



REPORT FOR DECISION

Item No:- ME22/019

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| Committee:- | Markets and Events Committee |
| Date:- | 30 th November 2022 |
| Author:- | Martin Hammond, Clerk/Emma Dezelu Deputy Clerk |
| Report Title:- | Schedule of Events 2023-4 |
| Wards Affected:- | All |

1. Purpose of Report

To agree the principal elements of the events programme and Christmas events in 2023-4

2. Recommendations

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

Members views are sought on

- The timings for Kettering by The Sea
- Mix of bands for Bands In The Park
- Exploring other venues for Bands In The Park
- Number of and main partner for Street Food Saturdays
- Renaming of Street Food Saturdays
- Dates for the Christmas lights switch on event in 2023
- Developing a programme of Skateboard events with Illicit Skateboarding

3. Information

- 3.1. The attached schedule seeks to capture the main events which officers will be working to in 2023-24. It is not necessarily exhaustive, and doesn't preclude other events being developed.
- 3.2. The programme has been developed on the assumption that there is £112,000 in the budget for next year, and a small amount of headroom has been left, either to pay for additional events or any overspends on the two items which are new to the Town Council – Kettering by the Sea and the Christmas lights provision and switch on.
- 3.3. The programme set out below will obviously need fleshing out, but it amounts to £108,200. On top of this is the £1,800 to provide an events supervisor resource for Street Food Saturdays and Christmas events on the Market Place. This leaves only £2,000 uncommitted. (2%)

3.4. Main programme

| Date | Bank Holidays | Event | Main partner/sponsor | Venue | Cost |
|--|---|--|-------------------------------------|--|---------|
| 7-9 th April (two days TBA) | 7 th and 10 th April | Food and Drink Festival weekend | LSD | Market Place | £1750 |
| Monday 3 rd - Sat 15 th April | 7 th and 10 th April | Easter Egg Trail | Town centre shops | Town centre shops | £ 250 |
| Sat 29 th April | 1 st May | Street Food Saturday (to be renamed) no 1 | | Market Place | £1000 |
| 6 th -8 th May | 8 th May | Coronation weekend – events to be agreed | | Town centre wide/Meadow Rd Park ? | £1500 |
| Sat 27 th May | 29 th May | Street Food Saturday (to be renamed) no 2 | | Market Place | £1000 |
| 18 th June – 10 th September | | Bands in the Park – 12 events all on Sundays | | Rockingham Rd Park and possibly other locations | £3750 |
| Sat 24 th June | | Street Food Saturday (to be renamed) no 3 | | Market Place | £1000 |
| Sat 1 st July | | Kettfest | Kettfest Organising committee | Town centre wide | £1200 |
| Sat 22 nd July | | Street Food Saturday (to be renamed) no 4 | | Market Place | £1000 |
| Mon 31 st July- Sat 26 th August | 28 th August | Kettering by the Sea (24 days) | | Market Place | £30,000 |
| Sat 9 th or 23 rd September | | Street Food Saturday (to be renamed) no 5 | | Market Place | £1000 |
| Between April and September | | Number of Skateboarding events – sponsored/in partnership | Illicit Skateboard | To be agreed | £1500 |
| October 13th-15 th (2 days) | | Food and drink festival | LSD | Market Place | £1750 |
| 11 th and 12 th November | | Remembrance Day | RBL | Sheep St and Market Place | £2500 |
| 23 rd or 30 th November | | Christmas lights switch on | | Market Place | £9,000 |
| Nov-Jan | | Provision of Christmas lights in town | | Town centre | £30,000 |

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|--|--|--|--|---|----------------------------|
| Sat 25 th November through to 16 th or 23 rd December | | Christmas markets, grotto and street entertainment, and Christmas festive trail around shops | Grotto provider Lights provider Town centre shops | Market Place and throughout town | £20,000 |
| Friday 26 th January 2024 | | Holocaust Memorial Day | | TBA | £200 (Mayoral funds) |

3.5. In total this means there are about 33 events taking place on approximately 60 days in the year.

3.6. There are a number of issues to resolve for which members' views are sought

a) KETTERING BY THE SEA

This has been programmed in for 24 days (Monday to Saturday) which is the maximum possible to enable a Street Food Saturday to take place either side of it and it allows for set up and clear down times. In the past the event has run for 3.5 weeks, and this may be the effective run time for this year as well. A shorter period can also be accommodated; the longer the period, the more challenging staffing will become, as generally speaking, it requires 4 FTE staff on each day.

b) BANDS IN THE PARK

Members asked if locations other than Rockingham Rd Park could be considered for bands in the park. RRPP has the principal advantages that it offers a covered bandstand, some nearby parking for band members, a wet weather venue nearby, park duty staff who can set out chairs for the bands and a pavilion with toilet facilities and somewhere where chairs can be kept. It is not clear that any other location in town could offer this range of facilities or even a level hardstanding for the band, except possibly for Wicksteed Park and the town centre. No conversation has taken place with any of the bands, or with Wicksteed Park.

Members have also asked for a more mixed programme – it is suggested that the programme could comprise 8 traditional brass or jazz bands and four “other bands” this year. The proposed programme lengthens the run time from 8 events to 12 to accommodate more variety. At this point, we have little feedback as to what people would welcome although some may be gathered through the budget consultation exercise.

c) STREET FOOD SATURDAYS

The number of events has been increased from 3 to 5 in the programme.

An events supervisor should be in post by Christmas so the proposal is that that contractor would manage the event and take some pressure off members and other volunteers, who could concentrate on making the events themselves more engaging still.

Flybybars, who in 2022 took on the role of sourcing and bringing along food vendors, have indicated that they are not able to continue to do this in future, so if we are to continue to provide a street food element to the day, it will be necessary to find another provider or start to organise vendors ourselves.

At the last meeting, it was suggested, given the nature of the event that the name should be changed. Some suggestions are:-

- Feast Fest
- Kettering Feast Fest
- Summer Saturdays
- Meet in the Market Place

d) CHRISTMAS LIGHTS

As described elsewhere on this agenda, NNC have said that they do not intend to provide Christmas lights in future and have asked Town Councils to assume responsibility for them.

e) CHRISTMAS LIGHTS EVENTS

The date for the 2023 needs to be determined – it could be the 23rd or 30th November. That decision in turn will influence the timings for the following four Christmas markets and the Santa's grotto.

A further consideration will be whether to continue to hold the lights switch on event on a Thursday – it was originally timed to encourage people to visit for late night Christmas shopping on a Thursday but hardly any retailers observe this practice and so, whilst there might be a clash with lights switch on events in other towns, it could be moved to a Friday or Saturday.

f) SKATEBOARD EVENTS

Discussions with the Illicit Skateboard shop owners in town have been taking place. They currently provide some events over the year which cost, on average about £1000 to provide, plus in the winter period, they provide more social occasions for a cohort of young people who benefit in mental health terms from holding them. Illicit holds the appropriate public liability insurance, DBS checks and coaching qualifications. The Council can contribute to this programme of events to increase the number of sessions or expand the content of each event. Members are asked to endorse working up a programme with illicit.

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 is £112,000 plus officer time. Approximately £1800 of this has been set aside for the events supervisor resource, spread across 10 events.

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.

Background Papers

Notes of discussions with NNC and associated emails

Minutes of previous meetings of Council and committees

22/23 expenditure patterns

10/11/22