

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME24/0____

Committee:-	Markets and Events Committee
Date:-	31 January 2024
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Events Programme 2024-25
Wards Affected:-	All but mainly Wm Knibb ward

1. Purpose of Report

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

2. Recommendations

2.1. Members are asked to:

- a) approve the dates for the skate events
- b) agree on the themes for the Summer Saturdays
- c) decide on a preferred supplier for the sand pit for Kettering By The Sea
- d) note the update on arrangements for Love Food

3. Information

3.1. Skate Events

Three dates for the skate events have been proposed by Illicit which will be providing the events, these are:

Saturday 22 June

Saturday 27 July

Saturday 31 August

These dates coincide with the National Skate Day and other local skate events calendars. The first date falls during Kettfest, which would mean it could come under the umbrella of the festival and help it reach a wider audience. There is likely to be little crossover with existing audiences and so is not thought to be a clash.

As part of the events, it is proposed to give the skate park a refresh with some updated street art. NNC as owners of the park have been approached and are happy with this.

3.2. **Summer Saturdays Themes**

Four Summer Saturdays will be held in 2024, from April to July. In previous years the events have been themed, to create a cohesive event and to provide some differentiation for each date. It is proposed that the event themes are as follows:

- April – Folk/traditional – start of the year and spring/summer season
- May – Games and sport – including football them with Euros
- June – Armed Forces Day – working with cadets for military presence
- July – Summer Holiday – to cross-promote Kettering By The Sea

The first event also falls at the end of the Mayoral year, and it is proposed that this April event could be used as a push for the Mayor’s fundraising. The Mayor’s charities could take a market stall and promote themselves and fundraise throughout the day, whilst the Mayor would have a presence at the event and promote it as a Mayoral event. The “folk” theme could include folk music, traditional activities plus a maypole with dancing. A maypole has been sourced from St Peter’s School who would be willing to bring it for the event. The dancing would need to be supervised with appropriate risk assessments carried out and a space cleared for the pole to be erected.

Bookings for traders for the event have opened, with a number of reservations for pitches being made from returning and new traders.

3.3. **Kettering By The Sea** Quotes have been sought for the sand pit provision for KBTS – from Friday 2 to Saturday 24 August.

	Company A	Company B
Overall cost	12m x 8m £10,600 +vat	12m x 7.2m £9,500 + vat
Management option	£6,996 +vat	n/a
Included	Buckets and spades Shovel and rake to maintain sand	£75 +vat for 25 bucket and spade sets

Company A was the supplier from last year, who provided a good product and were reliable and professional to work with.

Company B has not provided the Kettering sand pit before but has done so for other local councils from whom we have received positive feedback.

Last year Company A provided a management service, however this year it is proposed to cover the staffing with KTC event supervisors, which will work out less than the company's management fee and give greater control over the event.

The recommended supplier would be Company B as price difference is significant for a comparable service.

3.4. Love Food

An initial meeting was held before Christmas with Wicksteed and from KTC the clerk, deputy clerk and the Mayor, to discuss arrangements and lessons from 2023. Ongoing communications with the deputy clerk and Wicksteed are now happening, with an event supervisor role being extended to before the event itself to ease the administrative workload.

Bookings for traders opened in early January and a number of initial reservations have now been made for pitches, with a strong interest in sites. Changes for this year include Wicksteed offering a greater use of their space for the event, which will mean more traders can be booked in.

They have also offered the use of the pavilion space – which could potentially be used for voluntary groups such as scouts and guides. The Mayor has made some initial contact with local groups and has proposed a meeting for March 15 to see what could be provided by these groups during the event. It is proposed that the event supervisor attend this meeting and take a lead in managing the voluntary and additional activities for the event.

3.5. Updated Event Schedule

2024 date	Bank Holidays	Event	Main partner/sponsor	Venue	Net Cost
Fri 29 Mar – Sat 13 Apr	Fri 29 Mar & Mon 1 April	Easter Town Trail	Town centre retailers	Town centre	£800
Sat 13 Apr		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
Sat 22 Jun, Sat 27 Jul & Sat 31 Aug		Skate Day	Illicit	Skate park	£3,000
Sat 22 Jun		Kettfest	KCC	Market Place	£1,000
Sun 23 Jun – Sun 25 Aug inclusive		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; Bonkas	Newlands	£7,000
Fri 24 Jan 2025		Holocaust Memorial Day		Manor House Gardens	£200 Mayoral funds

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
