



BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: BARGOED 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 the completion of a significant level of physical regeneration works in Bargoed town centre and the opening of a new Morrison's store in Bargoed, the Christmas Market extended from the Emporium Car Park in to the town centre, occupying the High Street. The logistics of the event involved an extensive road closure programme over the course of the event and it is proposed to continue to build on the successful staging of the 2013 event in the town centre by building up the level of activity and entertainment in the town centre for the 2014 event.

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".

4. THE REPORT

- 4.1 Last year's event attracted significant interest from visitors leading to a 138% increase in the footfall figures when compared to the previous weekend. The data shows a recorded footfall of 4,497 visitors compared to 1,885 the previous week, one of the highest recorded single day visitor numbers to the town centre. The data demonstrates the potential of the Bargoed Christmas Market to make a positive contribution to the economic and social well being of the local community and has the potential to bring new visitors to Bargoed providing an opportunity to reflect on the transformative changes that have occurred in the town centre.
- 4.2 New elements were introduced to the event in 2013 such as the addition of funfair attractions and workshop activity in the High Street. Whilst the event proved popular in terms of visitor numbers there were a number of issues identified following the event. Areas such as event layout, attraction density, the placement of funfair attractions and charity stall allocations are areas that are being addressed for 2014.

- 4.3 To date there has been a 32% increase in the number of stallholder applications received from 19 to 25 and a much reduced percentage of charity applications received, from 8 to 6.
- 4.4 The plan for this year's event is to develop the density of attractions on the High Street in order to build the atmosphere and content of the event and to provide a physical connection across the town centre.
- 4.5 One of the key enabling factors in being able to close the High Street in 2013 was the funding received from Morrison's and EU funds related to the physical regeneration works in the town centre. These funds are not available for the event this year and in order to develop and grow the event to build on the visitor numbers that attended in 2013 financial support will be needed in the short term to add value in the form of content and entertainment to the event programme.

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.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event, with the support of the local schools taking part.

8. RECOMMENDATIONS

- 8.1 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 The report is an information item.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

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