

Christmas Events in Camberley 2018-2021

Summary

To support the ongoing regeneration of Camberley Town Centre, it is proposed that the Executive agree to the principle of supporting Christmas events in Camberley for three more years up to a cost of £60k per year, with the costs to be allocated from the Regeneration Budget.

Portfolio: Leader

Date Portfolio Holder signed off report: 29 March 2018

Wards Affected: All

Recommendation

The Executive is asked to RESOLVE that:

- (i) up to £60,000 be allocated from the Regeneration Budget to support Christmas Events in Camberley in 2018/19, 2019/20 & 2020/21; and
- (ii) the events schedule and any procurement be delegated to the Executive Head of Business in consultation with the Leader and Chief Executive.
- (iii) the evaluation of Ice Skate Camberley 2017/18 be noted

1. Resource Implications

- 1.1 £60,000 to be allocated from the existing Town Centre Regeneration budget to support the delivery of Christmas events in Camberley.
- 1.2 In line with current and forthcoming major projects to deliver an improved Town Centre, quality Christmas events, such as last year's ice rink, play a significant role in boosting the profile of Camberley's extensive Christmas offer.
- 1.3 It is intended that any future Christmas events would be delivered to a maximum net cost to the council of £60,000.

2. Key Issues

- 2.1 Events such as the Ice Skate Camberley contribute significantly to the Town's Christmas offer and raise its profile against key competitors and we are seeking to repeat this over the next three years.

- 2.2 An annual budget for such events that can be agreed and procured under delegated authority would allow for greater flexibility and efficiency.
- 2.3 An annual budget of £60,000 per annum for three years would allow the business team to plan future events systematically and potentially reduce costs due to economies of scale.
- 2.4 An agreed budget for three years would also allow the flexibility to consider alternative Christmas events other than ice-rinks if deemed appropriate.

3. Evaluation of Ice Skate Camberley 2017/18

- 3.1 In the Ice Skate Camberley Executive report from September 2017 it was estimated that to deliver a 16m x 15m ice-rink in the proposed location, including set up, lighting/decoration, ice-rink staff, security, marketing and utilities would be in the region of £126k. The actual gross cost was £111k.
- 3.2 It was estimated that after income received the net cost to the council could be approximately £42k. The actual net cost was £76k which was higher than estimated which was potentially as a result of a number of factors including:
 - The financial estimate attached to the September 17 Executive report was based on ticket prices of £9.50 for adults and £8.50 for children. During the competitive dialogue process with potential ice-rink providers it was identified that the standard child ticket price outlined in the September 17 Executive report was potentially too high so was reduced from £8.50 to £7.50 and a concession/group booking price of £6.50 was also introduced.
 - The financial estimate attached to the September 17 Executive report was based on 306 skating sessions, starting at 10am and ending at 10pm daily throughout the run. During the competitive dialogue process with potential ice-rink providers it was identified that this was excessive and was revised down to 249 skating sessions achieved by opening later and closing earlier on certain days throughout the run.
 - Formal agreement for last years' ice rink being made in September 2017 lead to key markets being missed, such as schools and other youth groups.
 - Using the empty Atrium unit as a ticket office requiring two ticket sales staff on duty at all times due to lone working policies which slightly increased staffing costs.

All of the above learning points would be taken into account if it was decided to deliver another Christmas ice-rink in future years.

