



REPORT FOR INFORMATION

Item No:- ME23/018

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|------------------|------------------------------|
| Committee:-      | Markets and Events Committee |
| Date:-           | 4 <sup>th</sup> October 2023 |
| Author:-         | Martin Hammond, Clerk        |
| Report Title:-   | Kettfest 2023 review         |
| Wards Affected:- | Wm Knibb                     |

**1. Purpose of Report**

To report on Kettfest 2023

**2. Information**

2.1. Although not a KTC event, Kettfest was supported by the Town Council financially and in terms of preparatory work. It took place on 15<sup>th</sup> July across town and consisted of a number of “stages” – in the Market Place, near the clock in Gold St, and at the top of Meadow Rd, as well as in other venues including the library and the parish rooms. There were also other activities taking place in locations across the town. Approximately 25 market stalls were provided by the town council located across town. There was also a linked event in The Yards called “Schtumfest” on the same day.



2.2. Although the weather was poor that day, it was decided to press on with the event, and it was in fact well attended by the public. The footfall figures attached as Appendix One of this report show a significant increase in pedestrian movements across town that day; more than 50% higher than the average for July and some 75% higher at its peak. Anecdotally, local retailers said it was one of their busiest days of the year.

2.3. The Town Council provided logistical support in

- Applying for licences, booking the spaces required,
- Dealing with NNC's Safety Advisory Group and ensuring compliance with health and safety requirements
- Liaising with emergency services, booking First Responders
- Completing the risk assessments and event management plan
- Briefing the graphic designer for the artwork
- Providing chairs and tables for some of the stages
- Booking traders – and commissioning some of them - into market stalls and providing the stalls themselves
- Getting promotional banners and signage printed and erected
- Providing the website for the event and keeping it updated
- Promoting the event through the Councils' brochure and on social media.
- Providing an events supervisor to help manage the event on the day

2.4. The Council spent £968 on the event, plus £300 was made available by four members through the ward initiatives fund. On top of this, the Council was provided with money by the Cultural Consortium to pay for the website design and content, and some of the entertainers who were already on our books. A sum of £2902 therefore went through the Council's books on top of its own commitment. This was necessary because the Kettfest bank account had not proved accessible at the last minute by the current organiser.

2.5. Part of the Council's spending went on the best dressed shop competition, for which there was a £200 prize awarded to staff at the British Heart Foundation shop; the prize was in the form of a voucher to spend in a town centre restaurant.

### **3. Consultation and Engagement**

Not applicable

### **4. Finance, Legal and Resource Implications**

The Council's budget for the event was £1000, and the total cost of the event was about £7000; this was helped by many entertainers and bands providing their time for free.

### **5. Policy Implications**

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

## Background Papers

Accounts  
Kettfest review report