

# Overview and Scrutiny Committee



St Edmundsbury  
BOROUGH COUNCIL

<b>Title of Report:</b>	<b>Review of Bury St Edmunds Christmas Fayre – Scoping Report</b>	
<b>Report No:</b>	<b>OAS/SE/18/013</b>	
<b>Report to and dates:</b>	<b>Overview and Scrutiny Committee</b>	18 April 2018
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<b>Purpose of report:</b>	To establish a Joint West Suffolk Task and Finish Group to Review the Christmas Fayre.	
<b>Recommendation:</b>	<b>Overview and Scrutiny Committee:</b>  <b>It is RECOMMENDED that a Joint West Suffolk Task and Finish Group be established, <u>with four members from the Overview and Scrutiny Committee being appointed</u>, to carry out a review of the Bury St Edmunds Christmas Fayre and to make recommendations for 2019.</b>	
<b>Key Decision:</b>  (Check the appropriate box and delete all those that <b>do not</b> apply.)	<i>Is this a Key Decision and, if so, under which definition?</i> Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/>	

<b>Consultation:</b>	<ul style="list-style-type: none"> <li>Paragraph 2.1.4 covers the proposed engagement arrangements for the review</li> </ul>		
<b>Alternative option(s):</b>	<ul style="list-style-type: none"> <li>The option of not reviewing the Christmas Fayre has been considered. However, this would mean that Forest Heath members would not have the opportunity to input to the review which will make recommendations for 2019, at which point the Fayre would be the responsibility of the new Single Council.</li> </ul>		
<b>Implications:</b>			
Are there any <b>financial</b> implications? <i>If yes, please give details</i>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	•
Are there any <b>staffing</b> implications? <i>If yes, please give details</i>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	•
Are there any <b>ICT</b> implications? <i>If yes, please give details</i>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	•
Are there any <b>legal and/or policy</b> implications? <i>If yes, please give details</i>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	•
Are there any <b>equality</b> implications? <i>If yes, please give details</i>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	•
<b>Risk/opportunity assessment:</b>		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
<b>Risk area</b>	<b>Inherent level of risk</b> (before controls)	<b>Controls</b>	<b>Residual risk</b> (after controls)
	Low/Medium/ High*		Low/Medium/ High*
The Task and Finish Group are not able to reach conclusions on the future of the Fayre in the timeframe and with the available resources before a West Suffolk decision is needed on what should happen in 2019	Medium	The review is properly resourced, with good quality information provided and appropriate support for engagement and deliberation.	Low
<b>Ward(s) affected:</b>	All West Suffolk wards		
<b>Background papers:</b> <i>(all background papers are to be published on the website and a link included)</i>	2015 review of the Christmas Fayre: Cabinet report <a href="#">OAS/SE/15/016</a>  Recommendations of the Overview and Scrutiny Committee <a href="#">CAB/SE/15/077</a>		
<b>Documents attached:</b>	None		

## **1. Key issues and reasons for recommendation(s)**

### **1.1 Background**

1.1.1 The Bury St Edmunds Christmas Fayre has been running since 2004. St Edmundsbury Borough Council organises the event and commits staff and resources to running it. It is currently run as a not-for-profit community event and attracts over 120,000 visitors to Bury St Edmunds over a four day period. As such, it was reported by the National Association of British Markets Authorities in 2015 to be in the top dozen Christmas Markets in the UK in terms of its size and economic contribution.

1.1.2 A formal review of the Fayre was last carried out in 2015 by a Task and Finish Group consisting of 6 members of St Edmundsbury Overview and Scrutiny Committee, who met in August and October 2015 and then reported to Cabinet in December 2015. The review concluded that "St Edmundsbury Council should commit to the Christmas Fayre for the remainder of the current administration" (i.e. May 2019) and made a number of recommendations that have been, or are being implemented.

