

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

24 April 2008

**REPORT OF CORPORATE
MANAGEMENT TEAM**

CABINET DECISION

Regeneration and Transport – Lead Cabinet Member – Councillor Cook

CHRISTMAS FESTIVAL AND MARKET PROPOSAL

SUMMARY

To outline proposals to develop a themed Christmas Festival and Market of regional significance over the next 3 years in Stockton.

2. Recommendations

1. To approve the outline proposals as a basis for further development work
2. An all member seminar be arranged in the summer
3. A further report back to cabinet to include detailed financial appraisal in the Autumn when costs have been firmed up.

3. Reasons for the Recommendations/Decision(s)

Building on success in redeveloping and relaunching Stockton market, it is proposed to deliver a range of specialist markets and events for Christmas 2008 under the brand of the now established Stockton Sparkles Christmas Festival. The wider festival runs from the end of November to Christmas Eve and provides a range of entertainment, events and performances to entice customers to shop in Stockton. Building on this now established brand, it is proposed to hold a town centre-wide, themed 4-day event which will draw visitors from across the region for a complete Christmas Market Festival experience. The first such event will run from Thursday 27 November 2008, through to Sunday 30 November 2008. This will be repeated and built upon in 2009 with a major celebration in 2010, the 700th Anniversary of Stockton's Market Charter.

The 4-day event will:

- Develop our winter based Festival offer to complement the existing summer programmes presented by Stockton International Riverside Festival (SIRF) and Billingham International Folklore Festival (BIFF)
- Provide a vehicle to develop and expand the existing markets in line with Stockton's unique selling point as 'the home of great markets' - identified as one of Stockton's strengths for regeneration of the town centre;
- Provide opportunities to develop a range of new, specialist markets drawn from the local area;

- Provide an exceptional and unique business opportunity for local businesses, crafts people, food producers and entrepreneurs in a high profile, low risk environment;
- Provide a viable business opportunity to attract a major specialist market provider to bring a large Continental-style market to Stockton;
- Provide the foundations for a series of bigger and better Christmas Festivals and markets leading up to the celebration of the 700th Anniversary of Stockton's Market Charter, in 2010, and beyond.
- Improving the offer, attracting new customers, increased footfall, additional benefits to existing retailers and increasing the attractiveness of the whole town centre offer.

Funding of £550,000 has been earmarked in the Medium Term Financial Plan (MTFP) over the next three years to set up and develop an event which will form a 4-day celebration of Christmas, with entertainments, attractions, a wide range of different goods on sale from craft fairs to continental foods, across Stockton town centre. In addition, high quality street entertainment, staged performances and a major attraction e.g. an ice rink will provide a festive atmosphere.

The event will truly highlight Stockton as an exciting place to shop and visit at Christmastime and will establish a new, high quality event in the Tees Valley to draw visitors from the area and much further afield.

4. Members' Interests

Members (including co-opted Members with voting rights) should consider whether they have a personal interest in the item as defined in the Council's code of conduct (**paragraph 8**) and, if so, declare the existence and nature of that interest in accordance with paragraph 9 of the code.

Where a Member regards him/herself as having a personal interest in the item, he/she must then consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest (**paragraphs 10 and 11 of the code of conduct**).

A Member with a prejudicial interest in any matter must withdraw from the room where the meeting considering the business is being held -

- in a case where the Member is attending a meeting (including a meeting of a select committee) but only for the purpose of making representations, answering questions or giving evidence, provided the public are also allowed to attend the meeting for the same purpose whether under statutory right or otherwise, immediately after making representations, answering questions or giving evidence as the case may be;
- in any other case, whenever it becomes apparent that the business is being considered at the meeting;

and must not exercise executive functions in relation to the matter and not seek improperly to influence the decision about the matter (**paragraph 12 of the Code**).

