

**TAVISTOCK TOWN COUNCIL
TAVISTOCK GOOSE FAIR 2022
5th OCTOBER 2021**

Following the cancellation of Goose Fair in 2020 and 2021 on public health grounds, the Event Management team have been afforded the opportunity to both review the operating arrangements for 2022, secure its sustainability thereafter and seek the views of Members - with that in mind some areas under consideration include:

1. INFRASTRUCTURE

- Review current infrastructure
- Market research comparable events for best practice
- Introduce dwell areas with the aim of encouraging visitors to stay longer / explore the town
- Increase staff / volunteer numbers to support the safety of the event
- Introduce key steward and entry focal points to support event safety plan and visitor experience

2. PUBLIC HEALTH

- Living with COVID-19 – Incorporate relevant safety measures in relation to COVID19

3. TRADITION / RE BRANDING

- Identify Key aspects which meet / fail the brief
- To support the traditional element and “buy in” from exhibitors consider introducing an awards programme
- Continue to and further develop Working in partnership with Tavistock BID, Tavistock & District Chamber of Commerce

4. EVENT FLOORPLAN

- Review current layout of the event with the aim of introducing zones i.e. such as food and drink / dwell zone and introduce signage to advertise locations
- Additional crowd space – to deal with crowd density & pinch points
- Public safety measures i.e. Russell Street

5. EXHIBITOR PROCESS & PROCEDURE REVIEW

- Exhibitors to apply each year (no guaranteed roll over from previous year)
- Continue policy on illegal drug paraphernalia and smoking products
- Set Exhibitor application criteria
- Set category allocation control measures e.g. adjusting on types of catering units and seeking a balanced offer etc.

6. PARK & RIDE

- Review current Park & Ride process and procedure
- Identify a third (eastern) Park & Ride site

7. ENVIRONMENTAL IMPACT

- Create a Sustainability brief identifying objectives and goals over a 5-year period
- Increase attention on sustainability with the aim to promote eco friendly and ethical consumerism
- Introduce a drinking water hub for visitors to refill their water bottles – aim to reduce single use plastic water bottles

- Review exhibitor environmental policy
- Review applicable environmental policy

The foregoing represents a precis of matters which have been raised at Member, Officer and stakeholder levels and will be worked up in more detail for consideration by Council (and the Consultative Group) over the coming months. The thoughts and observations of the Committee would be appreciated.

REBECCA ROWE
TOWN HALL AND EVENTS MANAGER
SEPTEMBER 2021