

(Note: These minutes are subject to confirmation at the next meeting of the sub-committee scheduled to be held on 13 January 2016.)

Economic Prosperity Sub-Committee

11 November 2015

Present: Councillor Janet Hunter (Chair)
Councillors J Cassidy, M Madden, A McMullen,
T Mulvenna, J O'Shea and J Walker.

EP17/11/15 Apologies

Apologies for absence were received from Councillors D McMeekan and P Mason.

EP18/11/15 Substitute Members

Pursuant to the Council's constitution the appointment of the following substitute member was reported:-

Councillor J O'Shea for Councillor D McMeekan

EP19/11/15 Declarations of Interest and Dispensations

There were no Declarations of Interest or Dispensations reported.

EP20/11/15 Minutes

Resolved that the minutes of the previous meeting held on 22 October 2015 be confirmed and signed by the Chair.

EP21/11/15 Winter Festival

The sub-committee began a scrutiny exercise to examine the impact of the Council's Winter Festival on the economies of the borough's town centres, in particular the:

Wallsend Christmas Market on 20-21 November 2015

Tynemouth Christmas Festival on 28-29 November 2015

St Nicholas Festival, Whitley Bay on 4-5 December 2015 and

North Shields Victorian Christmas Market on 12-13 December 2015.

Peter Warne, the Tourism and Events Development Manager, presented an introductory briefing on the range of planned events which formed the Winter Festival, what the anticipated benefits were and how these would be measured and assessed.

During questioning, the sub-committee examined in more detail the costs associated with each event and how the benefits of the Festival would be measured and assessed. With reference to the brochure for the Festival it was suggested that advertising space within the

booklet could generate additional income. In addition, any advertising with coupons might provide an incentive for readers to retain the booklet, encourage attendance at the events and attract business for the advertisers.

Members of the sub-committee gave consideration as to whether to attend the events themselves to obtain evidence as to their success or to accept the offer made by Pete Warne, that officers prepare a report setting out the results of their evaluation of the Festival. The sub-committee agreed that both options be pursued.

It was **agreed** that (1) the details of the events planned as part of the Council's Winter Festival, the anticipated benefits of the Festival and how these will be measured and assessed be noted;

(2) members of the sub-committee be invited to attend the Wallsend Christmas Market, Tynemouth Christmas Festival, St Nicholas Festival, Whitley Bay and North Shields Victorian Christmas Market to:

- (i) observe and experience for themselves the markets and associated activities;
- (ii) speak to those involved, including Council officials, ward councillors, traders, residents, visitors and local businesses to seek their views on the impact of the events; and
- (iii) obtain evidence as to the success of the markets in terms of supporting the town centre economies.

(3) the sub-committee evaluate the effectiveness of the Winter Festival at its meeting on 9 February 2016; and

(4) the Tourism and Events Development Manager be requested to prepare a report for the sub-committee at its meeting in February to provide an evaluation of the Festival.