

# SALISBURY CITY COUNCIL

## Report

**Subject** : Salisbury Christmas Fayre and Ice Rink  
**Committee** : Full Council  
**Date** : 9 March 2020  
**Author** : Joanna Wood, Business and Communications Manager

---

### 1. Report Summary:

1.1. This report provides a review of the Salisbury Christmas Fayre and Ice Rink in 2019/2020 and makes recommendations concerning the potential event in 2020/2021.

### 2. Background:

- 2.1. Salisbury City Council (SCC) managed the Christmas Fayre and Ice Rink for the first time in 2019.
- 2.2. The Fayre operated from 30 Nov 2019 – 24 Dec 2019 and the Ice Rink from 30 Nov 2019 – 5 Jan 2020.

### 3. Review of the Event 2019/2020:

- 3.1. At Annex A is the Business and Communication Manager's (BCM) review of the Christmas Fayre and Ice Rink.
- 3.2. The key points raised by the report are:
  - 3.2.1. The Ice Rink cost SCC £ 13,718.80
  - 3.2.2. The Christmas Fayre cost SCC £3,207.19
  - 3.2.3. The Grotto and Carriage Ride were operated on a non-commercial basis in this pilot year and cost SCC approx. £5,000.
  - 3.2.4. Wiltshire Council supported SCC to by paying to have the chalets erected (£15,000), repairing the chalets (£28,000) and with in-kind officer support.
  - 3.2.5. SCC provided a supplementary budget of £10,000 for Christmas 2019/2020

### 4. Potential Event in 2020/2021

- 4.1. The likely deficit for the 2020/2021 event could be approximately £35,000. This assumes a similar format with the same number of chalets, same numbers of skaters but revised costs
- 4.2. In the 2020/2021 budget agreed by Full Council in Jan 2020, the Christmas Fayre and Ice Rink has been shown as a cost neutral activity.
- 4.3. If the event is to be run again, SCC will have to either:

- 4.3.1. Raise additional income to cover costs through sponsorship or additional chalets income, increase tickets sales and other income
- 4.3.2. Allocate budget from contingency (the Operational Contingency is £50,000 in 2020/2021) to cover this potential cost
- 4.3.3. Review the existing Events budget to fund this cost
- 4.3.4. Review other council budgets to fund this cost
- 4.4. If it is agreed to hold a Christmas activity in 2020/2021, the BCM and her team will continue to refine the event, consider in detail the costs and the income, which may lead to a revision of the estimated deficit. The aim will be to ensure the event is cost neutral to the Council and sustainable in the longer term.
- 4.5. However, if it is agreed to hold this type of event, the Council will wish to acknowledge a potential financial risk.

## **5. Recommendations:**

It is recommend that this Full Council:

- 5.1. Determine whether to run a Christmas Fayre and Ice Rink in 2020/2021
- 5.2. Agree that the Christmas Activity aspires to be cost neutral where possible but note the potential costs
- 5.3. Agree that oversight of the Christmas activity will be delegated to Services Committee and the Business Working Group who will need to consider the programme and budget in detail

## **6. Wards Affected: N/A**

## **7. Background papers:**

- 7.1. Annex A - Christmas Fayre and Ice Rink - Business and Communications Manager's Report (Doc 77894)

## **8. Implications:**

- 8.1. **Financial:** As shown in Annex A
- 8.2. **Legal:** Nil in relation to this report.
- 8.3. **Personnel:** As shown in the report
- 8.4. **Environmental Impact :** To be determined once event is formulated
- 8.5. **Equalities Impact Statement:** This event should be accessible to all.