013 the Government announced plans for Phase 2 of the High Speed Two network which will serve Derby and Nottingham from Toton Junction.

Current proposals remove the direct link to Nottingham and replace it with one to Derby. Trains from Kettering will divert north of Loughborough to the new station, reverse and then run onto Derby. Through services to Nottingham would be withdrawn, and a change at Leicester or East Midlands High Speed Station would be necessary. It is estimated that this will result in an increase in journey time to Derby of 5-10 minutes.

Early indications are that the opportunities for relieved capacity on the Midland Main Line are minimal because the number of trips expected to transfer to HS2 from Nottingham and Derby is low. The County Council's response to the Phase 2 consultation can be found on our website.

Strategy

To achieve these objectives the County Council will:

- Work with train operators and Network Rail to enhance rail services;
- Continue to work with train and bus operators to integrate timetables;
- Promote and support the development of an improved railway station interchange with improved facilities for public transport and walking and cycling which will encourage improved integration between modes.

Figure17: Rail implementation plan

Issue	Strategy proposal	Phasing	Lead	Cost estimate
Poor connectivity between railway station and town centre. Poor sense of arrival by rail with unsightly surface car parks and underutilised sites	Development of an improved multi-modal transport interchange with enhanced public realm and improved car parking, along with enhanced public realm on Station Road alongside a return to two-way traffic to create legible and safe links to the town centre.	2012/ 13 to 2015/ 16	NCC/ KBC	£7,000,000
Reduced service frequencies north as a result of the opening of Corby railway station.	Lobby for: • At least an hourly non-stop service from either Kettering or Wellingborough to London St Pancras; • At least a half-hourly service to Bedford, Luton or Luton Airport Parkway and London St Pancras; • At least a half-hourly service to Market Harborough and Leicester; • At least an hourly through service to Corby, Loughborough, East Midlands Parkway, Derby, Nottingham, Chesterfield and Sheffield; • An improved service to Oakham and Melton Mowbray; and • Good connections for Leeds, York and Newcastle with no more than one	Ongoing	NCC	

Issue	Strategy proposal	Phasing	Lead	Cost estimate
	change of train required.			
Future demand for improved journey times and connectivity	• Lobby for all opportunities to capitalise on planned improvements of the Midland Main Line through upgrade work for improved connectivity, better frequencies and improved journey times.	2014 to 2019	NCC	

Walking and Cycling

We will create an environment where walking and cycling will be and easy and desirable choice for Kettering residents, for journeys under 5 miles, reducing reliance on the car and bringing social and health benefits to create stronger more cohesive and safer communities.

Walking is a low cost, carbon free way of travelling to local services and almost always plays a critical role in all journeys whether it is walking to the bus stop, railway station, from the car park or comprises the whole journey. Cycling is a quick, convenient way to travel for journeys under 5 miles and particularly at peak time offers competitive journey times with the car. Commuting by bike is inexpensive, green and one of the easiest ways to fit exercise into an everyday routine. The importance of walking and cycling is recognised in national policy, with the government outlining its own commitment to funding walking and cycling initiatives as part of a package of 'nudge' measures in the Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen White Paper.

Encouraging walking and cycling has the potential to significantly reduce existing and future hot spots for congestion by reducing reliance on the car for shorter journeys to work and education, reduce carbon emissions and improve people's health and wellbeing. Delivering an increase in walking and cycling can be achieved through a combination of infrastructure improvements to improve connectivity and perceived barriers relating to safety of cycling on the County's roads and also education and promotion. For further details regarding the approach to marketing and promotion can be found in the Northamptonshire Walking Strategy and Northamptonshire Cycling Strategy. Our approach to creating a safe environment for all highway users is outlined in the Road Safety Strategy

Creating attractive and pleasant walking and cycling routes is also important to encouraging people to use non-motorised modes and promote health and wellbeing. Where possible, opportunities to link in with and provide green infrastructure as part of new walking and cycling routes, including with existing Public Rights of Way, green spaces and corridors to link housing

areas with the town centre and surrounding countryside will be explored, and should be designed to minimise the fear of crime and anti-social behaviour.

Walking

To encourage more people to travel on foot, the walking strategy is made up of two strands; improving walking infrastructure on the key radial routes and reducing the barriers to walking such as poor footways, poor signing and unsafe crossing facilities on an estate-wide basis.

Prioritising investment in radial corridors

Priority will be given to investing first in improving the existing infrastructure on the main radial corridors such as for example Rothwell Road and Northfield Avenue, as this is where the majority of footfall is concentrated and therefore will achieve best value for money. If further funding is available, a programme of estate wide improvements will also be developed and implemented to complement those proposed on the main corridors.

Reducing the barriers to walking

Within the residential and industrial areas of Kettering which are not on radial routes, economies of scale will be achieved to tackle the key barriers to walking by implementing estate-wide scheme improvements addressing poor footways, signing and crossing facilities (dropped kerbs etc) to access local services.

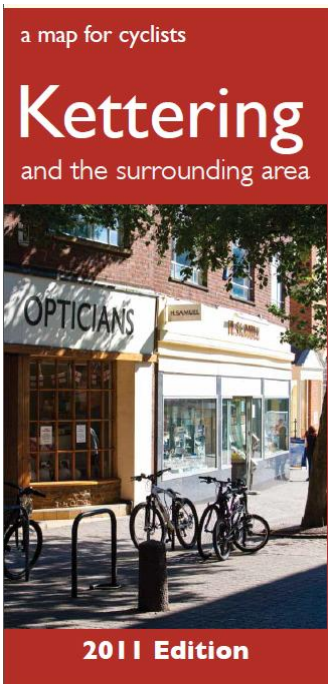
Carrying out schemes across a large area is more efficient as it reduces design and implementation costs relative to undertaking improvements in silos. The initial stage of this work will be to identify a programme of improvements to be implemented on a year by year basis.

Where new developments are proposed beyond an existing ring road, careful consideration will be given to creating pedestrian and cycle links to link with wider footpath and cycling routes and into the town centre. Ensuring mixed neighbourhoods and connecting the network of green spaces is also important in creating successful, walkable environments.

Recent economic market conditions have meant that securing public funding at the current time is challenging. The County Council will continue to work with developers and in partnership with Kettering Borough Council to negotiate pedestrian links to new developments as part of section 106 agreements.

