



REPORT FOR DECISION

Item No:- ME22/017

Committee:-	Markets and Events Committee
Date:-	4 th October 2023
Author:-	Martin Hammond, Clerk
Report Title:-	Review of Principal Events 2023
Wards Affected:-	All, but especially Wm Knibb, Ise, All Saints, St Michaels and Wicksteed

1. Purpose of Report

To review the experience of all our principal events in 2023, to help determine the programme for 2024 and design individual events.

2. Recommendations

Members views on the re-provision of these events in 2024 are sought. This will then enable a detailed programme to be brought to the next meeting for approval.

3. Information

3.1. Each main event is summarised in the following summary sheets. Each summary sheet summarises the experience of running the event, the costs, estimates of attendances, some learning points and suggests ways in which the event could be re-provided, where desirable, in future.

3.2. All these events, except the food and drink and vegan festivals, which were provided by specialist companies, were organised by KTC and staffed by KTC event supervisors, so we had first hand experience of the issues involved in each one.

4. Consultation and Engagement

4.1 The feedback received about each event from the public, traders and event partners has been captured and summarised within the event summary.

4.2. A future programme will be the subject of consultation during the budget consultation process.

5. Finance, Legal and Resource Implications

Each summary sheet below contains details of the finances associated with each event.

6. Climate Change Implications

6.1. 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.

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

7. 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

SUMMER SATURDAYS



Event Profile

Summer Saturdays were held on four Saturdays once a month from April-July. They comprised a mix of music, entertainment and activities and local market stalls. There was a host DJ (Shire Sounds) at each one, about 15 market stalls and traders, and a mix of activities and entertainment.

The June event coincided with Armed Forces Day and there was a modest presence by the RBL and cadets which could be expanded in future.

Demand for market stalls was high and the available pitches were all hired out on the four days.

Estimated attendance

Attendance varied according to weather conditions on the day. When dry and sunny the events drew approximately 200+ people throughout the course of the events.

Costs and resource implications

The total cost of the events comprised

- Entertainment and music costs	£3387
- Facilities, equipment and licences	£ 48
- Costs of putting up market stalls	£ 723
- Event supervisor costs	£ 618
- Publicity and signage	£ 135

Total	£ 4911
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Income from stall and pitch hire amounted to	£ 800
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Learning Points

The events are very dependent on weather, with bad weather affecting trade as well as curtailing planned activities.

The events required a considerable amount of officer time, in terms of planning and booking traders, communication with stallholders and ensuring traders adhere to our market trading terms and conditions and standards.

Pitches were popular with traders and local groups – and give a focal point for organisations to coalesce around.

Re-provision options

Originally there were five events in the calendar, and the last one was converted into the Love Food event at Wicksteed Park. This last date was more awkward to fit in, because it bumped into Kettering by the Sea and was out of kilter with the event taking place on the last Saturday of the month. That will remain the case in future years. It is suggested therefore that we continued to run 4 Summer Saturdays in future.

SKATEBOARD COACHING



Event Profile

A skateboard day was held at the skate park in June to offer free skate coaching to local youngsters as well as a skills competition and entertainment.

The event was run by Illicit Skate School and was a free to attend event aimed at young people and the skate community.

Estimated attendance

250/300 attendees which includes many local young people in hard to reach demographic groups.

Costs and resource implications

The total cost of the event was £1,550 which included prizes, advertising and marketing, equipment costs, photographer and videographer, refreshments and staffing.

Assistance to run the event is necessary from NNC to gain access to the skate park.

Re-provision options

The event was well-received by the local community as there is nothing else like this that is being operated. It could be repeated in 2024, with additional dates added.

BANDS IN THE PARK/ BANDS IN THE TOWN



Event Profile

This year 10 Bands in the Park events were staged in Rockingham Road Pleasure Park, running from June to August. A range of different musical groups were programmed, ranging from traditional brass, through to jazz, saxophone, rock and pop and funk.

The concerts last for 2 hours from 2pm to 4pm on Sunday afternoons and are held in the bandstand in the park which is owned by NNC.

In addition to these, two Bands in the Town dates were staged in the Market Place in June and September at the beginning and end of the season. This was the first year of holding such an event in the town centre and was agreed by members to spread out the programme of music across the town.

Estimated attendance

200+ people for each Bands in the Park.

As new events, the Bands In The Town were less well attended, with approximately 100+ people attending.

Costs and resource implications

Bands fees £4,175

Publicity & leaflet distribution £465

Other costs

- £22.50 (wet weather venue used once)
- £237 (event supervisor costs for the two events in the town centre)

Income of £240 was secured from ice cream concessions

Net cost of £4659.50

Learning Points

Offering a more varied programme of music was popular with audience members. The free nature of the events is also appreciated.