- 3.3 Ice Skate Camberley 2017 received extensive positive media coverage including local newspapers, local radio and social media (see annex A).
- 3.4 Just over 5600 people skated over the run of the event.
- 3.5 Postcode analysis indicated that just under 50% of skaters came from the Camberley area the other 50% came from a wide range of surrounding areas including Farnborough, Sandhurst, Fleet, Guildford, Bagshot, Woking and Bracknell.
- 3.6 A post event survey was carried out and produced the following feedback:
- 85% liked the location
 - 75% said they would definitely come back next year (a further 17% said maybe)
 - 94% said the ice rink met or exceeded expectations
 - 51% combined skating with a shopping trip
 - 75% combined skating with eating out
- 3.7 12 restaurants and cafes closest to the ice rink were also surveyed and all thought the rink was a good idea and would like it to return. 7 out of the 12 attributed increased business over the period directly to the ice rink.
- 3.8 The Camberley Town Centre Marketing Group made up of representatives from The Atrium, The SQ and Collectively Camberley said *"The Ice Rink was an asset to the town centre over Christmas"*.
- 3.9 There was some feedback relating to the lack of decoration around the ice rink itself, which was in part due to space available within the service area and the need to maintain clear walk ways for health and safety reasons. Ideas had been put forward to install festive hoardings and extra lights inside the service area but were unviable due to the cost. However, if it was decided to deliver a Christmas ice-rink again in 2018/19, there would be areas that wouldn't require expenditure such as the illuminated archway which can be reused from 2017/18. Additionally, tickets could be sold via a booth on the ice-rink site so there would be no need to use an empty Atrium unit as per 2017/18, which required decoration and power. Both of these factors could release funds for further enhanced lighting and decoration of the service area.
- 3.10 There was also feedback relating to the brand-new ice skates which some found uncomfortable. This was partly due to some skaters wearing no or very thin socks. In future we would make it clearer on the website and marketing material that, as well as gloves, skater should also wear thick socks. We would also provide a stock of gloves and socks for sale at the skate kiosk as many forgot to bring them. However, the stiffness of the skates was acknowledged by the ice rink

company who have said they would consider an alternative brand/style again in future.

- 3.11 Although there were other events taking place throughout the run of the ice-rink including Millar's Ark Animal Nativity, Stilt Walkers, Christmas market and arts & crafts events, some feedback received indicated that more non-skating events in Park Street would have been welcomed. Suggestions such as live music, carol concerts, street entertainers and festive stalls selling goods and food were put forward. All of these would be considered as part of a future Christmas programme.
- 3.12 Additional feedback received indicated that despite the illuminated archway at the entrance of the rink, the site could have had been more prominent on Park Street. Bringing the entrance out further could be considered in future, subject to approval from Surrey County Council Highways.
- 3.13 One area that was highlighted as an issue last year, which was partly resolved, was grandparents who didn't want to skate bringing young children using the penguin skate aids that required on-ice supervision. To resolve this in future there could be specific skate sessions programmed for small children with extra on-ice chaperones available if it was decided to operate an ice rink again.

4. Options

- 4.1 To resolve to allocate up to £60,000 per annum from the regeneration budget to support Christmas events in Camberley for the financial years 2018/19, 2019/20 & 2020/21
- 4.2 To propose an alternative recommendation.
- 4.3 Choose not to proceed with the recommendation.

5. Proposal

- 5.1 To resolve to allocate up to £60,000 per annum from the regeneration budget to support Christmas events in Camberley for the financial years 2018/19, 2019/20 & 2020/21

6. Corporate Objectives and Key Priorities

- 6.1 This proposal supports the Council's number one priority, to deliver an improved Camberley Town Centre and contributes to making Surrey Heath an even better place to live.
- 6.2 It will also contribute sustaining and promoting the local economy over the Christmas period.

7. Legal Issues

5.1 Compliance with the Public Contracts Regulations 2015 will be required for any procurement exceeding the thresholds.

8. Governance

8.1 All financial matters will be carried out under strict audit guidelines.

8.2 Any providers will be appointed following a thorough tender process.

9. Equalities Impact

9.1 A full Equality Impact Assessment will be completed for any potential Christmas event or activity.

10. Community Safety

10.1 It is not anticipated events will generate additional community safety issues. Full risk assessments would be carried out as well as meetings of the Safety Advisory Group where deemed necessary.

11. Consultation

11.1 Town centre stakeholders, Town ward councillors, potentially affected shops and businesses will be consulted on any planned large scale activities or events.

12. PR and Marketing

12.1 Christmas events will enhance Camberley's image as an exciting place to visit over the Christmas period, providing something different that will set it apart from neighbouring towns.

