



# Kettering

TOWN COUNCIL

Community • Environment • Heritage

## REPORT FOR DECISION

Item No:- ME22/046

Committee:-	Markets and Events Committee
Date:-	1 <sup>st</sup> February 2023
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Events Schedule 2023/24
Wards Affected:-	All

### Events Schedule 2023/24

#### 1. Purpose of Report

To agree how to proceed with the detail of the events planned for 2023/24

#### 2. Recommendations

It is recommended that:

- a) Members identify a preferred day or days on which the town centre Bands in the Town events could be provided.
- b) CJ's Events be invited to provide food and drink festivals in May and October 2022
- c) Members select a new name for the Street Food Saturday events.
- d) Members agree on their preferred approach to supporting the Coronation.
- e) The easter trail be re-introduced
- f) The vegan market be fixed for the Saturday 19 June
- g) The arrangements for the Friday Night Discos, midsummer charity market and skateboard sessions as set out below be agreed.

### **3. Information on events in 2023**

#### **3.1. Bands in the Park and Bands in the Town**

- 3.1.1 Members have agreed to hold 12 events this summer, two in the Market Place and 10 in the Rockingham Road Pleasure Park Bandstand.
- 3.1.2 While keeping the traditional brass bands, a wider range of musical genres is being programmed for 2023. Calls for performers were publicised in the local press and social media, resulting in lots of enquiries from local bands and artists.
- 3.1.3 Expanding the programme will increase the costs for the events, as traditional bands are generally cheaper. Performers also need a degree of professionalism – including being able to self-manage the event, public liability insurance and being able to produce their own risk assessments.
- 3.1.4 The Bands in the Town events to be held in the Market Place, would need an Events Supervisor on the day to manage the bands, assist with access to electricity etc. The events would also require gazebos to be set up under the canopy to provide a degree of protection from the weather.
- 3.1.5 Although the Bands in the Park events are programmed for Sunday afternoons, the Bands in the Town events could be held on Saturdays, when town is generally busier, and to support weekend trade. However holding these as Sunday events would differentiate them between the summer Saturday events. The performances could also be programmed for longer than the usual two hours, with more than the usual single band booked per date. This would increase the budget on artist fees.

#### **3.2 Food and Drink Festivals**

- 3.2.1 LSD has provided the food and drink festivals in 2022 but indicated by email in January that they would not be able to provide them in 2023. The initial programme of events for 2023 had included a two-day event at the easter weekend and another one in October.
- 3.2.2 However, we have secured the interest of another company, CJ's Events, who have agreed that they will provide a similar but single day's event on Saturday 13 May and Saturday 15 October. CJ's has already put out some publicity about their forthcoming events, which was covered by the Evening Telegraph.

#### **3.3 Street Food Saturdays**

- 3.3.1 Flybybars, who managed the street food traders on our behalf last year, have committed themselves to other towns in 2023. The provision is currently being discussed with other providers, but it is possible that we organise this event ourselves with our current level of contacts, supplemented by entertainment and activities. The events last time were themed – members are asked if they wish to theme the five events this year and what those themes might be.
- 3.3.2 The events need to be rebranded, as the Street Food Saturdays was from Flybybars. The events had also evolved beyond just street food, so a more appropriate name encompassing the scope and nature of the events is sought. Names suggested include:

Summer Saturdays  
Kettering Summer Saturdays  
Feast Fest

Feast Festival  
Kettering Feast Fest  
Street Saturdays  
Saturdays in the Summer  
Meet In The Market Place  
Kettering Meet and Eat  
Market Place Party  
Kettering Fiesta  
Kettering Celebrates  
Kettering Together  
Market Place Mash Ups

### 3.4 **Coronation of King Charles III**

- 3.4.1 The Coronation plans have now been published, with the Coronation and procession taking place on Saturday 6 May in the morning. On Sunday 7 May there is a concert, plus communities are encouraged to get together for The Coronation Big Lunch. On Monday 8 May there is The Big Help Out to encourage people to volunteer.
- 3.4.2 North Northamptonshire Council is providing a big screen showing the coronation live on Saturday in the Art Gallery garden. This showing might be something the Town Council could piggy back in some way, perhaps by providing something which followed on from the screening of the event.
- 3.4.3 It has been difficult so far to develop a single event which is likely to engage a lot of people, given both the lack of information about the timings of the coronation itself, but also in respect of what could be put on and where for a reasonable sum.
- 3.4.4 One option is for the Council to offer to subsidise very local celebrations in neighbourhoods across town, supporting The Big Lunch and The Big Help Out. This is the approach being taken by other parish councils. However, the allocation of support would have to be relatively modest for each event and be done on a first come, first served basis. The provisional allocation for this event in the schedule was £2,000, which could be packaged up into awards of £200 for example, to enable up to 10 local events to go ahead.
- 3.4.5 The palace have designated Monday as a volunteering focused day – whether this is something the Council can support if a further option to either of the options above.

### 3.5 **Other events**

- 3.5.1 **Easter Trail** – It is proposed to re-introduce the easter trail, but it will be necessary to refresh the trail materials and retail premises involved.
- 3.5.2 **Midsummer Charity Market** – Members have agreed to revive the annual midsummer charity market which used to take place on the Market Place, with some associated entertainment. The event was held close to midsummer and on a Thursday evening, with the date of Thursday 22 June 2023 identified, with the event running from 5 to 9pm.

