

Proposal for Town Council Support for Late Night Christmas Shopping 2016

Late Night Christmas Shopping is an important social and commercial event in the life of our town. It also provides an important fund-raising event for local charities and community organisations.

The 2015 Event

Following the demise of the Chamber, the event in 2015 was run by a joint working party made up of members of the Town Council and Town Team. We stepped into running the event at short notice and received great support from the local Rotary Club, many local businesses, faith and community organisation, and individuals.

With the opening of the Hub Market and expansion of the event into Oxford Street, the 2015 Late Night Shopping event was the largest ever and best attended for many years.

A feedback meetings of the 2015 event working party and local retailers are being organised to gather input and learn lessons to build an even more successful event in 2016.

The finances set out below show that the 2015 event broadly “washed its face”.

Moving Forward in 2016

At the last Town Team meeting it was clear that they are keen to co-operate with the Town Council to stage Late Night Christmas Shopping to be held on Friday, 2nd December 2016.

Retailers and hospitality locations benefit greatly from Late Night Shopping. When this event was organised by Malmesbury and District Chamber of Commerce part of its subscription was dedicated to fund the event and an additional levy was raised for publicity. There is scope for gaining modest financial support from those businesses who benefit from the event to develop it further.

It is also clear that many local businesses and community organisations provided terrific, practical support free of any charge. That spirit needs to be nurtured and developed.

Proposal for 2016 Late Night Shopping event

It is proposed that:

- The Town Council support the 2016 Late Night event.
- The 2016 Late Night Shopping event is held on Friday 2nd December 2016
- The Town Council Town and Community Promotions Committee form a joint working party with members of the Town Team to organise the 2016 event
- The 2016 Town and Community Promotions Committee budget support this event up to £600 to pay for promotional materials, distribution of them and other activities related to staging the event.
- The Town Team should be requested to commit a similar sum in kind through the work of The Front Room is media and social media promotion and design activity.
- The town team is requested to levy and administer an annual subscription from local retailers, the hospitality industry and other businesses to support the development of the event

Cllr Gavin Grant

Chair 2015 Late Night Shopping Joint Working Party

Unaudited 2015 Late Night Shopping Event Income and Expenditure report

Income - £735 (to date*)

Stalls £650 (26 x £25)

Pitches £75 (3 x £25)

Charity stall £10 (1 x £10)

** N Wiltshire Council are yet to pay for their stall*

** "Friday Market" stall holders yet to agree pitch price*

Expenditure £889.38p

Stall construction £420 (28 x £15)

Leaflet print £209.88p (4,000 leaflets)

Insurance £109.50p

Steward/First Aid support approximately £80

Equipment purchase approximately £60

(Expenditure in kind - £1,500 approximately)

Design and media releases £680

Lighting hire £220

Stewarding £175

Christmas Tree £75

Entertainment £100

Public Liability Insurance £100)