

Subject: Events – Great Yarmouth Town Centre Programme

Report to: EMT: 18th August 2016

Economic Development: 7th September 2016

Report by: Group Manager: Tourism & Communications

SUBJECT MATTER/RECOMMENDATIONS

This paper provides members with an update of Town Centre events that are receiving additional funding through the Town Centre Initiative for the next 12 months.(June 2016 – June 2017).

Members are therefore asked to endorse progression with this events programme and to agree the events detailed for 2017.

1. INTRODUCTION/BACKGROUND

In June 2016 members of the Economic Development Committee were asked to agree to the provision of a town centre events budget, totalling £60k from the Town Centre Initiative reserve for one year and to consider maintaining this level of support over a 3-year period, subject to appropriate reviews. This paper provides members with an overview of this events programme for the next year.

Members are reminded that when establishing an events programme it must be recognised that a fine balance of well timed, well-staged and well publicised events must complement and enhance the current retail offer rather than compete.

Depending on the nature of a particular event they perform at several different levels. From the local key 'cosmetic event' that merely seeks to give added amusement to customers already in the town centre to the high cost, time-demanding events that have the ability to attract new customers which it is hoped will then be reminded about, and attracted to, the retail offer.

2. AIMS, OBJECTIVES AND MEASUREMENT OF SUCCESS

This events programme has been developed with the following aims and objectives in mind.

Aims *To stage a series of events in the Market Place*

- That create a vibrant atmosphere
- That entertain those already in the Town Centre
- That encourage new customers to the Town Centre
- That encourages lapsed customers back to the Town Centre
- That encourages repeat visitors

Objectives

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

The success of these events will be measured by

Measuring success - direct

- Using existing footfall monitors around the market place
- Monitoring car park usage in key town centre car parks

Measuring success – indirect

- Much of this data will almost certainly be anecdotal. Town Centre shops and Market stalls will be reluctant to give any precise information about their business
- The Town Centre events will contribute to the strategic objectives, amongst other interventions which are required to enhance the retail offer as a package
- Growth in business rates as new business opening in the Town Centre

3. TOWN CENTRE EVENTS PROGRAMME

EVENT	Dates	Expenditure	Income	Net Cost	Status
	2016	Year 1	Year1		
Summer Sundays	July/August	£5,000		£5,000	Committed
Wheels	September	£11,170		£11,170	Committed
Xmas Market & Switch-On	Nov/Dec	£20,568	-£4,000	£16,568	Committed
	2017				
Pancake Day Event	February	£1,386	-£330	£1,136	Provisional
Where's Wally	May	£12,048	-£5,000	£7,048	Provisional
Food Festival	May	£12,193	-£3,500	£8,818	Provisional
It's a Dog's Life!	July	£4,964		£4,964	Provisional
Arts Festival Carnival	June	£3,500		£3,500	Provisional
Contingency events		£2,000		£2,000	
		£72,829	-£12,630	£60,000	

Summer Sundays

Takes place on summer Sundays: 31st July – 28th August. *Summer Sundays* includes free live music performances which commence at 11am and finishes at 3pm, other entertainment will be taking place throughout the day including a children's workshop and free face painting. Organised by Town Centre Partnership in conjunction with the Council.

Wheels 3rd-4th September 2016

Wheels is organised by 'GYBC Tourism Events' in conjunction with the Greater Yarmouth Tourism & Business Improvement Area. This years 'Wheels' event hopes to build on the first event held in 2015.

Attractions on the seafront will include Team Lotus and in the market Place 'Peddle Revolution' and a BMX stunt team

Xmas Market (25th-27th November 2016) & Switch-On (25th November 2016)

Work is underway to scope a series of events to build on last year's successes

Pancake Day Event – Tuesday 28th February 2017

A new event to include pancake races, flipping and record breaking attempts

Where's Wally – Monday 1st May 2017

2017 marks the 30th Anniversary of the launch of Where's Wally? This event is organised in conjunction with the Town Centre Partnership and aims to challenge for the record number of Wally's in one place and build on a previous successful Town Centre Where's Wally event.

Food & Drink Festival 19th May – 27th May 2017

This event combines several 'food-based' events including the Town Centre Partnership Beer Festival; 'Love Your Market'; Moveable Feast and the Market Place Food Festival. It is also hoped to include several exhibitions and competitions.

Arts Festival Carnival Saturday 3rd June 2017

Funding for this event will help to further develop the walking carnival which has taken place over the last few years.

It's A Dog's Life Sunday 16th July 2017

This is a dog show which will include competitions to incorporate several categories, including 'most talented dog; cutest puppy; 'dog most like its owner'; dog with the waggiest tail. Various canine displays will also take place.

Other Market place Events

Halloween Family Fun Workshop Wednesday 26th October 2016 - Saturday 29th October 2016. Family fun taking place between 11am and 3pm from the Wednesday to the Saturday. The workshop will include activities such as pumpkin carving and mask and costume making in the 'scary tent,' to get your children ready for trick or treating.

Late Night Christmas Shopping Events Wednesday 30th November 2016 - Wednesday 21st December 2016. Shops in Market Gates and the town centre will be open until late before Christmas, giving you that extra time to get those Christmas gifts. Free family entertainment will be taking place on the night of each event.

4. FINANCIAL IMPLICATIONS

The Economic Development Committee has previously approved a budget of £60,000. Detailed spread sheets are now being developed for each event to ensure spend is in line with this budget.

Opportunities for income generation is currently being explored, mainly focussed on

- Availability of trade pitches
- Advertising sites
- Sponsorship

It needs to be noted that these events may generate moderate levels of trade income & sponsorship but it is unlikely that they would ever be self-financing.

GYBC may also gain an indirect income through the increased use of council car parks and the growth and retention of new business rates.

5. RISK IMPLICATIONS

Each event as part of the planning process will have detailed risk assessments undertaken to mitigate from any relevant risks including health and safety implications.

It is unlikely that the events programme would ever be a self-financing venture; and the funding awarded is only for one year, therefore there is a potential reputational risk when or if support funding is withdrawn.

6. CONCLUSIONS AND RECOMMENDATIONS

This paper provides members with an update of Town Centre events that are receiving additional funding through the Town Centre Initiative for the next 12 months.

Members are therefore asked to endorse progression with this events programme and to agree the events detailed for 2017.

7. BACKGROUND PAPERS

Events – Great Yarmouth Town Centre (Economic Development – 6th June 2016)

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Corporate Plan & Town Centre Initiative
Financial Implications:	Previously agreed spend

Legal Implications (including human rights):	N/A
Risk Implications:	Yes – to be mitigated through individual event risk assessments
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

MARKET PLACE/Events report April 2016v7