Cycling

Research from Infrastructure, programs and policies to increase bicycling: an international review (Pucher, Dill and Handy, Preventive Medicine, 2009, Vol. 50, pg S106-S125) has identified that the most successful towns in promoting cycling are those that adopt a comprehensive package of integrated interventions, including infrastructure provision and pro-cycling programmes. The Northamptonshire Cycling Strategy promotes the enhancement of cycling facilities along six key corridors to create a network that is safe, convenient and legible, alongside the implementation of supportive initiatives to generate a step-change in people's behaviour.



In the last five years a significant amount of work was undertaken to identify key missing cycling links, based around a mixture of on and off-carriageway interventions to cater for experienced and less experienced cyclists alike. From a list of prioritised schemes, ten key corridors have been highlighted, loosely linked to developments or radial routes.

Rothwell Road/ Warren Hill Corridor

The ideal solution aspiration to improve walking and cycling on this corridor is to widen the railway bridge to provide two full width footways, however this would be at significant cost and likely only to be possible if structural modifications were required at the bridge.

Therefore the following short to medium improvements to enhance this route should be carried out:

- Widening of the footway on Rothwell Road where narrow and seating to be provided at a partway point to the hospital;
- As part of any junction capacity improvements to Rothwell Road/ Northfield Avenue/ Lower Street roundabout –improved off road facilities including crossing provision should be incorporated
- As part of any junction capacity improvements at the Warren Hill/ Gipsy Lane junction careful consideration of pedestrian movements at this location should be undertaken – footways are currently very narrow and illegible
- Careful consideration should be given to providing off-carriageway provision on Rothwell Road due to the gradients on this stretch a holistic approach needs to be taken to improve pedestrian and cycling access to the hospital and industrial estate
- On Telford Way Industrial Estate, enhanced maintenance to the verges and stricter parking controls to remove the vehicles that currently park on the verges and footpath should be implemented to reduce marginalisation of pedestrians;
- Widening of the footway and dropped kerbs around Telford Road Industrial Estate as and when funding becomes available to improve perceived safety and attractiveness of the walking environment.

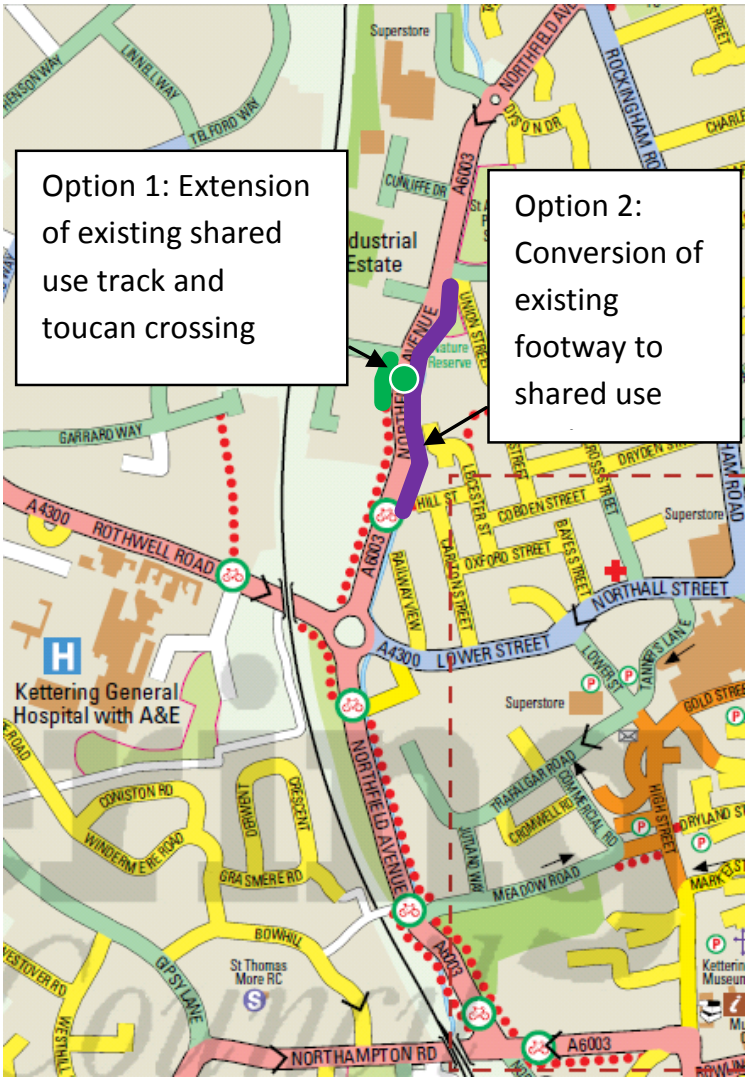
Northfield Avenue

Connecting the Rothwell Road corridor with the railway station is Northfield Avenue.

There has been recent investment along this corridor as part of the Green Links project funded by Growth Area Funding. This has enhanced off-carriageway provision and toucan crossings along the southern section of the route. On the northern section of the route north of the junction with Rothwell Road/ Northfield Avenue there is a section of segregated off-use cycle track which terminates just past Wickes. A dropped kerb allows cyclists to rejoin the carriageway at this point.

There is the potential to wider the existing footway beyond this point to a shared use footway, if there is careful consideration of the existing trees. Just before Brunel Close, the existing footway ends. Providing a crossing facility here and continuing the shared use track on the eastern side of the carriageway would provide a connection to the advisory cycle network on Grafton Street. However, if the verge constraints on the eastern side at the existing toucan crossing could be overcome, this would reduce the need for an additional toucan crossing further north.

