

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME22/026

Committee:-	Markets and Events Committee
Date:-	27 th September 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Street Food Saturdays - review
Wards Affected:-	All

1. Purpose of Report

To review the three Street Food Saturdays events with a view to designing next year's programme.

2. Recommendations

The Committee's views on how to brand and provide the event in future are sought.

3. Information

3.1. The Town Council laid on three Street Food Saturdays this summer – on the last Saturdays in July, August and September. The main component parts were

- A range of food and drink retailers contracted through Fly By Bars who provide a similar event in Corby
- A themed set of activities and entertainment for each event
- Other non food traders and stall holders, usually to try and match with the event theme.

3.2. At the time of writing, the third event had yet to take place, but the first two were well attended, busy days, benefiting from good weather. The three themes were

- July - fun and games
- August - cultural and community
- September - "have a go" at hobbies and activities

- 3.3. In terms of organisational effort, they have been quite time consuming, and Cllr Fedorowycz in particular invested a lot of time in commissioning the events and entertainment elements and encouraging other traders to attend
- 3.4. Flybybars took some of the organisational strain by providing the food and drink retailers and also their own gazebos or vehicles, as well as tables and chairs. Some groups such as the Corby and District Railway Society provided on site entertainment and community groups also had stalls alongside the commercial stall holders.
- 3.5. Alongside the event in August, there was a vintage clothes fair being held at the Royal Hotel, the cycle hub also at the Royal and a records fair at the Church Rooms.

4. Overall impressions

- 4.1. **Risk management** Quite a lot of activity took place in a relatively small space and some effort went into a risk assessment which sought to manage it all. For future events, more resource is required to ensure on site management is robust enough both to satisfy the landowner, NNC, but also to ensure all risks are being managed. There were some ideas for events which did not proceed because they could not be adequately managed and some features – e.g hay bales for the July event which caused an issue with the drainage channels for the fountains – will have to be re-thought.
- 4.2. **For on the day management**, reliance has been placed on volunteers, including members. Whilst this has been a welcome facility, it is not sustainable or robust, and it is therefore suggested that we need to employ someone who has responsibility for health and safety, stall and activity management and problem resolution. A similar need exists in relation to Christmas and other events, so it may be that a single person can be contracted to provide this. It would satisfy NNC's requirement that a responsible person is on site throughout a booked event. The cost per event would be about £100.
- 4.3. Whilst **branded** as a street food event, they were in reality much more than this – with the events and the other traders giving it more of a community event feel. So, some consideration needs to be given to how any future events are branded and advertised.
- 4.4. **Frequency** – three events in summer when the weather is at its best was achievable ; it might be possible to have four or five starting in May and running through to the end of September, although there is a corresponding rise in organisational effort. However, a regular feature each month will make it easier to promote and brand the events in future.
- 4.5. **Farmers and Craft Markets** The Council had also intended to run a farmers' market once a month – mostly to support the general market but interest was very poor and the dates proposed clashed with one established farmers market elsewhere in the county. However, there has been a growing level of interest from a range of "craft" retailers in the street food Saturday events – the various event have had bookings from local people selling jewellery, embroidery, pottery, bakery products, art work, toys and the like. It may be there is more mileage in developing the events for craft and related retailers rather than a "farmers" markets, recognising there is an established market for the latter throughout the county and

instead developing something which supports very local businesses with a distinctive Kettering flavour.

4.6. Relationship with the general market As the event happens on the Market Place, it is difficult to see how it can ever support the general market whilst the latter is in Gold St. The market retains a more “everyday essentials” theme, in contrast to an events market which provides a “leisure shopping” aspect

5. Finance, Legal and Resource Implications

A total budget of £3000 was set aside for all three events. This proved satisfactory – average spend looks like it will be about £800 per event this year.

Costs for the first two events (and by implication the third as well) were roughly as follows:-

	July	August
Stall erection	£85	£100
Materials and publicity	£134	-
Music and entertainment	£100	£325
Activities and events	£360	£287
Prizes and food in lieu of payment for some entertainers	-	£93
Total	£680	£805
Invoices still due	£100	

Income was generated from

- Stall and pitch hire fees for stall holders and traders including the food and drink providers - £150 on average per day
- Some cash income from activities where charges were made – as an income share agreement with the providers – less than £20 per day.

6. Policy Implications

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

Background Papers