The park events are run with the support of the park attendants at NNC who provide access to the park and bandstand and nearby All Saints Church – which offers use of parking for band members as well as a wet-weather option to hold the concerts in the church.

As the events are weather dependent the potential to use All Saint's Church ensures the concerts can always go ahead and provides a useful contingency arrangement.

Bands in the Town as a new event has a lower profile than Bands In The Park. The Market Place was chosen as a site as it has a degree of cover with the canopy and electricity available however it is less of a natural home for these events than the bandstand.

Re-provision options

Members are asked to decide whether to stage Bands in the Park series again and whether the town events are worth continuing.

The town events were held several months apart, and holding them closer together may help build an audience and create an expectation that the events will be occurring.

The events were held on Saturdays in the Market Place - instead of Sundays in the park – and consideration will need to be made as to other Saturday events being held in the town centre.

KETTERING BY THE SEA



Event Profile

This event, the first since 2019, ran over 22 days from 2nd August- 26th August Monday to Saturday, from 10am to 4pm. It was free to users and comprised a sandpit (12m x8m) with bucket and spades for children to use, and a mix of activities and entertainment during the three and half week run, including skate board sessions, Punch and Judy shows, theatre shows, face painting, balloon modelling and magic shows, and activities provided by Groundwork, the Library, Cornerstone and Freedom Leisure. There were two to four different activities provided every day. The fountains were popular, although there were recurring problems with their functionality and they were not working on four or five days altogether. There is always a risk that sand clogs up the fountains, but this was managed and not known to have been a cause of fountain breakdown.

Ice cream vans were commissioned to be on site every day (two suppliers shared the days between them).

Staffing was provided by the sandpit provider (one person throughout to maintain and manage the sandpit itself) and through a KTC events supervisor, which was a departure from the previous KBC practice of employing play leaders. KTC office staff also provided some cover on several days, partly to see at first hand how the event panned out.

The weather was indifferent on some days, and the first Saturday was cancelled because of heavy rain and the first Tuesday was closed early at 2pm once all users had left, again because of rain. However, attendance was good throughout the run, even during overcast and colder days.

There was a tendency for family members to want to sit inside the fenced area of the sandpit to supervise children and bring in chairs. There wasn't the room for this and environmental health advice was to prohibit this as it encouraged people to bring in food as well. A couple of difficult enforcement matters arose as a result.

Generally however, the event was characterised by good behaviour, with as a happy and positive atmosphere. There was only one reported one minor injury. Very little litter was generated and with daily litter picks we probably left the space cleaner than it would normally have been. There was no need to top up the sand and, although it was open to the elements throughout, daily cleaning avoided any issues. There was no obvious misuse of the space

out of hours once the picket fencing was erected around the sandpit and more intrusive fencing had been eschewed on grounds of cost, appearance and the work arising from daily install and removal times.

Estimated attendance

The event proved extremely popular – spot counts on each day showed that, at any one time, there were between 20 and 200 children attending the event, so it is likely that several thousand children enjoyed at least one day. Families appeared to spend several hours on site.

Costs and resource implications

Hire and installation of sandpit	£10,100
Staffing of sandpit	£ 6,995
NNC costs – fence erection, extra bins	£ 757
Use of Parish Rooms	£ 1,000
Event supervisor costs	£ 2,468
Entertainment and activities	£ 6,970
Publicity and signage	£ 760
TOTAL	£29,050
Income from ice cream concessions	£ 1,050
Net cost therefore will be	£28,000

Learning Points

The event is a resource-heavy one to produce, with the event requiring two people supervising at any one time. In addition staff time was required in setting up and closing down each day as well as erection and removal of stalls to allow activities to be staged and to provide a degree of weather protection.

The sand pit was provided by a third party provider which was professional and efficient in its provision.

Staffing was shared between event supervisors for the event although the supervisors could not provide full cover and recruitment of additional staff was not successful. The event management staff member provided by the sandpit company was a useful and reliable service.

The pit was open 6 days a week over 3½ weeks which provided enough days to allow for some inclement weather. Where there was poor weather it was possible, due to the length of time of the event, to reschedule activities.

A range of entertainment was booked which was successful and appreciated by families attending. Particularly popular were the skateboard skills sessions, facepainting, theatre shows and Punch and Judy. All entertainment and activities provided were free of charge, keeping with the ethos of the event.

A number of partner organisations were involved in providing outreach and activities for the event, including Cornerstone, the library, Groundwork and Freedom Leisure.

The Parish Rooms were hired for the duration of the event, meaning there was toilet provision plus storage areas for event equipment and event HQ.

