




Seaford Town Council

To the Members of the Community Services Committee

A Meeting of the **Community Services Committee** will be held electronically via Zoom* on **Monday 21st September 2020** at **7.00pm**, which you are summoned to attend.


Isabelle Mouland
Assistant Town Clerk
16th September 2020

***see overleaf for important information to join virtual meeting and accessing password**

PLEASE NOTE THAT THIS MEETING WILL BE VIDEO RECORDED

AGENDA

1. **Apologies for Absence and Declaration of Substitute Members**

To consider apologies for absence.

2. **Disclosure of Interests**

To deal with any disclosure by Members of any disclosable pecuniary interests and interests other than pecuniary interests, as defined under the Seaford Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.

3. **Public Participation**

To deal with any questions, or brief representations, from members of the public in accordance with Seaford Town Council Policy and the Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020.

4. **2020 Seaford Christmas Magic Revisions**

To consider report 62/20 presenting the Committee with alternative plans for the 2020 Seaford Christmas Magic event (pages 3 to 9).

For further information about items appearing on this Agenda please contact:

Isabelle Mouland, Assistant Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG

Email: admin@seafordtowncouncil.gov.uk

Telephone: 01323 894 870 (*please note that due to working from home, this phone line is not currently manned, so please leave a voice message and this will be picked up and forwarded to the relevant member of staff to deal with*)

Zoom Meetings

In line with the Coronavirus Act 2020 and subsequent regulations governing local authorities meetings, the Council will be holding this meeting via the online video conference facility, Zoom.

To join the Zoom meeting follow this link: <https://us02web.zoom.us/j/87091837106>

Meeting ID: 870 9183 7106

Password: (to ensure online security it is recommended that meeting passwords are not publicised and are given directly to those intending to attend the meeting. Please therefore email admin@seafordtowncouncil.gov.uk for the password at least 24 hours before the scheduled meeting date)

Telephone number to join by audio only: 0203 901 7895 (you will be prompted to enter the meeting ID and password before joining the meeting)

Zoom Joining Instructions are available to download following the links below:

[Zoom Joining Instructions \(Word\)](#)

[Zoom Joining Instructions \(PDF\)](#)



Agenda Item No:	4
Committee:	Community Services
Date:	21st September 2020
Title:	2020 Seaford Christmas Magic Revisions
By:	Tony Jackson, Projects & Facilities Manager
Purpose of Report:	To present the Committee with alternative plans for the 2020 Seaford Christmas Magic event.

Recommendations

The Committee is recommended to:

- 1. Agree that Town Council Officers work with the Christmas Magic Committee to deliver the event as presented in the report.**
- 2. Agree that Town Council Officers in consultation with the Chair of Community Services may deviate from the event plan as presented in the report where required due to Health & Safety concerns, COVID-19 restrictions or other such similar factors outside of the Town Council's control.**
- 3. Recommend that Full Council agrees that any surplus sponsorship funds from Seaford Christmas Magic 2020 be placed in an ear-marked reserve for future year's Seaford Christmas Magic events.**

1. Current Plans – Broad Street/High Street

- 1.1** The Christmas Magic Committee has met to discuss various planning options to deliver the agreed 'scaled down' Seaford Christmas Magic event for Saturday 5th December 2020 within the current COVID-19 restrictions.
- 1.2** It has been agreed that in order to deliver a COVID-19 safe Seaford Christmas Magic market, stalls would need to be fenced off with a one-way system in place, counting people on entry and exit to control the amount of people within the market area.
- 1.3** The concerns are that the fencing would create a barrier between the public, market stall holders and the town's shop retailers. This could have a negative impact on the local shops, creating a blockage to the free flow shoppers and potentially resulting in lost sales for these retailers.
- 1.4** The Christmas Magic Committee have worked with local community groups, Seaford town shop retailers and visiting market traders to raise the profile of the Seaford Christmas Magic event over the last three years and created a successful 'Christmas Magic brand'.
- 1.5** Officers agree that to hold the scaled down Seaford Christmas Magic event with the COVID-19 regulations, as a fenced market space along Broad Street/ High Street, would aesthetically downgrade the event and could hinder repeat visitors and Christmas Magic stall holders, impacting on Seaford town's trade and tourism.

