



REPORT FOR DECISION

Item No:- FC24/088

Committee:-	Finance and Governance Committee
Date:-	23 RD April 2025
Author:-	Martin Hammond, Clerk
Report Title:-	Marketing and promotional partnership
Wards Affected:-	All

1. Purpose of Report

To agree a partnership arrangement to promote the Town Council's events and activities.

2. Recommendations

It is recommended that the offer by Love Kettering to partner with the Council on ways of promoting events and local businesses be explored to test the appetite for it locally.

3. Information

- 3.1. At its meeting in July 2024, the Markets and Events Committee agreed to increase the budget for marketing events and to more heavily promote what the Council did, An increase in the marketing budget from £2000 to £4000 was agreed and this is now reflected in the overall budget.
- 3.2. Marketing of our events and activities and issues of wider significance for the Town, including activities by some partner organisations, currently takes place using the Council's social media accounts, its website, flyers, banners, press coverage and now its main notice board in Gold St. Recognising that using the Town Council's existing promotional methods was only going to have a limited extra impact, a discussion was opened with a local CIC, Love Kettering, whose objective is the promotion of events and activities and positive news stories about Kettering.
- 3.3. Love Kettering have made the following proposal which would extend the Council's reach (see also Appendix One) but also enable the promotion of local events organised by others as well. We are often approached by non commercial third parties

asking the Council to promote their events, which is rarely possible within our resources.

- a) The creation of an event hub, - a centralised directory for local venues and events - where people can instantly find a wide range of things to do on any given day. This has the intention of providing a stable platform for local businesses to reorient around. It is proposed to create an event hub using an off-the-shelf template to prove the viability of this concept and as part of the process to incentivise and assist the most active venues in signing up, to ensure plenty of interesting content ready on launch and to promote through social media channels. The Kettering Cultural Consortium membership will also be asked to sign up to the process. The set up costs are proposed as £2305.90 - the detail is included in Appendix A. There are some recurring costs which will be borne by Love Kettering – moderator and WordPress costs, after the three month test period.
- b) The creation of a local discount scheme – the objective being to encourage local spending and support for local businesses. The proposed scheme will enable businesses to offer discounts to cardholders and to manage that through the event hub to minimise operating costs. Love Kettering are asking for £250 to create and distribute membership cards in town. It will also help promote the events hub

4. Consultation and Engagement

No discussion has yet taken place with businesses and any expenditure would be dependent on some initial market testing proving there is an appetite for each scheme.

The Neighbourhood Plan consultation has already shown some demand for better promoting what Kettering already has to offer.

5. Finance, Legal and Resource Implications

The total cost of £2556 can be met from the budget for promotional work.

6. Climate change implications

Encouraging attendance at local events and supporting local businesses makes a positive contribution towards lower carbon footprints.

7. Policy Implications

The Council's policy is to support the Town centre, and businesses within it, by, inter alia, providing events and activities which increase footfall and widen the range of leisure and commercial opportunities available.

The draft Neighbourhood Plan is looking at the function of the town centre beyond a retail offer, including wider community and leisure functions.

Background Papers

M&E Ctte minutes ME24/017 24th July 2024

Email correspondence with Love Kettering