

KEY DECISION NOTICE

SERVICE AREA:	ECONOMIC GROWTH, INVESTMENT AND SUSTAINABILITY
SUBJECT MATTER:	ASHTON CHRISTMAS MARKET
DECISION:	<p>It is DETERMINED that</p> <ol style="list-style-type: none"> (1) Approval be given for an annual Christmas Market in Ashton as detailed in the report for an initial 3 year period after which it will be reviewed and a decision on whether to continue will be taken; (2) Market Street be chosen as the preferred location (3) Cabin rental charges for the first year of operation (2013) are set at £200 for the two week period with a £25 early bird discount to all applications received before 15 November 2013. (4) The Deputy Executive Leader will annually review and set the cabin rental price with a view to increasing rents to £275 for the duration of the 2014 event (with a £25 early bird discount) and £350 for the duration of the 2015 event (with a £25 early bird discount). (5) To implement the decision at (1) above, approval be given pursuant to Procurement Standing Order D.12(3) to accept the tender of New Image where fewer than three tenders have been received.*
DECISION TAKER (S):	Councillor John Taylor Pam Williams* Sandra Stewart*
DESIGNATION OF DECISION TAKER (S):	Deputy Executive Leader Borough Treasurer* Borough Solicitor*
DATE OF DECISION	6 September 2013
REASON FOR DECISION;	The Council wishes to promote Ashton town centre and local business at Christmas time and has undertaken the procurement of an event management provider to realise its vision. In order that a contract may be made, a waiver to Procurement Standing Orders (ref D12.iii, - less than 3 tenders received) is requested.
ALTERNATIVE OPTIONS REJECTED (IF ANY):	<ol style="list-style-type: none"> (1) The Council could do nothing. This can be rejected as it would result in people choosing other shopping venues over Ashton Town Centre which would be detrimental to the Council and local traders. (2) We could undertake a further procurement exercise to see if additional interest could be generated. There are no guarantees that we would receive more responses than through the current procurement and there is a risk that sub-dividing the work will increase the complexity of delivering a successful Christmas Market

	and drive up cost. Timescales are also a significant risk – any delay to placing the contract and beginning the work would mean delaying the Christmas Market until 2014.
CONSULTEES	Tameside Enterprise Board and internal
FINANCIAL IMPLICATIONS: (Authorised by Borough Treasurer)	<p>The Strategic Planning and Capital Monitoring Panel on 1 July gave approval, subject to an appropriate Key Decision, for £69k capital funding and £97k revenue funding per year for 3 years (total £291k) for the scheme. After which a decision will need to be taken whether the Christmas Market should continue or not. As part of this, consideration should be given to the on-going financing of the Christmas Market.</p> <p>Ongoing monitoring will need to take place to ensure the costs are kept within this allocated budget. It is proposed that the income from stall rental will be used to offset some of the events running costs. The risk of not achieving the expected level of income will need to be managed within the overall project budget.</p> <p>A tendering process has been undertaken using the Councils online Procurement Portal, The Chest. As a result, two tenders were received and evaluated in line with Procurement Standing Orders.</p>
LEGAL IMPLICATIONS: (Authorised by Borough Solicitor)	<p>The proposed market is within the Council's powers.</p> <p>A procurement exercise has been conducted in accordance with the Procurement Standing Orders which has resulted in two tenders being received. The tenders have been evaluated in accordance with the stated criteria and the tender of New Image adjudged to provide value for money. There is no reason to think that procurement processes have not been correctly followed in which case it is lawful to accept the tender. Before the contract awarded the necessary Key Decision approving the budget should have been taken.</p>
CONFLICT OF INTEREST:	None.
DISPENSATION GRANTED BY STANDARDS COMMITTEE ATTACHE:	N/A
ACCESS TO INFORMATION:	<p>The background papers relating to this report can be inspected by contacting Nicola Martin, Markets Business Development Manager, Economic and Technical Services by:</p> <p> Telephone: 0161 342 5386</p> <p> e-mail: Nicola.martin@tameside.gov.uk</p>

Signed..... Dated.....