2. Proposal – The Crouch

- 2.1 The Christmas Magic Committee and Town Council Officers propose that the best way to have a COVID-19 safe event is to move the Seaford Christmas Magic event to The Crouch, utilising the ornamental gardens and small football pitch area.
- 2.2 The Town Council’s Inspector has agreed with this proposal, see their comments at [Appendix A](#).
- 2.3 A Christmas market in The Crouch ornamental gardens would be able to support 29 market stall holders (with the option to pay for power). A further eight food and drink stall holders would be located on the small football pitch area along with a small vintage fair with rides for children (see [Appendix B](#) for the proposed site plan).
- 2.4 All necessary COVID-19 safe arrangements will be in place to ensure adequate space around each stall and provide a welcoming and comfortable experience for visitors and traders.
- 2.5 The Christmas Magic Committee will still be working in partnership with Seaford Contemporary Illustrators & Printmakers (SCIP), Sussex Events Ltd (SEL), Tansleys Printers and stall holders to deliver a community-focussed, festive event for the town.
- 2.6 In addition to the Christmas market, SCIP propose to create an arts trail through the town; a project entitled ‘Seaford Star Gazing’. This would allow for children and schools to be creatively involved with the event and create a link between the town centre and the Seaford Christmas Magic market in The Crouch.
- 2.7 SCIP’s project will be linked as part of Seaford Christmas Magic 2020, which officers agree would only be of benefit to the event. The costings for the event include the Town Council financially supporting this project; SCIP will ensure the Town Council is highlighted in promotional materials.
- 2.8 SEL has also approached the Christmas Magic Committee with a proposal to host a socially distanced Christmas concert on Friday 4th December in The Crouch. Town Council Officers are reviewing this proposal, as they would with any hire application, and will need to be satisfied that this is a COVID-19 safe event before giving permission for the concert to go ahead.
- 2.9 If the hire application is successful, the Christmas concert would allow the Town Council to share the costs of the infrastructure for the Seaford Christmas Magic event (as the infrastructure would remain in place for both events).
- 2.10 SEL has applied for an Arts Council Grant and is hopeful that this will cover the cost of its Christmas concert.
- 2.11 To confirm, subject to this Committee approving the Seaford Christmas Magic event being held in The Crouch, Town Council Officers will be able to use delegated powers to give permission for the SEL Christmas concert.
- 2.12 Town Council Officers are currently seeking sponsorship for the Seaford Christmas Magic event, with a view to covering all costs of the event.
- 2.13 Pros of holding Seaford Christmas Magic 2020 in The Crouch:
 - a. No road closure needed.
 - b. Easier for the events team to work within COVID-19 regulations, working within a controlled and secured area, with entry and exit routes, a one-way system and the ability to limit the number of visitors to the site at one time.
 - c. A community ‘event’ for Seaford, providing a chance for residents to enjoy a smaller-scale Christmas event in COVID-19 safe conditions.

- d. To support local Seaford town shop retailers by still holding the event to attract visitors to the town for the Christmas trade and encouraging more visitors with free car parking over the weekend.
- e. Protecting the 'Seaford Christmas Magic' brand and event for the future.
- f. Maintaining partnerships, such as SCIP who plan on doing a COVID-19 safe activity for children.
- g. Space for 29 stalls within The Crouch ornamental gardens (20 commercial and 9 community).

2.14 Cons of holding Seaford Christmas Magic 2020 in The Crouch:

- a. Event not in the town centre for direct contact with the Seaford town shop retailers. Although, through market research, officers have in the past received feedback from shop retailers that the event does not contribute to their trade on the day, with many shops saying that their sales are less than an average day when Seaford Christmas Magic is taking place.
- b. If adverse weather, the event would have to be cancelled due to being predominantly on grassed areas.

2.15 To summarise, Town Council Officers would recommend moving the Seaford Christmas Magic event to The Crouch for 2020 to help ensure the event can be delivered in accordance with the COVID-19 restrictions.