1.1.3 A further review of the Christmas Fayre is now proposed for the following reasons:

- i) The current commitment to continue with the Fayre only runs until April 2019, so decisions are needed as to what should take place in winter 2019;
- ii) Planning for the Christmas Fayre starts in the preceding year. As such, a decision will need to be made in 2018 for the 2019 Fayre;
- iii) If the event goes ahead as planned, the 2019 Christmas Fayre will be the first to be run by the new West Suffolk Council as opposed to St Edmundsbury Borough Council. For this reason, current members from across West Suffolk need to be involved in the decisions about the future of the Fayre; and
- iv) The new anti-terrorist requirements for large scale events were not in place in 2015 when the previous review was carried out. These requirements have financial and other implications and it would be helpful to consider these alongside a wider review of the Fayre.

## **2. 2019 Christmas Fayre Review**

2.1 It is proposed that a Joint West Suffolk Task and Finish Group be established to carry out a review of the Bury St Edmunds Christmas Fayre to make recommendations to the West Suffolk Shadow Executive in Autumn 2018. This is subject to agreement from Forest Heath's Overview and Scrutiny Committee who are considering an identical paper at their meeting on 19 April 2018.

### **2.1.1**

#### **Membership**

It is recommended that the Joint Task and Finish Group comprises of **eight**

**Members;** four from the Forest Heath Overview and Scrutiny Committee and **four from the St Edmundsbury Committee**. The Group would be supported by officers, including the Service Manager for Economic Development, Markets Development Officer, Service Manager (Health and Safety) and a Policy Business Partner, and the Portfolio Holders could be part of the Group if invited.

### 2.1.2

#### **Review period**

The review work will be carried out between May and August 2018, in order to feed into final reports for the Overview and Scrutiny Committee meetings in September, and a report to the Shadow Executive in October 2018. This will allow time for the recommendations to be taken account of before the arrangements for 2019 would need to be set (as things currently stand, dates for Christmas Fayres are set around one year in advance).

### 2.1.3

#### **Scope**

It is proposed that the Review covers a range of issues, as follows:

<b>Principle and ownership</b>	Consider whether West Suffolk Council should continue to support a 4 day Christmas Fayre in Bury St Edmunds from 2019 that is run on a not-for-profit basis and organised directly by the Council.
<b>Vision</b>	Review current vision ("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".)
<b>Timing and length</b>	Review dates (currently last weekend in November) and timings and length of event and consider alternative options.
<b>Format and venues</b>	Review current elements of the Fayre (stalls and entertainment and funfair) and the 10 venues used.
<b>Type of stalls</b>	Review current split of stalls (i.e. approx. one third of each of household goods; foods; and personal goods)
<b>Links to wider economy (retail and tourism)</b>	Review the impact on local businesses, both positive and negative.
<b>Transport and accessibility</b>	Review the current transport and accessibility arrangements, including parking; coaches; park and ride; disabled access.
<b>Finance</b>	Review the current financial position of the Fayre (including security costs) and other potential options. Consider the overall cost of the Fayre, including opportunity costs and the indirect benefits.
<b>Staffing and volunteers</b>	Review current casual staffing arrangements (employed by SEBC) and volunteers.

<b>Safety and security</b>	Review the anti-terror measures put in place for the 2017 Fayre and note the separate review of health and safety of the 2017 Fayre.
<b>Examples from other places</b>	Consider examples of best practice from other places around the UK and overseas.
<b>Communications and marketing</b>	Review the current arrangements for communication and marketing about the Fayre, and consider alternatives.
<b>Management and Resources</b>	Review the management arrangements in previous years and outline the benefits and costs of alternatives.

2.1.4 It is also proposed that the Joint Task and Finish Group consider progress in implementing the actions agreed in 2015 in the form of a 5-year operational plan for the Christmas Fayre.

#### 2.1.5 **Engagement**

The Joint Task and Finish Group should engage with the following groups and organisations in order to inform their decisions about the future of the Christmas Fayre:

- OurBuryStEdmunds
- Town centre businesses
- Businesses that provide services to the Fayre
- Bury and Beyond Development Management Organisation
- Arc management
- Emergency services

2.1.6 The Group should also take account of the feedback from residents and visitors given through the Christmas Fayre Survey in 2017.