Councillor John Taylor –Deputy Executive Leader

Signed..... Dated.....

Pam Williams – Borough Treasurer*

Signed..... Dated.....

Sandra Stewart – Borough Solicitor*

***In respect of a decision under PSO D.12 only**

KEY DECISION REPORT

SERVICE AREA:	ECONOMIC GROWTH, INVESTMENT AND SUSTAINABILITY
SUBJECT MATTER:	ASHTON CHRISTMAS MARKET
DATE OF DECISION:	6 Sept 2013
DECISION TAKER (S):	Councillor John Taylor – Deputy Executive Leader Pam Williams – Borough Treasurer* Sandra Stewart – Borough Solicitor*
REPORTING OFFICER (S):	Tim Rainey, Assistant Executive Director, IT, Media, Marketing and Communications.
REPORT SUMMARY:	<p>Alongside the arrival of the Metrolink to Ashton, a well-managed, professionally delivered and widely publicised Christmas Market in the town centre during the run up to Christmas 2013 would potentially bring tens of thousands of additional people to the Town Centre giving a major boost to trade.</p> <p>The Christmas Market would not aim to compete with the successful markets in the City Centre, but instead would focus on attracting families through regular entertainment and events.</p> <p>Increasing the foot-fall in the Town Centre at this important time of the year will prove beneficial to the existing indoor and outdoor market traders as well as the other retail outlets around the town centre.</p> <p>The scheme will also help support local businesses, suppliers and apprentices by manufacturing the Christmas Cabins in Tameside.</p>
RECOMMENDATIONS:	<p>It is DETERMINED that</p> <ol style="list-style-type: none"> (1) Approval be given for an annual Christmas Market in Ashton as detailed in the report for an initial 3 year period after which it will be reviewed and a decision on whether to continue will be taken; (2) Market Street be chosen as the preferred location (3) Cabin rental charges for the first year of operation (2013) are set at £200 for the two week period with a £25 early bird discount to all applications received before 15 November 2013. (4) The Deputy Executive Leader will annually review and set the cabin rental price with a view to increasing rents to £275 for the duration of the 2014 event (with a £25 early bird discount) and £350 for the duration of the 2015 event (with a £25 early bird discount). (5) To implement the decision at (1) above, approval be given pursuant to Procurement Standing Order D.12(3) to accept the tender of New Image where fewer than three tenders have been received.*

JUSTIFICATION FOR DECISION;	<p>The Council wishes promote Ashton town centre and local business at Christmas time and has undertaken the procurement of an event management provider to realise its vision. In order that a contract may be made, a waiver to Procurement Standing Orders (ref D12.iii, - less than 3 tenders received) is requested.</p>
ALTERNATIVE OPTIONS REJECTED (IF ANY):	<p>(1) The Council could do nothing. This can be rejected as it would result in people choosing other shopping venues over Ashton Town Centre which would be detrimental to the Council and local traders.</p> <p>(2) We could undertake a further procurement exercise to see if additional interest could be generated. There are no guarantees that we would receive more responses than through the current procurement and there is a risk that sub-dividing the work will increase the complexity of delivering a successful Christmas Market and drive up cost. Timescales are also a significant risk – any delay to placing the contract and beginning the work would mean delaying the Christmas Market until 2014.</p>
CONSULTEES:	<p>Tameside Enterprise Board</p>
FINANCIAL IMPLICATIONS: (Authorised By Borough Treasurer)	<p>The Strategic Planning and Capital Monitoring Panel on 1 July gave approval, subject to an appropriate Key Decision, for £69k capital funding and £97k revenue funding per year for 3 years (total £291k) for the scheme. After which a decision will need to be taken whether the Christmas Market should continue or not. As part of this, consideration should be given to the on-going financing of the Christmas Market.</p> <p>Ongoing monitoring will need to take place to ensure the costs are kept within this allocated budget. It is proposed that the income from stall rental will be used to offset some of the events running costs. The risk of not achieving the expected level of income will need to managed within the overall project budget.</p> <p>A tendering process has been undertaken using the Councils online Procurement Portal, The Chest. As a result, two tenders were received and evaluated in line with Procurement Standing Orders.</p>
LEGAL IMPLICATIONS: (Authorised By Borough Solicitor)	<p>The proposed market is within the Council's powers.</p> <p>A procurement exercise has been conducted in accordance with the Procurement Standing Orders which has resulted in two tenders being received. The tenders have been evaluated in accordance with the stated criteria and the tender of New Image adjudged to provide value for money. There is no reason to think that procurement processes have not been correctly followed in which case it is lawful to accept the tender. Before the contract awarded the necessary Key Decision approving the budget should have been taken.</p>
RISK MANAGEMENT:	<p>A full risk assessment of the scheme will be undertaken and maintained along with the successful supplier and other Partners once the contract has been awarded.</p>

