

Christmas Fayre Review 2018

Key details of current arrangement for the Christmas Fayre

PRINCIPLE OWNERSHIP	<p>Objective: 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.</p>
	<p>Key Details:</p> <ul style="list-style-type: none"> • Council-run event • Run on a not-for-profit basis • Event localised to Bury St Edmunds • Some support by the BID e.g. measuring footfall
VISION	<p>Objective: 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”.)</p>
	<p>Key Details:</p> <ul style="list-style-type: none"> • Aims to have something for everyone, with varied goods and entertainment to cater for all ages • Includes locals, such as the dedicated locals evening • Attracts visitors from across Suffolk and beyond who travel for one of the country’s biggest Christmas Fayres
TIMING AND LENGTH	<p>Objective: review dates (currently last weekend in November), timings and length of event, and consider alternative options.</p>
	<p>Key Details:</p> <ul style="list-style-type: none"> • 3 days run-up • 4 day event - Thursday 12pm (Noon) to 8pm, Friday 9am to 8pm, Saturday 9am to 8pm and Sunday 10am to 5pm • Normally the last week in November
FORMAT AND VENUES	<p>Objective: review current elements of the Fayre (stalls, entertainment and funfair) and the 10 venues used.</p>
	<p>Key Details:</p> <ul style="list-style-type: none"> • Stalls – 322 in total: foods, personal goods, household goods and information, and about 80% are local (based in East Anglia) • Entertainment – Animal attractions, carol concert, fireworks and parade (opening night), local performers and Santa’s grotto • Funfair - Various rides including big wheel, trampolines, galloper, vehicle seated rides and traditional stalls

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	<ul style="list-style-type: none"> • Venues – 10 in total: Abbey Gardens (105 stalls), Angel Hill (54 stalls), Apex (55 stalls), Athenaeum (40 stalls), Buttermarket (normal provisions market stalls), Cathedral and Cathedral Courtyard (21 stalls), Charter Square (26 stalls), Hatter Street (21 stalls) and Moyse's Hall (stall within the museum) • Infrastructure – including marquees, flooring in the Abbey Gardens, generators/associated power equipment and stages
TYPE OF STALLS	<p>Objective: review current split of stalls (i.e. approx. one third of each of household goods; foods; and personal goods).</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Household goods (e.g. linens, lamps, rugs, vases, photo frames, Christmas decorations) • Foods (ranging from snacks to larger meals, e.g. nuts, doughnuts, crepes, chilli, noodles, burgers, hot dogs, duck wraps, fish and chips and hog roasts) • Personal goods (e.g. bath products, fragrances, skin creams, make up, jewellery, gift sets.) • Information (e.g. RSPB, Suffolk Wildlife Trust, business promotional stands such as those selling experiences or photographers)
LINKS TO WIDER ECONOMY	<p>Objective: the impact on local businesses, both positive and negative.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Visitors spend money elsewhere in the town and some town-centre businesses benefit • Greatly increased footfall compared to surrounding weekends • Anecdotal evidence suggests it increases repeat visits, therefore a direct benefit for the tourism industry • Accommodation in Bury St Edmunds always fully booked for the duration of the fayre • Showcases the town to visitors although some residents don't think the best of Bury St Edmunds is exhibited
TRANSPORT AND ACCESSIBILITY	<p>Objective: review the current transport and accessibility arrangements, including parking; coaches; park and ride; disabled access.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Public car parks – All apart from Angel Hill (which is used for stalls) • Christmas Fayre car parks - Greene King, Rugby Club and Priory School (when available) • Excursion coaches – On arrival coaches are directed to the drop off/pickup point by the side of St Marys Church on Honey Hill. The empty coaches are then directed to the lorry park at Rougham Hill. Nowton Park has been designated as a parking overflow if required and the Bus Station is overflow for coaches to drop off visitors. • Park and ride – Located at Claas, Saxham Business Park (3 miles west of Bury St Edmunds). A fleet of buses operate between the site and St Mary's Church on Crown Street. The service is in operation from 0830 hrs to 2030 hrs on the Friday and Saturday and 0900 hrs to 1730 hrs on the Sunday with a frequency of approximately 15 to 20 minutes. • Park and walk – West Suffolk College and Olding Road car parks <p>Disabled access – Dedicated spaces within car parks as normal and a limited number for the Doctor's surgery in Chequer Square</p>

SAFETY AND SECURITY	<p>Objective: 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.</p>
	<p>Key Details:</p> <ul style="list-style-type: none"> • Counter Terrorism Strategy written and implemented • 22 health and safety zones • Health and Safety officers x 2 • Fire service attend site to ensure appropriate access • First aid provision – St John’s on site • Police officers x 24 and Anti-terrorism officers x 2 • Additional CCTV <ul style="list-style-type: none"> • Security equipment – IT kit, Hostile Vehicle Mitigation Systems (HVMS) • Security stewards (FIA registered and trained, from a security contractor) x 20 • Formal security (NVQ trained from a security contractor) x 50 • New Anti-terrorism measures required security operations to increase dramatically in 2017 • Christmas Fayre Health and Safety Review 2017
FINANCE	<p>Objective: 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.</p>
	<p>Key Details: *CONFIDENTIAL*</p> <ul style="list-style-type: none"> • Total income in 2017 was £232,566.08 Consisted of: <ul style="list-style-type: none"> ○ Income from stallholders - £198,216.05 (approx. £600 per stall) ○ Income from coach bookings - £5,845.80 ○ Income from Greene King Car Park - £5,557.56 ○ Income from Park and Ride - £20,196.67 • Total expenditure in 2017 was £239,954.22 which includes (list not exhaustive): <ul style="list-style-type: none"> ○ Staffing costs - estimated at approximately £24,023.08 (including staffing during the event itself and the organisation of the event in the year-preceding) ○ Contractors - £92,680.93 (e.g. infrastructure costs; Nb. security stewards and formal security are included in this figure, specific details below) ○ Security costs – approximately £43,181 (consisted of £7590 for additional CCTV, £8898.75 for security stewards, £16,040.25 for formal security (please note: this figure will increase in 2018 due to additional resource requirements) and £10,652 for the hire of the Hostile Vehicle Mitigation Systems (please note: this figure is due to increase by approximately £2,500 for an additional HVMS); Police gave their services for free; these would have cost £49,688) ○ Room/hall hire and internal room/hall hire recharge - £9,960.00 ○ First Aid provision - £7,062.10 ○ Support costs - £10,290.13 ○ Advertising - £7,654.95 ○ Park and Ride expenditure – £25,182.16 <p>Total income minus total expenditure gives a loss of £7,388.14 for 2017</p>