Figure 18: Northfield Avenue



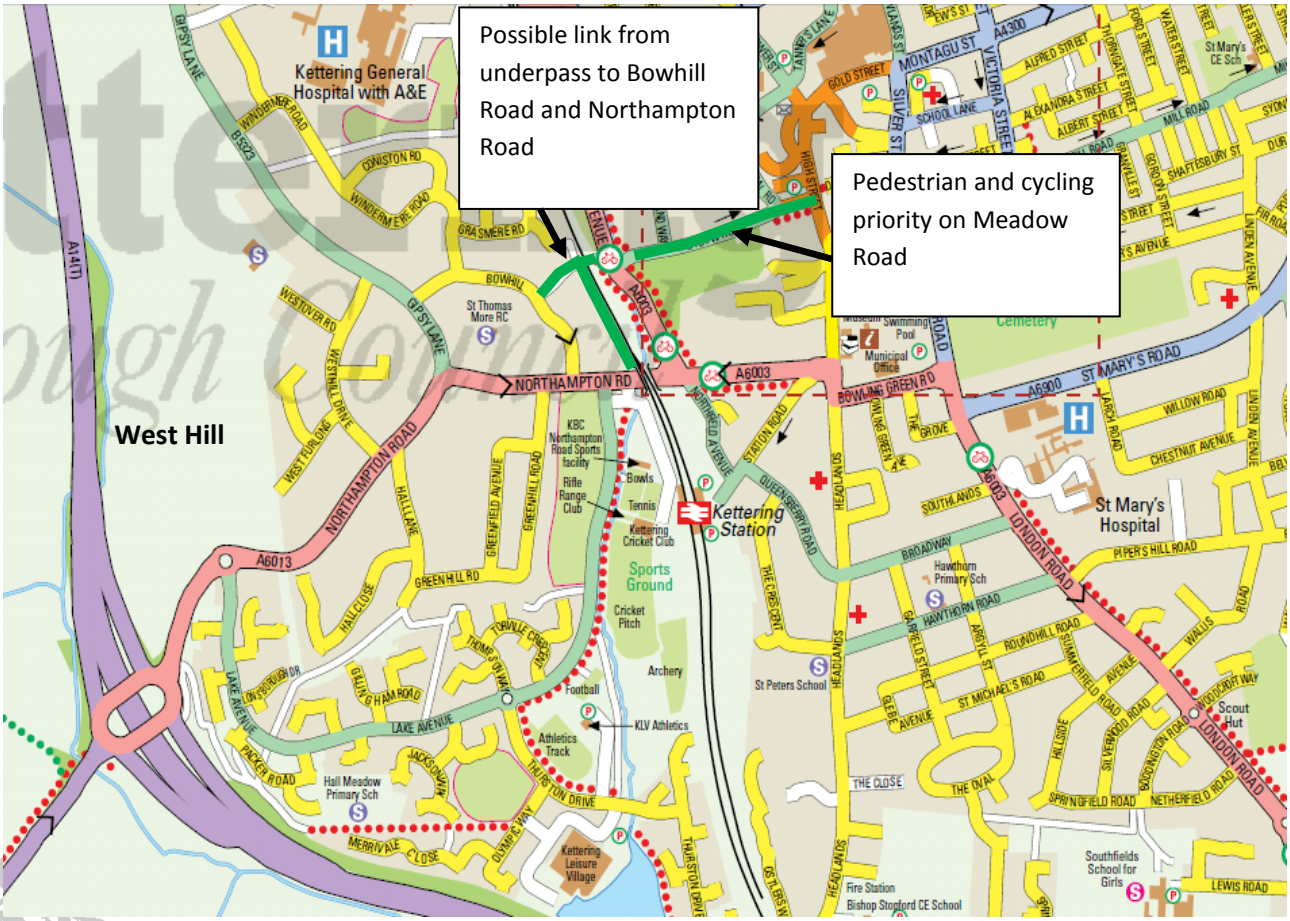
Northampton Road

Northampton Road forms the main access point into Kettering from Northampton via the A43 and therefore traffic flows are relatively high. The junction capacity improvements at Northampton Road/ Northfield Avenue have eased the peak hour queuing on the approach and reduce congestion. This corridor will become the main walking and cycling route for the development at its western end, West Hill. To enhance the corridor the following should be implemented:

- Connection of the existing underpass beneath the railway line, opposite Meadow Road, with Northampton Road. This link currently exists in an informal form and proposals currently exist to formalise this provision. This should only be provided with the requirement to address the security/ safety issues which currently exist along this route and the need to work in collaboration with adjoining property owners.

The long-term aspiration which would benefit all modes of transport in Kettering would be to widen the railway bridge on Northampton Road to provide two full width footways; however these works are prohibitively expensive. However, if the opportunity arose that required structural modifications to the bridge, the opportunity should be taken to pursue widening or alternatively new bores for pedestrian use, freeing the whole of the existing structure for motorised traffic and improving pedestrian and cycling access.

