



REPORT FOR DECISION

Item No:- ME22/039

Committee:-	Markets and Events Committee
Date:-	30 th November 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Kettering by the Sea
Wards Affected:-	William Knibb

1. Purpose of Report

To seek approval for the dates and arrangements for Kettering by the Sea

2. Recommendations

Members views are requested on

- The length of the run and the dates for the run
- Buying in a specialist provider to provide the sandpit, staffing and some of the entertainment events
- Overall budget allocations

3. Information

3.1. Members have agreed in principle to provide Kettering by the Sea in 2023, which is the first time it will have been held since 2019. The event had been held for many years before then and is very popular. Its absence in 2022 was remarked on by a number of people and at the meeting, the up to date results from the budget consultation will be reported on the question posed within it about the event being revived.

3.2. In the past, the event had been organised entirely “in house” by Kettering Borough Council. This involved building the sandpit, using in-house council staff, and purchasing the sand, providing entertainment and facilities on site during its run and employing play leaders to manage the site, facilities and entertainment.

3.3. Because KBC were able to bring their resources to the task, it was possible to deliver an event in house which the Town Council cannot do. Therefore, to provide an event which is largely the same as that provided before, the Council needs to

- Hire in a sand pit
- Establish the entertainment and facilities it would like to see on site during its run

- Employ or hire in play leaders who can manage the site, the facilities and the entertainment
- 3.4. The size of a sandpit is dictated by the usable space on the Market Place – allowing for the fountains to be left on – and therefore a 10m x 10m pit has been taken as a baseline for discussions, although other sizes are available.
- 3.5. Discussions have been held with organisations who can do all or part of these functions and the results from two of those discussions are set out in para 3.7 below. If possible, we will contact other providers before coming back to members with a recommendation for a principal partner to deliver the event.
- 3.6. In terms of **dates**, a long run for the event is recommended, so as to minimise any disruption caused by poor weather and to recognise that traditionally the event used to run for 3-4 weeks. The schedule in item 38 to this agenda suggests that it is open from 31st July to 26th August (four weeks) and time either side of that for set up and dismantling will be required. The exact dates can be flexible, but allowance for a street food Saturday either side of those dates needs to be made.
- 3.7. In terms of an **external provider**, two detailed conversations have taken place to date

PROVIDER A

They would erect, provide and dismantle a 10m x 10m sandpit and sand, and would provide a maintenance service to ensure the sand was kept clean, clear of sharp objects, raked regularly, collecting materials in at the end of the day, and, if busy, managing access to it so everyone gets a turn. Some management of behaviour would also be provided.

The price for a 4 week hire would be £10,100 with optional extras such as deckchairs, seaside photo opportunities. The on-site management cost would be £5,000 for the 24 day hire period.

For photos of their sand pits see <http://eddyleisure.com/giant-sand-pit-hire/>

PROVIDER B

This provider can supply, install and remove a 10 by 10m sandpit for £10-15k but does not provide any on site management service.

- 3.8. In the past, KBC employed a number of play leaders throughout the event period, but also provided overall management of those play leaders. There were usually four staff on site at any one time. At about £11 an hour, this would represent about £6,500 in employee costs, although combined with the maintenance offer from provider A above, it might be possible to reduce the staffing to three people each day, costing £4,875. Providing overall management of them would be on top of that. Recruitment of play leaders would need to start early and experience in the last year is that they are increasingly hard to find in the current economic climate.
- 3.9. Dedicated entertainment, such as via a theatre group, or children's entertainers can be provided – we employed some of these in the summer of 2022 so we know what we can secure and that a full days' costs would be about £500, so a provision of £6,000 would allow us to provide a mix of things over the period without running something every day.

4. Consultation and Engagement

Feedback from the budget consultation will be reported verbally.

5. Finance, Legal and Resource Implications

The total cost of the event is likely to add up to up to almost £30,000

- Hire of sandpit and other features (e.g. deck chairs) c£10,500
- Maintenance and management of sand pit c £5000
- Play leaders and overall management of them, say c £7,500- £8,000
- Bought in entertainment c £6,000

6. Policy Implications

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

Background Papers

Material from two providers

