

BURY ST EDMUNDS CHRISTMAS FAYRE - OPERATIONAL PLAN

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No.	Theme	Process	Action	Person or group responsible	Timings
1	Council statements for the Christmas Fayre	Vision	Revise vision to "The Bury St Edmunds Christmas Fayre is a fun, festive and inclusive event for all ages. The event is designed to attract visitors and have a positive effect on local people and businesses. The Fayre is provided by St Edmundsbury Borough Council."	Cabinet	December 2015 - December 2019
2	Council statements for the Christmas Fayre	Commitment	The Council should commit to the Christmas Fayre for the remainder of the current administration. This will allow the Markets Development Officer to procure contracts for the Fayre which should generate budget savings.	Cabinet	December 2015 - December 2019
3	Council statements for the Christmas Fayre	Cost neutral	As a minimum, the Christmas Fayre should be run as a cost-neutral event by the Council. Additional budget spend should be approved by the Section151 Officer.	Finance Business Partner	December 2015 - December 2019
4	Council statements for the Christmas Fayre	Future management and marketing of the Fayre	The Council should continue to provide the Christmas Fayre for the benefit of its communities and businesses and should work in partnership with other organisations to maximise the potential of all major events that are delivered across the Bury St Edmunds town centre.	Growth Officer	December 2015 - December 2019
5	Council statements for the Christmas Fayre	Delivery of the Operational Plan	The Markets Development Officer and Christmas Fayre Project Group shall be responsible for the delivery of this operational plan. Internal support has been identified where relevant.	Christmas Fayre Project Group	December 2015 - December 2019
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6	Christmas Fayre review	Democratic Process	Overview and Scrutiny to consider the report and recommendations on 11 November	Service Manager - Economic Development	Nov-15
7	Christmas Fayre review	Democratic Process	Cabinet to consider the recommendations from the Overview and Scrutiny Committee on 8 December	Service Manager - Economic Development	Dec-15
8	Christmas Fayre review	Communications	A link to the Cabinet decision and associated documents to be published and communicated via email, press release and social media.	Service Manager - Communications	Dec-15
9	Economic Impact	Incentives for return visits	Work in partnership with 'Our Bury St Edmunds' and the Tourism Group to explore incentives for Christmas Fayre visitors to return to Bury St Edmunds. A mechanism for recording the success of the scheme should be implemented.	Marketing Manager	2016/17 Fayre
10	Economic Impact	Visitor survey	Create and target a more sophisticated visitor survey that produces results that can be used for economic impact modelling.	Policy Business Partner	2016 Fayre
11	Finance	Cost recovery	The Markets Development Officer should work with the Commercial Manager to explore additional income generation that can be reinvested in providing a well-organised and professional event.	Commercial Manager	December 2015 - April 2019
12	Finance	Cost recovery	Areas to be initially explored for income generation by the Commercial Manager are business advertising and event sponsorship.	Commercial Manager/ Marketing Manager	2016 Fayre
13	Finance	Cost recovery	Assess the potential of using Moyses Hall as a café and 'break out' area at a future Christmas Fayre.	Commercial Manager/ Heritage Manager	2016 Fayre
14	Finance	Internal recharges	Review the internal recharge costs for the Christmas Fayre to include accurate budget recharges for the Event Manager, Health and Safety Manager	Finance Business Partner	2017/2018 budget
15	Finance	Budget	Review the expenditure and income cost codes for the Christmas Fayre to ensure they are transparent and structured appropriately to support the financial management of the Christmas Fayre.	Finance Business Partner	2017/2018 budget

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16	Finance	Highways recharge	Review the pricing structure for all events that require road closures and traffic management. Implement a pricing structure that, where appropriate, ensures full cost recovery.	Highways Officer/ Finance Business Partner	2016/2017
17	Finance	Fees/ donations for entertainment	Create a scheme of fees for the provision of entertainment at the Christmas Fayre. Engage with regular Christmas Fayre entertainers that are affected by the new scheme.	Commercial Manager/ Policy Business Partner	2016 Fayre
18	Finance	Procurement of Christmas Fayre contracts	Explore the procurement of Christmas Fayre contracts (staging, first aid, traffic management etc.) and tender for the duration of the Christmas Fayre operational plan.	Procurement Manager/ Legal Service Manager	2016 Fayre
19	Finance	Coach drop off	Review the current charging for coach 'drop-off' charges. Implement a scheme that ensures full cost recovery for administration and management of the bookings.	Commercial Manager/ Policy Business Partner	2016 Fayre
20	Governance	Reporting	Engage Leadership Team and Portfolio Holders in the review of past Christmas Fayres and planning for future Christmas Fayres.	Policy Business Partner	1st report in Q1 2016/17
21	Governance	Project group	An internal officer led Christmas Fayre Project Group should be formed with a terms of reference and clearly defined roles and responsibilities for key officers.	Policy Business Partner	2016 Fayre
22	Governance	Information forum	Transform the Christmas Fayre Working Group into an information sharing and discussion forum. The forum should be used as an opportunity to discuss learning from the previous Christmas Fayre and update on progress and changes for the next Fayre.		2016 Fayre
23	Operational	Communications	Produce a communications and marketing plan for the Christmas Fayre that maximises the potential of the new website and social media.	Service Manager - Communications	2016 Fayre
24	Operational	Communications	Produce briefing packs to include a 'programme of events' for local businesses and venues. Distribute in advance of the Christmas Fayre.	Marketing Manager	2016 Fayre
25	Operational	Marketing	Work with Our Bury St Edmunds and other partners to ensure consistent and targeted marketing for all major events in Bury St Edmunds. Maximise the opportunity to encourage visitors to return for other events on the Bury St Edmunds calendar.	Marketing Manager	December 2015 - April 2019
26	Operational	Administrative support	Identify the administrative tasks and responsibilities (and equivalent FTE time) required to support the Christmas Fayre.	HR Business Partner	2016 Fayre
27	Operational	Professional stewards	Implement a new staffing and operational structure for stewards that ensures stewards with suitable experience or qualifications are recruited at the Fayre. Where appropriate, offer training to key staff that manage volunteer/ less experienced stewards	HR Business Partner	December 2015 - April 2019
28	Operational	Visitor figures	Use visitor numbers from the 2015 Fayre to review, and if necessary update, the mechanism for recording visitor numbers to the Christmas Fayre.	Policy Business Partner/ Health and Safety Manager	2016 Fayre
29	Operational	Accessibility	Ensure all areas of the fayre are disabled accessible. Where required implement alternative routes and communicate this on the website in advance of the Fayre and to stewards as part of their briefing.	Health and Safety Manager	2016 Fayre
30	Operational	Food safety	Assess the capability of the online NCASS website (free) for the management of food stall bookings. If appropriate, manage the food stall bookings of future Fayre's using this solution.	Business Regulation and Licensing Manager	2016 Fayre
31	Operational	Car parking	Continue to explore the availability of additional car parking with businesses, schools and outside of the town for park and ride.	Service Manager - Car Parks	December 2015 - April 2019

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32	Operational	Travel	Work in partnership with local travel providers to advertise the availability and frequency of bus and train services to the Fayre.	Marketing Manager	2016 Fayre
33	Operational	Disruption - resident and business engagement	Where possible, use email to communicate with town centre residents and businesses in advance of the Christmas Fayre, particularly regarding arrangements for road closure.	Highways Officer	2016 Fayre
34	Operational	Pedestrian congestion and management of litter	Identify a suitable area outdoors to be used as a break-out area for the consumption of food bought at the Christmas Fayre.	Health and Safety Manager/ Operations Manager (Waste)	2016 Fayre