



REPORT FOR DECISION

Item No:- ME22/066

Committee:-	Markets and Events Committee
Date:-	10 th May 2023
Author:-	Martin Hammond, Clerk
Report Title:-	Schedule of Events 2023-4
Wards Affected:-	All

1. Purpose of Report

To update on events that have taken place or are being planned.

2. Recommendations

It is recommended that the Christmas trail be replaced by a Halloween trail.

3. Information

3.1. Since the start of the financial year, we have had two events

- a) **Easter trail** – this was very popular and attracted 338 entries, such that we had to increase the number of prizes purchased from the Sweet Shop half way through. There were a number of prizes left however, so these have been donated to the Kettering Food Bank. This number of entries was much higher than the Christmas trail; it may be that it secured more awareness and traction than the Christmas one, which was competing with lots more activities, and we had dropped the swimming pool from the easter trail, as they had not been prepared in Christmas and had lost us some custom as a consequence. We have also had some interest from retailers who would like to be included in future trails. Given our experience to date, it might be an option to drop the Christmas trail and have a Halloween trail instead in that half term period .
- b) **Summer Saturday 29th April**. The first of four summer Saturdays took place on the 29th April. There were 15 traders, including 6 food traders. There was a range of music and entertainment throughout the day and we deployed an events supervisor for this event, to provide overall management and to report back on what was effective or less useful. A verbal report will be made at the meeting.

- 3.2 The events brochure has been published and widely distributed – there are still more copies which can be circulated. It seems to have been well received at this early stage and associated posters have been put up in the Market Place, Newlands centre and other locations. The Newlands Centre have given us access to five underused poster sites in their building.
- 3.3 Preparation has been ongoing for other events and some support has been provided to Kettfest, with a commitment having been made for social media and graphic design costs.
- 3.4 The Mayor elect can verbally describe progress with the Wicksteed Food and drink event in September.

4. Consultation and Engagement

The vents programme was developed in the light of experience in 2022, demand for new events and proposals from various contributors.

5. Finance, Legal and Resource Implications

None. The total budget for the events programme is £120,000

Costs to date (end of April) are	£5427
Easter trail	£406
Summer Saturday	£250
Kettering by the Sea	£3419
Coronation grants	£1250
General events publicity	£102

6. Climate Change Implications

Events are provided to encourage people to use local facilities, particularly in the town centre, to provide opportunities for local traders and entertainers to develop their business or talent, and to provide free facilities for Kettering residents.

7. Other Policy Implications

The Council's policy is to support the economic vitality of the town centre.

Background Papers

Expenditure records

