

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME23/041

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| Committee:- | Markets and Events Committee |
| Date:- | 6 th March 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 update on and invite members' views on the emerging event arrangements for the coming year.

2. Recommendations

Members are asked to comment on the arrangements being made. :

3. Information

3.1. Officers will update on the event schedule over the page during the meeting and report on the interest by traders and entertainers shown to date.

3.2. The following events are being populated now with traders and performers :-

- Bands in the Park/Town
- Summer Saturdays
- Love Food

In addition, planning has begun for Kettfest with the support of the Kettering Cultural Consortium, which has allocated £6000 to it next year.

The Vegan Market company is recruiting traders for its event and has benefited from the feedback we provided after their 2023 event.

The Easter Town Trail schedule has bene finalised.

The first Friday Night disco in May is in the early stages of planning, with an alcohol licence secured by KTC for the cocktail cart.

3.3. 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 |

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| 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

