

KETTERING TOWN COUNCIL

REPORT FOR DISCUSSION

Item No:- ME23/047

Committee:-	Markets and Events Committee
Date:-	17 th April 2024
Author:-	Martin Hammond, Clerk
Report Title:-	UPDATE ON EVENTS PROGRAMME for 2024-5
Wards Affected:-	All

1. Purpose of Report

To note updates to the events schedule for this year.

2. Recommendations

That the report be noted

3. Information

3.1. The following table sets out the planned and agreed events, with spend to date and agreed budgetary provision. The net cost takes into account the costs of putting up market stalls, where provided, and the costs of event supervisors, and accounts for projected income. It includes event specific promotional costs in each case. There is a general budget for

Event	Date	Total Net Budget	Gross cost to date	Income to date	Projected Outturn
Easter Trail	April	£750	£77	--	
Vegan Market	April 13 th	£1000		--	
Friday Night Discos	31 st May 30 th August 13 th Sept.	£3100		--	
Summer Saturdays	29 th April 27 th May 24 th June 22 nd July	£5750		£200	
Bands in the Park/Town	May-September	£5250			
Community Summer Market	8 th June	£1050		--	

Kettfest	22nd June	£1000			
Skateboarding Days	22nd June 27 th July 31 st August	£3000		--	
Kettering by the Sea	August 2 nd - 24 th	£27750	£4750		
Love Food, Wicksteed Park	1st September	£1000			
Halloween Trail	Oct/Nov	£750		--	
Remembrance Day	10 th /11 th Nov	£2250		--	
Christmas – markets, santa’s grotto, giving tree, entertainment, switch on event	Nov- Dec	£30000			
Holocaust Memorial Day	January	£100		--	
Running event	March	£25000			
Equipment /general PR including brochures		£2500			
TOTALS		£110,250	£4825	£200	

3.2. Kettering Cultural Consortium

£10,000 has been allocated towards the Consortium. They have determined how this will be used for 2024/5, as follows:-

Kettfest	£7,000	Kettfest Organising Ctte
Romans in Kettering event	£1,060	Friends of the Gallery /Museum
Art in the High St (Roman theme)	£ 400	Kettering District Arts Society
Summer Reading Challenge	£1,400	Friends of the Library/Civic Society
“The Cup Song” event	£1,000	Intersales Music/Wicksteed Park

A verbal report on these will be provided at the meeting. Most of these events are being supported by the sponsoring organisations from their own resources.

3.3. Kettfest and other events

Kettfest takes place on 22nd June and arrangements are well underway, with a variety of stages, activities and traders being planned. Kettfest is also drawing on the ward initiatives fund and the NNC members’ empowerment fund.

We are also aware of plans being made by the family of Sebastian Nunney, who sadly passed away earlier this year, to continue his legacy with events of their own and Gregg Nunney has been invited to attend the meeting to outline their plans for members’ information.

4. Consultation and Engagement

The verbal and social media feedback from all the Council's events have been positive and demand from traders and entertainers to work on these events is consistently high. The only issues which causes any difficulty are road closures because of the inconvenience they can cause to businesses and residents and they are, consequently, used sparingly.

5. Finance, Legal and Resource Implications

- 5.1. The Council has put aside £110,000 for events in this financial year, plus a proportion of the employment costs of the Deputy Clerk, The direct costs of the events supervisors is contained within the £110,000.
- 5.2. Income from the hire of market stalls and concessions is partly offset by the costs of erecting stalls. Income from trading concessions and market stall hire is being coded to the relevant event from 1st April.
- 5.3. On top of this provision is the cost of Christmas Lights (£40,000) and the support for the Kettering Cultural Consortium (£10,000)

6. Climate Change Implications

- 6.1. Events are provided to boost the local economy, increase footfall into the town centre and are primarily aimed at local people and bringing them into town, as opposed to them travelling to other town centres. In that sense, they contribute to lower emissions from shorter journey lengths. In so far as local people are involved as traders, entertainers and event providers, then this boosts the very local economy and strengthens local community links.
- 6.2. The manner in which events are provided will also impact on the amount of resources consumed.

7. Other Policy Implications

The corporate plan says:-

Economy

1. *The Council will support growth and the continuing economic welfare of the town, provided this growth is as sustainable as it can be.*
2. *The Council will support the town centre – through encouraging and delivering facilities, through putting on events and markets, and will help to make the town centre safe, attractive, interesting and varied, with local businesses thriving alongside national retailers and service providers.*

Health and Community

- 3. The Council will support measures to improve physical and mental health wellbeing, particularly in the light of the impacts of covid 19, through its own services and in partnership with others.*

Background Papers

Events preparatory work

Financial management system

