

**TAVISTOCK TOWN COUNCIL
BUDGET AND POLICY COMMITTEE
TUESDAY 8TH NOVEMBER 2022**

**BRIEFING NOTE
TAVISTOCK GOOSE FAIR 2022**

1. BACKGROUND

- 1.1 The Committee will be aware Tavistock Goose Fair returned to the Council's annual calendar of events for 2022 following its two-year hiatus due to the COVID19 Pandemic.
- 1.2 This purpose of this report is to provide a brief overview of this year's event, prior to a more detailed analysis which will be submitted in the first quarter of 2023.
- 1.3 As reported on previously in detail, there were many challenges to overcome in regard to organising this year's event. In the wake of the pandemic, trader operating models had changed, businesses either adapted or closed, and long-term life style plans such as retirement or relocation were bought forward. The impact of this on the event meant at the starting out point of letting space there was unallocated rental income totalling £10,500, compared to £1,500 to £2,000 from previous comparable periods/years.
- 1.4 Other challenges included sourcing a third Park & Ride site and an additional Park & Ride service provider due to our existing contractor having to withdraw from two of the three sites a fortnight prior to the event. Recruiting a sufficient number of stewards was of a high priority, not least due to safety interventions which were essential following the 2019 traffic incident, as well as managing public expectations post COVID19. In addition, there were significant increases in expenditure, primarily in relation to outsourced clean-up costs facilitated via WDBC as well as a difference in approach/understanding around different partners responsibilities (WDBC/TTC) regarding emergency planning contingencies.

The aspiration for Goose Fair 2022 was to bring back an event which visitors recognised, whilst introducing subtle changes that reflected current trends in order to create a more diverse, varied offer that not only appealed to the 2022 audience, but also paved the way for the years that follow to ensure event longevity. This would be achieved by retaining, where possible, the traders and showmen that were deemed as integral to event identity, whilst introducing new exhibitors and offers, further developing the event environmental policy and practices, improving accessibility and implementing dwell areas e.g. Alexander Centre, with an element of subtle rebranding.

2. THE CURRENT SITUATION

- 2.1 In terms of rental income, we successfully occupied over 950 feet of available pitches with new exhibitors, and welcomed back the longstanding traders and showmen that visitors have come to expect as part of the event. A percentage of lettable space was taken out of the plan, this was part of our strategic vision for 2022 in order to create safer entrances and exits and improve visitor flow. In addition, we sacrificed a portion of Market Road due to challenges pertaining to the amount of space that needed to be let in that area as well as the type of trader we are able to let to. The creation of the Food and Drink zone in the Alexander Centre meant a purposeful loss of lettable space, compensated by additional seating and "dwell" areas which the event has severely lacked over the years.
- 2.2 On balance in the circumstances, it was felt that this was a successful, more diverse and safer reintroduction of Goose Fair, with some positive feedback received, and we would like to thank all those who were integral in its smooth running in 2022 and all those who attended and enjoyed the day.

3. PARK & RIDE

- 3.1 In terms of visitor attendance Park & Ride usage was slightly up this year (£5,624) compared to 2019 (£5,081.31). However, Park & Ride, whilst an essential part of the offer, broadly remains at the lower levels of recent years.
- 3.2 In accordance with previous practice the Committee is invited to recommend to Council that it endorse the grant of £2,000

(£1,000 for Yelverton and £1,000 for the other two sites) to Tavistock Lions for the operation of the Park & Ride sites on its behalf.

**BECKY ROWE
WORKS MANAGER
OCTOBER 2022**