A range of communication and PR methods were used for publicising the event, including info to the local media, KTC website and social media channels, KTC events leaflet, posters, banners and flyers. Bespoke artwork was produced for the timetables for each week of the event, with the website, Facebook event and all channels used to publicise the activities.

Feedback from families who attended was incredibly positive with people welcoming the event back to the town. All the activity providers have expressed a wish to return to future events and had praise for the event itself.

The fountains do need to be working mor reliably in future.

Re-provision options

Members are being asked to consider the options for holding KBTS in 2024 and the implications of running such an event in future, including

- The length of the run
- Whether to run the event 7 days a week,

FRIDAY NIGHT DISCOS



Event Profile

These took place on 1st and 15th September on the Market Place

Estimated attendance

Events were well attended on both evenings, helped by good weather. Approximately 250 people attended the first event and up to 800 the second event.

Costs and resource implications

The total cost of the events was less than £1,000 which included the cost of security, event supervision and promotional materials.

Learning Points

The events were popular with attendees and with businesses in the Market Place who noted a marked increase in trade for the evening.

Re-provision options

The events could be repeated with more dates in 2024 – potential dates could be held earlier in the summer as well as the September dates. The decision to hold the discos 2 weeks apart worked well to raise publicity and keep interest in the events.

MIDSUMMER MARKET



Event Profile

The Midsummer Market was held on Wednesday 21 June on the summer solstice and provided free stalls for local charities and community groups to have a space to raise awareness of their activities.

The evening event was popular with groups, with the capacity of the event reached with all 22 stalls being used.

Music was provided throughout the evening, with a folk and traditional musical theme, to fit in with the celebration of the summer solstice.

A similar event was held many years ago in Kettering to help local groups raise awareness of themselves and the Midsummer Market was resurrecting this idea.

Estimated attendance

Approximately 150+ attendees throughout the course of the evening.

Costs and resource implications

Entertainment	£366
Publicity	£ 40
Cost of erection of stalls	£160
Event supervisor	£ 90
Total cost of event	£656

Learning Points

The event was popular with local groups however could have been better attended by members of the public. Although some of the groups had items to sell or give away, the event may have not had quite enough draw for a member of the public attending. However all of the stallholders expressed a desire to return to a future similar event, and appreciated the chance to have a central space to publicise themselves.

The timing of the event while useful in terms of tying into the solstice may enjoy more future footfall if held during the day on a weekend or during national volunteer week, which takes place in the first week of June. This means the event could benefit from wider publicity about the third sector, although the event name would have to change. The voluntary sector network are supportive of such a move in timings.

Re-provision options

Members are being asked of the value of continuing with such an event and to consider the timing and scheduling of it.

FOOD EVENTS



- a) **Vegan Market**
- b) **Kettering Food Festival**
- c) **Love Food, Wicksteed Park**

Event Profiles

a) The Vegan Market was held on Saturday 17 June in the Market Place with a range of stalls. The event is managed by the Vegan Market company who arrange all bookings and erection of stalls, event management plans, licensing. The event is a mixture of vegan food and vegan lifestyle stalls – so is more of a market than a street food event. KTC supplied entertainment and a DJ for the event.

b) Kettering Food Festival was held on Saturday 13 May, taking place in the Market Place and High St/Market St. A road closure for Market Street and Sheep Street was undertaken to hold the event which KTC applied for and publicised according to the regulatory requirements. In excess of 30 stalls attended the event, which was well received by members of the public.

c) Love Food was held at Wicksteed Park on Sunday 3 September as a food festival. A mixture of street food stalls, produce stalls, craft stalls and community stalls attended – along with a range of entertainment.



Estimated attendance

The events attracted several hundred attendees each. .

Costs and resource implications

a) Vegan Market £250 Event DJs £55 publicity materials

b) Food Festival £950 on DJ, street entertainment and face painting; £37 publicity and other materials

c) Love Food £650 on hair braiding, face painting and DJs and £340 publicity materials

The only income was for Love Food – £686 in stall holder fees, against which there was the costs of stall provision (£364) and event supervisor time (£180).

Learning Points

a) The Vegan Market is an alternative event for the town which benefits from a range of different providers to those who usually attend KTC events. It also uses minimal KTC resources to stage and as a self-managed event is low risk for KTC.

b) The Food Festival was popular with attendees however charges for stalls are higher than equivalent events and may make the event difficult to stage in the future.

c) The Love Food event was a test event held at Wicksteed Park – a venue identified during consultation as a place that KTC could use to stage events.

Re-provision options

Members are being asked to consider the future and nature of food events provided by KTC and to consider their function and use within the wider aims of the corporate plan.