STAFFING AND VOLUNTEERS	<p>Objective: review current staffing arrangements (employed by SEBC) and volunteers.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • This section covers staffing during lead-up to event, event itself and wash-up (management/resources and organisation of event is covered elsewhere) • Unpaid Volunteers (approximately 150) – including Bury Tour Guides, people via the Suffolk Volunteer Society, and West Suffolk College students • Council – internal (apart from some additional hours/working days from Economic Development, Health and Safety, Parks and Waste, other services provide support within normal working days): <ul style="list-style-type: none"> ○ Car parks ○ Communications ○ Economic Development ○ Finance ○ Health and Safety ○ Highways ○ Human resources ○ ICT ○ Markets ○ Parks and Landscape ○ Public halls ○ Waste ○ Casual workers – internal staff (x32) and external (x18) ○ Contractors – for work including putting up marquees, laying down flooring, erecting staging, security, first aiders
MANAGEMENT AND RESOURCES	<p>Objective: review the management arrangements in previous years and outline the benefits and costs of alternatives.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Organised and delivered by St Edmundsbury Borough Council • Internal Christmas Fayre Operational group: <ul style="list-style-type: none"> ○ Event Manager (Market Development Officer, Economic Development) ○ Growth Officer ○ Health and Safety Officers ○ Highways Officer ○ Environmental Health Officer ○ Finance Officer ○ ICT Officer ○ Markets Officer ○ Car Parking Officer ○ Parks and Landscapes Officer ○ Communications Officer ○ Public Halls Officer • Internal and External Christmas Fayre Working Group: <ul style="list-style-type: none"> ○ Officers above ○ Arc Management ○ Bury and Beyond (Destination Management Organisation) ○ Businesses (invited through Our Bury St Edmunds) ○ Cathedral ○ Charities (e.g. EACH) ○ Fairground representative ○ Our Bury St Edmunds (Business Improvement District) ○ Police – Safer Neighbourhood Team ○ Portfolio Holder for Families and Communities ○ Representatives from St John’s Street ○ Representatives from The Traverse ○ Town Councillors • Event managed from the Economic Development team within Growth • Further office support (e.g. within the Economic Development team)

COMMUNICATIONS AND MARKETING	<p>Objective: review the current arrangements for communication and marketing about the Fayre, and consider alternatives.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Communications Marketing plan • Christmas Fayre website • Social media – ourselves and stall holders • Press releases throughout the year, starting in July • Press-briefing: Counter-terrorism measures • Joined up marketing with Our Bury St Edmunds, Visit Suffolk, Arc website, Bury St Edmunds and Beyond • Programme with a basic map – launched in October and also handed out on day <ul style="list-style-type: none"> • Marketing with Abellio through their website and at stations – promoting coming by train and buses • Greene King promote on website • Paid for and in-kind advertising with EADT and Bury Free Press • RWSFM local radio and Radio Suffolk • Look East and Anglia TV (because of new security measures) • Promotional 'save the date' postcards which we print and stallholders give out • What's On West Suffolk website • Marketing at Cambridge Park and Ride
EXAMPLES FROM ELSEWHERE	<p>Objective: consider examples of best practice from other places.</p> <p>Key Details:</p> <ul style="list-style-type: none"> • Salisbury: <ul style="list-style-type: none"> ○ Organised by Business Improvement District, delivered by external events company ○ 23 Nov to 22 Dec ○ 200,000 visitors ○ 75 chalets ○ Held within historic Guildhall Square ○ Mix of local and international delicacies, festive foods, and sweet treats; range of artisan gifts, beautifully crafted homewares, unique fashion items and a collection of toys and gifts; and festive events • Winchester: <ul style="list-style-type: none"> ○ Organised and delivered by Winchester Cathedral ○ 17 Nov to 20 Dec ○ 400,000 visitors ○ 110 chalets ○ Held within and around grounds of the Cathedral ○ Inspired by traditional German Christmas markets • Bath: <ul style="list-style-type: none"> ○ Organised and delivered by Visit Bath (Destination Management Organisation) ○ 22 Nov to 9 Dec ○ 409,000 visitors ○ 200 stalls ○ Held along the streets of Bath, a world heritage site ○ Selling handmade and local Christmas gifts, plus a packed calendar of family friendly events • Lincoln: <ul style="list-style-type: none"> ○ Organised and delivered by City of Lincoln Council ○ 6 to 9 December ○ 260,000 visitors ○ 200 stalls ○ Held within the Lincoln Castle grounds, around Lincoln Cathedral and through the rest of the Cathedral Quarter ○ Stalls, entertainers and seasonal themes • Stratford-upon-Avon <ul style="list-style-type: none"> ○ Jointly organised and funded by district and town councils ○ Procured operator manages all except security and funfair ○ 8 December to 10 December ○ Over 100,000 visitors ○ 300 stalls ○ Victorian theme

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