LINKS TO COMMUNITY PLAN:	The initiative supports the delivery of the Sustainable Community Strategy Prosperous Tameside aim.
REFERENCE DOCUMENTS:	N/A
ACCESS TO INFORMATION:	The background papers relating to this report can be inspected by contacting Nicola Martin, Markets Business Development Manager, Economic and Technical Services by:  Telephone:0161 342 5386  e-mail: Nicola.martin@tameside.gov.uk

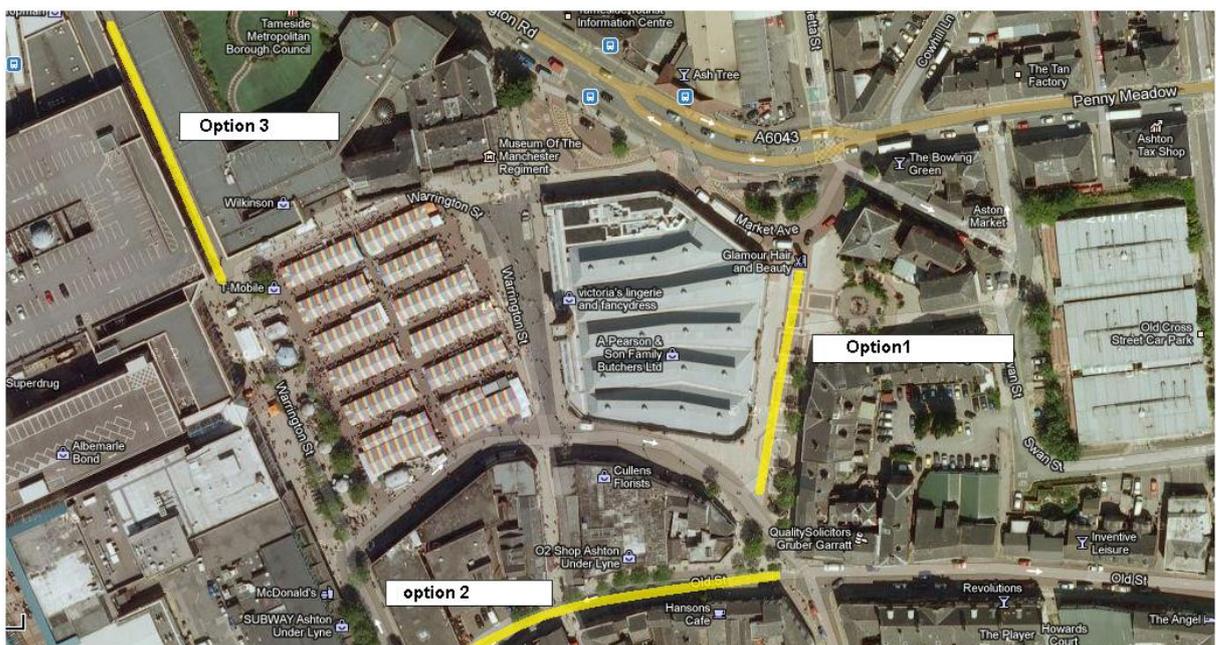
*In respect of a decision under PSO D.12 only

