



# Kettering

TOWN COUNCIL

Community • Environment • Heritage

## REPORT FOR DECISION

Item No:- ME22/058

Committee:-	Markets and Events Committee
Date:-	22 <sup>nd</sup> March 2023
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Events Schedule 2023/24
Wards Affected:-	All

### Events Schedule 2023/24

#### 1. Purpose of Report

To update on the detail of the events planned for 2023/24

#### 2. Recommendations

It is recommended that the fifth summer Saturday event be replaced by the Mayor elect's event at Wicksteed Park and the money allocated to it novated over, to be supplemented if necessary by the Mayors fund.

#### 3. Information on events in 2023

##### 3.1. Civic Society Literary Festival

The Civic Society has secured funding for a literary festival to take place on Saturday 16<sup>th</sup> September in various locations in the town centre. Kettering Arts Centre will be putting on some events as well as part of it. We have agreed to advertise this festival within the Town Council's brochure. The Civic Society has decided that it doesn't need any other Town Council event to be moved to support their event but is hoping for additional publicity to be generated through the Town Council's various channels.

##### 3.2. Easter Trail

The free Easter Trail will be run with town centre businesses and venues throughout the Easter school holidays to attract footfall into the town. A number of shops have now signed up to the trail, with the Sweet Shop providing prizes and a press release and initial publicity is being prepared.

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

The 10 Bands in the Park events have now been fully programmed, with additional bookings ongoing for the two Bands in the Town events in June and September in the Market Place.

### 3.4. **Summer Saturdays**

3.4.1. The availability of stalls for the first four events have now been advertised and bookings are being made.

3.4.2. Armed Forces Day in 2023 coincides with the 24th June Summer Saturday to the Royal British Legion is exploring what could be provided, to give the day an armed forces theme.

3.4.3. Given the feedback from the budget consultation that people wished us to work more closely with Wicksteed Park, the Mayor elect has been in touch with Wicksteed Park to explore what is possible during her Mayoral year. The idea of a food festival was mooted and Wicksteed have offered their site on the 3<sup>rd</sup> September. Given that the Council's programme of events and its use of the Market Place in August and September is very crowded, it is suggested that the fifth summer Saturday is dropped in favour of this event at Wicksteed and the £1,000 budget transferred over, to be supplemented from the Mayoral budget if necessary. Arrangements are still being discussed as to the shape and timings.

### 3.5. **Kettfest**

Kettfest is intended to take place on Saturday 8<sup>th</sup> July this year, and arrangements are in hand to book acts and stalls. Zoe Martin from Picture the Difference is leading on the event, with help from others and has secured a grant from the Kettering Cultural Consortium. The Town Council will provide the same support service that it offered in 2022, paying for back-office activities, and managing the bookings, licences and consents required. Members will be invited to use their ward initiatives fund to support the day as well. It is likely that it will be focused much more on a single day, but take place across town, not just in the Market Place.

### 3.6. **Kettering by the Sea**

A provider for the sandpit and management of the pit has been appointed following members' decision last meeting and now entertainment and activities are being programmed for the event.

### 3.7. **Skateboard Sessions**

The Skateboard Session will be held on Sunday 18 June at the town skate park, run by Illicit Skateboard shop, to coincide with Go Skateboarding Day and will consist of a day of competitive skateboarding, coaching with prizes and merch to be won.

### 3.8. **Management and costs**

Three people have been appointed as events supervisors to be our presence on events days, (except where events are being managed by an external company). This allows us to cover all the 40+ event days during the year, including Kettering

by the Sea, and gives us depth of coverage for key events like the Christmas lights switch on.

#### 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 it has been assumed

- £30,000 covers Kettering by the Sea
- £60,000 covers Christmas
- £27,650 covers everything else
- £ 2,350 contingencies

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

- Bands in the Park 12 performances	£4,750*	
- Street food events 5 events	£5,000*	
- Food and drink festivals 2 events	£2,000	
- Easter Trail	£ 400	
- Vegan market	£ 750	
- Friday night discos 2 events	£2,000*	
- Kettfest	£1,000	
- Midsummer charity market	£1,000*	
- Skateboard sessions – several	£1,500	
- Coronation	£2,000	
- Remembrance Day	£2,500*	
- Brochure costs for 2024/5	£1,500	Total £24,650
- * Events with labour and staffing costs		£ 3,000
		<b>TOTAL £27650</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
Sat 29 <sup>th</sup> April	1 <sup>st</sup> May	Summer Saturday no 1		Market Place
Sat 13 <sup>th</sup> May		Food and Drink festival	CJ Events	Market Place <b>Road closure</b>
Sat 27 <sup>th</sup> May	29 <sup>th</sup> May	Summer Saturday no 2		Market Place
10 <sup>h</sup> June – 2 <sup>th</sup> September		Bands in the Park – 12 events all on Sundays		Rockingham Rd Park & Market Place 10 <sup>th</sup> June 2 <sup>nd</sup> Sept
Saturday 17 <sup>th</sup> June		Vegan Market	Vegan Market Co	Market Place
Sunday 18 <sup>th</sup> June		Skateboarding events – sponsored/in partnership	Illicit Skateboard	Ise Valley
Wednesday 21 <sup>st</sup> June		Midsummer charity market		Market Place
Sat 24 <sup>th</sup> June		Summer Saturday no 3		Market Place
Sat 8 <sup>th</sup> July		Kettfest	Kettfest Organising committee	Town centre wide
Sat 22 <sup>nd</sup> July		Summer Saturday no 4		Market Place
Wed 2 <sup>nd</sup> - Sat 26 <sup>th</sup> August	28 <sup>th</sup> August	Kettering by the Sea (22 days)		Market Place
Sunday 3 <sup>rd</sup> September		Mayor's Food and drink event		Wicksteed Park
1 <sup>st</sup> and 15 <sup>th</sup> September		Friday Night Discos	Bill Burton	Market Place
16 <sup>th</sup> Sept		<i>Kettering Literary Festival</i>	<i>Civic Society</i>	<i>Town Centre wide</i>
October - 15 <sup>th</sup>		Food and drink festival	CJ Events	Market Place <b>Road closure</b>
11 <sup>th</sup> Nov		Remembrance 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
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