

Subject: Winter Festival Update

Report to: Management Team 1st October 2018
Economic Committee 8th October 2018

Report by: Head of Property and Asset Management

SUBJECT MATTER:

This report is to update the Committee in relation to the Winter Festival.

1. Background

1.1 In March 2018 the Economic Committee agreed the introduction of a Winter Festival into the events schedule for Great Yarmouth Market Place. This year the festival is to be held from 30th November 2018 to 23rd December 2018.

1.2 The below option was approved as part of the recommendation:

Winter Festival

Chalet and Gazebo offer to be enhanced with artistic Christmas décor, the Christmas Tree will be located to the green and additional Christmas trees and lighting will be provided in the Market Place.

Commencement of Winter Festival with the Light Switch on, arrival of Father Christmas and the commencement of the Christmas Fayre (to include the Craft stalls in the Minster and Chalet's/Gazebos on the Market Square).

Video projection in the Market Place together with a centrepiece Christmas artistic tower.

A programme of events including live music, walkabout acts and an Ice Sculpture display and snow machine across the month long event.

Chalets and Gazebo's operational for trader use across all four weekends leading up to and including Sunday 23rd December 2018.

2. Current Position

- 2.1 Tenders have been undertaken and completed for the supply and delivery of both the wooden chalets and the gazebo these have now been ordered and confirmed. The costs of purchase of this equipment has been allocated to the Winter Festival although the units will have the ability to be utilised at future events reducing ongoing costs. Actuals are pictured below:



- 2.2 Local artists will provide the decorative facades for the chalets in addition to general decoration and a market place centrepiece.
- 2.3 A bespoke light projection is being designed for display in the Market Place as part of the Christmas Fayre opening with a plan to continue to display throughout the weekend events. Discussions are underway with businesses in the Town Centre to facilities the projection.
- 2.4 The provision of a small children's fairground based on the Market Place throughout the Winter Festival including helter-skelter, roundabouts etc.

2.4 As part of the Winter Festival there will be four themed weekends:

Weekend Date - 2018	Event
30 th November	Christmas Fayre
8 th December	Arts and Crafts Weekend
15 th December	Micro-Breweries
22 nd December	Food Festival

2.5 Bookings for the events have been slow and although trader information has been advertised since June 2018 booking have only been received for two of the four weekends to date (Christmas Fayre and Arts and Crafts) with numbers being lower than anticipated. Income projections have been amended to reflect fewer chalets. Further marketing and promotion is underway for both traders and visitors.

2.6 A schedule of entertainers for the Christmas Fayre weekend includes:

Date – Time	Entertainment
1 st December from 10.00am to 4.00pm	Christmas with Buble A Traditional Christmas in the Minster 1980's Christmas Treble Clef The Testosta-tones Healing Melodies
2 nd December from 10.00am to 4.00pm	Acapella Carols in the Minster A Traditional Christmas in the Market Place The Bellaires 1980's Christmas Bellatonic Christmas with the Rat Pack

3. Financial Update

3.1 The Economic Committee at its meeting in March agreed an allowance from the Invest to Save fund toward the cost of the Winter Festival to a maximum of £25,800.

3.2 The following information identifies both actual and anticipated spend for the duration of the festival, the following information has been provided by Financial Services based on current expenditure:

Winter Festival -			
Description	Additional Description	£	£
Expenditure:			
Lighting installation			5,000
Video Projections			3,500
	Equipment Hire	500	
	Content Creation	3,000	
Traders Stalls			11,696
(To be used year on year)	10 Stalls (Gazebo's)	2,396	
	6 Wooden Chalets	5,100	
	Artistic Creation Décor	3,000	
	Install/Demount Trader Stalls	1,200	
Site Décor			2,900
(To be used year on year)	Artistic Entrance	2,000	
	Install/Demount Site	400	
	Snow Machine Hire	500	
Centrepiece Pyramid Tower	Creation & Fabrication		2,000
(One off use)			
On site Security - four weekends			1,600
			26,696
Weekend One:			
			5,000
Weekend Two:			6,100
Weekend Three:			6,100
Weekend Four:			
			6,100
Marketing			10,000
Total Anticipated Expenditure:	Economic Development Committee 13-05-18 (£63,600)		59,996
Income: Anticipated adjusted for fewer Chalets			
Chalet & Gazebo Hire			6,000
Sponsorship			10,000
Go Trade			10,000
Total Anticipated Income:			26,000
Total Anticipated Loss:			33,996
Less Market Base Budget			8,285
Total Anticipated Loss to be funded from Invest to Save Reserve:			25,711

4. Marketing

- 4.1 Marketing of the event is key to success and a budget of £10,000 was identified as part of the original report this will include the provision of:
- radio advertising commencing in November and operating through December with The Beach, Radio Norwich and North Norfolk Radio.
 - 4-sheet Billboards at 7 locations around Great Yarmouth and Lowestoft.
 - Newspaper advertisements in the local/regional press.

5. Risk Implications

- 5.1 There remain risks around the delivery and success of this new event and events such as this require year on year growth to become fully sustainable.

Ongoing risks include:

- Delivery within budget – careful project management and inclusion of the finance as part of the working group has been incorporated to mitigate risk.
- Achieving anticipated income
 - Stalls based on 2017 rates however footage rates on the two day market are significantly lower and may impact bookings of the Chalet and Gazebo offer in the Market Square – wooden chalets and gazebos have now all been located within the Market Square to maximise footfall to these stalls in addition overnight security has been added to the service to enable traders to leave goods from set up on the Friday through to Sunday close (goods will this be left at the traders risk as in previous years).
- Weather – poor weather during the month of December could have a significant impact on footfall.

6. Conclusions

6.1 The introduction of a Winter Festival aims to develop an offer for Great Yarmouth that will grow year on year to:

- increase footfall to the town centre
- increase the opportunity for sales in Town Centre shops and Marketplace
- contribute to the overall strategic objective to sustain and build upon the retail offer in the Town Centre
- establish the Town Centre as a key element of the Great Yarmouth offer

6. Recommendations

6.1 For the Committee to note progress in relation to this event.

FINANCIAL IMPLICATIONS: Included within section 3 of the report.

LEGAL IMPLICATIONS: None

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Yes
Financial Implications:	Yes
Legal Implications (including human rights):	No
Risk Implications:	Yes
Equality Issues/EQIA assessment:	No
Crime & Disorder:	Yes
Every Child Matters:	Yes