

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME23/033

Committee:-	Markets and Events Committee
Date:-	31 st January 2024
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. The separate report on this agenda which deals with a review of the events to date, also provides for projected costs, whereas the table below sets out actual gross costs to date.

Event	Date	Agreed Budget	Actual Cost to date	Projected Outturn
Easter Trail	April	£400	£444	£444
Coronation Grants	6 th May	£2000	£1250	£1250
Food and Drink Festival	13 th May	£1000	£1052	£1052
Summer Saturdays	29 th April	£4000	£4293	£4293
	27 th May			
	24 th June			
	22 nd July			
Bands in the Park/Town	June- September	£4750	£5425	£5425
Vegan Market	17 th June	£ 750	£305	£305
Go Skateboarding Day	18 th June	£1500	£1550	£1550
Midsummer Market	21 st June	£1000	£566	£566
Kettfest	15 th July	£1000	£970	£970
Kettering by the Sea	August	£30,000	£24907	£27000

Friday Night Discos	1 st and 15 th September	£2000	£777	£777
Love Food, Wicksteed Park	3 rd September	£1000	£1155	£1155
Kettering Food Festival	14 th October	£1000	Cancelled	0
Remembrance Day	November	£2500	£2702	£2702
Halloween trail	October	£400	£424	£424
Christmas – markets, santa’s grotto, events, entertainment	Nov- Dec	£21500	£26629	£27000
Christmas Lights	December	£38500	£38050	£38700
Holocaust Memorial Day	January	£100	£0	£100
Event Supervisors		£3000	£5460	£5460
Equipment /general PR		£ 500	£814	£814
2024 Brochure	March	£1600	£420	£1500
Market stall erection		£1500	£1329	£1164
TOTALS		£120,000	£118476	£120,250

Including commitments already made for the rest of the year, the likely out turn for the budget will be just over £120,000.

3.2. Since the last meeting, the following events have taken place

- a) Christmas Lights Switch on
- b) Santa’s grotto plus the Christmas giving tree at the Newlands (jointly funded)
- c) The four Christmas Saturday markets with associated entertainment.
- d) Holocaust Memorial day

A verbal report on these will be provided at the meeting.

3.3. Income has been generated by the following events – most of this income is currently coded to markets, but next year will be ascribed to the relevant events headings

Love Food	£ 688
Summer Saturdays	£ 800
Kettering by the Sea	£1050
Bands in the Park/Town	£ 240
Kettfest	£ 340
Christmas events	£1428
Total	£4556

4. Christmas Lights

4.1. For the first time, the Council was responsible for commissioning Christmas lights in town. The lights were provided by Blachere Ltd, on the first of a three year contract, and the Christmas tree in the Market Place was provided by Welford Christmas

Tree Farm. The following details our experience, which will be used to inform next year's provision. It is fair to say that both the Town Council and Blachere were learning "on the job", the town council about what was required operationally and Blachere in terms of understanding the infrastructure in town.

- 4.2. The tree was high quality and well received, especially when decorated by Blachere.
- 4.3. The quality of the lights deployed was high and they were more interesting than in previous years. Generally speaking they were installed in the same pattern as in previous years, with the exception that
 - The highway authority did not, this year, allow cables to be connected to lamp-posts to power up displays not mounted on the lamp-posts themselves. This ruled out lighting up the five trees that had been in the specification
 - This same rule would have prevented lighting up Prezzo and Jurassic Grill but a work around was found and both businesses were helpful during the installation phase.
 - The lights in the Art Gallery Gardens, whilst installed, could not in the end be safely connected to the power supply and therefore remained off; however, it is intended to agree with NNC as landowner how this shortcoming can be resolved ahead of next year.
- 4.4. Whilst the switch on event was very well received, the lights were untested at the time the event took place, and outside the immediate environment of the Market Place, not all lights had been installed. This was because the installer had left insufficient time between starting the work and the switch on event, and not all lights were fully in place throughout town until the following Tuesday. The installers encountered numerous power supply problems with lamp-post commander units, meaning some lamp post motifs had to be moved. In addition their lack of knowledge about the town centre and about the available resources locally meant they were slower in negotiating those hurdles.
- 4.5. Blachere required a secure depot for the lights to be stored in during the installation period and , as it turned out, throughout December. Space at the church rooms was kindly provided by the Parish Church but at some inconvenience to themselves and this will need to be properly specified next year.
- 4.6. Some problems inevitably arose during the display period- in particular, the power supply to the tree and bauble failed at one point and it took some days to identify and remedy the problem. This is because Blachere are national company remote from town and are dealing with lots of other towns at the same time, so it takes time to arrive, diagnose and source a solution. This structural issue of having a non local contractor cannot be easily solved, except possibly by Blachere and KTC jointly commissioning a local electrical contractor to be on standby with the authority to implement repairs. This would be an extra cost and will need agreeing with Blachere.

- 4.7. The lights were removed on the 11th January, a week later than had been planned. (Any resulting bad luck will be ascribed to Blachere.)
- 4.8. Officers are meeting with Blachere in the near future to plan 2024's displays, learn lessons from 2023 and proactively deal with the causes of the issues which arose.

5. Consultation and Engagement

The verbal and social media feedback from all the Christmas events was very positive. The switch on event was particularly popular,

6. Finance, Legal and Resource Implications

- 6.1. 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.
- 6.2. Income from the hire of market stalls and concessions is partly offset by the costs of erecting stalls, which to date amounts to £2045. Income is coded to the market cost centre this year but this will change next 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.
- 7.3. The Christmas lights supplied by Blachere were predominantly made from recycled materials and can be re-recycled.

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

22.11.23

