

# RIBBLE VALLEY BOROUGH COUNCIL

## REPORT TO HEALTH & HOUSING COMMITTEE

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Agenda Item No. 11

meeting date: THURSDAY, 20 OCTOBER 2016  
title: CLITHEROE CHRISTMAS MARKET 2016 – EVENT UPDATE  
submitted by: MARSHAL SCOTT – CHIEF EXECUTIVE  
principal author: HEATHER COAR – HEAD OF ENVIRONMENTAL HEALTH SERVICES

### 1 PURPOSE

1.1 This report provides an update on the delivery of the 2016 Clitheroe Christmas Market event programme.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To promote and support health, environmental, economic and social wellbeing of people who live, work and visit the Ribble Valley.
- Corporate Priorities - To be a well-managed Council providing efficient services based on identified customer needs.
- Other Considerations – None.

### 2 BACKGROUND

2.1 The Clitheroe Christmas Market will offer a rich and varied programme of activities, events and celebrations designed to attract and entertain residents and visitors.

2.2 Clitheroe Christmas Market will take place over four Saturdays, commencing 26 November to 17 December 2016.

2.3 This is the first event of this kind in Clitheroe and uptake has been successful in all stalls and pitches being filled.

2.4 Clitheroe's Christmas Market was developed to enhance the shopping experience within Clitheroe Town Centre. It will be sited within the traditional market bullring area and consists principally of a market hosting food and crafts.

2.5 Over the festive period there will also be events run by the Town Council and the Chamber of Trade.

### 3 ISSUES

3.1 The market campaign is significantly more extensive than in previous years due to the Christmas Market being hosted. This has been developed alongside the Platform Gallery's event – The Northern Star.

3.2 The press and media coverage for this event will be extensive.

3.3 The event is developing well with plans to enhance the family activities and footfall within the area.

- 3.4 The Christmas lights switch-on will be at 4pm on Saturday, 26 November. The switch-on will be carried out by Ella Shaw from Langho. Ella burst onto the TV screens performing her original composition called "Summertime" on Britain's Got Talent. After reaching the 2015 live semi-finals, the 5 September 2016, Ella released her debut album "Imperfections" with a live launch at The Grand, Clitheroe on Saturday, 3 September. Ella will be performing alongside her musical companions from The Grand during the switch-on. She will be accompanying Mayoress, Joyce Holgate, to do this.
- 3.5 I am pleased to report that all stall uptake has been very successful with all stalls and pitches being taken.
- 3.6 The operation of the Clitheroe Christmas Market is controlled by the terms of the existing market. This follows the same format as markets held throughout the year. The management and co-ordination of delivering this service, including the operation opening hours and waste management will all be directed via the Environmental Health team.
- 3.7 The opening hours will be between 9am and 5pm. Safe working practices will be followed and noise kept to a minimum in setting up and closing down. This will include the creation of safe working areas and banksman for the movement of vehicles on and off the site.
- 3.8 The Market Superintendents will also be required to keep the site clean and tidy throughout both the setting up and packing up period and to ensure that the site is in a clean and safe condition throughout the day.
- 3.9 All stallholders will be allocated individual timeslots to deliver goods and access to site. Access will also be permitted for vehicles after the closure of the market at 5pm. No access will be permitted for vehicles between the hours of 9am and 5pm. We believe the staggering of deliveries and setting up will prevent congestion and therefore reduce noise and potential pollution.
- 3.10 The Christmas Market will be stewarded by Environmental Health staff with the main direction coming from the Market Superintendent. Stewards are there to maintain crowd safety and manage vehicle access points and set up and closing down. The Stewards will be most prevalent on the initial set up day and light switch on.
- 3.11 Entertainment has been arranged and scheduled so that it is provided 3 times each Saturday at 11am, 1pm and 3pm. The music is main local school children singing carols. It is designed to add ambiance and atmosphere.
- 3.12 There will be a performance from the Grand Choir along with Ella Shaw at 4pm on 26 November.
- 3.13 Any alcoholic beverages to be served will be required to have a temporary events licence and applied for through the Council.
- 3.14 Existing and regular market traders who attend Clitheroe Market have been given the opportunity to stand at the market at normal market rates as agreed with the Head of Environmental Health and the Chief Executive. This therefore is encouraging an increasing footfall within the market area and promoting their businesses as they have shown dedication to the existing market throughout the year.
- 3.15 All Christmas Market traders will receive in the next few weeks a pack explaining the setting up and closing down procedures. All monies have been collected prior to the event.

3.16 Some agreements for stalls are for less than four Saturdays to allow traders to take part. However, all stalls are being used each weekend.

## 5 CONCLUSION

5.1 Letters will be sent to all neighbouring businesses and residential properties to inform them of the light switch on at 4pm.

5.2 The formalisation of the Christmas Markets is now fully underway. While the Christmas Market will have an obvious visual impact on the market area of Clitheroe, this will be temporary, and given its location at the heart of the town's retail area, it is appropriate.

5.3 The Christmas Market is running over 4 consecutive Saturdays but it is not expected to create congestion within the town.

5.4 The operation of the Christmas Market will be carried out within the parameters of Environmental Health legislation in order to protect local amenity. In addition an appropriate management system/strategy will be put in place to ensure the smooth and efficient running of the Christmas Market.

5.5 In summary the proposed use is considered appropriate in the location and will not have a material effect on the character or appearance of the area, the operation of the businesses and the use of the town centre nor the amenity of surrounding residential properties.

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CHIEF EXECUTIVE

## BACKGROUND PAPERS

None.

For further information please ask for Heather Coar, extension 4466.

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