

BURY ST EDMUNDS CHRISTMAS FAYRE - ACTION PLAN 2019-22

FINAL

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| No. | Theme | Action | Person or group responsible | Timings |
| 1 | Principle and ownership | <p>The Council should commit to the Christmas Fayre for three years (2019, 2020 and 2021). This will allow the Markets Development Officer to procure contracts for the Fayre which should generate budget savings.</p> <p>West Suffolk Council should continue to run the Christmas Fayre for this period, however alternative options for the delivery of events in West Suffolk should continue to be explored.</p> | Cabinet | December 2019 - December 2022 |
| 2 | Vision | Endorse the current vision for the fayre as: "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." | Cabinet | December 2019 - December 2022 |
| 3 | Timing and length | The Council should keep the same duration of the fayre (running over four days) and ensure that the timing of the event does not conflict with other major Christmas Fayres or local events. | Cabinet | December 2019 - December 2022 |
| 4 | Format and venues | <p>A food/drink/entertainment space should be created within the layout of the fayre with covered seating.</p> <p>Make changes to the location of some stalls to benefit the layout of the event and to enhance the customer experience.</p> <p>Consider incorporating the Cathedral to a greater extent.</p> | Service Manager - Health and Safety; Markets Development Officer; Service Manager - Economic Development | December 2019 - December 2022 |
| 5 | Type of stalls | <p>Undertake an audit of the stalls at the 2018 Christmas Fayre; record the appearance and note the offer.</p> <p>Create a pricing structure for stalls that reflects the location of the stalls and incentivises the provision of local craft products and healthy eating choices.</p> <p>Enforce the requirement for stalls and stallholders to maintain a festive appearance.</p> | Policy Officer Markets Development Officer | December 2019- December 2022 |
| | Links to wider economy (retail and | 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 West Suffolk. | | |

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| 6 | LINKS TO WIDER ECONOMY (retail and tourism) | Work in partnership with 'Our Bury St Edmunds'; Apex; "Bury St Edmunds and Beyond"; Discover Newmarket; Newmarket BID; Town and Parish Councils and other groups to explore incentives for Christmas Fayre visitors to return to West Suffolk. A mechanism for recording the success of the scheme should be implemented. | Principal Growth Officer | 2019 Fayre |
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| 7 | Transport and accessibility | Work in partnership with local travel providers to advertise the availability and frequency of bus and train services to the Fayre. | Markets Development Officer; Highways Officer; and Parking Services Manager | 2018 Fayre |
| | | 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. | | 2019 Fayre |
| | | Create "Premier Parking" opportunities (including pre booking of some spaces and enabling card payments to be taken) to improve the usability of the service/customer experience and increase the resilience of the parking provision. | | |
| 8 | Finance | The Christmas Fayre should be run within budget as far as possible. Additional budget spend should be approved by the Section 151 Officer. | Finance Business Advisor; Markets Development Officer; and Service Manager - Economic Development | 2019 Fayre |
| | | Park and Ride Charges to be increased to £10 per car from 2018 Fayre. | | |
| | | The commitment to the fayre for a further 3 year period helps to generate procurement savings to the Christmas Fayre budget. | | |
| | | Annual 4% increase in stall charges for many stalls with pricing differentiation for certain stall types e.g. healthy eating. | | |
| | | Advice should be obtained from professional sponsorship advisors to assess the possibility and magnitude of additional sponsorship income set against the costs of obtaining sponsorship. | | |
| | | Contact town centre organisations offering them the opportunity to contribute towards the Christmas Fayre. | | |
| | | Discussions to be held with Suffolk Constabulary regarding the potential timing of changes to policing charges. | | |
| 9 | Staffing and volunteers | 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. | Markets Development Officer | 2018 Fayre |
| | | Investigate organising tour guides and volunteers into recognisable individuals (possibly Christmas themed) to enable them to identify as visitor guides/helpers more easily. | | 2019 Fayre |
| 10 | Safety and security | Continue to produce an Event Safety Plan following the appropriate consultation; consult with the Health and Safety Working Party and enact appropriate changes. Ensure all agencies have access to the plan and are familiar with its contents. | Service Manager - Health and Safety and Environmental Health Officer | 2018 Fayre |
| | | Ensure that all food stalls are Food Hygiene rating 3 or above on application to attend and are supplied with the Food Safety leaflet which provides advice and guidance to enable food stalls to meet West Suffolk market inspection standards. Also ensure that any petting animal exhibits have an appropriate risk assessment and procedures in place to ensure risk of infection is low. | | |
| 11 | Examples from other places | Details of Christmas Fayres held in Lincoln, Salisbury, Stratford-upon-Avon, Bath and Winchester have been documented and opportunities explored. | Policy Business Partner | Complete |

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| 12 | Communications and marketing | Produce a communications and marketing plan for the Christmas Fayre that maximises the potential of the website, local radio and social media. | Principal Growth Officer and Marketing and Sales Manager | 2019 Fayre |
| | | Produce a map and directory of stalls to be available electronically and to be distributed at the Christmas Fayre. Investigate the opportunity to charge a nominal amount to cover costs. | | |
| | | Work with Bury St Edmunds and Beyond; Our Bury St Edmunds; and other partners to ensure consistent and targeted marketing for all major events in West Suffolk. Maximise the opportunity to encourage visitors to return for other events on the West Suffolk calendar - for example discount vouchers for return visits. | | |
| 13 | Management and resources | Set up a separate budget to support the costs of improvements and recommendations - including providing for additional staff resources. | Service Manager - Economic Development; Finance Business Advisor | 2019 Fayre |
| | | Share the responsibility for the delivery of the fayre wider across the corporacy. | | |
| | | Continue to investigate an arms length events company for events across West Suffolk. | | |
| | | Establish a Focus Group made up of organisations involved in delivering the fayre to test the proposed changes. | | |
| | | Test the proposed changes with the Operational staff. | | |
| | | Establish a light touch Member-led Annual Review to look at the previous year and lessons to be learnt. | Cabinet | |