

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 11

meeting date: 12 SEPTEMBER 2019
title: CHRISTMAS MARKET 2019
submitted by: CHIEF EXECUTIVE
principal author: HEATHER BARTON, HEAD OF ENVIRONMENTAL HEALTH SERVICES

1 PURPOSE

1.1 This report is an overview of the Christmas activities hosted at the Clitheroe Market.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To promote and support health, environmental, economic and social wellbeing of people who live, work and visit the Ribble Valley.
- Corporate Priorities – To provide quality services efficiently and effectively.
- Other Considerations – None.

2 BACKGROUND

2.1 Over the last 4 years, there has been a designated Christmas market within Clitheroe's Bullring area. The decision was made to hold a Christmas market to encourage use of the market and be of wider benefit to other retail establishments in the town.

2.2 The overall strategy for the market is to drive economic growth and improve its economic performance. The market has the opportunity during the Christmas period to attract new tourism and visitors, high spending shoppers and increase visits during the crucial trading period.

2.3 Over the last 4 years Council market traders have worked hard to extend the retail offer around the market area and continue to commit to enhance the festive atmosphere for visitors and residents alike.

3 ISSUES

3.1 The Christmas markets will run on 7, 14 and 21 December 2019 with the Christmas light switch on being undertaken on 7 December.

3.2 As ever the management of the event will be undertaken by the Council through the Market Superintendent.

3.3 It is proposed the charge for a stall or pitch will be £15 per week. The payment will be received prior to the event when booking. All fee payments will be non-refundable so as to ensure maximum occupancy.

3.4 As in the past there will be additional costs for enhancing the area including providing a Christmas tree, decorations and entertainment, all of which is outlined with approximate costs in Appendix 1, this is based on last year's costings.

- 3.5 It was noted that attendance at last year's Christmas Market was down on previous years due to particularly inclement weather. It is hoped this year the weather will be kinder to us. The poor weather did result in a number of traders not attending, however this was at no detriment to the income received from the Council.
- 3.6 The 2018 market had an income of £1000, this was generated from stallholder fees.
- 3.7 All officers who attend the event from the Council in addition to their existing post will be credited with lieu time. The assistance will be to provide support for the Market Superintendent on start-up when new market traders are attending.
- 3.8 The Christmas Market has continued to bring to the region local spend. It has been clear that the market does need to develop to prosper with the Christmas event. Officers are already in the early stages of working to recruit stallholders.
- 3.9 The opening event this year will again coincide with the Santa Run and other festive events that occur within the town via the Chamber of Trade. It is hoped that this shows commitment to the retail trade in and around the Clitheroe area.

4 RISK ASSESSMENT

- 4.1 The approval of this report may have the following implications:
- Resources – No implications identified.
 - Technical, Environmental and Legal - No implications identified.
 - Political – The decision reflects the Council's intention to maintain a vibrant market.
 - Reputation – No implications identified.
 - Equality & Diversity – No implications identified.

5 RECOMMENDED THAT COMMITTEE

- 5.1 Approve the recommendation for a non-refundable fee of £15 per pitch or stall during the Christmas market festive period on 7, 14 and 21 December.
- 5.2 Show commitment to the Christmas market and the retail trade within the area during the festive period of 2019.

HEATHER BARTON
HEAD OF ENVIRONMENTAL HEALTH SERVICES

MARSHAL SCOTT
CHIEF EXECUTIVE

BACKGROUND PAPERS
(If any)

For further information please ask for Heather Barton, extension 4466.