

# SALISBURY CITY COUNCIL

## Report

**Subject** : Festive Hire of Guildhall Square  
**Committee** : Services Committee  
**Date** : 3 November 2020  
**Author** : Joanna Wood, Business Manager

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### 1. Report Summary:

1.1. This report introduces the applications received following the advertisement of part of the Guildhall Square area for hire over the festive period and seek approval for a preferred applicant.

### 2. Background:

2.1. Councillors have expressed a wish for Zone 2, the area in front of the War Memorial, to be used for a commercial hire during the festive period in November and December 2020.

2.2. Officers advertised this opportunity on the Salisbury City Council's (SCC) website, via social media, via the Salisbury Business Improvement District (BID), through SCC Councillors and directly to parties who have previously expressed interest in the space. A two week application period ended on Fri 16 Oct 2020. The space was offered for hire at a rate of £200 per day. [This link shows](#) how the opportunity was promoted on SCC's website and the expectations of the Council.

2.3. The Clerk, in liaison with the Leader of the Council and the Chairman of this committee, recommended that applications for this festive commercial hire are considered initially by the Business Working Group (BWG), and that their recommendations are thereafter considered by this committee. This will take place before the Business Manager is permitted to confirm the booking with any successful commercial applicant. This is to ensure that this commercial booking is fully in line with the Council's expectations.

### 3. Applications:

3.1. At its meeting on Mon 19 Oct 2020, the BWG considered 2 applications. However the Working Group requested further information and deferred any decision to the Services Committee at this meeting. A full summary of these two applications is shown at Annex A.

3.2. This committee will wish to consider the applications in detail; considering the duration of the booking, the offer (i.e. what will be placed on the Square), the operational experience of the applicants, their ability to operate in a Covid secure manner and their alignment with SCC's expectation.

3.3. This booking will operate within SCC's usual terms and conditions, and the Business Team will apply their usual monitoring of such a booking with respect to noise, licences and so on.

#### **4. Recommendation:**

It is recommended that the Committee:

- 4.1. Agree which application for the commercial festive hire is to be accepted
- 4.2. Instruct the Business Manager to undertake SCC's usual commercial hire arrangements with respect to this booking.

#### **5. Wards Affected: All**

#### **6. Background Papers: As shown at Annex A.**

#### **7. Implications:**

- 7.1.1. **Financial:** As shown in this report
- 7.1.2. **Legal:** None in relation to this report
- 7.1.3. **Personnel:** None in relation to this report
- 7.1.4. **Environmental Impact:** None in relation to this report