Figure 19: Northampton Road

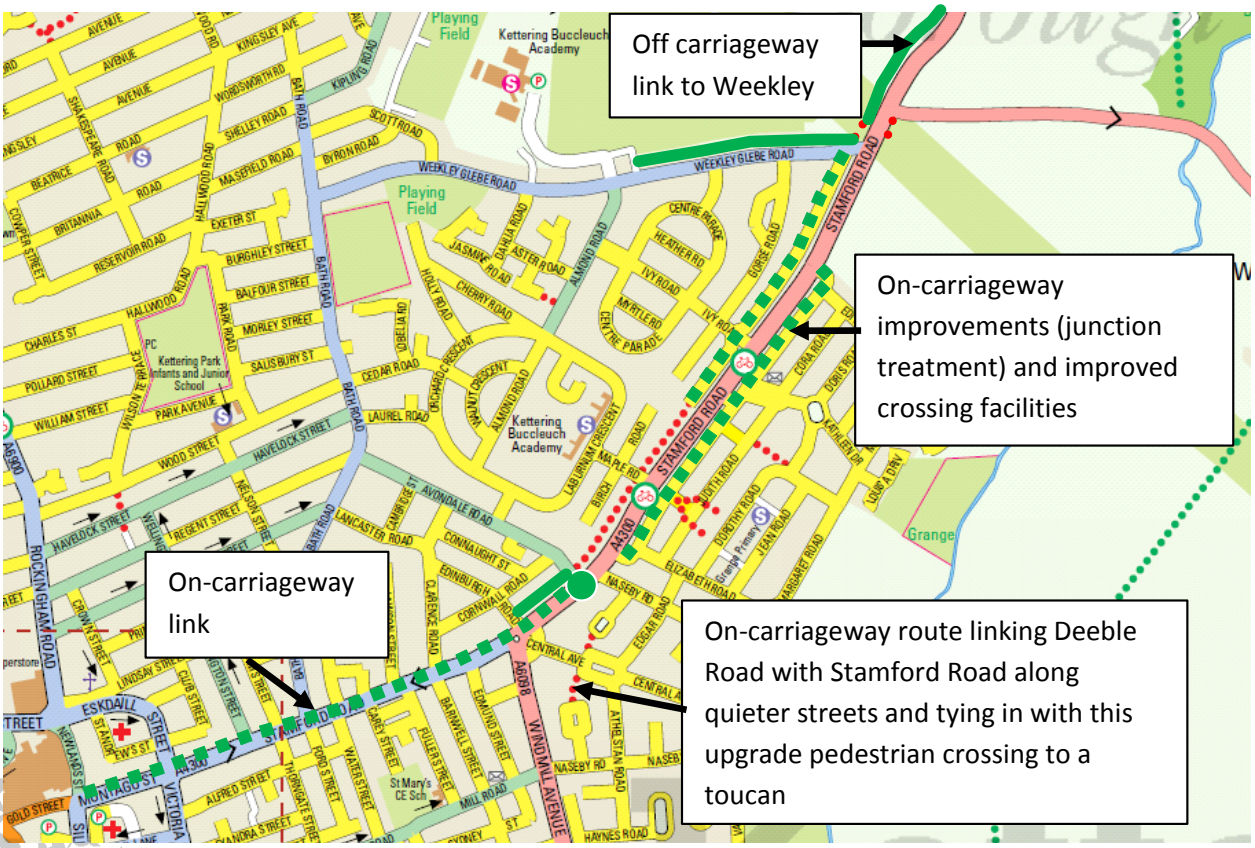


Stamford Road

Stamford Road is the main radial corridor from the east of Kettering. Residential in nature, on the northern section there are residential roads running parallel to the main carriageway, providing quieter routes alongside the main carriageway, some of which are traffic calmed. Between the junction with Weekley Glebe Road and the junction with Naseby Road, the footway is on the western side of the carriageway with only short sections of footway linking bus stops with the adjacent residential roads. Permeability across the road is limited. Closer to the town centre parking bays on either side of the carriageway mean that on-carriageway cycle lanes are not appropriate, and the footways begin to become more constrained. The proposed enhancements along this corridor are:

- Signing enhancements to pedestrian and cycling crossings along the stretch between Weekley Glebe Road and Avondale Road to improve access to Kettering Buccleuch Academy
- Junction treatment (raised junction) at Stamford Road/ Ivy Road to slow traffic and highlight cyclists
- Improve on-carriageway cycle facilities as part of any improvements proposed at Windmill Avenue/ Stamford Road junction (e.g. advanced stop lines etc)
- As part of the improvements to the Montagu Street/ Victoria Street junction improve on-carriageway cycle facilities are required to improve safety
- Southgate Drive to Stamford Road via Athelstan Road and Edgar Road –on-carriageway route linking existing cycle infrastructure to the north and south

Figure 20: Stamford Road

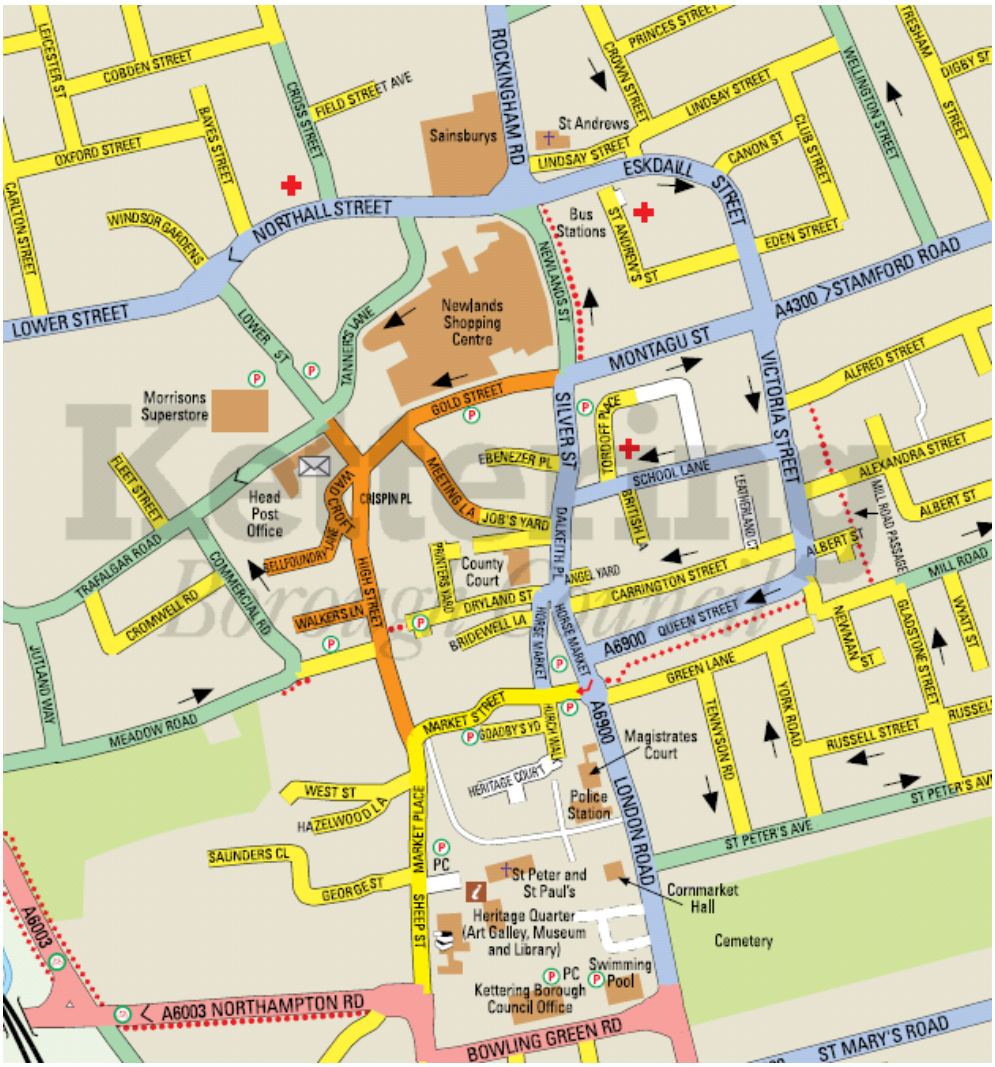


The distance between Weekley and the edge of Kettering and to Kettering Buccleuch Academy is less than a mile. There is the potential to upgrade the off-carriageway route between these two points with the final part being on-carriageway through the village.