1. BACKGROUND

- 1.1 On 15 May 2013 members of the Executive Board received a report detailing how, alongside the Metrolink coming to Ashton later this year, a well-managed, professionally delivered and widely publicised Christmas Market in Ashton during the run up to Christmas 2013 would potentially bring tens of thousands of additional people to the Town Centre giving trade a major boost during this crucial time. The proposal was discussed and supported.
- 1.2 The principle of a Christmas Market is to promote Ashton Town Centre as a Christmas shopping venue. It should be viewed as a long term commitment and even if successful in the early years it will still take several years to break even.
- 1.3 Manchester already has a very successful German Christmas Market and the Christmas Market in Tameside would be a very different proposition and not in competition with Manchester in terms of who it attracts.
- 1.4 As Ashton is the main sub regional shopping centre in Tameside, the Christmas Market should be held in Ashton Town Centre; however we can involve shops and businesses from other towns across the borough as they could hire one of the stalls.

2 THE PROPOSITION

- 2.1 The Ashton Christmas Market will run from 8 December 2013 to 22 December 2013 opening late afternoon at around 3pm and closing at 9:30-10:00pm. It would also open earlier over the weekend (11 am) to take advantage of shoppers visiting the town centre.
- 2.2 The main Christmas Market would consist of 30 cabins, a permanent stage which would be used to provide entertainment over the duration of the event, and a bar. The fair will have a mixture of goods on sale – craft, food, cards, gifts, mulled wine and other impulse buys. The intention will be for the goods on sale to be complimentary to, and not in direct competition with goods and products already on sale in the existing indoor and outdoor markets.
- 2.3 There are 3 potential sites shown on the map below where the Market could be located within Ashton Town Centre. Option 1 is Market Street running adjacent to the Indoor Market Hall. Option 2 is along Old Street and Option 3 is along for pedestrianised part of Warrington Street by the side of the Council Offices and Wilkinson's store.



- 2.4 Both Option 1 (Market Street) and Option 3 (Warrington Street) are pedestrianised areas and therefore lend themselves to being more easily converted into an appropriate site. Option 2 along Old Street would require road closures and could cause access and delivery difficulties for shops. Iceland requires regular access for their home delivery service.
- 2.5 Market Street is the preferred option because this area is wide enough to accommodate two rows of market stalls with plenty of room for people to move whilst not affecting the shop frontage of existing shops along that route. It is also tree lined which will allow festive lighting to be installed, and the open area near the clock tower is an ideal location for the stage. Locating the stalls on Market Street would also encourage people to visit the Indoor Market Hall and then continue on to the other shopping venues in the town centre. As this is a pedestrian area there are no issues regarding highways or delivery vehicles being inconvenienced.
- 2.6 Power for the market would be fed either directly through mains if available or via a generator if not.
- 2.7 The opening of the Christmas Market would be timed to coincide with Ashton Christmas lights switch on. The opening night would also feature music and a Christmas Parade and the closing night will end with a fireworks display. Other activities/attractions such as a carousel, children's funfair or ice skating rink could be located in civic square area in front of the Town Hall, further encouraging people to visit the indoor market and draw them towards the other shops.
- 2.8 The permanent stage will host a variety of entertainment. A full programme of events will be developed to run for the duration of the Christmas Market. Local schools, theatres groups, operatic societies, brass bands, live music, fashion shows, cookery demonstrations and choirs will be invited to take part. By providing a wide-variety of local entertainment people will be drawn to the event time after time.
- 2.9 Temporary arrangements will be made to ensure that a suitable fire evacuation meeting point for TAC staff is available whilst the Christmas Market is on.
- 2.10 A covered bar area and seated area will serve alcoholic drinks such as mulled wine, for shoppers to enjoy. Extra care will be taken to ensure that visitors to the Christmas Market enjoy this responsibly to reduce the risk of any anti-social behaviour. The appropriate licences including for the sale of alcohol will be dealt with by the event management company as part of the contract.

3 PARTNERS AND STAKEHOLDERS

- 3.1 The market would be planned and delivered in partnership with a number of key stakeholders including Ashton Town Centre Partnership which would bring with it the involvement of the Arcades and Ladysmith shopping precincts, local traders, shops and the indoor and outdoor markets. Other key stakeholders would be Ashton District Assembly, GM Police, Tameside Trading Standards, Tameside Markets, Health and Safety, Fire and Rescue and Ambulance services.

