

## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP - 24TH SEPTEMBER 2008

**SUBJECT: CHRISTMAS MARKET PROPOSALS 2008**

**REPORT BY: TOURISM OFFICER**

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### 1. STRATEGY LINKS

- 1.1 As part of the Council's Regeneration Strategy, 'The Smart Alternative', the Economic Development Department is committed to developing the Tourism & Leisure product in Caerphilly Town Centre and to supporting Principle 5 of the strategy to 'Re-Establish Town Centres As Foci Of Economic Activity'.
- 1.2 In line with this commitment the Tourism Unit has undertaken, where resources allow, to enhance the events programme in the town centre.

### 2. PARTNERSHIP

- 2.1 The 'Caerphilly Christmas Market' has been organised by the Tourism Unit for the last 4 years and in conjunction with CADW over the last 2 years to provide one combined weekend of entertainment based on a themed Medieval Christmas Market due to take place on 13th & 14th December 2008.
- 2.2 The event has previously consisted of craft & food stalls, a continental market and street entertainment in the Twyn Car Park & Community Centre together with stalls and medieval style entertainment e.g. lute playing, minstrels and medieval re-enactment groups inside the Castle grounds.



- 2.3 The last two events have been blighted by poor weather, resulting in a significant number of traders failing to turn up on the Sunday of the 2007 event and the early finish of the Continental market due to adverse wind conditions.
- 2.4 This year we are planning to run the event on a similar basis to past events with the exception of moving the craft fayre from the Twyn car park inside the Castle to strengthen the medieval element of the event, the Castle affording greater protection from the elements and already housing a medieval craft fayre. Application forms for the stalls are being passed to CADW to ensure that a medieval theme and flavour is maintained inside the Castle.

### **3. PERFORMANCE**

- 3.1 It is estimated that we will attract over 4,000 additional visitors over the two days of the event to Caerphilly.

### **4. COMPETITION**

- 4.1 During the Christmas period the retailers of Caerphilly are competing for customers against the internet, city centre locations such as Cardiff and Newport, established Christmas events and out of town shopping centres. However, the Medieval Christmas market stands out as an event that offers something different and unique in terms of its appeal and the atmosphere generated at the event.

### **5. FUNDING REQUEST**

- 5.1 In order to develop the event outside the Castle to ensure that the town centre remains a focal part of the weekend we need to develop the entertainment programme around the Twyn car park and to bring life to the retail sector.
- 5.2 Last year a small number of medieval type costumes were purchased for retailers to wear during the weekend.
- 5.3 Allied to this we would like to organise a town Christmas treasure hunt with participating retailers.
- 5.4 An additional £2k would help to establish a balanced entertainment programme and greater interaction with town centre retailers.