2.16 The Christmas Magic Committee would be contacting local residents to ensure they are aware of the planned event.

3. Financial Appraisal

- 3.1** Attached at [Appendix C](#) is the financial breakdown for the Seaford Christmas Magic 2020 event.
- 3.2** Column A presents the anticipated costs for holding the event within The Crouch as set out in this report.
- 3.3** This includes account codes from previous year's events and therefore some are at nil cost as they are not planned for 2020. The income from the small vintage funfair (row 20) is not budgeted for, as it is too difficult to anticipate; the Town Council will receive 20% of the funfair's takings so this is in addition to the income figures shown.
- 3.4** The Grant (row 27) is being applied for from the Chalk Cliff Trust, which has funded the lantern parade in previous years and it is hoped will fund SCIP's art trail for 2020.
- 3.5** Column B represents the anticipated costs if SEL is successful in its Arts Council grant application; meaning the Town Council will see significantly reduced infrastructure costs.
- 3.6** It must be noted that SEL has agreed to uphold the reduced infrastructure cost regardless of whether their proposed concert is granted permission, so the figures at column A are relevant whether the concert is able to go ahead or not.
- 3.7** If granted permission, the Town Council would not be charging SEL for use of The Crouch for the Christmas concert, meaning the day rate of £171.25 would be waived. It should be noted that The Crouch has never been hired for an event in December, so the Town Council will not be losing income from another potential hirer through offering this concession.
- 3.8** As per the previous resolution of this Committee, Town Council officers are working to have this as a cost neutral event despite there being a budget of up to £1,000 if required.

If officers are unsuccessful in keeping the event within budget, the event would not be able to go ahead.

- 3.9** If there are surplus sponsorship funds, it is recommended that this Committee agree to recommend to Full Council that any funds be moved to an ear-marked reserve for future Seaford Christmas Magic events.

4. Appendices

[Appendix A – Town Council Inspector’s Review of the Proposal](#)

[Appendix B – Proposed Site Plan for Seaford Christmas Magic in The Crouch](#)

[Appendix C – Financial Breakdown for Seaford Christmas Magic in The Crouch](#)

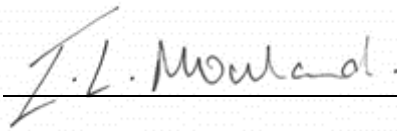
4. Contact Officer

The Contact Officer for this report is Tony Jackson, Projects & Facilities Manager.

Projects & Facilities Manager



Assistant Town Clerk



Report 62/20 - Appendix A

Location review of Seaford Christmas Magic 2020, taking into consideration COVID-19 implications.

Broad Street Review.

Normal use of Broad Street with the addition of stalls for the Christmas Magic market will cause considerable problems with numbers and social distancing due to COVID-19 regulations.

Segregating the stalls through the centre of Broad Street with barriers would not alleviate the COVID-19 regulations with respect to social distancing, numbers of people and will be very difficult to police with members of the public still using local shops on each side of the Christmas Magic market running down the centre of Broad Street.

Controlling numbers within Broad Street and introducing a one-way system certainly would not work due to the normal shopping taking place with local retailers.

A Christmas Magic market held within a separate controllable location away from Broad Street would in my opinion be a sensible solution to the COVID-19 regulations.

The Crouch Review.

The Crouch ornamental gardens and small football pitch area would be a sensible location to hold the Seaford Christmas Magic 2020 event.

The location is only a short distance from the main Broad Street shopping centre and the events, food and stalls would not be creating a barrier with Broad Street retailers.

The Crouch location would undoubtedly be easy to manage and control from a COVID-19 perspective i.e. controlling numbers of the public entering and leaving the site, maintaining a one-way system, social distancing, face masks and hand sanitation.

Security within The Crouch possesses little problems with entry and exit points managed quite easily.