Town Centre

The cycling and walking improvements in the town centre will aim to improve the pedestrian walking environment and increase permeability by cycle. They will be devised in close consultation with the proposed public realm works and changes to the traffic circulation in the town centre. In the main, managed access will be allowed for cycles and some streets will become pedestrian priority.

Figure 21: Town Centre

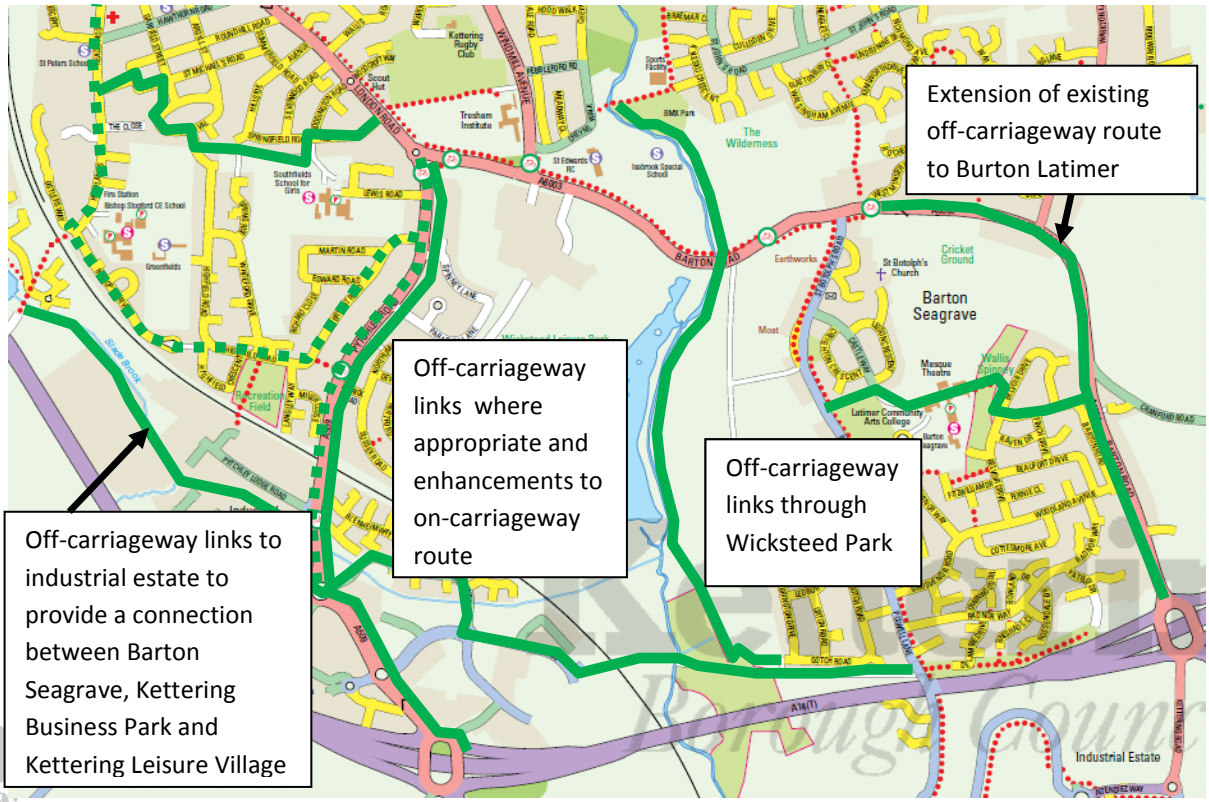


Pytchley Road/ Kettering Venture Park

Kettering Business Park is a located to the south of Kettering and Pytchley Road is the main route from the south into Kettering. There is an existing footway along this section of road however it is significantly constrained in some areas; for example over the rail bridge where the footway is very narrow. There is a 30mph speed limit on the length of this corridor and there has been recent investment to improve footway provision along Pytchley Road through widening and improving the surfacing. The following enhancements are proposed on this corridor:

- Improve on-carriageway cycle facilities over the railway bridge (advisory lanes);
- Introduce improved on-carriageway cycle facilities as part of any junction capacity improvements at Barton Road/ Pytchley Road;
- On-carriageway route linking Pytchley Road with Headlands on Bryant Avenue;
- On-carriageway advisory route link with proposed routes to north and south on Headlands;
- Continuation of the extension of the Barton Road shared use track to Barton Seagrave;
- Wicksteed Links to existing Ise Valley River Route;
- Off carriageway link between London Road and Headlands following Netherfield Road, Highfield Road, The Oval, Garfield Street and Glebe Avenue. This would require formalising an informal link between Netherfield Road and Highfield Road past Southfield School for Girls including signing and safety audit; and
- There is also the aspiration to provide an off-carriageway route connection between Barton Seagrave and Kettering Business Park along the stream bank through the Industrial Estate however provision may be difficult. A crossing over the railway line towards the eastern extent of the route would be required at some expense.