Annexes	Annex A – PR/Marketing Report Annex B – confidential financial comparison information
Background Papers	
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Head of Service	Daniel Harrison - Executive Head of Business

Consultations, Implications and Issues Addressed

Resources	Required	Consulted
Revenue	✓	✓
Capital	✓	✓
Human Resources		
Asset Management	✓	✓
IT		
Other Issues	Required	Consulted
Corporate Objectives & Key Priorities	✓	✓

Resources	Required	Consulted
Policy Framework		
Legal	✓	✓
Governance		
Sustainability		
Risk Management		
Equalities Impact Assessment		
Community Safety		
Human Rights		
Consultation		
P R & Marketing	✓	✓



Evaluation

Camberley Town Centre Ice Rink

December 2017/January 2018



The Vision for the Ice Rink and Objectives

Objectives agreed at Executive, September 2017

- To drive footfall to the town centre.
- To improve the reputation of Surrey Heath Borough Council and the borough
- To provide enjoyment to our residents and visitors

Page 8



News Coverage

- ▶ 16 pieces of coverage in total
- ▶ 3 articles in printed Camberley News
- ▶ 441 social shares of news coverage
- ▶ BBC Radio Surrey Interview

Page 9

Eagle Radio coverage: 29k views

Get Surrey coverage: 10k views

Collectively Camberley: 581 views

Facebook

Facebook:

- ▶ 36,000 reach
- ▶ 11,700 post engagements
- ▶ 13,800 video views

Page 10

The image displays three screenshots of Facebook posts from the page 'Ice Skate Camberley - Christmas 2017'.
1. The first post, dated 5 January at 15:04, is a text-based announcement stating that the ice skate event is officially closed. It expresses gratitude to the Surrey Heath Borough Council and Knight's Property Services, and thanks 'The Bear Pub' for providing refreshments. It includes a photo of people skating on an outdoor rink.
2. The second post, dated 1 January at 01:00, is a promotional poster for a 'THURSDAY 4TH JANUARY DISCO PARTY AT ICE SKATE CAMBERLEY WITH DJ DECK'. The poster specifies the time as 5PM until 7PM and provides booking information: 'BOOK YOUR 5PM OR 6PM SKATING SESSIONS TO ENJOY OUR PARTY NIGHT ON THE RINK!'. It also includes the website 'www.christmasincamberley.co.uk' and the phone number '01276 707600'.
3. The third post, also dated 1 January at 01:00, is a promotional graphic for a '50% OFF TICKETS' offer for the 1-5 January 2018. It lists ticket prices: Adults £4.75, Children and concessions £3.75, Family of four £15 (minimum of two children), and Family of six £22 (minimum of three children). It includes the website 'www.christmasincamberley.co.uk'.

Events ice rink promoted at

- ▶ **Camberley Christmas light switch on** 18 Nov 10am,7pm.
- ▶ **Christmas Panto Camberley Theatre,** 12 – 31 Dec
- ▶ **Ice Rink launch, 9 Dec**

Page 11



Posters, Signs and Borough Boards

- ▶ Borough Boards - 5 x 4 sheet posters
- ▶ 8 x A3 Borough Poster Sites
- ▶ Borough A5 posters
- ▶ 1 x 4 sheet Knoll Road Car Park
- ▶ 1 x 4 sheet Knoll Road Car Park
- ▶ 4 x 4 sheet Main Square Car Park
- ▶ 1 x 4 sheet in Camberley Train Station
- ▶ The Mall - 2 x A1 Posters
- ▶ Ticket office window wrap.

Page 12



Heathscene – Autumn 2017

- ▶ Article and advert in November edition of Heathscene, distribution 38,000 homes

Page 13

Skate

into Christmas

■ A magical real ice rink is coming to Camberley Town Centre this December



The Council is pleased to be bringing a real ice rink to Park Street, Camberley over the Christmas period.

Local residents and visitors will be able to get their skates on and enjoy the festive atmosphere in the centre of the town.

Leader of the Council, Cllr Moira Gibson said: "Surrey Heath Borough Council is delighted that an ice rink will be coming to Camberley for Christmas.

"We know that many of our residents enjoyed the opportunity to skate last year and we hope by locating the ice rink directly into our vibrant town centre many more people can enjoy a magical open air skate on real ice when they are Christmas shopping and meeting family and friends."



SHBC Chief Executive Karen Whelan added: "Join us in Camberley this Christmas. The town centre will be a lovely place where you can enjoy the ice rink,

Christmas lights and many festive events and promotions taking place in Park Street, High Street and our shopping centres."

