

SUBJECT:	CHRISTMAS MARKET 2018-STALLS BUDGET
DIRECTORATE:	COMMUNITIES AND ENVIRONMENT
REPORT AUTHOR:	SIMON COLBURN – ASSISTANT DIRECTOR

1. Purpose of Report

- 1.1 To provide Performance Scrutiny Committee with an update on the progress made with letting stalls for the 2018 Christmas Market and the associated income.

2. Executive Summary

- 2.1 We currently expect the 2018 Christmas Market layout to have 198 stalls.
- 2.2 As of 12 September 2018 we currently have offers confirmed on 170 stalls with 146 traders already fully paid.
- 2.3 28 stalls are currently under negotiation but have yet to be confirmed. If all 28 stalls were not let this would lead to an estimated shortfall on budgeted income of around £45,000 however this scenario is unlikely and we predict that we will fill these stalls.

3. Stall Bookings and Predicted Income

- 3.1 The Lincoln Christmas Market will run from Thursday 6th December to Sunday 9th December 2018 and we expect there will be around 198 stalls. This figure may vary by a few stalls either way depending on the final layout and this could be affected by safety, logistics or quality factors.
- 3.2 There was some concern that following the closure of the Christmas Market on the Sunday in 2017, due to predictions of very heavy snowfall, that uptake for the 2018 market would be slow and at worst many traders would not return and there would be stalls pitches that were not occupied.
- 3.3 Bookings for this year's market opened at the beginning of June which is slightly earlier than previous years. This was mainly in response to feedback from traders who would rather have confirmed offers at the Christmas Market as soon as possible to allow them to plan their year.
- 3.4 A breakdown of this year's stall lettings and associated income to date are provided as Appendix 1 and was correct at 12 September 2018.
- 3.5 The overall budgeted income from stall fees for the 2018 market is £417,190.
- 3.6 The current number of stalls where the stallholder has accepted our offer of a stall

at the 2018 Christmas Market is 170 giving a predicted income of £372,375.90

- 3.7 The current number of stallholders that have already fully paid is 146. Income received for these stalls is £318,398.40.
- 3.8 There are currently 28 stalls that currently do not have a confirmed offer and staff are in discussions with a number of traders to fill these currently vacant stalls and we predict that most, if not all of the remaining 28 stalls will be leased well in advance of the market.
- 3.9 Assuming that the remaining 28 stalls are let with the predicted mix then the income target in section 3.5 will be exceeded by £6,500.
- 3.10 In addition to the 198 stalls we have also accepted a tender for the provision of a bar area in the Lawn. Assuming the contractual arrangements are finalised this will provide a new feature area for the market and provide additional income over budgeted figure section 3.5.

4. Strategic Priorities

4.1 Let's drive economic growth

The Lincoln Christmas Market has continued to bring in the region of £14 million spend into the local economy and provides an excellent 'shop window' for the city which attracts visitors back to Lincoln throughout the year.

4.2 Let's enhance our remarkable place

The Market continues to be Lincoln's flagship annual event with an estimated number of visitors in excess of 250,000 visitors over the 4 days. It provides the cornerstone of a wide portfolio of events over Christmas from a variety of organisations making Lincoln an exciting and vibrant place to visit over the festive period.

5. Organisational Impacts

5.1 Finance (including whole life costs where applicable)

Failure to lease the remaining 28 stalls would lead to a potential shortfall in income in the region of £45,000.

5.2 Legal Implications including Procurement Rules –None.

5.3 Equality, Diversity & Human Rights (including the outcome of the EA attached, if required) – No E&D impacts as a result of this report

6. Risk Implications

6.1 (i) Options Explored

No options other than to let all 198 stalls with the right mix of food, drink and gifts has been considered in any detail.

6.2 (ii) Key Risks Associated with the Preferred Approach

The most obvious risk associated with this report is failure to lease the remaining stalls leading to a potential shortfall in income against the budget of approximately £45,000.

While we can and do flex the number of stalls slightly each year based on operational requirements, an additional risk of not filling the 28 vacant stalls is the reputational and confidence impact of failing to provide sufficient stalls of sufficient quality and variety. This could lead to future lack of confidence from traders and potentially therefore lead to reduced visitor satisfaction and therefore reduced numbers.

Staff are working hard to ensure that the remaining stalls are let with the right mix of variety while maintaining quality.

7. Recommendation

7.1 Performance Scrutiny Committee is asked to note the report and provide any comments on the content.

Is this a key decision? No

Do the exempt information categories apply? No

Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply? Yes/No
Rule 15 will only apply in exceptional circumstances and requires the Monitoring Officer's permission.

How many appendices does the report contain? One

List of Background Papers: None

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