Figure 22: Pychley Road/ Kettering Road

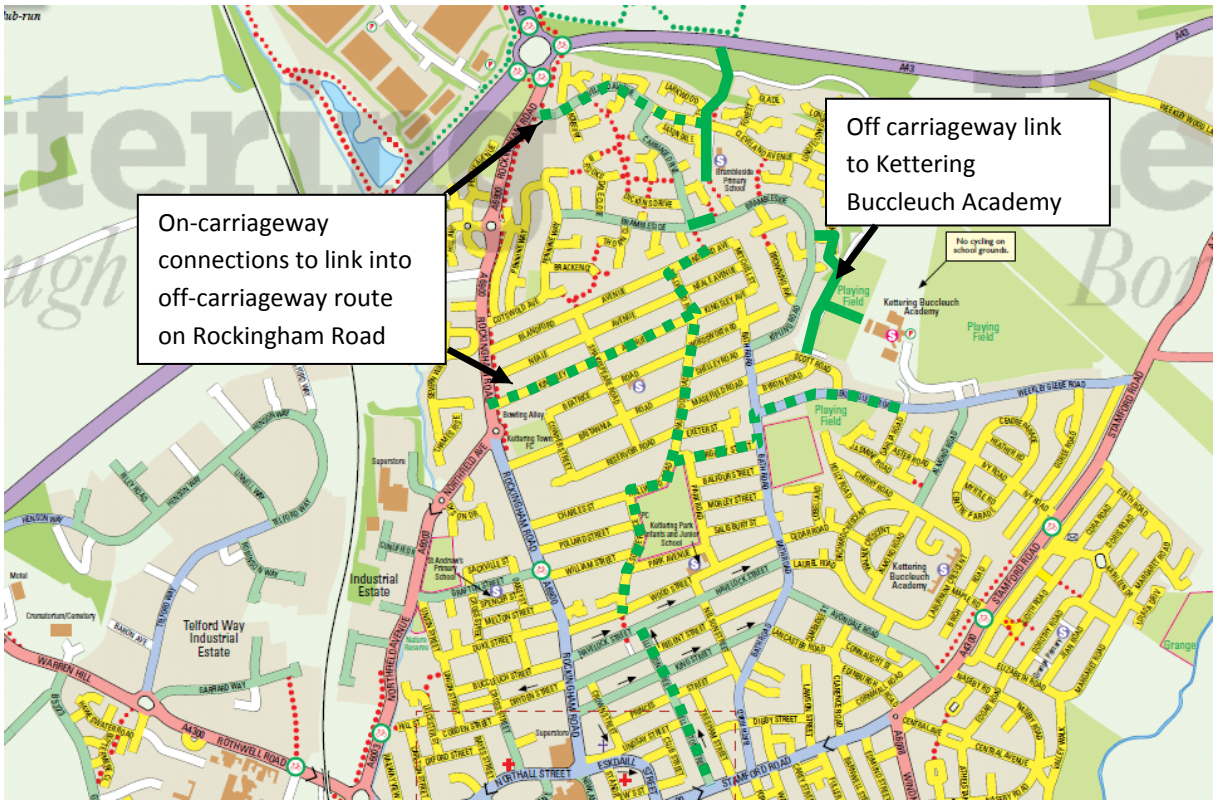


Rockingham Road Alternative

There are been recent investment in implementing off-carriageway provision on the eastern side of the carriageway on Rockingham Road. However, for those living to the east of Rockingham Road an alternative route on and off-carriageway route is proposed. The following proposed enhancements are outlined below:

- Combination of on/ off-carriageway route linking north Kettering with the town centre (parallel to Rockingham Road) Sections of this route would also have to be contra-flow to traffic if on-carriageway facilities were to be provided. This would connect a number of sections of existing infrastructure such as the crossing points on the A43/ A6003;
- Increasing permeability to Rockingham Road route – for example an on-carriageway route on Kingsley Avenue and on-carriageway link on Cleveland Avenue to provide a connection from Carriage Drive to the existing off-carriageway facilities on Rockingham Road, may possibly incorporate traffic calming measures;
- Off-carriageway link between existing residential area and Kettering Buccleuch Academy; and
- On-carriageway route through Burghley Street / North Park Drive/ Weekley Glebe Road to link with Kettering Buccleuch Academy (traffic calmed area)

Figure 23: Rockingham Road Alternative



Kettering East

The majority of cycling and walking enhancements relating to Kettering East will be provided as part of the development, however it is important to highlight the connections that will be critical to linking the existing infrastructure into the new development to create an integrated network.

One of the most important connections will be on Deeble Road which will become an important walking and cycling link to the town centre. An off-carriageway route is proposed along this corridor, including a toucan crossing on Windmill Avenue near to the Deeble Road/ Windmill Avenue roundabout. Linked to this will be the need for an off-carriageway link between existing routes on Windmill Avenue.

Phasing - The proposed cycling enhancements outlined in the table below will be delivered on a piecemeal basis as and when funding becomes available. Current economic conditions have reduced the amount of public funding available. Prioritisation will be given to schemes based on when development triggers are met.

However, there are still developments coming forward in Kettering, and having an overall vision will enable a consistent approach. Based on the housing trajectory presented in Chapter 3, a proposed phasing for the corridors has been outlined to give an indication of delivery. Meeting this proposed phasing will be entirely dependant on securing developer, public sector or match funding. In some cases, sections of a proposed corridor may be prioritised if a particularly funded source is identified. Similarly, if the housing trajectory is revised then the phasing of the corridor improvements may subsequently change.

The links have been grouped into ten corridors and prioritised based on accident rates, proximity to education, healthcare, leisure and shopping facilities as well as those that directly link into the town centre and the railway station. Links to the industrial estates (Kettering North, Pytchley Road and Latimer Park) have also been prioritised.

Table 14: Prioritised Schemes

Priority	Corridor	Estimated Cost
1.	Northampton Road	£500k
2.	Stamford Road	£440k
3.	Rothwell Road/ Telford Road Industrial Estate	£2m
4.	Town Centre	£260k
4.	Pytchley Road/ Kettering Business Park	£1.8m
6.	Rockingham Road alternative	£635k
7.	Kettering East	£1.1m
8.	Barton Seagrave links	£500k
9.	Ise Valley	£670k
10.	Warkton Link	£210k

