

## **Camberley Town Centre Christmas Event**

### **Summary**

It is proposed to hold a Christmas event in Camberley Town Centre at London Road Recreation Ground. This will consist of a “real ice” skating rink and associated seasonal market stalls along with signage to connect the event to the key Town Centre access points. The event will be delivered by an independent event company who have been selected following a tender process. They will carry the vast majority of the financial risk. It is considered that the event will help promote Camberley as a destination of choice for seasonal eating, shopping and recreation.

### **Portfolio: Business**

**Date Consulted: 21 June 2016**

### **Wards Affected**

**Town, St Michaels**

### **Recommendation**

The Executive is advised to resolve

- (i) TO AGREE that a winter ice rink and Christmas fair event is held on London Road Recreation Ground, from 1 December 2016 to 1 January 2017, to promote the Town Centre, delivered by “Event By Event”, and subject to successful applications for both Licensing and Planning permission;
- (ii) That a budget of £10,000 be made available from the Town Centre fund to provide any additional Council related costs linked to the event;
- (iii) That the project delivery is delegated to the Executive Head of Business, in consultation with the Portfolio Holder and local Ward Members; and
- (iv) That after the event, a further report is brought back to executive recommending a way forward for future events, following review and consultation with residents and local members.

### **1. Resource Implications**

- 1.1 The main event costs will all be covered by an event company, Event by Event. This includes the ice rink, stalls, site support, staffing and a significant part of the marketing budget. They will cover any losses with a view to the event turning in to a profit making one in years 2 – 5.
- 1.2 Expectation is that the Year 1 event may break even, with a view to running at profit in future years. Reasonable support costs should be provided by the Council, including road signage, extra Civil Enforcement Officer patrols and some site support costs. It is anticipated that an allowance of £10,000 should be made available

from the Town Centre Events budget.

- 1.3 Internal marketing resource will also be required, but this will largely be at nil cost to the Council (apart from Staff time) being based on existing social media, heathscene, theatre brochure and other platforms.

## **2. Key Issues**

- 2.1 It is proposed to hold an ice rink and associated Christmas Fair on London Road Recreation Ground, based mainly on the Tennis Courts and former putting green areas. The event will take place for 4 weeks through December 2016.
- 2.2 The event is aimed at a quality market, with a Victorian feel and supported by traditional fairground rides and stalls.
- 2.3 An illuminated and well signed trail will lead users to the venue from key points in the Town Centre. Parking will be encouraged at Main Square Car Park. It is anticipated that the event will contribute significantly to the Town's Christmas offer, encouraging families to stay longer and shop. The nearest similar rinks are at Winchester or Windsor, providing opportunity for Camberley to provide a unique seasonal offer in the local area.
- 2.4 A Christmas fair, in wooden stalls, will be held in the Recreation Ground as part of the event. This will sell seasonal products as well as food and beverage. Local businesses will be given opportunities to take up stalls.
- 2.5 The project is being developed in partnership with a professional events company. The event will be supplied fully staffed, maintained and serviced. The company will also carry out extensive marketing.
- 2.6 Event by Event are highly experienced in delivering large scale public events on a commercial basis, this includes ice rinks and winter fairs as well as concerts, fireworks and sports events.
- 2.7 All tickets sales will be via card machine to minimise cash handling. Pre-booking will be encouraged using a dedicated Web page.
- 2.8 A Lodge will provide skate change as well as a café and bar area. Alcohol sales will take place (subject to licensing) and will form part of the financial sustainability of the event.
- 2.9 Extensive local consultation has taken place, with a large public meeting for local residents held in April 27<sup>th</sup> (80 attendees) and the establishment of a small core working group which met on 8<sup>th</sup> June. Local Ward Councillors attended both.
- 2.10 A traffic and parking management plan has been produced to minimise impact on local roads. Free parking at the Council's Town Centre car parks will be offered for participants to encourage vehicles to keep away from the event area.
- 2.11 A Licensing Application to the Council is imminent. Planning permission is required and an application is expected in June. The event is subject to approval under both of these applications.