The ice rink will be open from 9 December until 5 January 2018, with 45 minute long skating slots available. Skaters must be aged 3 or over.

For those seeking an unique experience, exclusive use of the ice rink can be arranged for schools, Christmas parties and groups of friends at selected times by contacting the event box office.

Ice Skate Camberley is proudly supported by *Knights Property Services*, Camberley.

To find out more, including information on how to book your tickets, visit

www.christmasincamberley.co.uk



Christmas in Camberley is going to be lots of fun for all the family - why not take the kids to visit Father Christmas at The Square shopping centre from 1-24 December!

More info: www.bookfatherchristmas.co.uk/camberley

The Square – large plasma and clear channel

Page 14

ICE SKATE
CAMBERLEY

REAL ICE RINK IN
PARK STREET, CAMBERLEY

9 DECEMBER - 5 JANUARY 2018

FOR MORE INFORMATION AND TO BOOK ONLINE VISIT
www.christmasincamberley.co.uk
OR CALL 01276 707600

THE
SQ
CAMBERLEY

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KNIGHTS PROPERTY SERVICES, CAMBERLEY

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Leaflet drops

Distribution

- ▶ Town centre – customer service desks, Father Christmas grotto in The Square, Snow globe in The Atrium
- ▶ The Theatre (particularly for panto audiences)
- ▶ Camberley library
- ▶ Surrey Heath museum
- ▶ Local schools for children to take home in book bags – 25,000 distribution
- ▶ Local community groups – Guides/Brownies
- ▶ The Arena
- ▶ Leaflet drop surrounding area – 14,000 distribution

Roadside banners

- ▶ Railings outside The Grove School
- ▶ London Road Rec
- ▶ Camberley Theatre
- ▶ Frimley Road

Page 16



Advertising bike

- ▶ Camberley town centre – 2 and 3 December
- ▶ Fleet town centre am/Farnborough town centre pm – 9 December
- ▶ Bracknell town centre – 10 December
- ▶ Woking town centre – 17 December

