

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS COMMITTEE

4 NOVEMBER 2015

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

MELTON FAT STOCK SALE & SHOW- CAR PARKING PROPOSAL

1.0 PURPOSE OF REPORT

- 1.1 For members to consider introducing free car parking for the Melton Fat Stock Sale & Show.

2.0 RECOMMENDATIONS

- 2.1 **Members consider and determine whether free car parking should be introduced for the Melton Fat Stock Sale & Show.**

3.0 KEY ISSUES

- 3.1 At the Policy, Finance & Administration meeting of 30th September 2015, officers were asked to present a report considering the option of offering free car parking for the Melton Fat Stock Sale & Show.
- 3.2 The Melton Christmas Fat Stock Show is being held on Tuesday 8th December this year. The event is an extension of the current Tuesday Livestock market. There is a sale and show of cattle, sheep, pigs and goats. The livestock are all judged at 9.00am, sold between 10 and 11pm and awarded trophies at 12.30pm. In addition to the livestock there is an auction at 1.00pm of cheese, pies, pastries, sausages, home-baking & floral art. The event is finished after the 1.00pm auction.
- 3.3 The event attracts local farmers who come to enter into the awards. The majority of the visitors have entered into the show and park at the Cattle market (obviously those coming with livestock and produce all park for free within the site)
- 3.4 The event, like the Rare Breeds, has the opportunity to be marketed more to the public and become a much more established public event, but currently they both tend to attract a specialist targeted market of the farming community.

The show and sale is finished by 2.00pm.

- 3.5 Members are asked to note that the Melton Fat Stock Sale & Show is not classed as a major key event as determined by the Events Steering Group, who assessed all the key events in Melton against national profile, economic and social benefits and significant visitor attraction.
- 3.6 All the public car parks on Tuesdays are at around 90% occupancy and during December tend to be at 100% capacity.
- 3.7 A majority of the car parking for this event is actually on the cattle market site and not managed directly by the Council and the impact of any free car parking initiative on council operated car parks for this event would be difficult to measure as there will be a considerable number of users of the 'free car parking' who may not even attend the event.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 While the Economic Development Strategy identifies the support and promotion of key events, The Melton Fat Stock Sale & Show is not recognised as a major key event for the Borough.

It will be difficult to measure the Economic benefit from this initiative against the Corporate priority relating to the vitality of the Town Centre.

The Council already operates a free Long stay car parking initiatives in the run up to Christmas and this will be in place for 2015 to include the 3 Fridays just before Christmas and the Saturday 5th December as part of Small Business Saturday.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 As section 3.6 suggests should members approve a free car parking scheme for this event, it will have a significant financial impact, as the event is being held on a Tuesday and close to Christmas.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 There are no direct legal implications and should members approve a free car parking scheme then, officers ensure appropriated operation actions are taken to facilitate this scheme.

7.0 COMMUNITY SAFETY

7.1 No direct implications have been identified.

8.0 EQUALITIES

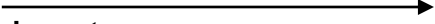
8.1 No Equalities Impact Assessment has been undertaken, as any initial consideration suggests no protected group would be directly discriminated regardless of members recommendations.

9.0 RISKS

9.1 The risks in relation to this proposal are listed below:

9.2 Further risks identified for this committee’s services are as follows:

		Probability ↓			Risk No.	Description
Very High A					1	Members approve the free car parking initiative, sets a precedent for other events
High B			1		2	Members approve a free car parking scheme- difficult to measure the economic impact of the initiative
Significant C		2			3	Members do not support a free car parking scheme- significant negative impact on the event
Low D						
Very Low		3				

E				
Almost Impossible				
F				
	IV Neg- ligible	III Marg- inal	II Critical	I Catast- rophic
				
	Impact			

10.0 **CLIMATE CHANGE**

10.1 No direct Implications have been identified.

11.0 **CONSULTATION**

11.1 Consultation by the Events Steering group was undertaken in the identification of the Key events in the Borough.

12.0 **WARDS AFFECTED**

12.1 All wards affected

Contact Officer H Rai- head of Communities & Neighbourhoods

Appendices : None

Background None

Papers:

Reference : X : Ctte,Council & Sub Cttes/REEA/2015-16/04-11-15/HR- Melton Fat Stock Sale and Show-free car parking proposals.