Further to the above, it should be noted that any Member attending a meeting of Cabinet, Select Committee etc; whether or not they are a Member of the Cabinet or Select Committee concerned, must declare any personal interest which they have in the business being considered at the meeting (unless the interest arises solely from

the Member's membership of, or position of control or management on any other body to which the Member was appointed or nominated by the Council, or on any other body exercising functions of a public nature, when the interest only needs to be declared if and when the Member speaks on the matter), and if their interest is prejudicial, they must also leave the meeting room, subject to and in accordance with the provisions referred to above.

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DETAIL

1. Rationale

Stockton's Festival Heritage

Stockton International Riverside Festival (SIRF), now approaching its 21st year, has put Stockton on Tees 'on the map' as a venue for high quality, free street theatre. SIRF attracts many thousands of visitors to the town over the 5 days of the Festival every summer, thereby raising the profile of the area and supporting local businesses, which in turn helps to ensure viable employment opportunities for the residents of the Borough who reinvest in the town by living, shopping and enjoying leisure time here. Likewise, Billingham International Folklore Festival (BIFF) has now been running for over forty years, making the Borough an established mecca for folk musicians and entertainers.

However, both of these exceptional events take place within a short period of time over the summer months. Recognising this, and the need to provide shoppers and visitors with a reason to choose Stockton town centre as their destination during the Christmas season, in 2006 the Stockton Sparkles Christmas Festival was launched, the primary purpose of which is to enhance and support the retail offer in Stockton town centre at Christmas, thereby positively influencing the decision of Christmas shoppers to come to Stockton. The festival is a combination of professional street theatre, community performers and popular activities such as the lights switch on, reindeer parade and carol singing, fun competitions and a craft fair. Having completed two successful years, Stockton Sparkles is ready to move forward to become a high profile festival of regional significance, to complement the quality of the summer festivals. By the time the proposed 4-day event takes place in 2008, it will be a well established concept in the minds of residents and people from the local area that markets and entertainments are to be found in Stockton town centre at Christmastime, and therefore, there

will be an established and successful platform – Stockton Sparkles – upon which to build the new concept.

Stockton's Markets Heritage

Stockton Town Centre has a well known and well used market, which provides a range of convenience and comparison goods 52 weeks a year. Stockton's market continues to remain at capacity with a waiting list of potential stallholders, and offers a good range of products for customers to choose from. Stockton on Tees is, of course, a market town having held its Charter since 1310, and the Council has recognised that the vitality and viability of the market is an integral component of the vitality and viability of the town centre itself, reflected in the considerable investment made by the Council in new stall covers, layout and promotion of the market to bring it up to date and increase its appeal to a wider audience. Indeed, markets in Stockton will play a vital part in reinforcing the perception of Stockton as 'a place to visit, not simply a place to shop.' Therefore, it is important to continue to expand the range of market-style activity to continue to increase the range of potential shoppers and visitors who may be attracted to Stockton because of its markets, but who will also, whilst in the town, visit the shops, hospitality and other services to be found in the town centre, potentially becoming regular customers. In summary, markets are key to Stockton's ability to attract and keep new customers who would not otherwise have come to the town centre.

In developing a high quality, well managed and publicised Christmas market as a four-day focus of Stockton's Christmas Festival celebrations, supplemented by a programme of entertainments, musical performances and attractions on a much larger scale than achieved by the Stockton Sparkles festival to date, it is proposed to form a solid basis for an annual event. This will grow to become regionally, even nationally, significant over the years and will play a key role in ensuring the vitality, viability and attractiveness of Stockton town centre at this crucial time of year for retailers whilst sending a strong signal to potential investors that there is sufficient footfall to justify their investment in regenerating the town centre.

2. Strategic Fit

The proposal fits within an exciting range of developments in the Tees Valley City Region and is integral to The Stockton-Middlesbrough Initiative (SMi). Under this initiative, which has the full support of the Regional Development Agency, One North East (ONE), Stockton is encouraged to develop its uniqueness, as a market town, and home of vibrant multi cultural festivals and many natural and built heritage assets as the base upon which to build an attractive leisure and visitor experience.