## Annex A to report to Services Committee dated 3 Nov 2020

### OPTION ONE

#### Charter 1227

Danny Bozic and his catering company

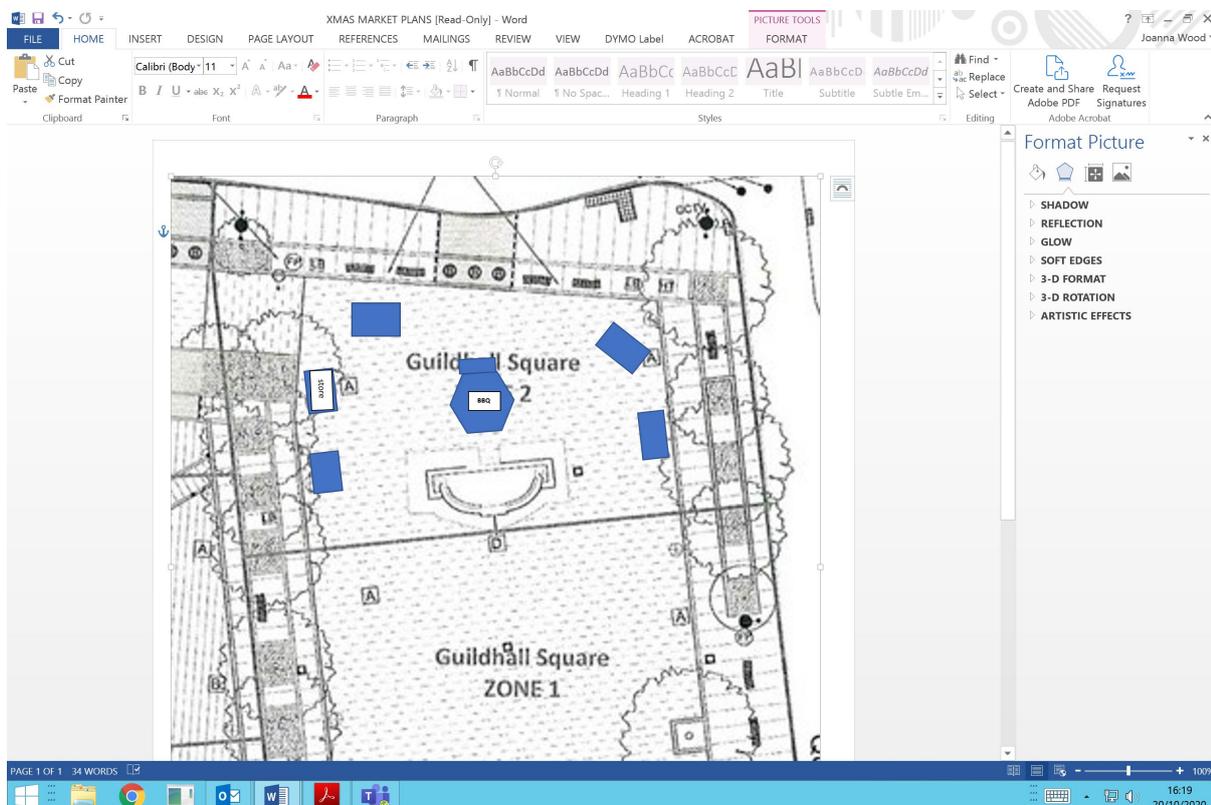
**Dates:** 21 Nov – 23 Dec 2020

**Time:** 10am – 6pm

**Revenue:** .33 days at £200 per day = £6,600 plus any set up / break down days to be agreed

#### Site Map:

- BBQ as at the previous Christmas Fayre
- A Mulled wine Chalet with hot chocolate and homemade mince pies etc.
- A Chalet selling cheese and accompaniments
- A chalet offered to local artists and artisan producers at a very competitive rent
- A chalet offered to local charities Free of Charge for them to raise funds / sell their goods after such a difficult year for them.
- Potentially another chalet for something sweet.



#### To note:

- Local trader

- Regularly supports SCC by attending our events
- No fencing / security / track and trace
- Simple design will work well alongside SCC offerings

**Comments from applicant:**

*At this time we also feel that the public feel Covid safer in an open-air environment as already demonstrated with the existing, successful Salisbury Charter market model. (Who's principles were used in our design.)*

*Lots of space is planned between the chalets, without having the entire area fenced off, people can flow through maintaining social distancing guidelines.*

*There will of course be provisions to enable socially distance queuing with signage, floor markers and guiding barriers as worked well for us on Street food Sunday.*

*With the layout we have suggested we would very much like to work together with the SCC Events & markets teams so zone 2 could be integrated with the Tuesday, Saturday and Sunday markets, with people being able to flow through the site.*

*Whilst not knowing what SCC have planned with the Grotto and Christmas tree trail we would also be very happy to discuss changing the design to include other features SCC feel would be beneficial for the City. Whilst we would be the principle hirer of zone 2 we would not see that as a barrier to collaborating with SCC to create a more consolidated Christmas offering for Salisbury.*

*At such an uncertain time we believe we have devised a cost effective solution to provide a small Christmas Themed offering for the people of Salisbury that has the flexibility to be removed within 24hr if Covid restrictions or government guidelines change.*

*Having held stalls at all of the previous Salisbury Christmas Markets/Fayres and being a regular at previous SCC run events we believe we can offer a small area of Christmas cheer in what has been a difficult and unprecedented year for so many people.*

## OPTION TWO

### Nangeo Business and Event Solutions

Operating for Charles Cole who is well known to us as a Showman at Charter Fair and often also brings rides to other events such as St. Georges

