

Subject: Easter Fair – Progress Update

Report to: EMT: 9 February 2017

Economic Development: 20 February 2017

Report by: Kate Watts, Transformation Programme Manager

## **RECOMMENDATIONS**

This paper presents a financial update regarding the cost of the Easter fair alongside the income it generates. Whilst the cost for 2017/18 can be reduced from £10,376 (2016/17 cost) to £5,648 there is an option to reduce this to a nil cost if the Guild takes on the direct running of the fair from 2018.

It is therefore recommended that officers continue to work with the Guild to implement this change by Easter 2018.

## **1. BACKGROUND**

- 1.1 On the 7<sup>th</sup> September 2016 Economic Development Committee reviewed a paper presenting a breakdown of the financial information regarding the cost of the Easter Fair, alongside the income it generates.
- 1.2 At this Committee a number of Members indicated that they wanted the event to be cost neutral for the Council, and as a result it was resolved that officers needed to investigate further alternative management options for the Fair and work up increased fees and charges proposals for 17/18.

## **2. INTRODUCTION**

- 2.1 Subsequently a meeting was held with the Showman's Guild on the 24<sup>th</sup> October 2016, where a number of options were discussed with the aim of identifying ways to reduce the financial cost of the Easter Fair on the Council.
- 2.2 These options included the Council reviewing the costs it incurs to run the event, predominantly by changing the working patterns and number of staff working at the Fair (to include stewarding, cleansing and security). This will reduce the Easter Fair costs to the Council to £6,373 from £10,376.
- 2.3 Option two included reviewing the fees and charges policy the Council has in place which specifies a 2% plus RPI increase for all fees and charges. This year this totals

a 3.9% increase. Raising the fees by this amount will bring in an additional income to the Council of £563 if the amount and type of traders remain the same. If an additional fee increase is further modelled at 5%, the additional income to the Council will total £725. This increase added to option one reduces the Easter Fair costs to the Council to £5,648.

- 2.4 Option three suggested not running the Fair on a Sunday. Figures were modelled based on the fair not taking place on a Sunday. This would reduce the Council's costs. As part of this proposal it is included that the fees paid by the traders is reduced by 10% to take into account the loss of this additional day. Overall this would leave the cost to the Council at £4,412.
- 2.5 Option for suggested that the Showman take on the running of the Fair directly. If this option was progressed there will be a number of costs that will still be incurred by the Council in relation to traffic management, site preparation, medical cover and staff liaison. This has been calculated at £8,857. Health and safety and stewarding of the event would become the Showman Guild's responsibility, with the Council requiring full imbursement for the costs it incurs instead of direct collection of fees.
- 2.6 The Guild was asked to review these options and feedback any comments by 1<sup>st</sup> December 2016. Subsequently the Guild said that they would be interested in taking on the direct running of the Fair.

### **3. OPTIONS TO PROGRESS**

- 3.1 Officers have already built the review of its costs into the budget for 2017/18, leaving and estimated cost for the Council in running this Fair at £6,373.
- 3.2 Officer are also recommending as part of the budget setting process that the fees for the Fair in 2017/18 are increased by 5% rather than the 3.9% detailed within its fees and charges policy. This would reduce the cost for the Council running the Fair further to £5,648.
- 3.3 In terms of the Guild taking on the running of the Fair it is considered that the timescales to put this in place for the Fair this year are unrealistic, but that work could now be progressed to implement this for Easter 2018.

### **4. CONCLUSIONS AND RECOMMENDATIONS**

- 4.1 This paper presents a breakdown of financial information regarding the cost of the Easter Fair alongside the income it generates. Whilst the cost for 2017/18 can be

reduced from £10,376 to £5,648 there is an option to reduce this to a nil cost if the Guild takes on the direct running of the fair from 2018.

- 4.2 It is therefore recommended that officers continue to work with the Guild to implement this change by Easter 2018.

*Background Papers; Easter Fair, 7/9/16*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	N/A
Financial Implications:	As detailed within the report
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A