

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME22/09

Committee:-	Markets and Events Committee
Date:-	8 TH June 2022
Author:-	Martin Hammond, Clerk
Report Title:-	PROPOSED EVENTS
Wards Affected:-	All

1. Purpose of Report

To seek members' views on a number of proposed events

2. Recommendations

Views are sought on

- Support to be provided to Kettfest this year and in future
- Bands in the park for 2022
- Christmas events
- A pancake race event in February 2023
- Jobs Fairs
- Armed Forces Day June 2023

And the appropriate budgetary allocations to each.

3. Events

3.1. BANDS IN THE PARK

- 3.1.1. In the past bands in the park have played in Rockingham Rd park at the weekends in summer. KBC had a budget of £4000 in total. It may be that a shortened programme from July to September can be arranged this year – two bookings have already been made at the time of writing this report. It is suggested we work off a similar sized budget nevertheless - the budget would also cover publicity and promotion.

- 3.1.2. One day has been partly committed through the Events sub-ctte members – for July 2nd as part of Kettfest. Members are asked to approve the £250 cost of that now, and it can be reflected in any support members wish to give for Kettfest.

3.2. KETTFEST

3.2.1. Kettfest is taking place on 2nd July and is organised by its own management committee, led by Jo Selby-West. Jo has had support from KBC in the past, which was not forthcoming from NNC this year and has therefore relied to some extent on the Town Council for advice and help. NNC were unable to offer free parking for the main event day.

3.2.2. Part of Kettfest will be an increased market presence throughout town and in the Market Place. A teenage market will be held in the Market Place as well – a number of bookings have been taken for these. Commercial bookings will generate a modest amount of income for KTC, which might turn into longer term bookings for the market.

3.2.3. Jo Selby-Green has requested

- a) that there is a Bands in the Park event in Rockingham Rd Park on 3rd July – see para 3.1 above.
- b) That the costs of entertainers, musicians and some of the attractions being provided are met by the Town Council – this amounts to £2070 and comprises

Bands in the park	£250
Street entertainment and musicians	£1120
Banners, flyers and programmes	£500
Installation artist	£200

3.2.4. In the past, KBC paid for some of the entertainers direct so helping to defray the costs. It would be helpful in future years if there was a budget to support Kettfest so that KTC and Kettfest organisers can plan ahead and make commitments earlier in the year than currently.

3.3. CHRISTMAS EVENTS

3.1.1. NNC has committed – this year – to providing the lights display and the switch on event but nothing else. The other events associated with Christmas in the past have been, all on the market place

- santa's grotto
- teenage market on small business Saturday
- a regular Christmas market each Thursday from the switch on to Christmas

Very rough costings suggest this could be up to £10,000 with a considerable amount more for an ice rink – about £5000 per day was projected in 2021.

3.4. PANCAKE RACE

3.4.1. The Clerk has had a conversation with the organisers of the Olney Pancake Race. Their event is for women only – 25 competitors – with some children’s races in the morning of the event. The length of the race is 415 yards. It is open only to people with a strong connection to Olney and is held in competition with a similar event taking place in the USA on the same day and takes place on a twisty but quite wide section of road in Olney from the market place to the church. Much of their costs arise from the need to close the trunk road Olney stands along, but their event also attracts a great deal of sponsorship, from companies such as Tefal. The organiser says that planning starts 12 month before each event. The net cost for Olney is £4000, but the gross cost is £16000. The organisers provide the frying pans, some costume for the participants as well as event marshalling, timing facilities, temporary toilet facilities, and a marquee and catering for participants, sponsors, organisers and guests. as well as the promotional work.

3.4.2. If members wished to explore further the possibility of running a similar event in Kettering Town centre in 2023, (Shrove Tuesday is February 21st in 2023) then work would need to start straight away and involve:-

- Agreeing a race route and length
- Understanding what road closure and marshalling arrangements would be necessary
- Deciding whether to have a men’s race as well as a women’s race, plus events for children.
- Arranging St John’s ambulance and making other health and safety arrangements
- Exploring the possibility of local sponsorship.
- What else should accompany it by way of entertainment

3.5. JOBS FAIRS

3.5.1. There were two jobs fairs held in February/March this year which seems to have been well received and resulted in some businesses finding employees. Should the Council continue to help organise jobs fairs at regular intervals? A modest budget will be required.

3.6. ARMED FORCES DAY

3.6.1. There was an aspiration to support Armed Forces Day this year, but it has not been possible to get it off the ground in the time available, particularly with the close proximity of the platinum jubilee this year. It is proposed to hold an event in June 2023 when there will be less competition from other national events and more time to book attenders and features.

4. Consultation and Engagement

4.1. None as yet except for general consultation described in item no 7 above.

5. Finance, Legal and Resource Implications

5.1. There is currently no specific provision for these items within the programme of events for 22/23.

6. Policy Implications

The Council's policy is to provide more events in the town which support the local economy and provide entertainment and enjoyment in Kettering

Background Papers