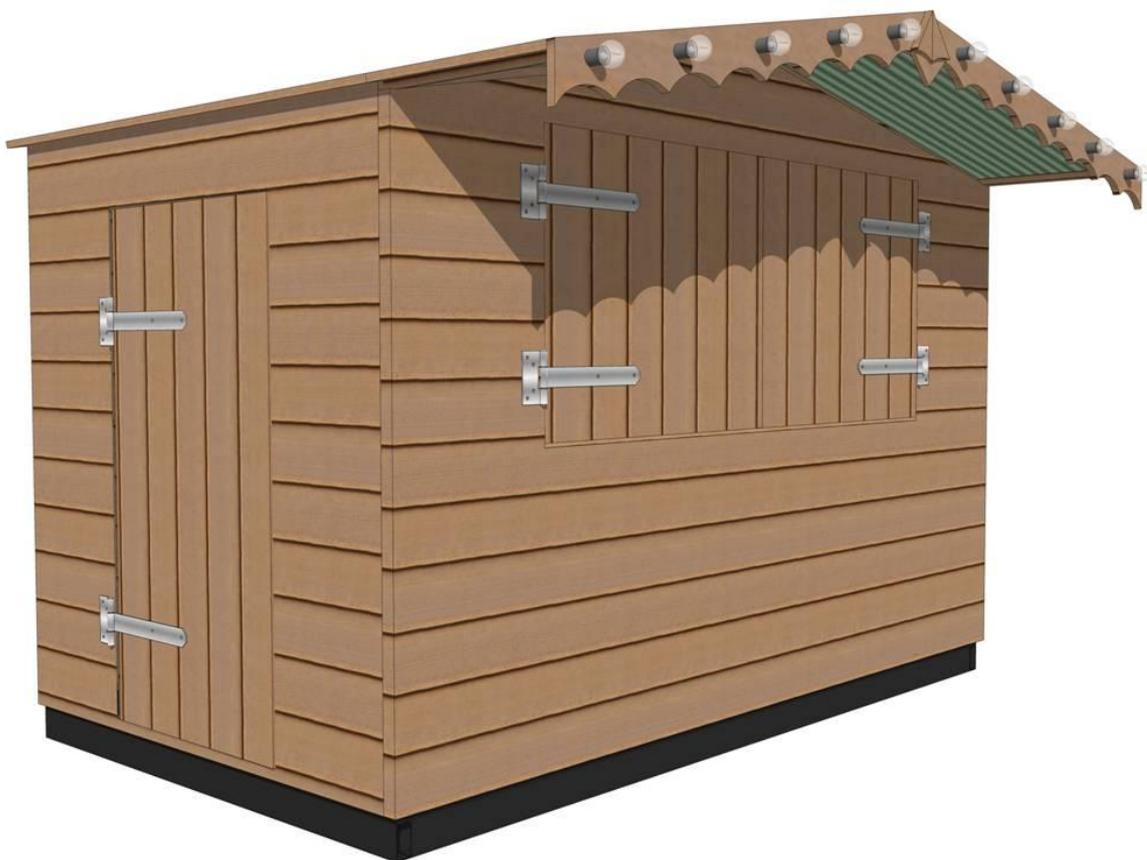
4 CAR PARKING

- 4.1 Experience in previous years has shown that the availability of free car parking in town centres encourages people to visit and shop. Town centres outside Tameside also use free car parking in the run-up to the busy Christmas shopping season as a way to attract shoppers into their towns. To maximise the numbers of people visiting the Christmas market

and the wider Ashton Town Centre consideration is being given to a proposal that free car parking will be available in certain town centre car parks from 3pm until 10pm for the duration of the market. A separate Key Decision on this issue will be taken nearer the time however £17k has been provided for in the projects budget should it be required.

