

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME22/019

Committee:-	Markets and Events Committee
Date:-	27 th July 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Christmas 2022
Wards Affected:-	All

1. Purpose of Report

To agree the component parts of Christmas events in 2022

2. Recommendations

The Committee's views and approval for the elements set out in the report are requested

3. Information

3.1. NNC is committed to providing and installing the Christmas lights and for the light switch on event on the last Thursday or November. Everything else falls to the Town Council to provide. It is not yet clear if they intend to provide free parking on any day during December. Apart from Saturday, charges now end at 3pm most days. Although a question has been posed to NNC about the income loss that a free parking day involves – in order to judge if that is an expense the Town Council might want to bear – no answer has been provided.

3.2. It is suggested that the key component parts of Christmas events are

- A regular Christmas market on the Market Place
- A Santa's grotto
- A Christmas reindeer hunt (similar to an easter egg hunt)
- An ice rink
- Some wandering entertainment at key times eg Saturdays
- Free parking on some days – see above

3.3. Christmas market – Market Place

3.3.1. This could take place on any market day or on a Thursday evening - when they have traditionally been aligned with late night shopping day of the week, although this has declined over the years in terms of its retailer participation.

3.3.2. If not on a Thursday evening it could take place during the day

3.3.3. It could also include a teenage market on one day.

3.3.4. It would have to co-exist with other uses on the Market Place – see below.

3.4. **Santa’s Grotto** – also on the Market Place. This has been provided before. It generally required pre-booking and a charge per visitor . Whether a visitor charge is appropriate is for members to determine, but some means of managing visitor numbers will be required. Discussions with a potential provider are underway.

3.5. Activities A variation of an easter egg hunt could be organised, using the infrastructure in place for easter.

3.6. **Ice Rink** – the cost of this when explored – rather late in the day – for last year – was prohibitive but members views on providing one are sought. It would have to co-exist with other uses on the Market Place – grotto, markets – so that would constrain its size. It would need staffing which any provider would have to furnish.

3.7. Street entertainment Street entertainment to liven up key shopping days could be explored – eg stilt walkers, Victorian characters, music and buskers.

4. Consultation and Engagement

The consultation with retailers earlier in the year found that events/activities throughout the town centre were wanted by retailers – not just in the Market Place. One of the respondents suggested the themed “hunt” idea mentioned above,

Some co-ordination with NNC and with the Newlands Centre will be required.

5. Finance, Legal and Resource Implications

There is a notional £10,000 set aside for Christmas in the events budget; there is some headroom to increase this, if, for example, the ice rink proved more expensive to provide.

6. Policy Implications

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

