

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME24/30

Committee:-	Markets and Events Committee
Date:-	29 th January 2025
Author:-	Martin Hammond, Clerk
Report Title:-	UPDATE ON EVENTS PROGRAMME for 2024-5
Wards Affected:-	All

1. Purpose of Report

To note updates to the events schedule for this year.

To appoint a specialist to produce a video of the half marathon

2. Recommendations

That:-

- a) The report be noted and
- b) Company A be appointed to produce a video of the half marathon at a cost of £1400 plus VAT

3. Information

- 3.1. The following table sets out the planned and agreed events, with spend to date (20th January) and agreed budgetary provision. The net budget takes into account the costs of putting up market stalls, where provided, and the costs of event supervisors, and accounts for projected income. It includes event specific promotional costs in each case. There is a general budget for promotional work which spans a number of events and for general equipment, storage and services.

Event	Date	Total Net Budget	Gross cost to date	Income to date	Projected Outturn
Easter Trail	April	£750	£587	--	£587
Vegan Market	April 13 th	£1000	£225	--	£225
Friday Night Discos	31 st May	£3000	£3696	£50	£3646
	30 th August				
	13 th Sept.				
Summer Saturdays	29 th April	£5750	£5044	£1125	£3919
	27 th May				

	24 th June				
	22 nd July				
Bands in the Park/Town	May-September	£5250	£5529	£125	£5404
Community Summer Market	8 th June	£1000	£783	--	£783
Kettfest	22nd June	£1000	£1793	£425	£1368
Skateboarding Days	22nd June	£3000	£3000	£ 25	£2975
	27 th July				
	31 st August				
Kettering by the Sea	August 2 nd -24 th	£27750	£29830	£1150	£29380
Love Food	1st September	£1000	£1549	£1395	£ 154
Halloween Trail	Oct/Nov	£750	£578	--	£578
Remembrance Day	10 th /11 th Nov	£2490	£2412	--	£2412
Christmas – markets, santa's grotto, giving tree, entertainment, switch on event	Nov- Dec	£30000	£26449	£1962	£28500
Holocaust Memorial Day	January	£100	£0	--	£0
Running event	March	£25000			£5000
Equipment /general PR including brochures		£2500	£2977	£3	£4000
Event supervisor time – allocated to each event above.			(£9065)		
TOTALS		£110,250	£84,452	£6,260	£88,931

Allowing for the costs of the half marathon being £20,000 less than budgeted, then the out-turn for the year is otherwise within 2% of the budget.

Income is lower than expected by about 13% (£6260 compared to £7225)- this is mostly because of a cancelled Christmas market, less income from ice cream vans at bands in the park and a smaller income than projected from Love Food.

3.2. Kettering Cultural Consortium

£10,000 has been allocated towards the Consortium. £8923 has been paid over to date and £1000 more has been committed. Some changes to the programme since it was last reported have been made. Any underspends and commitments to spend in 2025 will be carried forward in the budget.

3.3. Events since the last meeting

A verbal report will be provided on

- Christmas lights installation and demount

- Christmas lights switch on
- Christmas markets and other events
- Christmas Tree Festival and Deputy Mayors Christmas Party
- Holocaust Memorial Day

3.4. Half Marathon

Over 1500 people have already signed up to run the half marathon, well over the initial 1000 target. A 5k event has been added to the day and recently advertised.

Members agreed in principle to commission a video of the half marathon to aid recruitment in future years and to help promote Kettering more widely. Three companies were invited to submit bids. The bids received were

Company A	£1400
Company B	£1800
Company C	£2875

4. Consultation and Engagement

The verbal and social media feedback from all the Council's events have been positive and demand from traders and entertainers to work on these events is consistently high. The only issues which causes any difficulty are road closures because of the inconvenience they can cause to businesses and residents and they are, consequently, used sparingly.

5. Finance, Legal and Resource Implications

- 5.1. The Council has put aside £110,000 for events in this financial year, plus a proportion of the employment costs of the Deputy Clerk, The direct costs of the events supervisors is contained within the £110,000.
- 5.2. Income from the hire of market stalls and concessions is partly offset by the costs of erecting stalls. Income from trading concessions and market stall hire is being coded to the relevant event from 1st April.
- 5.3. On top of this provision is the cost of Christmas Lights (£40,000) and the support for the Kettering Cultural Consortium (£10,000)
- 5.4. The Town centre events budget of £9000 covers several events, including the Friday night discos, Remembrance Day, midsummer market, both children's trails and the vegan market.
- 5.5. The storage costs for events equipment previously held at NNC's depot has been allocated to general and promotional and this budget heading will now overspend for the year.

6. Climate Change Implications

- 6.1. 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.
- 6.2. The manner in which events are provided will also impact on the amount of resources consumed.

7. 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

