

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME23/026

Committee:-	Markets and Events Committee
Date:-	29 November 2023
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Events Programme 2024-25
Wards Affected:-	All but mainly Wm Knibb ward

### 1. Purpose of Report

To agree the principal elements of the events programme for 2024-25.

### 2. Recommendations

Members are asked to agree the schedule of events for 2024-25 and the associated costs for each event.

### 3. Information

- 3.1. The attached schedule seeks to capture the main events which officers will be working to in 2024-25. The date for Kettfest now appears to be settled for 22 June, which has helped determine the rest of our programme for early summer. All the other changes reflect the decisions made at committee last meeting.
- 3.2. There is no provision this year for a food and drink festival, as we seem to have exhausted the interest of potential providers. Love Food will therefore be the focus for us on this theme.
- 3.3. The running event needs to be programmed in, but we are expecting it to happen in 2025.

<b>2024 date</b>	<b>Bank Holidays</b>	<b>Event</b>	<b>Main partner/sponsor</b>	<b>Venue</b>	<b>Net Cost</b>
Fri 29 Mar – Sat 13 Apr	Fri 5 Apr Mon 8 Apr	Easter Town Trail	Town centre retailers	Town centre	£800
Sat 13 Apr	7 <sup>th</sup> and 10 <sup>th</sup> April	Vegan Market	Vegan Market Co.	Market Place	£1,000
Sat 27 April		Summer Saturday		Market Place	£1,200
Sat 11 & Sat 18 May		Bands in the Town		Market Place	See below
Sat 25 May	Mon 27 May	Summer Saturday		Market Place	£1,200
Fri 31 May		Friday Night Disco	Bill Burton	Market Place	£1,000
Sat 8 June		Midsummer Market		Market Place	£1,000
Sun 16 June + 2 more dates tbc		Skate Day	Illicit	Skate park	£3,000
Sat 22 Jun		Kettfest	KCC	Market Place	£1,000
Sun 23 Jun – Sun 25 Aug incl		Bands in the Park		Rockingham Rd Pleasure Park	£5,000
Sat 29 Jun		Summer Saturday		Market Place	£1,200
Sat 27 July		Summer Saturday		Market Place	£1,200
Fri 2 to Sat 24 Aug	Mon 26 Aug	Kettering By The Sea		Market Place	£27,500
Fri 30 Aug		Friday Night Disco	Bill Burton	Market Place	£1,000
Sun 1 Sep		Love Food	Wicksteed Park	Wicksteed Park	£1,000
Fri 13 Sep		Friday Night Disco	Bill Burton	Market Place	£1,000
Sat 26 Oct to Sat 2 Nov		Hallowe'en Trail	Town centre retailers	Town Centre	£500
Sun 10 Nov		Remembrance Sunday	Royal British Legion	Town Centre	£2,500
Thu 28 Nov		Christmas Lights Switch On		Town Centre	£12,000
Nov to Jan		Provision of Christmas Lights	Blachere	Town Centre	£40,000
Sat 7, 14 & 21 Dec		Christmas Markets and town centre entertainment		Market Place	£6,000
Dates across December		Christmas Grotto	Newlands centre; Bonka's	Newlands	£7,000

Fri 24 Jan 2025		Holocaust Memorial Day		Manor House Gardens	£200 Mayoral funds
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MAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
APR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JUL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
AUG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
SEP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
OCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NOV	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
DEC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

#### 4. Consultation and Engagement

The events budget and elements of it are included in the budget consultation process underway. Feedback from events to date has also been factored into the programme planning.

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

The total budget, as currently proposed, is £154,750, plus officer time. This includes £25,000 for the running event, and sums for the events brochure, other programme wide advertising and non event specific equipment.

The budget for each event includes for event supervisor costs, market stall provision costs, and promotional material and is net of the income from renting market stalls and other trading concessions. In 2025, stall income will be allocated against each event, rather than posted to the markets budget.

#### 6. Policy Implications

The Council's policy is to support the economic vitality of the town centre but also to provide events throughout the year.

## **7. Climate Change Implications**

- 7.1. 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.
- 7.2. The manner in which events are provided will also impact on the amount of resources consumed.

## **8. 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

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