

COMMUNITY & SOCIAL AFFAIRS**19 JUNE 2013****REPORT OF HEAD OF COMMUNITY & NEIGHBOURHOODS****EVENT EVALUATION REPORT 2012**

- 1.0** To inform members of the benefits to the town centre and the economy generated by the major annual town centre events.

To access the level of local authority funding to be made available to support these events.

2.0 RECOMMENDATIONS**2.1 Members note and comment on the contents of this report.**

- 2.2 Members note the support to events, as detailed in section 3.6 which fit within the Economic Development Strategy and the Tourism Blueprint to promote and develop Melton Mowbray as the Rural Capital of Food & Drink and show viability and economic value to the town centre**

3.0 KEY ISSUES

- 3.1** Melton Borough Council is approached by event organisers for funding and support contribution for a variety of different events throughout the year.

- 3.2** Previous benchmarking and survey reports have included a few events, therefore the results are limited in regards to any comparative data, this is the first report that covers the main events and will be used as a baseline to identify trends as officers will capture this information on an annual basis. This report provides members with an evaluation of the major events which seek funding from the Council. The report analyses feedback and views from the public, town centre businesses and the individual event organisers. It is intended that through this and other related information that officers will develop an event funding strategy for 2014/15 onwards.

3.3 Melton Town Centre Users Survey 2012

In 2012, every resident within the Borough of Melton received a Town Centre Users Survey through a project initiative agreed and funded by the Melton BID. Question 6 of the survey asked:

‘What do you visit Melton Town centre for?’

30% of the respondents visited Melton Town centre specifically for Events.

72% of respondents also stated that Melton Town centre was a destination they would take their family to in the daytime.

3.4 Melton Mowbray Town Centre Business Survey September 2012.

As part of the Welland Benchmarking project, business surveys are sent to all 445 businesses within the town centre. The September 2012 Survey received completed surveys from 48 businesses. This survey included the following questions:

- The Town has a number of promotions and events during the year. Do they make any difference to your business performance?

Of the 48 businesses who responded to this question, 31 (65%) of them stated that the events make no difference to their business performance. 15% of businesses stated that the Melton events did directly increase their takings (these were mainly pubs / cafes).

- Which of the events give the best results?

In order of ranking the following events gave the best results according to the 48 town centre businesses who completed the surveys:

Victorian Christmas Fayre – 29%
 Christmas Lights Switch On – 12.5%
 East Midlands Food & Drink Festival – 12.5%
 Melton Country Fayre – 6%
 Melton Show – 2%
 Pie Fest – 2%
 Christmas Tree Festival – 2%
 Artisan Cheese Fair – 2%

3.5 Event Evaluation Report 2012

In January 2013, Event Evaluation Reports were sent out to all 445 businesses in the Town Centre. This report asked for feedback on the following major events which took place during 2012 in Melton Town Centre:

- British Pie Awards
- Artisan Cheese Fair
- Melton Show
- Melton Country Fayre
- Pie Fest
- East Midlands Food & Drink Festival
- Christmas Lights Switch On
- Victorian Christmas Fayre

We only received 18 completed evaluation reports, but the results of this evaluation show the following trends.

3.6 Evaluation Report Summary

	Open for Event	Increase in Trade	Increase in Footfall	Benefit to the Town	Event to Continue
British Pie Awards	94%	17%	33%	50%	83%
Artisan Cheese Fair	89% (Sat Only)	28%	39%	50%	78%
Melton Show	44%	22%	39%	39%	56%
Country Fayre	39%	17%	28%	44%	67%
Pie Fest	94% (Sat Only)	50%	56%	72%	89%
EMFDF	94%	22%	50%	72%	89%
Christmas Lights Switch On	100%	50%	72%	83%	100%
Victorian Christmas Fayre	89%	61%	89%	89%	94%

The summary concludes that the most supported events from the businesses are the Christmas Lights Switch On (MBC Event), the Victorian Christmas Fayre (Ruth Wakeling) and the British Pie Awards, the East Midlands Food & Drink Festival, Pie Fest and the Artisan Cheese Fair (Melton Food Partnership).

3.7 Event Evaluation – Small Events

The evaluation report also asked business to feedback on the smaller events to assess their impact on the town centre.

	Open for Event	Increase in Trade	Increase in Footfall	Benefit to the Town	Event to Continue
Frost Fair (MBC Event)	94%	6%	28%	33%	33%
St Georges Parade	56%	11%	22%	28%	56%
Cicle Classic	33%	limited	11%	33%	39%
Rare Breeds	50%	11%	17%	39%	50%
Melton by Sea (MBC Event)	94%	6%	33%	50%	61%
Classic Car Nights	44%	17%	33%	44%	67%
Bonfire Night	39%	17%	17%	39%	50%
Christmas Tree Festival	94%	33%	39%	67%	67%
Christmas Carols (MBC)	72%	17%	22%	44%	56%
Blokes Shopping (MBC)	67%	17%	28%	44%	56%
Beer Festival	50%	6%	17%	33%	44%
Christmas Eve Market	83%	33%	33%	61%	61%

The popular smaller events include the Christmas Tree Festival (held in St Mary's Church), the Christmas Eve Market (which is held in partnership with MBC and the Town Estate), Melton By The Sea (MBC event) and the Classic Car Nights (Nigel Keep).

3.8 Event Organisers Evaluation Reports

An Event Evaluation Form was also sent to each of the Event Organisers for the 8 major events. Returned forms were received from the organisers of:

- Victorian Christmas Fayre (Ruth Wakeling)
- British Pie Awards (Sarah Clothier)
- Melton Country Fair (Barrie Thomas – Leicestershire Food Links)

We have received funding requests for the Artisan Cheese Fair and the Pie Fest and so been able to access information on these events via the submitted funding applications.