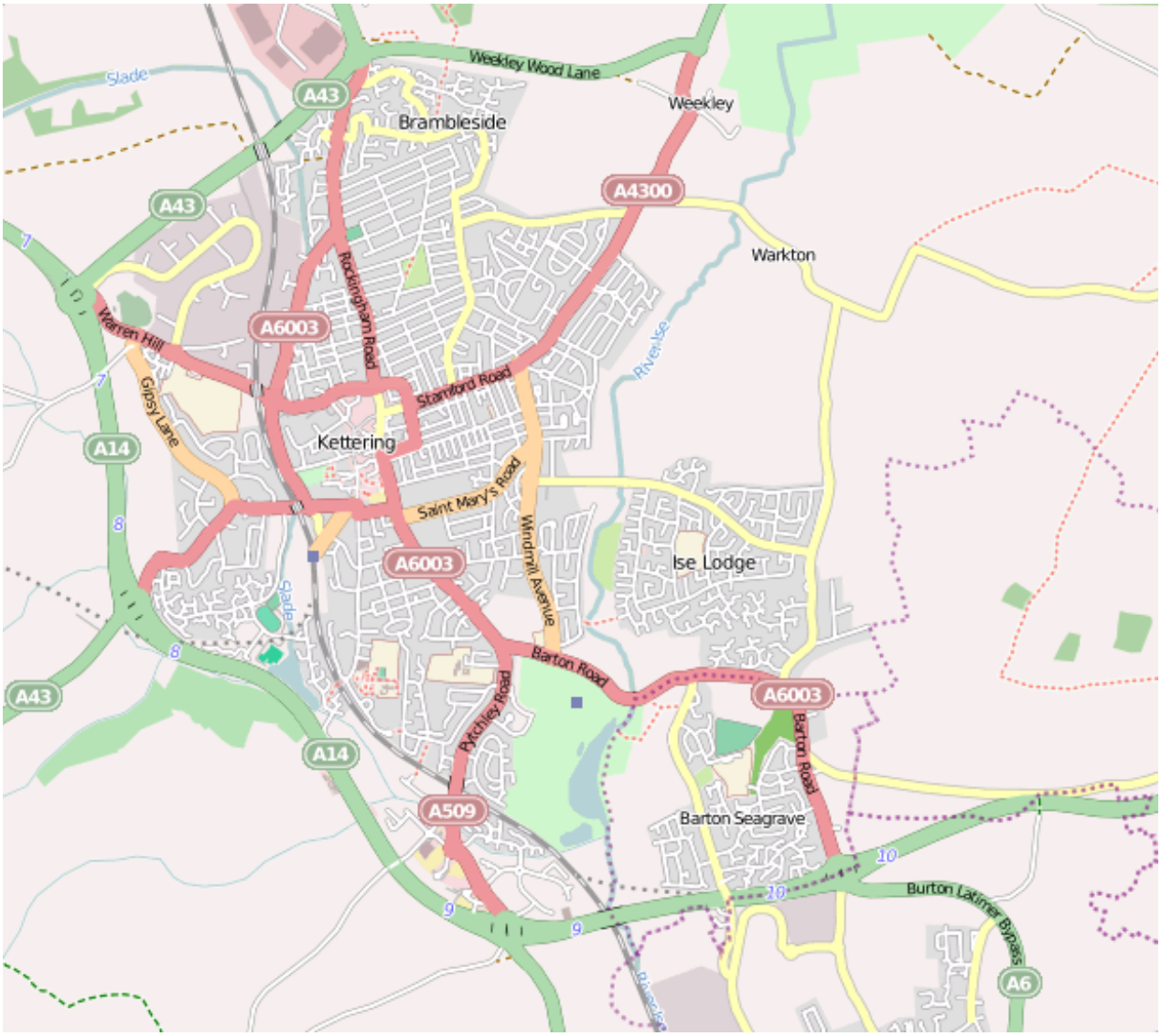


Figure 24: Kettering Cycle Corridors

Inter-urban

The town strategy document relates to the urban area of Kettering; however its connectivity with the rest of the County is important, particularly in terms of reducing car trips.

Previous consultation with stakeholders has highlighted that there is the desire for a cycle link between Corby and Kettering. Although the distance between the edges of the two towns is less than 5km, the only existing infrastructure is the A6003 which currently does not have a footway that could be converted. This and other opportunities will be considered in further detail as part of taking forward policies identified in the Northamptonshire Cycling Strategy.

Supportive initiatives

Making the public aware of new cycling facilities and the quality of the existing network is an important part of increasing the number of people who choose to cycle, and has been demonstrated by Sustrans through their Travel Smart project to offer excellent cost-benefit ratios.

Cycle parking and signage

High quality, convenient and safe cycle parking facilities at key destinations is also important in encouraging people to make a step-change to cycle rather than take the car. The County Council will therefore work to secure funding for cycle parking at employment and educational establishments and seek cycle parking as part of planning applications. To complement the corridor specific proposals, cycle signage should be improved to aid navigation to create an attractive, legible cycling environment; investment will therefore be directed at adopting a signage strategy and implementing new signage as appropriate.

Promotion and influencing behaviour

A promotional strategy should be developed and implemented that highlights the facilities that are available to would-be cyclists through offering personalised journey planning and distributing cycle maps through engagement with employers and community groups. Funding should be sourced as part of capital costs and set aside at the outset of the scheme. The quality of promotion relies on the quality of information and therefore the cycle map should be updated on a regular basis. Engineering measures will be complemented by initiatives to promote and influence travel behaviour. Measures will include: regular update and distribution of cycle maps in partnership with stakeholders, personalised travel planning and Bikeability training as a governance funding allows. Cycle training will continue to be offered through the adult learning course as long as it remains economically viable. The County Council will also promote and undertake promotional activities and events in partnership with Kettering Borough Council, for example cycling festivals as part of the Summer of Cycling campaign.

The phasing of the supportive measures are outlined:

Scheme	Phasing
Development and adoption of a town-wide signage strategy	2014-2018
Implementation of signage strategy	2018-2031
Regular updates of cycle map	2014-2031
Bikeability cycle training	2014-2031

Table 15: Town-wide supportive initiatives

Chapter 6: Delivery Plan

The overall implementation plan for the Kettering Town Transport Strategy is outlined in table 16 below. The implementation plan is based on current housing trajectory forecasts up to 2031 and highlights the programme of schemes that the County Council in conjunction with its partners intend to deliver up to 2031, when funding becomes available.

Table 16: Phased Implementation Plan

Scheme	Short 2014-2018	Medium 2019-2025	Long 2026-2031	Lead	Estimated Cost
Strategic highway					
A14 widening between junctions 7 & 9	✓			HA	
Improvements to A14 Junction 10a		✓		HA	
A43 Northampton Northern Approaches (Lumbertubs Way – Holcot/ Sywell)		✓		HA	
A43 Dualling Holcot/Sywell – A14			✓	HA	
A43 Dualling Weldon - Stamford			✓	HA	
Rail					
Work with train operators and Network Rail to enhance rail services	✓			NCC/ Network Rail	
Continue to work with train and bus operators to integrate timetables	✓			NCC/ Network Rail/ Bus Operators	
Promote and support the development of an improved railway station interchange with improved facilities for public transport and walking and cycling which will encourage improved integration between modes	✓			NCC/ KBC	£7,000,000
Town Centre Highway					
3. Northampton Road/ Station Road/ Bowling Green Road	✓			NCC	£570,000
4. London Road/ Bowling Green Road		✓		NCC	£180,000
5. Silver Street/ Gold Street/ Montagu Street		✓		NCC	£321,220
6. Northall Street/ Eskdaill Street	✓			NCC	£516,367
7. Montagu Street/ Victoria Street/ Eskdaill Street	✓			NCC	£470,037
8. Northfield Avenue/ Trafalgar Road			✓	NCC	£200,000

