



Report sponsor: Strategic Director of  
Communities and Place  
Report author: General Manager, Derby LIVE

## **Festive Offer for Derby**

### **Purpose**

- 1.1 To provide information and seek approval for plans for an exciting and ambitious programme of events that will form the festive offer for the city for 2022, enabling the booking of infrastructure and activity to be progressed ahead of the festive season.

### **Recommendations**

- 2.1 To approve the festive offer for Derby for 2022 as described in paragraph 4.8.
- 2.2 To delegate authority to the Strategic Director of Communities and Place to approve expenditure up to the approved budget of £245k, for the festive offer in Derby to be delivered.

### **Reasons**

- 3.1 Derby has enjoyed success in recent years in the generation of footfall and improved Gross Added Value (GVA) from cultural activity in the city centre. Success stories such as the Derby Market Place during covid, created a safe space for people to meet in bubbles; it provided a GVA return three times the expenditure, partnership developments with for example the Museum of Making and highlighted the importance of cultural activity and vibrancy. A vibrant, exciting, and collaborative festive offer will aim to create an attraction to continue to drive footfall and increase city centre dwell time, give Derby's residents a reason to return to a city hit by two covid-laden Christmases as well as further shine a light on our cultural partners through collaboration and actively marketing the city's offer together.
- 3.2 The event activity for Christmas requires relationships with suppliers and partners to begin in good time to be delivered effectively, not just for the main attractions in the offer, but also the added value items that enhance the customer experience. Maintaining relationships, collaborating with, and actively advertising key partners such as QUAD, the St.Peter's and Cathedral Quarter BIDs, Artcore, Deda, Derby Theatre, and Derbion will contribute to an increased income return and GVA across the city.
- 3.3 To ensure that the offer has time to be communicated and marketed to the city, so people are aware and able to participate in festive events.

- 3.4. The timeframe is required to encourage partnership offers in the city such as late-night shopping, and to allow for supply demands that are rife with infrastructure post-pandemic. A key driver for the investment in this offer is to support the businesses in the city with increased profitability and engagement through an increase in footfall in the city centre at the most important time in the year for hospitality and retail.
- 3.5 This activity is in addition to the portfolios of services within Derby City Council (DCC) and needs both planning and engagement to allow for the workstream to be delivered, as well as other partners in Team Derby to provide input.
- 3.6 Increasing the offer in the city increases choice and encourages more opportunity for repeat visitation which further increases footfall and engagement.

## **Supporting information**

- 4.1 Funding for the festive offer has been set for £183k on city lighting and aesthetic and £15k for the Christmas Lights Switch On event.
- 4.2 In 2020, during the pandemic, DCC had delivered a nation-leading offer that allowed for covid guidance and allowed families and friend groups to meet within national restrictions. This offer grew to Festive Derby, an offer that encouraged distanced participation, installations, trails across the city, and an Elf Encounter that gave families an intimate, safe, Christmas performance. Footfall in that part of the city remained, where others fell away by 50%. An Economic Impact Assessment commissioned by S4W for DCC noted that for every £1 spent, the return in GVA was £3 to the city.
- 4.3 In 2021, the 'Derby Loves You' (DLY) venue was installed on the Market Place and provided a wide programme of activity in conjunction with a host of cultural partners including Derby Theatre, Artcore, Lost Boys, Babbling Vagabonds, Baby People, ARZ Virtual and Rattle and Drum.
- 4.4 The festive offer included a Christmas show that was funded through the DLY programme, and market stalls around the perimeter. Increasing rates of Covid transmission and national guidance for schools and families resulted in limited attendances.
- 4.5 Historically, the largest attendance in the city for a festive offering has been an ice rink, that was hosted in the Market Place between 2011 and 2018. The Local Authority Events Organisers Group (LAEOG) have been consulted and its research shows the ice rink is the best activity to drive footfall and increase dwell time in a city. The delivery of this will be in a more commercial model than previous iterations and will include a roof to ensure more sessions will be provided for the course of its stay.
- 4.6 Covid has resulted in diminished workforces in creative and events industries, affecting supply chains, costs, and personnel. The earliest possible bookings for equipment and artists provides the best ability for events to take place, particularly in times of high demand.

- 4.7 An earlier on-sale gives better chances to reach schools bookings, local audiences, and other partners in Team Derby to amplify the offer for the city.
- 4.8 The offer covers the delivery of a family Christmas show, performances from artists to enliven the streets, a trail, light projections in the city, joined up marketing, security, staffing, infrastructure. The headline attraction of an ice rink will bring engagement with schools in the run up to Christmas with evening sessions to support the night-time offer in the city as well as family sessions leading up to Christmas and up until the end of the year.

### **Public/stakeholder engagement**

- 5.1 All event activity will be communicated to customers and partners.
- 5.2 Early discussions have taken place to determine feasibility and early options with the following: -
  - QUAD
  - Cathedral Quarter BID
  - Tourism
  - Democratic Services
  - Finance
  - Legal
  - Procurement

### **Other options**

- 6.1 Further exploration of options will most likely result in a small-scale offer that will not fulfil the objective of driving footfall into the city, due to the demands on the supply chain.
- 6.2 Exploration of alternative offers to the ice rink such as light trails and large-scale funfair attractions as the keynote attraction have taken place, but have found to be unsuitable for various reasons, including: -
  - No increase to dwell time
  - Cost
  - Not open during evening and as a result not benefitting the night-time economy.
- 6.3 Do nothing, which will not contribute to a vibrant city centre.

### **Financial and value for money issues**

- 7.1 The budget for the festive offer has been found from an underspend in Communities and Place and has been approved to be used by the Spending Approval Panel.
- 7.2 To demonstrate the value return to the city from this approach, an Economic Impact Assessment will take place after the festive offer to give a measure of the success of the offer and inform considerations for future years.

- 7.3 The offer is structured to provide an income generation back to DCC on top of further benefits from footfall such as parking, business support and hospitality engagement. The income generated will continually improve the budgetary position of the festive offer and lower the subsidy required to provide the end product.

## **Legal implications**

- 8.1 Legal implications will be considered as part of the offer. Any attraction brought into the city will need to comply with regulatory requirements such as licensing, public liability insurances, food hygiene, gas storage and fire retardancy, which will be managed through our events team.

## **Climate implications**

- 9.1 Projections and light equipment will be LED and consume less energy.
- 9.2 Tickets for performances will be scannable from e-tickets reducing the need for printing and paper waste.
- 9.3 Any further opportunities to conserve energy and minimise waste will be considered in the development of the offer.

## **Other significant implications**

- 10.1 Nothing arising for IT.
- 10.2 Risk Assessments will be developed for all activity and submitted to health and safety officers for input.
- 10.3 Property and Asset Management will be informed on site layout and considerations for surrounding buildings.
- 10.4 Public and colleague safety will be a priority. Government guidance and Covid-19 implications will therefore be monitored and implemented as appropriate along with stipulations around social distancing.
- 10.5 Terms and conditions will be issued for all events to ensure customers are aware of any potential risks pertaining to activity in the offer.
- 10.6 An Equality Impact Assessment will be considered with Equalities Officer support to ensure that activities are as accessible as possible, working with protected groups.

**This report has been approved by the following people:**

<b>Role</b>	<b>Name</b>	<b>Date of sign-off</b>
<b>Legal</b>	Emily Feenan	June 2022
<b>Finance</b>	Janice Hadfield	June 2022
<b>Service Director(s)</b>	Claire Davenport	July 2022
<b>Report sponsor</b>	Rachel North	June 2022
<b>Other(s)</b>		

<b>Background papers</b> <b>List of appendices:</b>
--