

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME24/026

Committee:-	Markets and Events Committee
Date:-	27 November 2024
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Events Programme 2025-26
Wards Affected:-	All but mainly Wm Knibb ward

1. Purpose of Report

To agree the principal elements of the events programme for 2025-26.

2. Recommendations

Members are asked to agree the schedule of events for 2025-26 and the associated costs for each event.

3. Information

3.1. The attached schedule seeks to capture the main events which officers will be working to from April 2025 to March 2026.

Date	Event	Main partner/ sponsor	Venue	Net Cost
Friday 4 April to Sat 19 April	Easter Town Trail	Town centre retailers	Town centre	£600
Sat 26 April	Vegan Market	Vegan Market Co.	Market Place	£650
Sat 31 May	Summer Saturday		Market Place	£1,500
Sat 14 June	Kettfest	KCC	Town Centre	£14,000
Sat 21 June + 2 more dates	Go Skate Day	Illicit	Skate Park	£3,000

Sun 22 Jun – Sun 24 Aug inclusive	Bands in the Park	All Saints Church, NNC	Rockingham Rd Pleasure Park	£6,000
	Voluntary sector event			£1,000
Sat 28 Jun	Summer Saturday		Market Place	£1,500
Sat 26 July	Summer Saturday		Market Place	£1,500
Tue 29 July – Wed 20 Aug	Kettering By The Sea		Market Place	£30,000
Fri 29 Aug	Friday Night Disco	Bill Burton	Market Place	£1,500
Sun 30 Aug	Love Food	Wicksteed Park	Wicksteed Park	£0
Fri 13 Sep	Friday Night Disco	Bill Burton	Market Place	£1,500
Sat 26 Oct to Sat 2 Nov	Hallowe'en Trail	Town centre retailers	Town Centre	£500
Thu 2 to Sun 5 October	Continental Market		Town Centre	£0
Sun 9 Nov Tue 11 Nov	Remembrance Sunday & Armistice Day	Royal British Legion	Town Centre	£3,000
Thu 27 Nov	Christmas Lights Switch On		Town Centre	£13,650
Thu 27 Nov	Christmas Tree		Market place	£2750
Nov to Jan	Provision of Christmas Lights	Blachere	Town Centre	£40,000
Sat 7, 14 & 21 Dec	Christmas Markets and town centre entertainment		Market Place	£6,000
Dates across December	Christmas Grotto and giving tree	Newlands centre; Bonka's	Newlands	£7,600
Tue 27 Jan 2026	Holocaust Memorial Day		Manor House Gardens	£100 Mayoral funds
March 2026	Running Event	RunThrough	Wicksteed Park	£5,000

4. Consultation and Engagement

The events budget and elements of it are included in the budget consultation process underway. Feedback from events to date has also been factored into the programme planning.

5. Finance, Legal and Resource Implications

The total budget, as currently proposed, is £110,750, excluding the Christmas lights, plus officer time. This includes sums for the events brochure, other

programme wide advertising and non event specific equipment and is broadly the same as 2024-25.

The budget for each event includes for event supervisor costs, market stall provision costs, and promotional material and is net of the income from renting market stalls and other trading concessions..

6. Policy Implications

The Council's policy is to support the economic vitality of the town centre but also to provide events throughout the year.

7. Climate Change Implications

7.1. 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.

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

8. 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.
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