3.9 Victorian Christmas Fayre

The VCF is held in the pedestrianised area of Melton Town Centre and surrounding streets

on the first Sunday in December. The event has now been running for 9 years and attracts over 15,000 visitors to the town, including 40+ coaches. It has become a high profile well known event and the town centre shops open on a Sunday due to the economic benefits of the vast footfall figures generated.

3.10 British Pie Awards

The British Pie Awards is held in St Mary's Church annually on the Wednesday closest to St Georges Day. The event has now been running for 5 years and attracts a huge amount of media attention which promotes and supports the town's 'Rural Capital of Food' brand image. The event is looking to develop into a more visitor friendly event utilising the town centre.

3.11 Melton Country Fair

The Country Fair has been running for 8 years, but only for 4 under Leicestershire Food Links. The event is held in the Town Parks on or around the first Sunday in July. The event is portrayed as a high quality event which attracts families and is now tapping into the coach market with groups coming for a day visit.

3.12 Christmas Lights Switch On

The Christmas Lights switch On is MBC's largest annual event which attracts 5,000 to 7,000 visitors to the town throughout the day and evening. The event is targeted for local residents and has now developed into a full day and evening event aimed at families, schools and local artists.

3.13 Summary

	Visitor Profile	Event Viability	2012 Funding	Outputs	Monitoring
Victorian Christmas Fayre	Local, Regional & National Visitors. Families & Coaches	The event usually breaks even but does rely on a level of funding support.	MBC - £5K BID - £1500 Income generated by stall sales	Increased footfall, increased retail spend, high coach no's, increased town awareness.	No of stalls sold, no of coaches booked, retailer feedback.
British Pie Awards	Local, regional & National Visitors. Mostly Pie Makers	The event relies on sponsorship and does not make a profit	BID, Bramley Apple, Sturgess Jagular, Nelsons, Howes Percival, Bentons, Melton Building Society.	Increase in number of pies entered. 2011 – 600 2012 - 900	PR Team analyse coverage. Events Team analyse entries & number of winners
Melton Country Fair	Local, Regional & National Visitors. Families & Groups	Not for profit organisation so any profit generated is donated to local charities.	Sponsorship from Samworth Brothers, Midland C-Op, Marshalls Landrover, Everards, Mars, NFU,	Increase in coaches booked from 2011. Visitor numbers the same as 2011.	Visitor numbers from tickets sold (6000 in 2012). Also No of coaches booked.

			Brockleby's & BID.		
Artisan Cheese Fair (Info from Funding Proposal)	Mainly local & regional visitors	Requested an additional £4K for 2013 but hopes to be self-financing in 2014 through increasing stall costs & income from ticket sales.	Stilton Cheesemakers Association - £5K Cattle Market - £1K BID - £1K	Promotes the Rural capital of Food branding for the town. Good media coverage. Increased visitor numbers year on year	Visitor survey returns analyse post codes.
Pie Fest (Info from Funding proposal)	Local, Regional, National and International visitors.	The event requires funding of £15,493 to go ahead for 2013. Without funding the event will not be viable.	Samworth Brothers - £5235 MBC - £5000 Income from stalls - £260	25% increase in footfall in the town. 100% increase in takings for the market traders on the Saturday. 3000 pies sold / 300 pints real ale & 250 pints cider/beer.	No of pies / produce sold. No of coaches booked. Amount of revenue / sales from market traders.

We didn't receive any information from the Melton Show or the East Midlands Food & Drink Festival

3.14 SUMMARY

Melton Town Centre is host to a good variety of quality events which benefit the town with increased footfall and brand awareness, creating a vibrant town centre for locals and visitors and generating tourism income into the Borough.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are direct links to the Councils Corporate Plan specifically:

- Meet the Economic needs of Borough
- Maximise the potential of Melton Mowbray Town centre
- Support people and businesses through the economic downturn

4.2 In addition key events, with a rural food and drink theme link into 2 the of the 4 strategic priorities identified in the Economic Development Strategy:

- Improving the Vitality of the Boroughs Town and Villages- to create better places for local employment, shopping and entertainment
- Maximising Inward Investment and Tourism- to work with other agencies to maximise resources and promote a competitive economy

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 A majority of events are supported through a combination of Council's Community grants, Economic Development and Tourism budgets, as well as partner contributions from the BID and Melton promotions.

Any requests for funding that cannot be met from existing budgets are presented to members to consider and approve.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 There are no legal or powers implications as a direct result of this report

7.0 COMMUNITY SAFETY

7.1 There are no community safety issues as a direct result of this report.

8.0 EQUALITIES

8.1 There are no direct issues within this report that have not considered equalities impacts.

9.0 RISKS

9.1 This report is an evaluation of Melton's events and as such there are no specific risks associated with this report.

10.0 CLIMATE CHANGE

10.1 There are no climate change issues or implications as a direct result of this report

11.0 CONSULTATION

11.1 All town centre businesses were sent an Event Evaluation Report 2012 to complete and return in January 2013. In September 2012 they were also asked to complete the annual Town Centre Business Survey, as part of the Welland benchmarking, which includes questions on event effectiveness. All the event organisers of the 8 major events were asked to complete an evaluation report and return it to the Town centre managers in January 2013. All residents were sent a Town Centre Users Survey in 2012 which included a question on whether they visited the town as a direct result of an event.

12.0 WARDS AFFECTED

As these events attract visitors from all parts of the Borough as well as beyond then potentially all wards are affected.

Contact Officer Lisa Brown

Date: 3rd June 2013

Appendices : None

Background Papers: Economic Development Strategy 2012-2015

Reference : X :Committees\CSA/2013.14/190613/HR- Event Evaluation