



MINUTES OF THE MARKETS AND EVENTS COMMITTEE OF KETTERING TOWN COUNCIL HELD IN the MUNICIPAL OFFICES, BOWLING GREEN RD, KETTERING AT 7PM ON 26th JUNE 2024

Councillors Present: Cllr Craig Skinner (Chair)
Cllrs Alexander Evelyn, Scott Edwards and Bev Wright

Officers present:- Martin Hammond, Town Clerk
Emma Dezelu Deputy Town Clerk

Others Daniel from Avenue Motion Picture Company – for item 9

No members of the public/press attended.

Item Number	Description
ME24/01	Election of Chair Cllr Edwards moved and Cllr Wright seconded and it was RESOLVED that Cllr Skinner be elected chair for the coming municipal year.
ME24/02	Appointment of Deputy Chair Cllr Skinner moved and Cllr Edwards seconded and it was RESOLVED that Cllr Evelyn be appointed deputy chair for the coming municipal year
ME24/03	Apologies for absence Apologies for absence were received from Cllrs Dell, Eve Edwards (for whom Cllr Scott Edwards was acting as substitute) Fedorowycz, and York
ME24/04	Declarations of interest None declared
ME24/05	Minutes The minutes of the meeting held on 17 th April 2024 were agreed as a correct record and signed by the chair

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ME24/06	Monthly town centre footfall data <p>Monthly and daily footfall data was provided showing footfall trends over the last 6 months, and focusing particularly on the impact that the Christmas lights switch on had had, as well as events which had run in April and May 2024</p> <p>The data for the lights switch on showed that an additional 1000 people per hour were in town in 2023 compared to the same event in 2022 – a 50% increase on 2022 - and that there was an additional 5000 people in town on 23rd November 2023, compared to an average day in November that year.</p> <p>Data also showed the impact that events in December, April and May seemed to be having on footfall; in each case where there was a KTC event taking place, footfall was up compared to the adjacent weekends where no event took place which appeared to indicate that events were increasing footfall, not just re-distributing it.</p>
ME24/07	Events Policy Statement <p>A report was submitted, proposing the adoption of a single policy statement, which set out, and brought together, the Council's policy and standards as they applied to the provision of and management of events. The document drew on existing policies and practices but articulated a vision and a statement of objectives as well, and proposed that the Council should have, as a long term objective, the development of indoor venues through which it could expand its offer and the range of events possible.</p> <p>Members asked if the document could address more clearly how partnership working could be expanded and exploited to widen the programme with relatively little additional resource.</p> <p>RESOLVED that an updated version of the proposed policy statement be submitted to Council on 10th July for approval.</p>
ME24/08	Events programme 24-25 Update <p>A summary of progress with events in the current year's programme, and spending on them, was submitted and updated verbally.</p> <p>There had been very good attendance at Kettfest, the first Friday Night disco, and the first skateboarding day. Attendance at Summer Saturdays had been affected by the weather but had been satisfactory. There were relatively poor attendances at both bands in the town events and whilst the</p>

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	<p>community summer market had been well supported by the voluntary sector, relatively few members of the public were attracted to it.</p> <p>Officers emphasised the work that had gone into supporting Kettfest this year and that this had raised questions about the most resource effective approach for future years.</p> <p>The experience of now being in the third year of running events at scale suggested that a review of what worked best and how to plan out next year's programme would best be done early on and it was proposed that the committee's next meeting could be dedicated to an open discussion about events planning for 2025 and beyond</p> <p>Initial promotional work on the half marathon had produced a very significant response on social media.</p> <p>Members were asked if they would support a four day continental market in October, to be provided by a specialist third party on the Market Place.</p> <p>Members asked if some form of temporary replacement for the fountains in the Market Place could be found.</p> <p>RESOLVED that</p> <ul style="list-style-type: none">a) A four day (Wednesday to Saturday) continental market on the Market Place be provided through a specialist company in the autumn and that the general market traders be advised in advance to given them an opportunity to engage with it.b) Officers instigate discussions with the Kettering Cultural Consortium about how to manage Kettfest in futurec) The Committee's next meeting be devoted to a planning session about the events programme, and the profile of each type of event
ME24/09	<p>Promotional Videos for KTC event</p> <p>Daniel from Avenue Motion Picture Company attended the meeting to describe his video production service and to answer members' questions.</p> <p>Members were asked if they wished to commission a video which could be used for future marketing and communications</p>

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	<p>purposes, which portrayed key Town Council events during the year.</p> <p>RESOLVED to explore with potential partners, the production of a video which showcased a range of Council events but also Kettering itself.</p>
ME24/10	<p>Market Performance Year to date</p> <p>A report was submitted which summarised the general markets' performance, attendance and finances in the first two months of the financial year and since 1st January 2024. Saturday attendance was now on a par with Friday and generally speaking the range and frequency of attendance by traders had improved significantly over the last year.</p> <p>It was reported that the Valuation Office was reviewing the rating liability of the general market.</p>
	Meeting closed at 8.05 pm

Signed.....

Date.....