

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME22/07

Committee:-	Markets and Events Committee
Date:-	8 th June 2022
Author:-	Martin Hammond, Clerk
Report Title:-	CONSULTATION AND ENGAGEMENT WITH TOWN CENTRE BUSINESSES
Wards Affected:-	William Knibb

1. Purpose of Report

To summarise the responses to the flyer circulated by members in late April to all town centre businesses, seeking views on what the Town Council could do to help support the town centre.

2. Recommendations

That the report help inform future decision making.

3. Information

3.1. Members of the Events Sub-ctte distributed a flyer round all town centre businesses in late April 2022.

3.2. It is intended that the people who took the time to respond should have a full response thanking them for their ideas and explaining what the Council intends to do.

4. Consultation and Engagement

There were four written responses, some of them with detailed ideas. Members may have had verbal feedback as well. The written comments were:-

- a) More events in town, on the Market Place as it is under-used but also throughout town and in the Newlands Centre as well. (all four mentioned this). Some suggestions were
 - Farmers markets and Christmas fairs

- Plant fairs
 - Themed events – eg a comic-con or events related to current popular culture eg marvel, peaky blinders etc
 - Bis screen showing big national events
 - Treasure hunts
- b) A loyalty scheme which encourages local shoppers to shop locally (two mentions)
- c) Free parking or reductions in parking for certain groups – eg town centre workers (three mentions)
- d) Rates reductions (one mention)

5. Finance, Legal and Resource Implications

None at this stage

6. Policy Implications

The Council's policy is to support the town centre with events which increase footfall and local spending.

Background Papers

4 x email response to consultation flyer