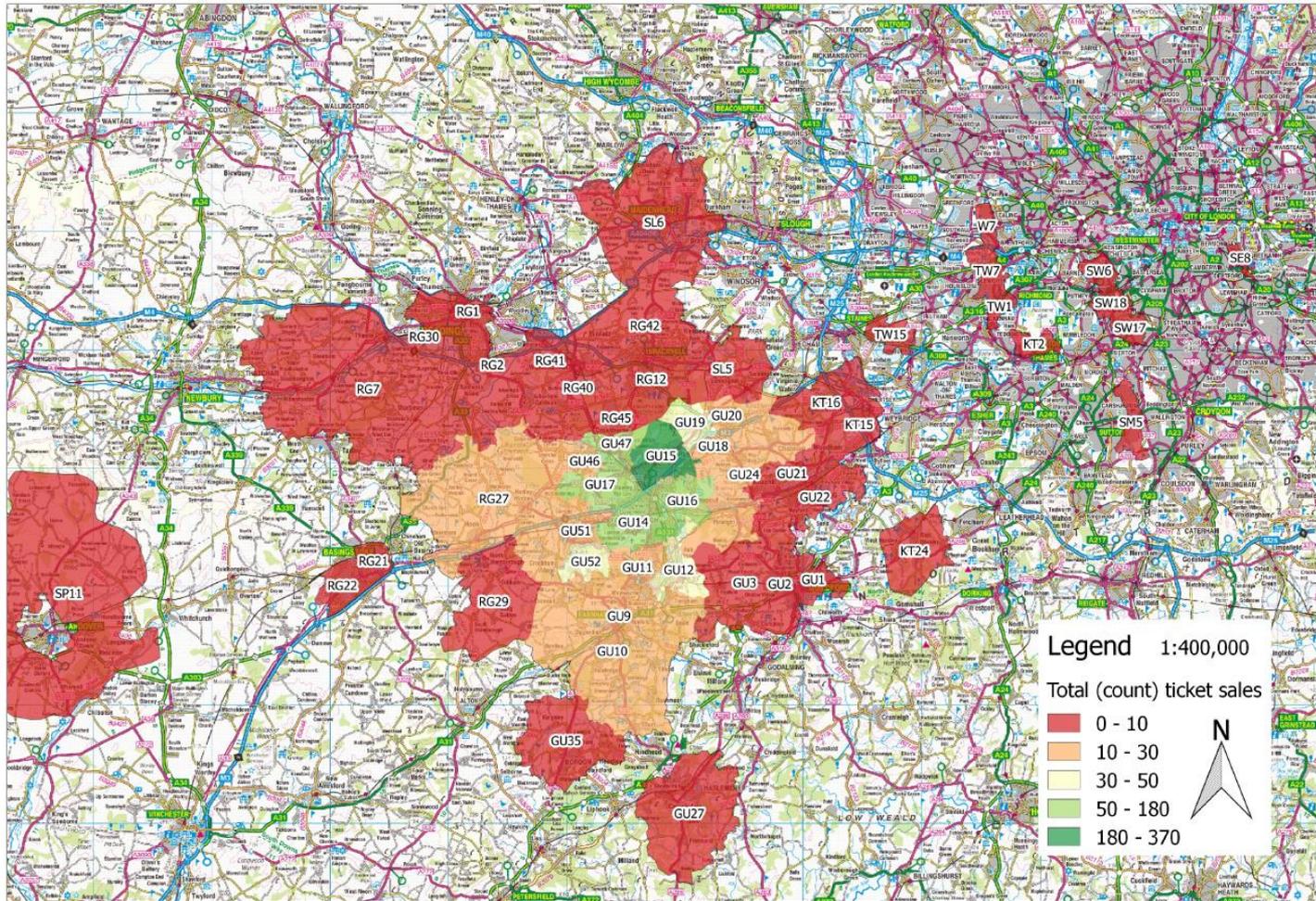
Page 17



Feedback

- ▶ 5600 people skated
- ▶ Nearly 50% of skaters came from Camberley area
- ▶ Other 50% from a wide range of surrounding areas including: Farnborough, Sandhurst, Fleet, Guildford, Bagshot, Woking, Bracknell

Geographic spread of ice-skaters



Feedback

- ▶ 85% of people liked the location*
- ▶ 75% said they would definitely come back next year*
(a further 17% said maybe)
- ▶ 94% said the ice rink met or exceeded expectation*
- ▶ 51% combined skating with shopping trip*
- ▶ 75% combined skating with eating out*

Page 20

*post event questionnaire



Feedback

- ▶ 12 restaurants/cafes closest to the rink were surveyed
- ▶ All 12 thought the rink was a good idea and would like it to return
- ▶ 7 out of the 12 attributed increased business directly to the ice rink

Feedback

“The Ice Rink was an asset to the Town Centre over Christmas.”

Camberley Town centre marketing group (The Atrium, The SQ and Collectively Camberley).

Page 22

4.8 out of 5 Facebook rating

4.7 out of 5 google rating

A sample of social media feedback



Tina Frost reviewed Ice Skate Camberley - Christmas 2017 – 5+ 17 December 2017 · 🌐

Lovely staff, really helpful and great with my children....definitely recommend, thank you 🎁



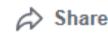
Anne Qua reviewed Ice Skate Camberley - Christmas 2017 – 5+ 21 December 2017 · 🌐

Great fun and lovely atmosphere. Excellent staff both on the rink and off the rink. Will definitely come back



Pippa Chambers reviewed Ice Skate Camberley - Christmas 2017 – 5+ 3 January at 16:36 · 🌐

Enjoyed our selves a lot today. Got there at 12 and skates at 1pm. Helpful lady taking the bookings and all went smoothly. And I didn't fall over!



Josephine Hawkins reviewed Ice Skate Camberley - Christmas 2017 – 5+ 21 December 2017 · 🌐

My children and grandchildren loved it. Great location.



Sue White Although I didn't actually skate there I thought it was a wonderful addition to the town. I felt that the location was much better than last year too. Well done to all involved & hope to see the ice rink again as a regular feature!

Like · Reply · 3w



Karen Pancholi I went skiing before our holiday and loved it! Will come back for one more skate! Wish I could go more but I've got a toddler and he can't skate yet!

Like · Reply · 4w





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