5 CHRISTMANS MARKET CABINS

- 5.1 The Market Street site will accommodate 30 cabins (10' x 6' each) which are pre-fitted with lights and main power sockets. If properly stored and maintained they have at least a 10 year life span. They are typically manufactured in Europe and are specially designed steel framed cabins with wooden cladding on the sides and a metal clad roof. Each year they are waterproof treated on the outside and fire proof treated on the inside. The design and materials mean they can be easily and quickly transported, assembled, disassembled and flat pack stored. They can also be used many times without warping or breaking.



- 5.2 There were two options for the sourcing, storing and maintaining the cabins. We could procure them direct from manufacturers following a procurement exercise or we could incorporate the requirement into the event management contract with a third party company.
- 5.3 **Option 1:** The estimated costs for purchasing one of the specialist cabins from a manufacturer including delivery is £2.3k. This means the total capital costs for the purchasing 30 cabins would be £69k. The Council would then have to provide storage and maintenance of the cabins over their 10 year life time which is estimated at £5k per year including the annual water and fire proof treatments, small repair work and PAT testing. Each time a cabin is used there will be a cost associated with delivery, setup and subsequent disassembly and return to storage. This is estimated at £50 per cabin.

- 5.4 **Option 2:** To incorporate as part of the event management contract to design and manufacture the cabins. This could seek proposals for production of the cabins locally which could benefit the local economy. This is the preferred option which was endorsed by the Strategic Planning and Capital Monitoring Panel on 1 July 2013.

6 CHRISTMAS MARKET SECURITY

- 6.1 The security of the Christmas Market site during the event is an important consideration. Around the clock security will be provided as part of the event management contract to reduce the risk of anti-social behavior whilst the Christmas Market is open, ensuring the site, cabins and contents remain safe and secure. To help this process the perimeter of the site will be fenced off when the Christmas Market is closed. The security of the site is the responsibility of the event management company as part of the contract.

7 MARKETING AND PUBLICITY

- 7.1 The event will be primarily marketed to families encouraging people to visit Ashton town centre to enjoy a mix of Christmas shopping and festive entertainment. Alongside the more traditional marketing channels a wide range of other products including social media, taxi wrapping and advertising on the Metrolink would be used to raise awareness and generate interest.
- 7.2 The marketing and publicity will not be limited to the Tameside area alone. The Ashton Christmas Market will also be advertised in neighboring boroughs and along the wider Metrolink network. This will be funded through the councils existing marketing budgets for Ashton Christmas shopping.

8 OTHER TOWN MARKETS AROUND TAMESIDE

- 8.1 Once the stalls have been manufactured they can be used in other Towns around the borough for events such as Easter markets, farmers markets and summer markets. This will allow other Town Teams the opportunity to use the investment to promote their Town Centre's.

9 FUNDING

- 9.1 The Ashton Christmas Market initiative must be viewed as a long term commitment to the Town Centre. It will take a period of time to become fully established and to build a reputation that will draw stall holders and shoppers not just from Tameside, but from further afield.
- 9.2 At the council's Strategic Planning and Capital Monitoring Panel on 1 July approval was given, subject to an appropriate Key Decision, for £69k capital funding and £97k revenue funding per year for 3 years (total £291k) for the scheme. At that point it will be reviewed and a decision taken on whether the Christmas Market should continue or not.
- 9.3 In the initial start-up years the Christmas Market must offer potential stall holders a competitive and affordable rent. Once the event has become established and there is certainty around the numbers of visitors and shoppers attending rents can be increased.
- 9.4 In recommending a rental price for the Christmas Market stalls care has been taken to ensure that they remain in-line with rents charged at similar Christmas Market events and on

the existing indoor and outdoor markets in Ashton. The income from stall rental will be used to offset some of the events running costs.

- Ashton outdoor market medium sized stall £141.00 per week (7 days)
- Manchester Christmas market £280 to £735 per week (7 days) depending on size of cabin and location.
- Oldham Christmas market is £75 per week per stall.

9.5 In view of the above, and to encourage early take up of cabins by potential retailers it is proposed that for the first year each cabin is charged out at £200 for the two week period. In addition a £25 early bird discount is applied to all applications received before 15 November 2013 making the cost of rental to £175 for the duration of the event.

