

SALISBURY CITY COUNCIL

Report

Subject : Christmas in Salisbury 2019
Committee : Full Council
Date : 17 Jun 2019
Author : Annie Child, City Clerk

1. Report Summary:

1.1. This report considers proposals for Salisbury City Council to deliver Christmas events and/or Ice Rink in Salisbury at Christmas 2019.

2. Background:

- 2.1. Last year's Christmas Market was affected by the incident in March 2018 and subsequent events. This reduced confidence in the Market and traders did not wish to attend the Market to trade.
- 2.2. The Christmas 2018 Market was managed by Wiltshire Council (WC) with support and co-operation by Salisbury City Council (SCC) and Salisbury Business Improvement District (BID).
- 2.3. The 2018 Christmas Market & Ice Rink did not make any surplus and was financially underwritten by WC as part of its efforts to support Salisbury and the surrounding areas to recover from the 2018 incident.
- 2.4. WC does not plan to manage the Market in 2019 and have asked SCC to consider how to take on the running of the Christmas Market if it wished to do so. Wiltshire Council has provided information and support to assist bringing this report together.

3. On Overview of the Christmas Proposal:

3.1. The Council's Business and Communications Manager has written a report for councillors outlining the issues. This is shown at Annex A and the ideas were briefly discussed at a recent meeting of the Business Working Group. The recommendations below arise from that report.

4. Recommendations:

It is recommended that the Council:

- 4.1. Note the importance of high quality Christmas in Salisbury events in 2019 to promote visitors and residents alike visiting the city
- 4.2. Agree in principle that the Council will hold Christmas events and/or an Ice rink
- 4.3. Note that these events will:
 - 4.3.1. Take place between 30 Nov – 02 Jan, unless otherwise agreed
 - 4.3.2. Be self-funding, i.e. expenditure should equal income for both elements of the Christmas event (Ice Rink and/or retail/food & drink)
 - 4.3.3. Provide a community and fun based event, with a strong emphasis of experiential enjoyment and activity

- 4.3.4. Not be the same as previous years, and its title and format may change
- 4.4. Agree that a contingency of £20,000 is set aside to cover unexpected costs if it is not self-funding.
- 4.5. Agree that any surplus generated will be identified and reported
- 4.6. Agree an increase in the Christmas Events budget of £10,000 to improve the promotion and events programme of Christmas 2019 in the Guildhall, Market Place and wider city where possible
- 4.7. Note the support of Wiltshire Council for this project (assistance with the provision of licences, provisions of staff support and technical assistance)
- 4.8. Delegate the strategic management of this event to the Business Working Group and the City Clerk with the Business & Communications Manager

5. Wards Affected: All

6. Background papers: Annex A – Report for Councillors Jun 2019.

7. Implications:

- 7.1. **Financial:** As shown in this Annex A
- 7.2. **Legal:** Nil in relation to this report
- 7.3. **Personnel:** This is an extra activity for SCC staff
- 7.4. **Environmental Impact :** the environmental impact will be considered and mitigated where possible
- 7.5. **Equalities Impact Statement:** These events should be accessible to all.