



REPORT FOR INFORMATION

Item No:- ME24/09

Committee:-	Markets and Events Committee
Date:-	26 th June 2024
Author:-	Martin Hammond, Clerk
Report Title:-	Promotional videos for KTC event
Wards Affected:-	All

1. Purpose of Report

To seek the committee's views on commissioning a video which will help showcase and promote the Council's event programme.

2. Recommendations

Views are requested.

3. Information

3.1. The Council has largely focused on providing very local events within its programme, but increasingly, we are attracting a wider audience with Love Food, the Half Marathon and even Christmas lights switch on. There is some merit in creating some professional material which will help the Council and partners such as NNC and the business network to better promote the area and activities. The first half marathon next March would be an ideal event to be the focus for a promotional video.

3.2. The clerk was party to a presentation by a video production company based in Wellingborough recently. The company was explaining how it produced promotional videos and had recently done one for the Waendal Walk for Wellingborough Town Council.

3.3. Costs will of course depend on what is to be commissioned. Wellingborough's was paid through a sponsorship package but comprised three days worth of filming, including voiceover additions. The company concerned in Wellingborough have indicated that a video would cost in the region of £2750 to cover a single event such as the half marathon.

3.4. Equally there might be merit in producing a set of videos which cover more of the Council's events, either singly or as a group such as -

- Love Food
- Kettering by the Sea
- Christmas Lights Switch On

3.5. If members feel this is worth exploring, it would be helpful to identify a budget and then embark on discussions with local providers about the best way to approach making a video.

3.6. The costs could be met from the budget for the half marathon, which is now not likely to be required at the level it was set.

4. Consultation and Engagement

None in respect of this proposal, but a video, properly done, would help the Council engage with residents and visitors.

5. Finance, Legal and Resource Implications

5.1. No provision has been made for this proposal, but there is £25,000 in the budget for the half marathon which is now not likely to be needed in full.

5.2. It will be advisable to seek quotations from other companies as part of the procurement process.

6. Policy Implications

The Council's policy is, inter alia:-

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, through its own services and in partnership with others.

None

14.6.24

