

# Cabinet



*St Edmundsbury*  
BOROUGH COUNCIL

<b>Title of Report:</b>	<b>Recommendation of the Overview and Scrutiny Committee: 11 November 2015 - Christmas Fayre Review</b>	
<b>Report No:</b>	<b>CAB/SE/15/077</b>	
<b>Report to and date:</b>	<b>Cabinet</b>	8 December 2015
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<b>Purpose of report:</b>	On 10 June 2015, a Task and Finish Review Group was established by the Overview and Scrutiny Committee to review the Bury St Edmunds Christmas Fayre. For ease of reference and attached as Appendix 1 to this report, Report No: OAS/SE/15/016 summarises the review of the Christmas Fayre and presents at Appendix D, a draft five year operational plan for taking forward the recommendations from the Christmas Fayre Task and Finish Group and subsequently, the Overview and Scrutiny Committee. Again for convenience, Appendix D to Report No: OAS/SE/15/016 is attached to this report.	

<b>Recommendation:</b>	<b>It is <u>RECOMMENDED</u> that the Review of the Christmas Fayre report, contained in Report No: OAS/SE/15/016, including the Five Year Operational Plan, attached as Appendix D to Report No: OAS/SE/15/016, be approved.</b>
<b>Documents attached:</b>	<b>Appendix 1-</b> Christmas Fayre Review Report ( <a href="#">OAS/SE/15/016</a> ) <b><a href="#">Appendix D</a></b> - Five Year Operational Plan

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## **1. Key issues and reasons for recommendation**

### **1.1 Key Issues**

- 1.1.1 The Committee received Report No: OAS/SE/15/016 (attached as Appendix 1 to this report), which summarised the review of the Bury St Edmunds Christmas Fayre and presented a draft operational plan (Appendix D) for taking forward the recommendations from the Christmas Fayre Task and Finish Group.
- 1.1.2 On 10 June 2015, the Overview and Scrutiny Committee resolved to establish a Task and Finish Group to complete a review of the Bury St Edmunds Christmas Fayre and to adopt a five-year operational plan for the event. The prompt for the review came from the Council's acknowledgement that the Christmas Fayre had grown to be a nationally recognised event and that a review of the current principles and arrangements was therefore opportune.
- 1.1.3 The Task and Finish Group met to discuss the planned approach to the review and to consider the specific areas to be explored. It was agreed that the review would explore the following areas:
- Finance
  - Governance
  - Event consultation/focus group
  - Operational issues
- 1.1.4 Report No: OAS/SE/15/016 summarised the review of the Bury St Edmunds Christmas Fayre and presented a draft five-year operational plan for taking forward the recommendations from the Task and Finish Group.
- 1.1.5 The report included the background to the review; the current position of the Christmas Fayre; statistics; venues and stalls; timings; health and safety; marketing; entertainment; employment; finance; Christmas Fayre Working Group; traffic management and car parks. Also attached to the report were a number of appendices, namely:
- [Appendix A](#) - analysis of Christmas Fayre stalls;  
[Appendix B](#) - Christmas Fayre stakeholders and review reporting structure  
[Appendix C](#) - Christmas Fayre impact survey; and  
[Appendix D](#) - Five-year operational plan.
- 1.1.6 It is proposed that the findings from the report (Appendix 1) and the operational plan (Appendix D) should be used to influence the planning and delivery of the 2016 Christmas Fayre. The Markets Development Officer should use this report and an assessment of Christmas markets from the National Association of British Markets Authorities (NABMA) when advising on Christmas events in Brandon, Haverhill, Mildenhall, Newmarket and other West Suffolk towns and villages.
- 1.1.7 The Overview and Scrutiny Committee considered the report in detail and asked a number of questions to which responses were provided.

In particular discussions were held on the following:

- (1) **Stall holders** – 76% of stall holders came from East Anglia. The plan going forward was to look at a pricing structure to further benefit local businesses.
- (2) **Neutral cost** – Members wished to see the event make a small profit margin. Officers confirmed that the aspiration was to make a small profit.
- (3) **Format of the market** – Members discussed the format of Christmas Markets abroad, which lasted for a whole month. Officers advised that changing the current format and dates of the Christmas Fayre could be looked at as a longer term aspiration and would be a major review.
- (4) **Transport** – The Council was working closely with transport providers to advertise the availability and frequency of bus and train services to the fayre and has started to promote a campaign to encourage people to walk, cycle or use public transport.

1.1.8 The Portfolio Holder for Families and Communities thanked the Task and Finish Group for a well considered review of the current Christmas Fayre.

1.1.9 The Overview and Scrutiny Committee has put forward its recommendation as set out on page two of this report.