It is proposed there would be no charges for holding a market stall, and charities, community and voluntary groups and schools would be encouraged to take a stall. Entertainment could also be provided for the evening, to encourage shoppers and create atmosphere.

- 3.5.3 **Friday Night Discos** – Bill Burton has offered to arrange and host a free Friday night disco in the Market Place. Two Fridays in September have been identified as the best nights – Friday 1 September and Friday 15 September. Mr Burton is to provide the disco, PA and lighting, and approach local businesses to encourage their involvement as well as local residents re noise management. There will be some expenditure needed on event supervision and security. Mr. Burton offered to approach residents to assure them of the noise management and it was agreed that the events would start around 6pm and end at 10pm.
- 3.5.4 **Vegan Market** – The company which provided the Vegan Market in June 2022 has expressed interest in returning on Saturday 17 June 2023. Footfall was lower than expected for the 2022 event, which occurred at the same time as the Jubilee Weekend, which likely had an impact.
- 3.5.5 **Skateboard Sessions** – Illicit Skate shop in Kettering has been identified as a potential provider of skate board training sessions and competitions for 2023. Some budget has been set aside for the council to sponsor these events, which intend to engage with hard to reach groups within the community.
- 3.5.6 **Kettfest 2023** – No updates have yet been received on the organisation of this year's Kettfest, so it is unclear as to whether it is going ahead.

#### 4. Consultation and Engagement

The programme has been amended to reflect the dialogue with providers since the last meeting as well as the decisions made at the last meeting. The latest version is attached below as Appendix One.

#### 5. Finance, Legal and Resource Implications

The total provision for events in 2023/4 is £120,000 of which is has been assumed

- £30,000 covers Kettering by the Sea
- £60,000 covers Christmas
- £26,400 covers everything else
- £ 3,600 contingency

The rough estimate of costs for the events covered by the third category is

- Bands in the Park 12 performances	£4750*	
- Street food events 5 events	£5000*	
- Food and drink festivals 2 events	£2000	
- Easter Trail	£ 400	
- Vegan market	£ 750	
- Friday night discos 2 events	£2000*	
- Midsummer charity market	£1000*	
- Skateboard sessions – several	£1500	
- Coronation	£2000	
- Remembrance Day	£2500*	
- Brochure costs for 2024/5	£1500	Total £23650
- * Events with labour and staffing costs		£ 2750
		<b>TOTAL £26400</b>

## **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 resources used and some events can be used to communicate climate change mitigation.

## **7. Other Policy Implications**

The Council's policy is to support the economic vitality of the town centre, to support measures which improve the health and wellbeing of the community and to encourage community cohesion.

APPENDIX ONE REVISED EVENTS SCHEDULE

## SCHEDULE OF EVENTS, 2023

Date	Bank Holidays	Event	Main partner/ sponsor	Venue
Week starting 3rd April	7 <sup>th</sup> -10 <sup>th</sup> April	Easter trail	Local retailers	Across town
Sat 29 <sup>th</sup> April	1 <sup>st</sup> May	Street Food Saturday (to be renamed) no 1		Market Place
Sat 6 <sup>th</sup> -7 <sup>th</sup> May	8 <sup>th</sup> May	Coronation weekend – events to be agreed		Town centre wide/Meadow Rd Park? Museum Gardens
Sat 13 <sup>th</sup> May		Food and Drink festival	CJ's Events	Market Place <b>Road closure</b>
Sat 27 <sup>th</sup> May	29 <sup>th</sup> May	Street Food Saturday (to be renamed) no 2		Market Place
18 <sup>th</sup> June – 10 <sup>th</sup> September		Bands in the Park – 12 events all on Sundays		Rockingham Rd Park & Market Place 18 <sup>th</sup> June 10 <sup>th</sup> Sep
Saturday 17th June		Vegan market	Vegan Market Co	Market Place
Thursday 22 <sup>nd</sup> June		Midsummer charity market		Market Place
Sat 24 <sup>th</sup> June		Street Food Saturday (to be renamed) no 3		Market Place
Sat 1 <sup>st</sup> July		Kettfest	Kettfest Organising committee	Town centre wide
Sat 22 <sup>nd</sup> July		Street Food Saturday (to be renamed) no 4		Market Place
Mon 31 <sup>st</sup> July- Sat 26 <sup>th</sup> August	28 <sup>th</sup> August	Kettering by the Sea (24 days)		Market Place
Sat 9 <sup>th</sup> or 23 <sup>rd</sup> September		Street Food Saturday (to be renamed) no 5		Market Place
Between April and September		Number of Skateboarding events – sponsored/in partnership	Illicit Skateboard	To be agreed
1 <sup>st</sup> and 15 <sup>th</sup> September		Friday Night Discos	Bill Burton	Market Place
October - 15 <sup>th</sup>		Food and drink festival	CJ's Events	Market Place <b>Road closure</b>
11 <sup>th</sup> Nov		Armistice Day	RBL	War Memorial

12 <sup>th</sup> November		Remembrance Sunday Parade and Service	RBL	Market Place, Sheep Street and War Memorial <b>Road closure</b>
23 <sup>rd</sup> November		Christmas lights switch on		Market Place <b>Road closure</b>
Saturdays 25 <sup>th</sup> November & 2 <sup>nd</sup> , 9 <sup>th</sup> , 16 <sup>th</sup> December		Christmas markets, grotto and street entertainment		Market Place and throughout town