3. Economic impact of a Special Christmas Market

Other towns and cities through out the UK, such as Lincoln, Bath, Birmingham and Bradford are well known nationally and even internationally for huge Christmas markets, running to hundreds of stalls and drawing stallholders from all over the world to trade with the many thousands of customers who come by car, train and coach to enjoy the spectacle and find a unique Christmas gift to take home. The impact on those economies is significant, with hotels, guest houses and other hospitality providers benefiting from the influx of visitors, and other shops and services benefiting from the secondary spend generated by so many additional people in the area.

This proposal is not to try to achieve something of this size and complexity in the early years, although certainly there is potential to create a market of a similar scale over time, eventually providing the North East equivalent of what other Christmas markets offers today. The benefits to the Stockton economy, and the wider Tees Valley region, can stimulate investment in retail and tourism running into £m of direct spend.

4. Integration with existing market and town centre businesses

Research suggests that the involvement of local businesses is considered important to the ongoing viability of such festivals. It is considered vital that the Stockton event offers similar opportunities to businesses throughout the Borough.

There are a number of ways for this event to sit alongside the existing market and other retailers. Integral to its ongoing success and viability will be the involvement of the existing market traders in the development of the event, giving them every opportunity to integrate – or separate – their market from the rest of the offer. Plans will be discussed through the Markets Forum and the Retail Forum and a nominated representative of the market traders encouraged to sit on the steering group developing the event.

It is crucial that the event is not seen to displace existing market activity. Indeed, it is proposed to invite traders to stand from the Wednesday (a regular market day) to the Sunday if they so wish, in order to obtain the maximum benefit from the event. It is recognised that the quality of offer and appearance of the regular market is of paramount importance, as it will occupy a key, high profile location in the High Street. Therefore, it has already been agreed with the Market Forum that stallholders will be required to book their stall in advance to ensure sufficient take up and an appropriate layout, and that information will be provided as to the requirements for stall dressing, display of goods and dress code.

5. Look and Feel

In 2008 the event will set out to deliver

- An exciting, pleasurable and safe family day out
- A range of new customers for Stockton town centre
- An environment which stimulates the senses and encourages people to buy
- A day out for local people and visitors from further afield
- An atmosphere of vibrancy, activity and celebration
- An event which will raise awareness of Stockton and change perceptions locally, regionally and nationally.

Key elements will be:

Visual Appearance

- Lighting – area lighting, lighting key buildings and local lighting of stalls
- Fancy Dress competitions, fancy dress stalls and stallholders
- Christmas tableaux in shops
- Purpose built stalls – Xmas themed (log cabins, snow,) combine with traditional stalls

A range of visuals have been created to indicate how one of the key areas, Parish Gardens, might look when laid out and dressed. These are at Appendix A.

In addition, some indicatory visuals have been created to show how key buildings may be lit, using colour washes and uplighting. These are at Appendix B.

Both of these measures will assist with visitor flow, by highlighting areas where activities are taking place, and will remain in place for the duration of the Stockton Sparkles five-week festival and in some cases may become a permanent fixture subject to agreement with building owners.

Interactive Experience

- Aromas – food stalls (spices), coffee, mulled wine, sausages, bread etc
- Sounds – Live music, bands (Salvation Army, Schools), carol singing, community groups and professionals, people joining in
- Dancing – traditional, Victorian, street dance, ethnic
- Food and drink – involving local restaurants with special promotions
- A large ‘anchor’ attraction, for example an ice rink, which would be launched with this event and would remain in place throughout the wider 5 week festival.

