



Cabinet 23 May 2012

Report of the Overview and Scrutiny Committee: Review of the Continuing Success of the Bury St Edmunds Christmas Fayre (Jun12/04)

1. On 16 November 2011, a Task and Finish Group was set up by the Committee meeting to observe the 2011 Christmas Fayre, and then to work with officers on the future direction of the Fayre. The aim of the review was to ensure that the Fayre continued to benefit the town and visitors.
2. During its meetings the Task and Finish Group collected details of all elements of the Fayre, including stallholder information, Fayre expenditure and organisation. The Group's report to Committee included facts around the 2011 Fayre, and set out the various areas of the review, which included:-
 - (a) Is the Council providing the right attractions, and what is the purpose of the Fayre?;
 - (b) Organisation of the Fayre;
 - (c) Should the Fayre continue to increase in size?;
 - (d) Analysis of feedback, including economic impact;
 - (e) Location of activities and new areas;
 - (f) Car parks and park and ride; and
 - (g) Other observations.
3. Extensive consultation was carried out, and the results were set out in the report. The consultation results, and the data collected under the bullet points set out above, together with the Group Members' own observations of the Fayre, led to a number of recommendations being put forward, which were endorsed by the Committee.
4. The Committee **RECOMMENDS** that:-
 - (a) **the provision of additional and/or alternative sites for Park and Ride for use over the period of the Bury St Edmunds Christmas Fayre be investigated as a matter of urgency;**
 - (b) **due to the size and how spread out the Fayre is, a system of segmentation of areas be introduced, with each area managed by an officer or steward, in order to provide more support to the event manager;**
 - (c) **the Bury St Edmunds Christmas Fayre should remain a community event;**

- (d) the Vision Statement for the Bury St Edmunds Christmas Fayre, as set out in Section 3.2 of Report C439, ie "The Christmas Fayre is a fun, festive and inclusive event for all ages designed to attract visitors, promote the area and have a positive effect on local people, and has a huge economic impact on businesses and the local area; spread throughout the town, the local community should continue to be a great part of its success", be adopted;**
- (e) to help alleviate congestion and aid visitor flow, a map be produced that advertises other routes and quieter times around the town;**
- (f) to further alleviate pedestrian congestion and promote the whole area, the utilisation of other parts of the town be investigated and, in consultation with highways and car park staff, be implemented if practical;**
- (g) subject to investigation of the legal position, the Market could take place during the whole three days of the Fayre if appropriate; and**
- (h) an online questionnaire be developed to receive customer feedback and additional information on Fayre users.**

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