



## **RISCA TOWN CENTRE MANAGEMENT GROUP – 18TH NOVEMBER 2014**

**SUBJECT: CHRISTMAS MARKET & LANTERN PARADE EVENT 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 Christmas Market and Lantern Parade event.

### **2. SUMMARY**

- 2.1 The 2014 event will be held on 6 December in Tredegar Park 2014 with the primary aims of drawing footfall to the town centre during the festive season and providing an opportunity to bring the local community together. The organisation of the event is undertaken with support and input from the Risca West and East Community Events Group and local members.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed 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 was affected by inclement weather but still managed to attract additional visitors to the town centre with 2,219 visitors recorded on the footfall data figures, an increase of 28% over the previous 3 week average.
- 4.2 The impact of last's weather during the event has meant some changes required to the stall infrastructure for this year and so far there are approximately 25 stalls booked for the event, which will be located through the park.

The following attractions will support the market offer:

- Santa's Grotto
- Face painting
- Children's funfair rides
- Birds of Prey
- Stilt walking

Marketing activities to promote the event include the following:

- A listing in 40,000 Winter 'What's On' guides
- 10,000 A6 flyers distributed across the county borough
- Advertisement in Primary / Family Times – Cardiff and Newport
- Direct Mail to event database
- Press releases sent to local press
- Information updates to 3,600+ twitter followers
- Listing in 'Newslines'
- Listed in 40,000 1/3<sup>rd</sup> A4 Christmas flyer (30,000 to school pupils)
- Listed in 'Local View' Events column – 10,000+

To conclude the event a lantern parade will take place around the park as a result of a number of school based workshops. This year the workshops will be attended by representatives of Lilac Ridge with a view to future involvement in delivering workshop activity.

## **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 the Area Forum Budget.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Team will co-ordinate the event in co-operation with the Risca West and East Community Events Group.

## **8. RECOMMENDATIONS**

- 8.1 To accept the report as an update on progress of the event.

## **9. REASONS FOR THE RECOMMENDATIONS**

- 9.1 The report is an information item.

## **10. STATUTORY POWER**

- 10.1 Local Government Act 2000.

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