

POLICY, FINANCE AND ADMINISTRATION COMMITTEE

25 SEPTEMBER 2012

REPORT OF THE HEAD OF COMMUNITIES AND NEIGHBOURHOODS

VICTORIAN FAYRE- REQUEST FOR CONTRIBUTION

1.0 THE PURPOSE OF THE REPORT

1.1 The purpose of this report is to seek approval for £5,000, as a one-off contribution towards the Melton Mowbray Victorian Fayre 2012.

2.0 RECOMMENDATIONS

2.1 That Members approve £5,000 in 2012-13 as a one-off contribution from the Corporate Priorities Reserve towards the Victorian Fayre.

3.0 BACKGROUND

3.1 The Victorian Fayre held in Melton Mowbray has been held annually and grown over the years to become one of the key events for the town.

3.2 Last year they attracted over 45 coaches from all parts of the country and in the region of 15,000 visitors into the town. The main event itself is centred on Sherrad Street, High Street and Nottingham Street.

3.3 It attracts many stallholders who are asked to dress in Victorian clothing and shopkeepers will be asked the same this year. Local entertainers and bands are all booked and 'Queen Victoria' is also attending along with storytellers, Morris men and Victorian healing.

3.4 Due to the way that the calendar falls this year, with the light switch on being on the Friday evening, and the Victorian Fayre on the Sunday, organisers are holding an open air nativity in the market square in the evening.

3.5 Some stall holders bring their own stalls, but some are erected by the Town Estate. This year they have Rosemary Connelly opening the event and will ask the Mayor, Junior Mayor and Senior Town warden to accompany them on stage. Usually a Santa parade through the town takes place; however, the organisers are hopeful that there will be something different this year.

3.6 It is also the 10th anniversary of the Christmas Tree Festival this year and in honour of that they will be selling stars (in conjunction with MacMillan), to be placed on the big Christmas tree in the market place itself.

4.0 KEY ISSUES

4.1 The Event is organised mainly by 2 individuals and will be coordinated with other local partners.

4.2 The organisers have requested this one-off grant to ensure the sustainability of the event over a longer period.

5.0 **POLICY AND CORPORATE IMPLICATIONS**

5.1 This event will help to promote the Borough and will bring in visitors during the day, boost the evening economy and encourage overnight stays. This directly links to one of the Council's priorities to promote and market the town to attract more visitors and increase footfall.

6.0 **FINANCIAL & OTHER RESOURCE IMPLICATIONS**

6.1 The accounts for The Melton Mowbray Victorian Fayre Accounts for 2011 are attached as Appendix A. In summary members may wish to note that::

| | |
|-------------------|--|
| Total Income | £11,760.00 |
| Total Expenditure | £12,369.76 |
| Net Position | -£609.76 (this includes £172.80 for the Melton Times 2011 Business Award ceremony) |
| Balance | £4,393.88 |

Further details of the event are attached as Appendix B.

There are financial risks associated with these types of events which the balance will need to cover.

The balance has significantly benefited from a grant of £3,000 awarded through the Town Centre Community Forum 2 years ago.

As there will be an event in the evening, which may result in additional expenditure from previous years, Members are asked to award a £5,000 one-off contribution to this event.

The Council in 2005 provided a grant to this event, however, to different organisers.

7.0 **LEGAL IMPLICATIONS/POWERS**

7.1 There are no direct legal issues arising from this report

8.0 **COMMUNITY SAFETY**

8.1 There are no direct community safety issues arising from this report.

9.0 **EQUALITIES**

9.1 There are no direct equality issues arising from this report.

10.0 **RISKS**

10.1 This is an established event which attracts a high number of visitors and it needs to continue to be linked into the Borough/Town Brand and that it contributes to priorities within the corporate plan

11.0 **CLIMATE CHANGE**

11.1 There are no climate change issues arising from this report.

12.0 **CONSULTATION**

12.1 The report has been discussed with the Council's Corporate Management Team.

13.0 **WARDS AFFECTED**

13.1 All Wards

Contact Officer: Harrinder Rai

Date: 13 September 2012

Appendices: A - Victorian Fayre Accounts 2011
B - Victorian Fayre- further analysis

Background Papers: None

Reference: X: C'tees, Council & Sub-C'tees/PFA/2012-13/25-09-12/HR-Victorian
Fayre