Creating a Buzz

- Street entertainment from face painting to full performances on a stage
- Celebrity appearances
- Children’s traditional rides
- Covered areas for different types of activities and entertainments
- Well orchestrated programme concentrated over 4 days
- ARC and Georgian Theatre programmes support the event

Celebrating multiple cultures

- Asian market/mini mela
- Gospel singing, Afro-Caribbean stalls, drumming
- Bollywood dancers
- European (Continental) produce
- Fair Trade
- Promotion of different types of food and cooking
- Santa and reindeer, the fun and fantasy of Christmas
- The Christian ethos of Christmas.

Positive Impact

The entire festival, and in particular this high profile 4-day event, will be extremely beneficial in helping to change perceptions of Stockton and reinforce its forte as the home of great markets, where there is always something going on, making it ‘a place to visit, not just a place to shop’. Retailers, hospitality providers and other associated town centre businesses will benefit from the additional footfall and spend generated. In particular, the aim is to improve the dwell time of visitors (how long they stay in town) to ensure that businesses benefit from this.

6. Infrastructure

In order to deliver a safe, successful event of this size over a short, intensive period of four days, there will be infrastructure required which is additional to that found in the town centre on a normal trading day. This includes:

- Car parking (local provision combined with remote park and ride; alternatives for local workforce)
- Coach drop off and waiting facilities, with booking system
- Road closures, bus diversions
- power distribution (market stalls, area / local lighting, specialist for events)
- marquees
- Bespoke stalls, e.g. wooden huts, ‘pop ups’
- temporary toilets
- Additional rubbish collection / disposal
- Event signage to the venue, maps around the event
- PA system across all areas, open air screens, performers’ staging and sound systems
- Storage: on site and overnight secure facilities for traders
- Green room/base for performers
- Extra staff and stewards with appropriate communication networks

7. Spatial Planning: sites under consideration

It is proposed that the 4-day event will occupy a number of sites across the town centre area, in much the same way as Riverside Festival occupies different areas for different types of performance. In October 2007 preliminary site visits were carried out on potential areas where activities could be located. Since that time, further planning has taken place which has identified the type of activities best suited to these prime locations. These areas are listed below with their inherent advantages and disadvantages.

a. Stockton High Street

One of the key considerations for this event is the need to integrate with and enhance, rather than disrupt, the main market in Stockton High Street. Although in the past traders have expressed a wish to integrate other types of market with their own, they are also unwilling to move from their regular trading positions in order to enable this to happen. However, Stockton Market is the mainstay of Stockton's reputation as the home of great markets and integral to the perception and success of the proposed event. It is considered *inappropriate*, therefore, to propose Stockton High Street as the main venue for activities during this event. Instead, street entertainment, both professional and community based, will be interspersed with the market stalls, along with live music, to create a carnival feel, and the market itself will be decorated and incorporate special lighting, street café and a vibrant mix of goods for sale.

b. Parish Church & Parish Gardens (Appendix A)

Parish Gardens is a small but pleasantly enclosed and peaceful space between the High Street and the civic quarter of the town and provides an excellent space to become a prime focus for the 4-day event, particularly in year one when the event is in its infancy, as it is easily managed. It lends itself to the creation of an illuminated tunnel or walkway between the two areas using temporary infrastructure, lighting and planting. The introduction of 'magical' street theatre, music, community performances and installation art in the area would further enhance the experience and make the space feel welcoming, even during the hours of darkness. Plans for the space include a small covered stage or dias, a snow machine, and wooden log cabins housing craft stalls, local artists and local businesses, set alongside stalls selling a wide range of hot foods and beverages. The idea of finding installation art and performance in this area is well established due to the long running success of Stockton International Riverside Festival (SIRF) which regularly utilises the space for family friendly events or quieter pieces. The parish church, itself illuminated as part of the scheme and perhaps further enhanced through the use of projected images or colours, would be in an excellent position to host various activities such as charity fairs and carol services during the event (as it does now) and its raised profile as part of the main event area could be capitalised upon by those responsible for raising funds for its restoration and preservation as a result.

