

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME23/07

Committee:-	Markets and Events Committee
Date:-	28 th June 2023
Author:-	Martin Hammond, Clerk
Report Title:-	EVENTS SCHEDULE for 2023-24
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.

Event	Date	Agreed Budget	Actual Cost to date
Easter Trail	April	£400	£406
Coronation Grants	6 th May	£2000	£1250
Food and Drink Festival	13 th May	£1000	£1100
Summer Saturdays	29 th April 27 th May 24 th June 22 nd July	£4000	£2356.76
Bands in the Park	June-August	£4750	
Vegan Market	17 th June	£ 750	
Go Skateboarding Day	18 th June	£1500	£1500
Midsummer Market	21 st June	£1000	£21
Kettfest	15 th July	£1000	£21
Kettering by the Sea	August	£30,000	£3619
Friday Night Discos	September	£2000	
Love Food, Wicksteed park	3 rd September	£1000	
Kettering Food Festival	14 th October	£1000	

Remembrance Day	November	£2500	
Halloween trail	October	£400	
Christmas – markets, santa’s grotto, entertainment	December	£21100	£1050
Christmas Lights	December	£38500	£17726
Holocaust Memorial Day	January	£100	
Event Supervisors		£3000	£144
Equipment /general PR		£500	£325.00
2024 Brochure	March	£1500	
TOTALS		£120,000	£29,519.06

3.2. Coronation Grants

One of the recipients of the Coronation Grants has fed back on the event they held at Wicksteed Park. Kettering Sea cadets received £500 for their engagement event. In excess of 200 cadets and associates attended the BBQ event and rowing competition and it attracted a further 350-400 members of the public. They enjoyed many Cadet enquiries on the day and expect more to follow subsequently.



3.3. Summer Saturdays

Two events have taken place and the main headlines are that they have well attended, and provided a good mix of trades and activities.

3.4. Midsummer market

This takes place on 21st June, and was fully booked by over 20 local organisations. A verbal report will be provided at the meeting.

3.5. Vegan market

This took place on Saturday 16th June. It was not especially well attended and some people felt that there were insufficient street food stalls. However, the market has never exclusively been about food, and the recent event was similar in scope and style to the October 22 vegan market. It might be worth considering if this is something that should stay in the calendar. It is inexpensive to provide at present and whilst the temptation may be to make it look and feel like a Summer Saturday, with music, DJ and entertainment, there is no reason why it can't just be a stand alone market and we can be sparing with our expenditure

3.6. Skate event

This took place on Sunday 17th June . A verbal report will be provided.

3.7. Bands in the Park/Town

The initial bands in the town took place on 10th June in the Market Place, comprising two bands playing for 1.5 hours each. The attendance was good, peaking at 120 or so people.

3.8. Kettfest

3.8.1. This is to take place on 15th July. The Council has supported the event by

- Applying for the appropriate consents and licences.
- Booking in traders for the market stalls at the Market Place and along the High St, having secured agreement from retailers about placement of stalls . A total of xx food and drink traders and xx other traders are to attend on the day
- Writing the risk assessment and related event programme management description.
- Making a grant of £1000 and acting as banker for the other costs (£5700+) which are being met by a grant from the Kettering Cultural Consortium

3.8.2. The event is made up of several "stages" throughout town – the Market Place, the Clock Tower, Meadow Rd, and the Yards, together with activities at the parish rooms and the library.

3.9. Food and Drink Festivals May and October

The May event was well attended by traders and customers.

However, there is some doubt that the October event will be provided, as insufficient traders have signed up so far – we are using our own contacts to supplement those signed up by the operators,

4. Consultation and Engagement

A number of events arise from feedback from the public or requests for new events by members and other organisations.

5. Finance, Legal and Resource Implications

5.1. The Council has put aside £120,000 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 £120,000.

5.2. Income from the hire of market stalls (partly offset by the costs of erecting stalls) has been coded to the market cost centre for events where stalls are provided. Information is detailed in the separate report on market income.

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

20.06.23