9.6 As the Market becomes established and more popular this will attract retailers and the cost of renting a cabin can be gradually increased in-line with Ashton outdoor market stalls to £275 for the duration of the 2014 event (with a £25 early bird discount) and £350 for the duration of the 2015 event (with a £25 early bird discount).

9.7 Cabin rental income projection for the next 3 years

2013	
15 x Cabins @ £175 each	£2625
15 x Cabins @ £200 each	<u>£3000</u>
Total	£5625
2014	
15 x Cabins @ £250 each	£3750
15 x Cabins @ £275 each	<u>£4125</u>
Total	£7875
2015	
15 x Cabins @ £325 each	£4875
15 x Cabins @ £350 each	<u>£5250</u>
Total	£10125

9.8 Overall projected expenditure for the next 3 years

Description	Capital	Revenue		
		Year 1	Year 2	Year 3
Market Cabins	£69,500			
Annual Cabin Storage & Maintenance		£15,500	£15,500	£15,500
Event Administration and Management		£45,775	£45,775	£45,775
Festive Events		£31,100	£33,350	£35,600
Loss of Car Parking Income		£17,000	£17,000	£17,000
Cabin Income (£25 per day x 15 days)		-£5,625	-£7,875	-£10,125
Contribution from You Choose		-£6,500	-£6,500	-£6,500
	£69,500	£97,250	£97,250	£97,250

10 PROCUREMENT OF THE EVENT MANAGEMENT PROVIDER

10.1 A tender for the design, construction, maintenance, storage and delivery of the Christmas Market cabins and for the Christmas Market event management was advertised using the Open Procedure on 25 June 2013, via the Chest. Event Management is a part B service under the Public Contract Regulations 2006 and as such does not require prior

advertisement in OJEU. In response to the procurement two tenders were received before the official closing date.

10.2 Each of the tender submissions was evaluated against a criteria of 70% cost and 30% quality.

10.3 The tender submissions costs were broken down into 3 categories listed below based on the 3 year contract. The following tender sums were submitted:

Category	A	B
Cabin Design and Manufacture	£69,500	£53,964
Cabin Storage, Transport, assembly and disassembly	£46,500	£32,261
Christmas Market Event management	£137,325	£141,105
total	£253,325	£227,330

10.4 The quality element was assessed against the following criteria and were the scores weighted:

- Safety standards of the stalls (Weighting x3)
- Involvement and commitment to local businesses and suppliers (Weighting x8)
- Involvement and commitment to local apprenticeships (Weighting x8)
- Design and appropriateness of the Market Stall (Weighting x8)
- Security of the market site (Weighting x4)
- Process for recruiting stall holders (Weighting x2)

10.5 The quality scores awarded to the two tenderers was as follows:-

Criteria for Quality Evaluation	A		B	
	Score	Total weighted	score	Total weighted
Safety standards of the stalls (Weighting x3)	3	9	1	3
Involvement and commitment to local businesses and suppliers(Weighting x8)	3	24	1	8
Involvement and commitment to local apprenticeships (Weighting x8)	3	24	1	8
Design and appropriateness of the Market Stall (Weighting x8)	3	24	1	8
Security of the market site (Weighting x4)	3	12	2	8
Process for recruiting stall holders (Weighting x2)	2	4	1	2
Total	17	97	7	37

10.6 The outcome of the evaluation was as follows:-

Name of Contractor	Financial (Score out of 100)	Adjusted Score (max 70%)	Quality (Score out of 100)	Adjusted Score (Max 30%)	Total Score %
A	89	62	97	29	91

B	100	70	37	11	81
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10.7 It is unfortunate that an open tender opportunity has failed to generate more interest. We could retender the opportunity as a whole or in individual packages however there is no guarantee that additional interest would be generated or that a bid would present better value to the Council. Due to timescales involved in the manufacture of the cabins a further procurement exercise would prevent the Council holding the 2013 Christmas market as proposed.

11 RECOMMENDATIONS

11.1 As set out at the front of the report