- 2.12 A Safety Advisory Group (SAG) involving Council, EHOs, Licensing and Blue Light Services was held on May 25<sup>th</sup>. No objections were received and a number of useful suggestions made.

### **3. Options**

- 3.1 The Executive can agree to:
  - 3.1.1 Proceed with the event as described
  - 3.1.2 Suggest changes to the event
  - 3.1.3 Choose not to proceed with the event

### **4. Proposals**

- 4.1 It is proposed that the Executive agrees that the Christmas Ice Rink event to proceed, subject to successful Planning and Licensing applications.
- 4.2 That a sum of £10,000 is identified within the Town Centre budget to support infrastructure and other Council related costs required to support the event.
- 4.3 That the event is reviewed, in consultation with local members and residents, and a further report is presented to Executive in early 2017 regarding future similar events.

### **5. Supporting Information**

- 5.1 The ice rink will be a “real ice” facility, providing a higher quality offer than the “plasticised” versions often used. Up to 120 skaters can be accommodated at a time.
- 5.2 The Victorian changing pavilion in the Park will form a key part of the set-up, adding a traditional feel to the proceedings.
- 5.3 Skate Hire and changing areas will all be provided as part of the rink hire, along with suitably experienced staff.
- 5.4 The associated fair will include seasonal stalls and refreshments.
- 5.5 It is anticipated that 10 x 1 hour sessions per day will take place, with the first starting at 11.00am and the last finishing at 9.00pm.
- 5.6 The Ice Rink will be located in the Recreation Ground on the tennis courts.

### **6. Corporate Objectives And Key Priorities**

- 6.1 This project supports the Corporate priority for developing and enhancing Camberley as a destination of choice.
- 6.2 Furthermore it contributes to making Surrey Heath a great place to live.
- 6.3 The financial modelling indicated this event will also be an example of business efficiency, providing a great, high profile event at little or no cost to the Council.

### **7. Legal Issues**

- 7.1 Licensing and Planning permission will be required for the event.

### **8. Governance Issues**

- 8.1 All financial matters will be carried out under strict audit guidelines. The Event company were appointed following a thorough tender process in consultation with advisors from Woking Borough Council.

## **9. Risk Management**

- 9.1 All financial risk for the event is being carried by Event by Event.
- 9.2 There are reputational risks to the Council associated with the event. However this is being mitigated through thorough local consultation and engagement.
- 9.3 A Safety Advisory Group meeting has been held in relation to the event and met with a satisfactory response.

## **10. Equalities Impact**

- 10.1 Equipment to allow users of less physical ability or low confidence are supplied as part of the ice rink package.

## **11. Community Safety**

- 11.1 Concerns have been raised by local residents over drunk and disorderly behaviour. All measures possible are being taken to mitigate these, working closely with the event company and other relevant agencies.

## **12. Consultation**

- 12.1 Local Ward and Town Ward Councillors have been consulted. A large public meeting was held for local residents on April 27<sup>th</sup>, attended by the Chief Executive, Council Officers, Ward Members and 80 local residents. A number of issues of concern were identified and a small core working group of local members and residents has been established to create a smooth passage for the event. This first met on 8<sup>th</sup> June.

## **13. PR And Marketing**

- 13.1 This event provides excellent opportunity to promote Camberley Town Centre as a destination of choice for Christmas shopping.
- 13.2 Combined with other recent events (Freedom of the Borough for the RMA, Tour of Britain) it continues to develop the identity of Camberley as a place where exciting things happen.

<b>Annexes</b>	<b>Nil</b>
<b>Background Papers</b>	<b>None</b>
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### **Consultations, Implications And Issues Addressed**

<b>Resources</b>	<b>Required</b>	<b>Consulted</b>
Revenue	✓	
Capital		
Human Resources		
Asset Management		
IT		

<b>Other Issues</b>	<b>Required</b>	<b>Consulted</b>
Corporate Objectives & Key Priorities	✓	
Policy Framework		
Legal		
Governance		
Sustainability		
Risk Management		
Equalities Impact Assessment		
Community Safety		
Human Rights		
Consultation		
P R & Marketing		

**Review Date:**

**Version:**