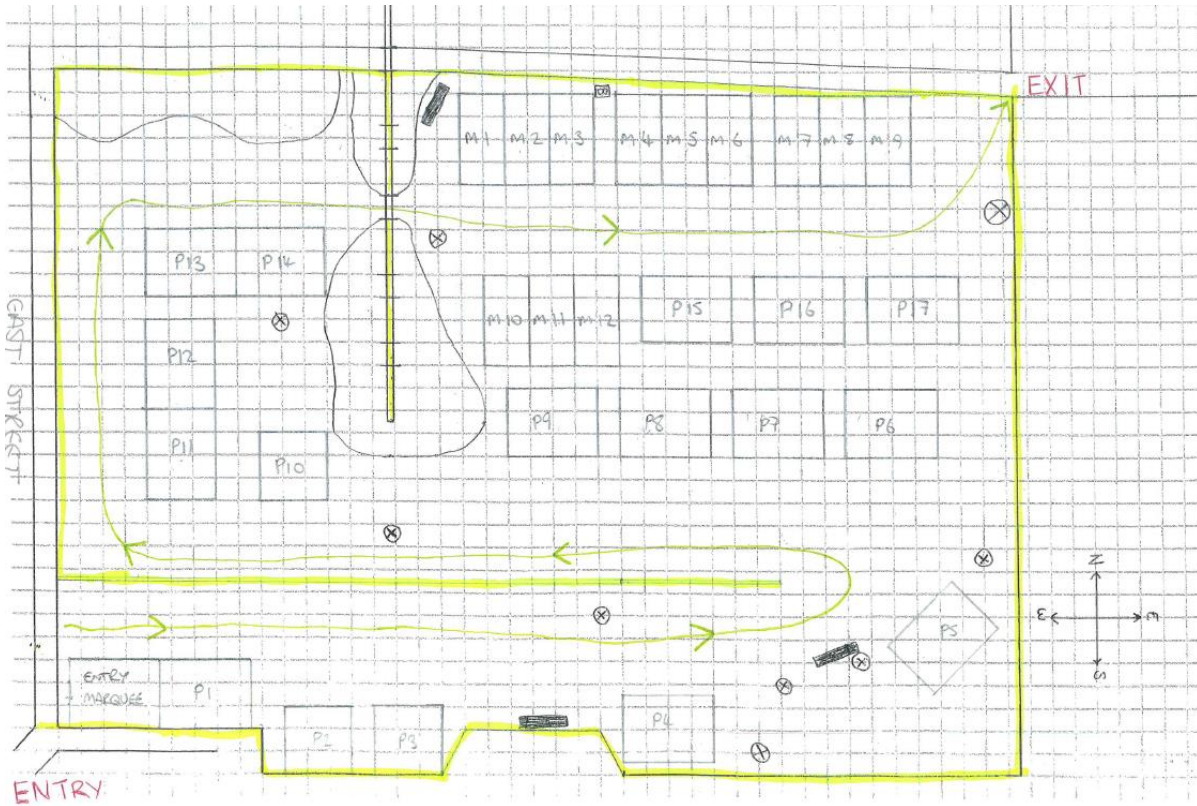
The Crouch area in my opinion would be a sensible place to hold the Seaford Christmas Magic 2020 event.