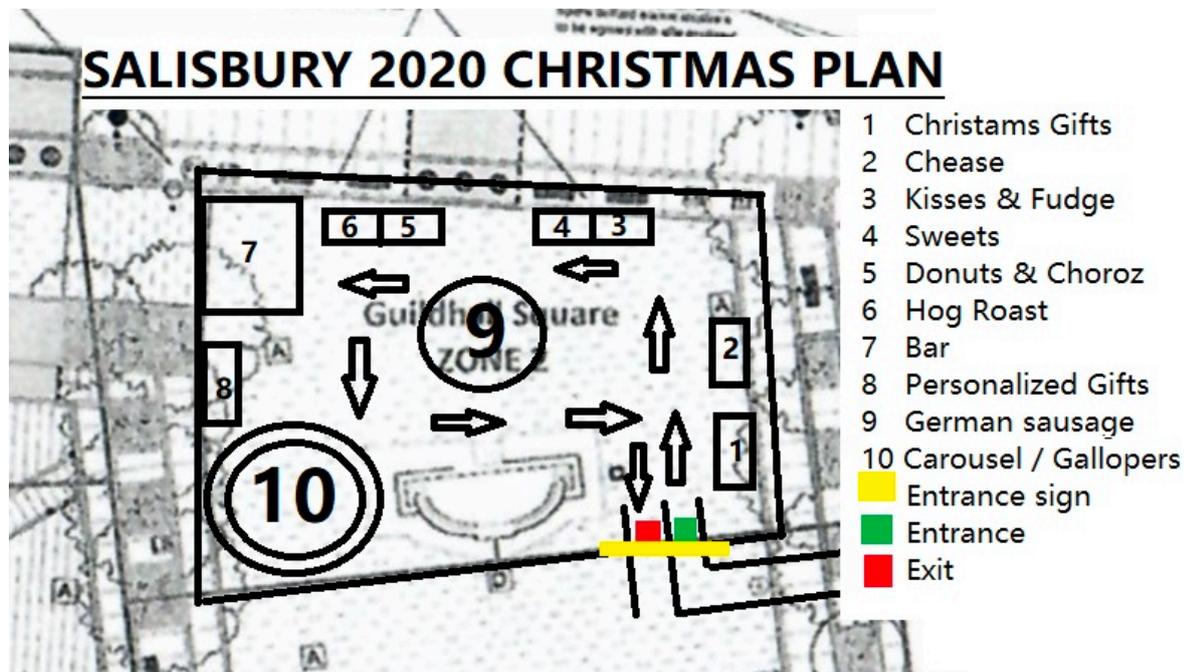
**Dates:** 21 Nov – 23 Dec 2020

Request to continue to trade until 30 December. Not confirmed (extra revenue potential of £1400)

**Time:** 10am – 9pm

**Revenue:** 33 days at £200 per day = £6,600 plus any set up / break down days to be agreed

### Site Map:



**Barriers can be either Pedestrian Barriers or Heras Fencing – happy to provide either.**

- Chalet 1 – Christmas Gifts
- Chalet 2 – Cheese
- Chalet 3 – German kisses and fudge
- Chalet 4 – Sweets
- Chalet 5 – Donuts and Churros
- Chalet 6 – Hog Roast
- Chalet 7 – Festive Bar
- Chalet 8 – Personalised gifts and stocking fillers
- Chalet 9 – German sausage
- Carousel



#### To note:

- Southampton Trader
- Regularly supports SCC events
- Site to be barrier fenced
- Security staff
- Track and Trace, hand sanitiser stations and queue management system to be in place
- More complex, broader offering
- Strong festive atmosphere

#### Comments from Applicant:

*We want to give the people of Salisbury an enjoyable Christmas experience. A COVID safe area where they can go shop for gifts, eat, have a drink but most of all feel safe. The Christmas market will have all matching huts we have added pictures below. Some which have been used by us in previous years. This should give you some idea what they will all look like. We will also decorate the area with lots of life size figures & decorations. We have added pictures at the bottom of the page for you to give you an idea of what these will be like as well. Although the area being used is only small, we want people to feel as if they are going into a Christmas wonderland. We will also have snow machines. Light bunting. & many other decorations to maximise the experience. Of course if you feel that there is anything else you would like added then of course we will put this into place.*

*We want to provide a first-class event for the local people of Salisbury, this will be fully dressed to give a real Christmas experience but the main point of this is to provide a fully COVID safe environment where people feel safe to go shop, eat & enjoy the festive season.*

**Recommendations from Business Team**

Officers are confident that either event will be safely managed but each will have a different and individual ambiance.