



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 7TH APRIL 2015

SUBJECT: YSTRAD MYNACH CHRISTMAS MARKET 2015

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on the Council's potential involvement in this year's Ystrad Mynach Christmas market that is scheduled to take place on 21 November 2015 and to seek views from the group on the Council's involvement.

2. SUMMARY

- 2.1 In the summer of 2014, representatives of the Ystrad Mynach Community partnership approached the Council's Marketing & Events Manager requesting support from the Council's events team to help with a number of organisational aspects of the Ystrad Mynach Christmas Market event. The event was in danger of not going ahead as a consequence of a reduction in the capacity of the partnership to organise the 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".
- 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 The Ystrad Mynach Christmas Market has been organised by the Ystrad Mynach Community Partnership annually since 2006 and has been supported financially through the Community Council, Area Forum Budget and the Council's festive lighting grant scheme.
- 4.2 In the summer of 2014, due to a reduction in the resource capacity of Ystrad Mynach Community Partnership to organise the event the Chairman asked the Council for organisational support through the Events & Marketing Manager. Following the withdrawal of a number of major events being held in the County Borough, the Council's Events team were able to support the event by organising a number of suppliers to attend the event and by organising and managing stallholder attendees to the event.

- 4.3 Footfall Data from the 2014 event showed that the town centre attracted an 89% increase in footfall when compared with the previous Saturday's footfall figures.
- 4.4 At a Special Budget meeting of the Council held on 25 February 2015 it was resolved to cut funding for the Area Forum Budget. The Ystrad Mynach Christmas Market has predominately been funded through the Area Forum budget as directed by the Ystrad Mynach Community Partnership. At the same meeting it was resolved to reorganise the events and marketing team and reduce events activity to make savings of around £109,000 as part of the Mid Term Financial Planning process.
- 4.5 The chairman of the Ystrad Mynach Community Partnership has recently indicated that the partnership is facing dissolution as a result of a lack of membership support for the partnership. Local ward members have expressed their view that the Christmas Market has been a successful event for many years and is valued by the local community.
- 4.6 The same ward members have expressed the view that if the partnership was to dissolve there would be a willingness to continue with the organisation of the event.
- 4.7 Accordingly, there is now a question of who will be responsible for the funding and organisation of the event.
- 4.8 In terms of budgets and funding the event is likely to cost around £3,500.
- 4.9 The Ystrad Mynach and Gelligaer Community Council have funded elements of the festive event and it may be possible that the Community Council could request a funding input from the new Community Match Funding budget that has been introduced by Caerphilly County Borough Council in order to sustain the event. From a resource point of view, the Council organises a number of Christmas Markets across the county borough's principal town centres and at the current time taking over the organisation of this event would only involve a marginal increase in resource allocation to undertake.
- 4.10 There still remains a question of funding. Due to the previous reduction in the events budget and on going pressures to meet further savings identified in the MTFP, the Council is unlikely to fully fund the event. However, as there is a willingness to continue with this event, officers of the Council will explore further and alternative forms of funding.

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 would need to be requested through the new Community Match Funding budget.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event working with local ward members who have been involved in the staging of the Christmas Market in the past.

8. RECOMMENDATIONS

- 8.1 To consider the request for the Council's Business Events and Marketing team to take over the organisation of the event subject to the securing of funding for the event.

9. REASONS FOR THE RECOMMENDATIONS

- 9.1 The proposal would align with one of the guiding principles of the Council's regeneration strategy, i.e. Strengthening Town Centres. Town Centre based events have proven successful in driving additional footfall and add to the well being of our communities.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

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