

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME24/16

Committee:-	Markets and Events Committee
Date:-	24 th July 2024
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.

2. Recommendations

That

- a) The report be noted
- b) Members views on hosting the continental market are invited

3. Information

3.1. The following table sets out the planned and agreed events, with spend to date (15th July) 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 and services.

Event	Date	Total Net Budget	Gross cost to date	Income to date	Projected Outturn
Easter Trail	April	£750	£462	--	£462
Vegan Market	April 13 th	£1000	£200	--	£200
Friday Night Discos	31 st May 30 th August 13 th Sept.	£3000	£256	£25	£4299
Summer Saturdays	29 th April 27 th May 24 th June 22 nd July	£5750	£3302	£1075	£5700

Bands in the Park/Town	May-September	£5250	£2626	£ 25	£5250
Community Summer Market	8 th June	£1000	£552	--	£552
Kettfest	22nd June	£1000	£1565	£425	£1100
Skateboarding Days	22nd June 27 th July 31 st August	£3000	£3000	£ 25	£3000
Kettering by the Sea	August 2 nd -24 th	£27750	£10574		£27750
Love Food, Wicksteed Park	1st September	£1000	£136	£765	£1000
Halloween Trail	Oct/Nov	£750		--	£750
Remembrance Day	10 th /11 th Nov	£2490		--	£2490
Christmas – markets, santa’s grotto, giving tree, entertainment, switch on event	Nov- Dec	£30000			£30000
Holocaust Memorial Day	January	£100		--	£100
Running event	March	£25000			TBC
Equipment /general PR including brochures		£2500	£224		£2500
Event supervisor time - to be allocated			£1029		
TOTALS		£110,250	£32,350	£2,340	£84,153

3.2. Kettering Cultural Consortium

£10,000 has been allocated towards the Consortium. £8423 has been paid over to date. Some changes to the programme since it was last reported are being made and there may be an underspend in this financial year.

3.3. Events since the last meeting

A verbal report will be provided on

- Bands in the Park since the start of June
- Summer Saturday 28th June

3.4. Additional event - continental market

We have not been able to find a mutually workable date for the continental market this year, especially as work to the fountains may occupy the market Pale during October, so we have agreed to delay this event until 2025.

3.5. Half Marathon

Over 200 people have already signed up to run the half marathon.

3.6. Market Place Fountains

NNC is confident these will be working for Kettering by the Sea. Permanent repair works will start in October, but at this point, it is not known what that will involve.

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.

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
