

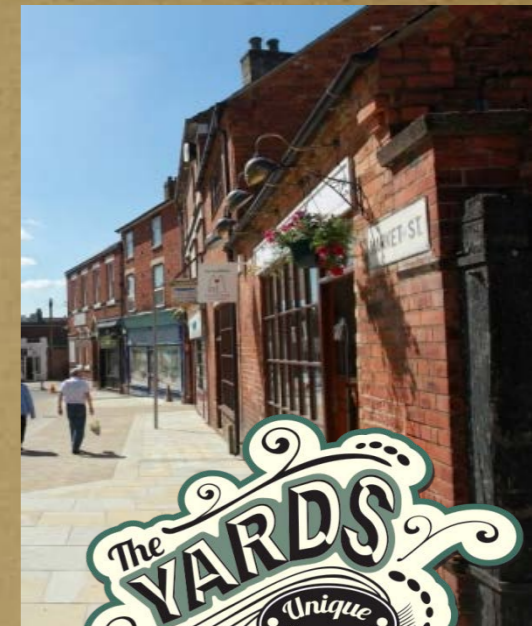
Kettering Cultural Quarter

A unique shopping complex welcoming individual and independent businesses to share in a new, exciting experience for both retailer and customer.

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The Concept

Most recently an underused and underexposed area of Kettering town centre; Horsemarket and Market Street have been identified as a key hotspot for regeneration by Kettering Borough Council. This revamp is well underway, with the road recently being pedestrianised and the Market Square attracting a host of new bars and restaurants.



We are currently converting the derelict former Fire station and connecting outbuildings known as The Yards, into a fabulous retail and restaurant complex which will bring the heart and soul back into the area. This beautiful building is being lovingly restored and brought back to life; creating a relaxed, friendly space which encourages a new dynamic approach to retailing, whilst embracing the honest integrity of the past.

Up to 50 independent shops and micro businesses will be offered an environment where discerning customers, looking for individuality and originality, can explore and appreciate a quality shopping experience. The British high street is saturated with the same chain stores and discount shops. We want to offer Kettering something new and different. We aim to attract a range of businesses, including a restaurant/wine bar, home furnishings, fashion and beauty, jewellery and gifts through to exhibition spaces for upcoming artists and photographers.

Shops within The Yards will benefit from lower rents than the High St, a retail management support team, a strong community and most importantly, the chance to be part of the next big thing!



Within the Yards Experience, will be the Yards Exchange, an area where multiple micro-businesses will be able to operate together under one umbrella as a strong community, offering a variety of retail opportunities. Imagine a department store made up of unique and independent retailers all under one roof.

The Yards Exchange offers the perfect start-up unit. The space will be open to customers 6 days a week. In order to offer flexibility to small business owners, a central point of sale area will be manned on a rota basis, enabling owners to negotiate a timetable to suit their schedule. This rota will be agreed and updated on a weekly basis. Retailers will work out what times are best for them, ensuring that their units will always be manned and supervised. No more worries about school runs and dentists appointments!

This way of operating embraces the community spirit and trust we aim to encourage in our new venture.

Rents are all inclusive of utilities, making life so much easier.

We take just 10% commission on all sales.

The Yards

A selection of units surrounding The Exchange, Restaurant and Courtyard.

These units are leased on a rent only basis with all overheads your own. They can be operated in your hours, with your staff and with more control on your part than The Exchange.

Shops within The Yards will benefit from lower rents than the High St, support from a retail management team and will be part of a community that works together to promote each others businesses and The Yards as a whole.

Organised events and marketing campaigns will promote each and every business and we aim to attract a wide customer base, enabling you to concentrate on your customers and product.



Kettering Cultural Quarter



Organised Marketing Campaigns

A stepping stone for your business to take before taking on your own store

A managed RotaSystem

Low rental, enabling you to make the most of your business

What are the advantages for you?

The Bar/Kitchen will be a destination, producing higher footfall for the retailers

Business support through our contacts as well as onsite help *

Short to medium term basis leases

A central POS area

No extra staff costs

Other ways you can get involved

If this isn't for you as a retail opportunity or it's not the right time for you now, there are lots of other ways for you to get involved. We will be holding regular events, special market days, entertainment, charity work and much more. We have office space and will be offering business links for our retailers.

We need all types of people with all sorts of experience to make this project work and we love finding new ways to work with people so get in touch.

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