



## **CAERPHELLY TOWN CENTRE MANAGEMENT GROUP – 4TH NOVEMBER 2014**

**SUBJECT: CAERPHELLY CHRISTMAS MARKET 2014**

**REPORT BY: MARKETING & EVENTS MANAGER**

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### **1. PURPOSE OF REPORT**

- 1.1 This report seeks to update the group on plans for this year's Caerphilly Medieval Market event scheduled to take place on 13 & 14 December and to request a funding contribution of £2,000 from the area forum budget.

### **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 previous year's recorded footfall figures.

### **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 Footfall data for 2013 isn't available but the 2012 event attracted a town centre footfall of 19,234 an increase of 116% over normal footfall for the town centre (8,894) and a 3% increase over 2011 figures for the event. Web statistics show 8,401 unique visitors were generated via the Council's website in 2013, a 50% increase on 2012.
- 4.2 For 2014 there are approximately 130 stalls booked for the event, which will be located through the town centre.
- 90 Town Centre Stalls
  - 10 Castle
  - 5 Continental
  - 15 Farmers
  - 10 TIC Crafters

The following attractions have been booked for the event to support the stall offer:

- Pottery workshops
- Face painting
- Children's funfair rides
- Victorian style street entertainment to reflect CADW's Victorian theme inside the Castle

4.3 Promotional activity for the event will include:

- A listing in 40,000 'What's On' guides
- 50,000 A6 flyers distributed across Southern Wales and Bristol / Somerset / Gloucester regions
- Advertisement in Primary / Family Times
- Listing on Christmas Markets.com
- Direct Mail to event database
- Press releases sent to local and national press
- Listing in American Express National editorial feature (targeting: Independent, Times, Metro, London24, ELLE, Grazia, TimeOut)
- Information updates to 3,600+ twitter followers
- Listing in Newslite
- Listed in 40,000 1/3<sup>rd</sup> A4 Christmas Poster
- Listed in 'Local View' Events column – 10,000+

This will be the second weekend that the Unique Places Christmas Voucher booklet can be used and the booklets will be available at the event.

4.4 Traffic congestion is likely to be concentrated around Ludlow Street and Crescent Road as the main alternative route around the town centre. Temporary traffic signals will be installed at the junction of Nantgarw Road and Crescent Road to facilitate the increased bus and vehicle traffic expected along Crescent Road during the weekend. Cardiff road will be closed to traffic from midnight on Friday 12th December until 9.00 pm on Sunday 14th December. Letters will be circulated to all retailers within the town centre and all residents within the immediate vicinity of Cardiff Road.

## **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 funding required to stage the event will come predominantly from the Economic Development Unit within Caerphilly County Borough Council with additional funding support from Caerphilly Town Council.

## **7. PERSONNEL IMPLICATIONS**

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

## **9. RECOMMENDATIONS**

- 9.1 To accept the report as an update on progress of the event and to consider a request for £2,000 to be allocated from the area forum budget to fund a radio campaign to promote the event across the region.

## **10. REASONS FOR THE RECOMMENDATIONS**

- 10.1 A radio campaign would add value to the current event promotional plan attracting additional and new visitors generating additional revenue spend in the town centre.

## **11. STATUTORY POWER**

- 11.1 Local Government Act 2000.

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Appendices:  
Appendix 1 Site Plan