Reviewed by Seaford Town Council's Inspector

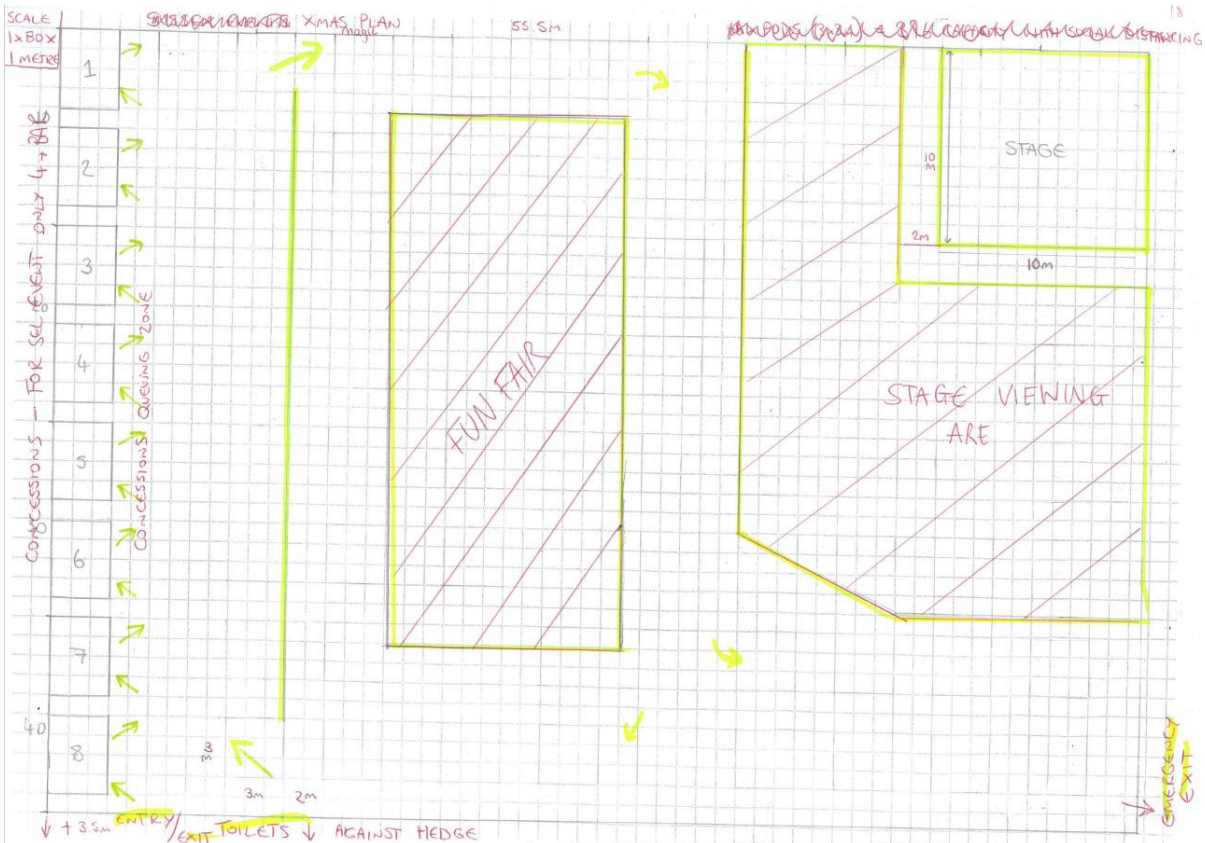
Report 62/20 - Appendix B

Seaford Christmas Magic 2020 Proposed Site Plans

The Crouch - ornamental gardens:



The Crouch – small football pitch (beside play area):



Report 62/20 - Appendix C

Figures for Seaford Christmas Magic 2020 at The Crouch

Account Code	Seaford Christmas Magic	A Forecast 2020	B Subject to SEL
Cost Centre and Code: 135			
1	Event Support for audio and EM	£2,390	£700
2	Transport / Bus	£0	£0
3	First Aid	£0	£0
4	Promotional banners / Flags	£250	£250
5	Marketing and Publicity	£0	£0
6	Programme	£0	£0
7	Entertainment	£0	£0
8	Logistics and Infrastructure	£175	£175
9	Indoor / Venue Hire	£0	£0
10	Consumables	£0	£0
11	Merchandise	£0	£0
12	Licensing	£0	£0
13	Marquee hire	£0	£0
14	Lantern parade / Arts Trail	£903	£903
15	Security / Stewards	£187	£0
16	Parking Suspension	£0	£0
17	Grotto	£0	£0
18	Portable Toilets	£125	£0
19	Sanitiser units	£75	£0
SCM Event Expenditure		£4,105	£2,028
20	Funfair	20% of takings	20% of takings
21	Hire of Stalls	£1,554	£1,554
22	Buckets / Collections / Tombola	£0	£0
23	Donations from other Councils	£0	£0
24	Donations from other organisations	£0	£0
25	Sponsorship	£4,000	£4,000
26	Programme	£0	£0
27	Grant (for Arts Trail)	£1,000	£1,000
28	Other donations / Outside Funding	£0	£0
29	Italian/French Market	£0	£0
30	Sales of Merchandise	£0	£0
SCM Event Income		£6,554	£6,554
Net Income over Expenditure		£2,449	£4,526

Acronyms:

SCM = Seaford Christmas Magic

SEL = Sussex Events Ltd.