



BLACKWOOD TOWN CENTRE MANAGEMENT GROUP – 17TH OCTOBER 2014

SUBJECT: BLACKWOOD CHRISTMAS MARKET 2014

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on plans for this year's Christmas Market and to make a request for a funding contribution from the Area Forum Budget towards the costs of staging the event.

2. SUMMARY

- 2.1 Following last year's event the aim for this year is to continue building on the awareness of the event in the County Borough and beyond to attract an audience in excess of last year's recorded footfall.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A Prosperous Caerphilly' is identified as a key outcome in the Council's Single Integrated Plan and the 'Ongoing provision of tourism and community events' as one of the means of helping to achieve this outcome along with 'Other town centre events in line with regeneration objectives'

4. THE REPORT

- 4.1 Last year's event attracted combined footfall figures of 11,598, an increase of 24% increase over the average footfall for the town centre of 9,353 (previous 3 weekends). Feedback from the community, resident and business has been regularly positive about the range of attractions and the appeal of the event.
- 4.2 For 2014 there are 44 stalls booked, a 10% increase over 2013, in addition the following attractions have been secured for the event:
- Birds of Prey
 - Reindeers
 - Donkeys & Nativity Scene
 - Children's pottery
 - Facepainting
 - Children's funfair rides
 - Street Entertainment

4.3 Promotional activity for the event will include:

- Featuring in our main Christmas event poster
- A listing in the What's On guide
- 10,000 A6 flyers that will be distributed across town centres and specific events in the County Borough e.g. Firework displays, Christmas Light openings and Christmas Fairs
- Advertisement in Primary Times
- Direct Mail of flyer to event database

4.4 In order to raise the profile of the event and attract a wider audience to the event it is proposed to run an event specific radio campaign for which additional funding would be required.

5. EQUALITIES IMPLICATIONS

5.1 Two of the Council's Strategic Equality Objectives (numbers 3 and 4) are relevant to this report in that they cover matters relating to Physical Access and Communication Access for various individuals and groups covered by Equalities and Welsh Language legislation.

5.2 Town centre regeneration and tourism issues are strongly influenced by these and due consideration of the Strategic Equality Objectives and related actions can contribute to the success of tourism projects and events for example by attracting wider audiences.

6. FINANCIAL IMPLICATIONS

6.1 The core funding required to stage the event will come from various departments from within Caerphilly County Borough Council with additional funding support from Blackwood Town Council.

7. PERSONNEL IMPLICATIONS

7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event.

8. RECOMMENDATIONS

8.1 To accept the report as an update on progress of the event and to consider a request for a financial contribution of £2,000 towards the staging of the event from the Area Forum Budget.

9. REASONS FOR THE RECOMMENDATIONS

9.1 In order to continue the development of the event in line with the Strategic Objectives of the Council.

10. STATUTORY POWER

10.1 Local Government Act 2000.

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