Scheme	Short 2014-2018	Medium 2019-2025	Long 2026-2031	Lead	Estimated Cost
Out of Town Highway					
1. A43/ A6003 Rockingham Road/ Rockingham Road - A43 West approach		✓		NCC	
5. Montagu Street/ Stamford Road/ Central Avenue/ Windmill Avenue		✓		NCC	
7. Windmill Avenue/ St Mary's Road		✓		NCC	
11. Barton Road/ Warkton Lane		✓		NCC	
Public Transport					
1. Railway Station – Public Transport Interchange		✓		NCC	
2. Reconfiguration of junction and improvement of Station Road to improve bus linkages	✓			NCC	
3. Horsemarket – Public transport interchange top improve destination choice	✓			NCC	
4. Downgrading of Silver Street – improve priority for buses		✓		NCC	
5. Reconfiguration of junction to allow buses to take more direct routes to and from the main bus stop areas (e.g. Newlands and Eskdaill Street)	✓			NCC	
6. Westbound Bus Priority		✓		NCC	
Work with bus operators to extend services to serve the railway station once changes have been made to Station Road and junction to meet untapped demand and improve accessibility by alternative modes.	✓			NCC	
Develop a cohesive marketing and publicity strategy to improve publicity/marketing in the town centre, railway station, hospital and employment locations.	✓	✓	✓	NCC	
Work with operators to identify refinements to timetables such that town centre interchange times are minimised to reduce the change	✓	✓	✓	NCC	

Scheme	Short 2014-2018	Medium 2019-2025	Long 2026-2031	Lead	Estimated Cost
penalty for those changing services.					
As the Wadcroft development progresses investigate the opportunities for bus routing (subject to public consultation)	✓	✓		NCC	
Audit timetable information at bus stops to assess whether it meets requirements and where it falls below the expected standard, replace.	✓			NCC	
Make use of the real-time technology that is already available at the town centre bus stops by working with Stagecoach on their AVL project (Automatic Vehicle Locator)	✓			NCC	
Frequencies on the core routes should be maintained at current levels and/or improved, particularly as infill development occurs and patronage and demand increases.	✓			NCC	
Investigate implementing bus priority through 'hurry call' at signalised junctions as junctions come forward for improvement.	✓			NCC	
Investigate the way forward with regards to securing and the management of a new bus fleet as appropriate.	✓	✓		NCC	
Implement a programme of traffic management regulation enforcement to remove obstructive parking from kerbsides at critical locations will be implemented to improve bus reliability.	✓			NCC	
Cycling					
Northampton Road	✓			NCC	£500k
Stamford Road	✓			NCC	£440k
Rothwell Road/ Telford Road Industrial Estate		✓		NCC	£2m
Town Centre		✓		NCC	£260k

Scheme	Short 2014-2018	Medium 2019-2025	Long 2026-2031	Lead	Estimated Cost
Pytchley Road/ Kettering Business Park		✓		NCC	£1.8m
Rockingham Road alternative		✓		NCC	£635k
Kettering East		✓		NCC	£1.1m
Barton Seagrave links		✓		NCC	£500k
Ise Valley		✓		NCC	£670k
Warkton Link		✓		NCC	£210k

Funding Sources

The funding for the strategy will come from a variety of sources such as; the Northamptonshire Transportation Plan (Integrated Transport Block), Section 106 agreements and once adopted, the Community Infrastructure Levy as well as other sources such as, particularly in the case of the strategic highway works, the Local Transport Body and Northamptonshire Enterprise Partnership.

The pace at which the strategy can be delivered will be dependent on the availability of funding. Each funding source is dealt with in brief below.

Section 106

Section 106 agreements are negotiated as part of planning obligations in association with the granting of planning permission and are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are used to support the provision of services and transport infrastructure to help in the delivery of new developments and they must be in accordance with Government Circular 05/ 2005 namely:

- Relevant to planning;
- Necessary to make the proposed development acceptable in planning terms;
- Directly related to the proposed development;
- Fairly and reasonably related in scale and kind to the proposed development; and
- Reasonable in all other respects

Where the combined impact of a number of developments creates the need for infrastructure, services or facilities it may be reasonable for the developers contributions to be pooled in order to allow the infrastructure to be secured in a fair and equitable way. Circular 05/ 2005 outlines that these contributions may be sought as long as the same tests for the scope and appropriateness of seeking development contributions are met as outlined above (as amended by the Planning Act 2008 and Community Infrastructure Levy Regulations 2010).

Further details of the County Council's approach to developer contributions are set out in the Creating Sustainable Communities: Planning Obligations Framework and Guidance document (March 2011).

Community Infrastructure Levy (CIL)

The Community Infrastructure Levy Regulations 2010 came into force on 6 April 2010 under the previous Government and since then have been amended by the Coalition Government in December 2012. Community Infrastructure Levy is a new levy that local authorities can choose to charge on new developments in their area. The money can be used to support development by funding infrastructure that the council, local community and neighbourhoods want. This includes new or safer road schemes, flood defences, schools, hospitals and other health and social care facilities, park improvements, green spaces and leisure centres.

In order to charge a levy, Local Authorities had to produce a charging schedule that set out the charging rates for the area, based on evidence. Consultants were engaged to carry out a viability study for all of the Local Authorities in North Northamptonshire, in order to ensure that an appropriate level of levy is charged.

A Preliminary Draft Charging Schedule was prepared by Kettering Borough Council and consulted upon during November and December 2012. This consultation was aimed particularly at Town and Parish Councils, infrastructure providers and developers.

On 7th November 2013 agreed that given the current uncertainties with the levy regulations; the high estimated cost of implementing Community Infrastructure Levy; and the low level of anticipated receipt, the Borough Council has put introducing a Community Infrastructure Levy on hold.

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Kettering Town Transport Strategy

Fit for Purpose

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