Craftspeople have already been surveyed and are keen to sign up to a 3-day craft fair in this location.

The prevailing limitation of the Parish Gardens is the requirement that the turf is not in any way broken or disturbed. This is because it is still a consecrated graveyard and bones have been found just a few centimetres below the surface. However, this will be overcome by employing suitable heavy duty mesh flooring which covers the grassed area to protect it, thereby also ensuring the ground does not become marshy and muddy with heavy pedestrian usage.

Special considerations for site

Permission must be obtained for each activity from the Diocese and the application process is lengthy. Given the length of time it takes to obtain permission from the Diocese it would be necessary to have detailed plans drawn up for this area early in the financial year 2008. A meeting has already been held to get this process underway so that there are no delays once

approval is given to proceed. Activities in the area would need to avoid conflict with religious uses such as regular services, baptisms and funerals. SBC has a good track record of working with the Diocese to host activities in the area and therefore, with the appropriate controls in place, it will be an excellent choice as one of the main foci of the event.

c. Church Road/Splash plazas (Appendix B)

This space offers an excellent opportunity for the development of the 4-day event in its first year in that it is self-contained, level, easily accessible and just off the High Street. The space can be increased by closing the road between Municipal Buildings and Splash whilst continuing to allow access to all car parks in the vicinity. It is also close to Parish Gardens and the Parish Church, areas which are a key focus for the event. Other amenities, such as Splash sports centre, the Library, Council offices and the Baptist Tabernacle are all close by, all of which generate excellent footfall in their own right at different times of the day and night. A further advantage is that the area is almost entirely in the ownership of the public sector making permissions easier to obtain and infrastructure easier to put in place.

The disadvantage of this space is that it is not clearly nor visibly linked to the High Street and it is therefore proposed that a lighting scheme be implemented for the duration of the event (which may remain in place thereafter) using colour 'trails', illumination of buildings and signage to link the two areas via Church Road and also via the Parish Gardens (see below). Lighting could be introduced to 'colour wash' the front of key buildings in these areas, and into trees and onto fixed infrastructure such as lamp columns, to create a lighting scheme to draw the visitor towards the event area an example of which is shown at Appendix B.

d. Green Dragon Yard and the Cultural Quarter

This area could provide the main focal point for outdoor entertainment in the evenings and during the weekend of the event. The presence of the Georgian Theatre and the Green Dragon Studios, combined with pleasant open space recently upgraded with lighting, planting and hardscaping, make it an obvious choice for this sort of activity. However, the enclosed nature of Green Dragon yard is also a disadvantage in that numbers are strictly limited within the space due to fire and health and safety requirements. Notwithstanding there is excellent potential to work with the owners of properties in the area to stage outdoor entertainment during the event. One example of this would be use of the terrace belonging to Papa Razzo restaurant (e.g. for a winter barbeque with live music), or to use the recently upgraded Calverts Plaza at the junction of Calverts Lane and Silver Street. Providing the latter was used out of main trading hours this would not impact on access for businesses. This could easily be linked to activity on the Riverside (see below). It would certainly be ideal as a pedestrian link between the High Street and the riverside, and could be enhanced and improved with exterior décor improvements and lighting at comparatively little cost.

Special considerations for site

Early engagement with businesses and hospitality providers in the area, and full consultation on proposals, will be key to the successful use of this area. Potential exists to include Hodgsons yard as the Council has, at the time of writing, the option to take a long term lease on the yard. This process of consultation has already begun, with a presentation to the February 2008 Retail Forum which generated interest from local businesses wishing to be involved. A meeting has been held with Tees Music Alliance, organisers of the Fringe Festival who would be contracted to provide music based entertainments in that area and the Parish Gardens. These would be jazz, easy listening, folk and classical in nature rather than rock music as performed at Fringe.

