

Kettering Town Council

MINUTES OF THE MARKETS AND EVENTS COMMITTEE OF KETTERING TOWN COUNCIL HELD IN THE COMMITTEE ROOM, BOWLING GREEN ROAD, KETTERING AT 7PM ON 27TH JULY 2022

Councillors Present: Cllr Craig Skinner (Chair)
Cllrs Dez Dell, Alexander Evelyn and Emily Fedorowycz,

Officers present:- Martin Hammond, Town Clerk

No members of the public/press attended.

Item Number	Description
ME22/012	Apologies for absence Apologies for absence were received from Cllr Robin Carter, Mark Rowley and Bev Wright
ME22/013	Declarations of interest None declared
ME22/014	Minutes The minutes of the meeting held on 22 nd June 2022 were agreed as a correct record and signed by the chair
ME22/015	Monthly town centre footfall data The May data was shared and discussed. The June data was inaccurate and disregarded. A new provider of footfall data was coming on stream in summer 2022 and this would provide comparison data with other towns in NN area.
ME22/016	Events Schedule and projected budgets as at end July 2022 A report was submitted summarising spending on events to date and outlining arrangements for events to come. Cllr Fedorowycz gave a summary of the traders, music and entertainments planned for the first street food Saturday on 30 th July and also mentioned activities which might be included in future SFS events in August and September. The report also covered experience with bands in the park, food and drink festival, event sin the new year, summer events and the possibility of producing a brochure for 2023's events.

Kettering Town Council

	<p>RESOLVED that</p> <ul style="list-style-type: none"> a) The arrangements for street food Saturdays be noted and endorsed. b) That a more diverse programme for bands in the park be developed for 2023, based on further consultation and market research c) That a “February” event be abandoned in favour of making more of easter, which fell in early April in 2023 d) That the meeting with LSD about the October 15th Food and drink festival be attended by Cllrs Dell, Fedorowycz and Skinner e) That a review of the last Vegan Market be carried out with the provider f) That a proposal and costings for a brochure of events be brought back to a future meeting
ME22/017	<p>Sponsorship of events</p> <p>Members discussed the possibility of generating income from sponsorship of events, focusing on both those local businesses which had marketing budgets capable of doing so, and those smaller businesses which could see a return from the event being sponsored.</p> <p>An approach through the Kettering business network was suggested</p>
ME22/018	<p>Remembrance Day</p> <p>A report was submitted which set out the issues involved in re-scheduling the Kettering remembrance day service and event so that it fell in future in the morning. It was not likely to be possible to re-schedule it for 2022, but all parties were committed to moving it to the morning, provided that it did not impact too greatly on attendance by veterans, Royal British Legion organisers, members and cadet organisations.</p> <p>The report also described how future formats could work and it was:-</p> <p>RESOLVED that</p> <ul style="list-style-type: none"> a) every effort be made to move the event to the morning from 2023 b) the format of an outdoor service at the end of the parade and act of homage be retained <p>.</p>

Kettering Town Council

<p>ME22/019</p>	<p>Christmas</p> <p>Members discussed the events and facilities that could be provided during December in the town centre, to support footfall in the run up to Christmas.</p> <p>Clarity about car parking charges being applied on key shopping days was being sought from NNC, together with the cost of lost income on days when charges were disapplied, to see if this was an investment the Town Council wished to support.</p> <p>Members agreed there would be value in events which were free to residents or which subsidised certain groups, and agreed to explore with voluntary sector partners how this could be achieved.</p> <p>The provision of an ice rink was also explored – this would require the appropriate space as well as a significant budgetary provision, so was left to be discussed with providers and with NNC about whether it was realisable.</p> <p>RESOLVED that</p> <ul style="list-style-type: none"> a) the clerk be authorised to contract with providers to deliver <ul style="list-style-type: none"> - a santa's grotto, with or without entry charges - Christmas markets - A "reindeer hunt" similar to an easter egg hunt. - a reindeer and sleigh feature, on two days in the period - bands and carol singing - street entertainment and buskers - refreshments to accompany the switch on event for target groups b) that authority be given to the clerk to go beyond the £10,000 budget to achieve the features listed above
<p>ME22/020</p>	<p>General Market Performance and costs</p> <p>The current attendance, financial performance and related issues were outlined in the report submitted.</p> <p>The clerk outlined issues with VAT collection and the difficulty in getting HMRC to register the council for VAT, which had led to a rethink about charging structures. Any change in charging structure would however need Council approval. Members</p>

Kettering Town Council

	<p>discussed the possibility of not providing any stalls for hire and asking all traders to supply their own rig in future.</p> <p>The drop in attendance on a Wednesday had prompted the proposal that all Wednesday traders provide their own stalls, which would produce a saving of £7000 in a full year in stall erection costs – about half of that would be achieved this financial year.</p> <p>The report was noted.</p>
	Meeting closed at 8.43 pm

Signed.....

Date.....