

Economic Prosperity Sub-Committee

11th November 2015

North Tyneside Winter Festival



North Tyneside Council



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The **Target Operating Model (TOM)** addresses this financial challenge whilst enabling us to continue to deliver the Our North Tyneside Plan and CBF priorities. It informs and defines the financial plan.

TOM	Client Services	Support Services	Workforce	Business Support
<p>Our 10 customer events</p> <p>100% of customer events will be delivered through our digital and social channels</p>	<p>Customer Engagement</p> <p>Working on behalf of our customers to ensure they have a positive experience with our services</p>	<p>Customer Support</p> <p>Working on behalf of our customers to ensure they have a positive experience with our services</p>	<p>Workforce</p> <p>Ensuring we have the right people in the right places at the right time to deliver our services</p>	<p>Business Support</p> <p>Ensuring we have the right people in the right places at the right time to deliver our services</p>
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Target Operating Model

Policy Priorities

Our North Tyneside Plan sets out the policy priorities:

- Our People
- Our Place
- Our Economy
- Working with Our Partners

The operational approach

We've operationalised those priorities through the **Creating a Brighter Future Programme** to focus on what we will spend money on – our operational priorities:

- Ready for School
- Ready for Work and Life
- Cared for, Safeguarded and Healthy
- A Great Place to Live, Work and Visit

Financial pressures

Financial pressures are increasing – we're now facing a potential £20m budget gap per annum for 16/17 and 17/18



Great Place to Live, Work and Visit Outcomes

The Our North Tyneside plan states that:-

‘Our places will be places that people like living in and will attract others to either visit or live’
and *‘Our places will have more quality affordable homes’*

- **A Safe Borough** e.g. Low levels of crime and anti-social behaviour, increased feeling of safety
- **Popular Visitor Destination** e.g. increase in visitors spending money in the borough
- **Successful Economy** e.g. good employment options and increased investment. Growth in entrepreneurialism and innovation
- **Healthy Residents Living Healthy Lives** e.g. increase in life expectancy, more residents living independently reducing demand on health and social care intervention



Great Place to Live, Work and Visit

We will measure that by:

- Increased number of residents living in North Tyneside and who are happy living here
- Increased number of businesses located in the borough
- Number of jobs and local employment rate
- Increased number of visitors to the borough
- Increased number of visitors to our key tourist attractions



Background

First Winter Festival in 2014

New Summer Festival 2015

Year-round events programme

195,583 visitors in 2014

41,895 visitors to Winter Festival



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Aims

- Significant visitor numbers
- Media coverage
- Economic impact
- Great, safe festive experiences
- Happy memories
- Great place to live, work and visit



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Evaluation

Visitor numbers

Media value

Social media

Visitor and business feedback

Partner feedback

Participation



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Promotion

10,000 programmes

Read over 800 times online

Press releases

Twitter / Facebook / Instagram

Specific event promotion

Partners



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Costs

Winter Festival budget
£27,265 (£15,000 forecast)

Wallsend Christmas Market
£3,697

Tynemouth Christmas Festival
£3,768

St Nicholas Festival
£3,683

Victorian Christmas Market
£1,000 surplus



Victorian Christmas Market

17th year

120 stalls with entertainment

Partnership event with NSCTC

Supporters include NTC, Kier,
Nexus, Beacon Centre

Feel-good factor

Economic impact



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Wallsend Christmas Market

Held for first time last year

Christmas Lights Switch-On

Trying to animate space and support regeneration



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St Nicholas Festival

Long-established

Lantern parade and market

Includes Station market

Partnership with NTC, WBCOT, St Paul's Church, Rotary Club



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Tynemouth Christmas Festival

First ever event

Partnership with Tynemouth
Business Forum

Fairground rides, street theatre,
window displays, buskers and films



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Schedule

20-21 November
Wallsend Christmas Market

28-29 November
Tynemouth Christmas Festival

4-5 December
St Nicholas Festival

12-13 December
Victorian Christmas Market



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