e. Riverside

This location has the advantage of being easily visible from the busy thoroughfare of Riverside Road, and is connected to the town centre and the affluent Teesdale by a series of footbridges. Its stunning location on the bank of the River Tees further enhances its potential plus it is unencumbered by existing infrastructure and primarily, if not totally, in public sector ownership. However, surfaces are unsuitable for use during the winter season as there is very little hardstanding other than Riverside car park and it is a long way from the High Street, being both physically and psychologically separated from the town centre by the aforementioned Riverside Road. For these reasons it is considered unsuitable as the main focus for the proposed 4-day event. However, there is potential to link in with night-time events in the Cultural Quarter area, accessed by the footbridge or by closing Riverside Road for part of the event to enable such activity to take place. The Fringe Festival, part of SIRF, has proved that it is a viable and successful event space when used in such a way (although of course SIRF is held in the middle of summer when the ground surface is more stable). There is further potential to link with the HM Barque Endeavour to create a 'living history' atmosphere. This area will have excellent potential for expansion of the event in future years.

f. Trinity Gardens

This is a very large area but separated from the town centre by a very busy road. It is therefore not considered suitable for the main focus of the event, but given its high visibility at the southern entrance to the town it is suggested that in future years additional entertainment be incorporated here, perhaps in the form of a marquee hosting bands and performances, similar to the very successful ARC in the Park event held this summer at Preston Park, or a comedy tent as has been held at SIRF Fringe Festivals in the past proving very popular. Bringing in outside partners to help deliver this will keep the Council's financial outlay to a minimum.

g. Castlegate

The Castlegate Centre management will wish to maximise the benefits of such a large event in the town centre. The centre already regularly hosts smaller fireworks displays from the rooftop car park. It may be possible to extend the rooftop offer during the event by, for example, putting live music on the rooftop with the band visible and audible from the High Street below. Castlegate's large screens will be utilised to good effect for promotion both in the run up and during the event. Castlegate also has the highest footfall and the most car parking of the two shopping centres.

h. Wellington Square

Wellington Square shopping centre has in the past hosted continental markets when space has been at a premium in the High Street, for example on market days. Wellington Square management are keen to explore how they can participate fully in the event. The main mall is quite narrow presenting some problems in terms of maintaining emergency access but the centre provides a useful additional event space in which smaller specialist markets may be held during the period of the event. A further benefit is that Wellington Square will deal with security and cleansing for their own area thereby reducing cost to the Council. The owners of Wellington Square are recently newly engaged with the Council in discussions about how to improve their offer and it is believed would be very supportive of proposals for participation in the event.

i. West of High St (Partnership Scheme (ShiP) area)

The area bordered by the rear of the High Street, Dovecot Street, Prince Regent Street and Yarm Lane is an area which is partly the focus of proposals for development under a heritage based funding scheme. Currently, a series of ginnels lead from the High Street to a network of ancient yards bordering a very large gap site. Access is problematic for vehicles, having only West Row as the main access, and no real infrastructure is in place in terms of attractive lighting, power or amenities. The site was investigated due to the size of the gap site,

however, at this stage the area is so unappealing to the public that it would be unwise to focus events on this area. By the time of the 700th Anniversary, however, it is likely that improvements will begin to be seen and therefore the site should remain under consideration for use as the event expands in future years, but not for use in 2008 other than as overflow car parking (the current use of the gap site).

8. Management, Compliance and Enforcement

There is considerable successful experience, within Stockton Council, of managing large scale events such as SIRF, events at Preston Park and throughout the Borough, and in the town centre. There is a well established group of officers, and representatives of external bodies (police, fire brigade, ambulance etc), which comes together to manage every aspect of such large scale events and this group would oversee the operational aspects of the proposed event.

9. Marketing and Promotion

Marketing and promotion will be required and falls into two categories:

- a. Recruiting traders. This will be a targeted campaign using specialist publications, web and member organisations and will be based upon the types of market desired; recruitment is already underway via personal representation, targeted telesales and a prominent feature in the national industry magazine Market Trader News. Crafts people have already been contacted and have expressed their interest in attending.
- b. Attracting visitors. This will require extensive professional marketing and will be best done in conjunction with sub-regional and regional agencies such as Visit Tees Valley, ONE and media. Key to this will be linking the 4-day event to already established activities such as the Stockton Sparkles festival, and timing it correctly to ensure that it does not clash with other similar events within reasonable visiting distance, nor with national events likely to draw from the local area. Ideally Stockton's event will take place before other, better established events and for the reasons stated above, the date for the first 4-day event is Thursday 27 November 2008, through to Sunday 30 November 2008. This will also assist with the recruitment of traders who may be committed to annual events throughout December in other locations but may welcome an earlier, additional opportunity to trade.

A significant advantage is the existence of the Town Centre Joint Promotions Group, part of the Town Centre partnership and the body that already delivers the Stockton Sparkles magazine, the Stockton Sparkles festival and other events and campaigns throughout the year. This group will be in a position to maximise the marketing of the event and through joint funding and sponsorship will achieve greater coverage, and better buy-in from town centre businesses, than would otherwise be achievable. It is proposed that this group oversees the programme of marketing for the event.

11. Steering Group

The project will be managed by a small but experienced group, which will co-opt additional expertise as required.

Updates will be provided to the wider Town Centre Event Operations Group (which incorporates town centre ward councillors and the Cabinet Member for Regeneration and Transport), and also to the Markets Forum, Retail Forum and the Central Area Partnership Board. Marketing and advertising will be progressed in conjunction with the Town Centre Promotions Group, sub-regional and regional contacts, and will employ professional marketing expertise.

FINANCIAL IMPLICATIONS

The event will be funded for the first three years through capital and revenue investment. Over the period, however, there will be opportunities to generate income through stall rents, sponsorship and fees. Whilst this amount can be expected to be small in years 1 & 2, this can be banked and by year 3 the event is expected to have generated sufficient surplus to offset the expenditure required to implement it in year 4. Thereafter the event should become financially sustainable.

Item	Year 1	Year 2	Year 3
Capital expenditure	140,240	5,250	5,250
Revenue expenditure	174,560	130,200	94,500
Total funding	314,800	135,450	99,750
Anticipated income – general, event	-11,500	- 26,000	- 45,000
Anticipated income from equipment hire throughout year	0	- 5,000	- 7,500
Total income (banked to fund Yr4)	- 11,500	- 31,000	- 52,500

LEGAL IMPLICATIONS

Necessary temporary road closures.
Changes to consent street trading permissions (in hand)
Expansion of Entertainments Licence (in hand)

RISK ASSESSMENT

The project is identified as low to medium risk. Highest risk score against all categories after action = 4.

COMMUNITY STRATEGY IMPLICATIONS

Economic Regeneration and Transport

- Driving economic renaissance
- Enhanced quality of place

EQUALITIES IMPACT ASSESSMENT

Full Equalities Impact Assessment has been completed.
Total impact score + 78.
No negative impact as a result of this decision.

CONSULTATION INCLUDING WARD/COUNCILLORS

Proposals have been presented to:-

- Town Centre Partnership
- Markets Forum

Further consultation will be carried out with:

- All Councillors
- Local Residents Groups
- Central Area Partnership Board, the town centre arm of the Renaissance Partnership

- Area Transport Partnership
- Business Forum

Name of Contact Officer: Sue Burgess
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Email Address: sue.burgess@stockton.gov.uk

Background Papers

Full Risk Assessment
Web referencing

Pictures

Permission has been obtained to include a number of pictures of the Christmas Markets mentioned in this report. These are at Appendix D. Further information on these venues, with more images, can be found on the Internet at these locations:

www.visitbath.co.uk
www.lincoln.gov.uk
www.birmingham.gov.uk

listed as

Ward(s) and Ward Councillors:

Not ward specific

Property

Not applicable