

Report to:	JOINT MEETING EXECUTIVE CABINET / OVERVIEW PANEL
Date:	14 February 2024
Executive Member:	Councillor Jack Naylor, Executive Member (Inclusive Growth, Business & Employment)
Reporting Officer:	Julian Jackson, Director of Place Nicola Elsworth, Assistant Director Investment, Development and Housing
Subject:	STALYBRIDGE STREET FEST, 2024
Report Summary:	The report seeks approval to continue Stalybridge Street Fest in 2024 with future delivery brought in-house to support a more financial sustainable delivery model.
Recommendations:	That Executive Cabinet be recommended to: <ul style="list-style-type: none"> (i) Approve the delivery of eight Stalybridge Street Fest events in 2024. (ii) Approve the proposed delivery model and a maximum budget of £31,592 via the repurposing of UKSPF (Communities and Place) funding from projects delivered under budget. (iii) Approve the purchase of ten gazebos for Stalybridge at an estimated cost of £9,000 (ex VAT) from the Capital Regeneration Project grant funding. (iv) Note the intention to work towards a sustainable offer following the expiry of the UK Shared Prosperity Fund (UKSPF) revenue grant.
Corporate Plan:	Continuation of Stalybridge Street Fest will support the key aims of the Corporate Plan to provide opportunities for people to fulfil their potential through work, skills and enterprise and to ensure modern infrastructure and a sustainable environment that works for all generations and future generations.
Policy Implications:	Continuation of Stalybridge Street Fest will support the policy aims of the Council's Corporate Plan, proposals within Places for Everyone agreed at Council 20 July 2021, the Tameside Inclusive Growth Strategy 2021, and the Stalybridge Town Centre Delivery Framework.
Financial Implications: (Authorised by the statutory Section 151 Officer)	<p>The report sets out details for the delivery of eight street feast events to be held in the 2024 calendar year.</p> <p>The estimated costs of the 2024 programme (£0.032m – section 3.3, table 1) will be financed as eligible expenditure via the UK Shared Prosperity Fund (UKSPF) revenue grant allocated to the Place Directorate; any underspends can be carried forward up to 31 March 2025.</p> <p>To mitigate against uncertainty associated with the level of income that will be generated, a maximum budget provision has been identified for Street Fest with the potential to generate some income to offset costs. This budget will be met utilising underspends from</p>

externally funded UKSPF projects that were delivered under budget.

In the March 2023 UK Budget, Stalybridge Town Centre was awarded capital funding of £19.9m from the Government's Department for Levelling Up Housing and Communities (DLUHC). The funding will support work underway through the wider Stalybridge Town Centre Regeneration. There is £2.715m budget available against the Capital Regeneration Projects for Cultural Quarter to purchase ten branded gazebos for Stalybridge Street Fest.

All works and services that will be funded via the grant award are to be commissioned in accordance with the approved procurement procedures with advice sought via STaR as appropriate.

**Legal Implications:
(Authorised by the
Borough Solicitor)**

The proposed purchase of equipment should be in accordance with the Council's Contract Procedure Rules.

Risk Management:

A risk register for the project is in place and regularly reviewed. The main risks are summarised in Section 5 below.

Access to Information:

Not confidential

Background Information:

The background papers relating to this report can be inspected by contacting Mike Reed, Head of Major Programmes.



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1. INTRODUCTION

- 1.1 Tameside Council has identified Stalybridge Town Centre as one of its growth priorities, supporting delivery of the Tameside Inclusive Growth Strategy 2021-26 in making our town centres hubs for living, culture, employment and services supporting a sustainable retail sector. Stalybridge Town Centre was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018. Initial work to plan and progress the delivery of Stalybridge's Town Centre Challenge was co-ordinated by the Stalybridge Town Centre Challenge (STCC) Board and a Stalybridge Town Centre Challenge Action Plan now sets out the aspirations for the town centre.
- 1.2 Collectively the Stalybridge Town Centre Regeneration Programme comprises a number of related projects within the Town Centre that are in receipt of grant funding, primarily from the Capital Regeneration Projects grant funding award to Stalybridge of £19.9m, the High Street Heritage Action Zone (HSHAZ), UK Shared Prosperity Fund (UKSPF) Communities and Place projects for Stalybridge and the Council's Capital Programme. The delivery of the Stalybridge Regeneration Programme is co-ordinated by the Stalybridge Strategic Project Board and guided by the Stalybridge Town Centre Delivery Framework, prepared to support project implementation and development.

2. STALYBRIDGE STREET FEST UPDATE

- 2.1 The Stalybridge Street Fest is an early evening street food and drink market offering a wide array of hot food, drinks, family entertainment, and live music. Since its introduction in July 2021, Street Fest has helped to positively raise awareness of Stalybridge town centre appearing in a number of publications and attracting thousands of additional visitors from Tameside and across Greater Manchester.
- 2.2 As a new event in 2021, to ensure it was a success and became established, the Council worked with a partnership operator who had a robust trader database with an established reputation within the street food industry. The Market Co have supported delivery of the Stalybridge Street Fest programmes for 2021, 2022 and 2023 and helped to successfully establish a popular event. Demand from traders has remained solid and numbers wishing to attend has increased demonstrating that the market has an appetite for ongoing delivery within Stalybridge.
- 2.3 Feedback from attendees has included the high quality offer available, and the social value of having an opportunity to get out and meet friends and family as being significant factors of the events success. In respect of economic growth, footfall and visitor spend is being spread to other town centre businesses who have reported an increase in their own activity and takings. The analysis of footfall data for Street Fest dates shows an average increase of 36% more people in the town centre during Street Fest than compared to the same day at other times of the week. The success of Street Fest has acted as a catalyst for businesses who have taken the opportunity to develop their offer (such as Magpie's Nest), extend their opening times (such as Florence & Amelia's), and establish a new customer base.
- 2.4 Based on success and experience of delivering these events over the last three years, it is proposed that a total of eight Street Fest events are delivered in 2024. The first will be held in April followed by monthly events up to October and a further festive Street Fest at the end of the year.

3. STALYBRIDGE STREET FEST COSTS AND FUNDING 2023

- 3.1 In 2021, the Welcome Back Fund (WBF) provided the required funding to deliver the programme of events for that year. In 2022, funding was approved for £30,000 from within

the existing Place Directorate revenue budget to build upon the success of the pilot events held in 2021. In 2023, the UK Shared Prosperity Fund (UKSPF) provided the finance to deliver a programme of six events through the year utilising savings from a number of projects that were delivered under budget.

3.2 In 2024 it is proposed that the operation of Street Fest will be delivered in house, including trader management and event promotion. The Council's Market's Team have confirmed their capacity to continue the operation of Street Fest now the event is successfully established. This will help to provide a pathway for a more financially self-sustaining model with the ability to establish an income stream via trader rents. To mitigate against uncertainty associated with the level of income that will be generated, a maximum budget provision has been identified for Street Fest with the potential to generate some income to offset costs. This budget will be met utilising underspends from externally funded UKSPF projects that were delivered under budget.

3.3 Table 1 below includes a list of estimated costs required to deliver the programme events for Street Fest 2024. Costs are based on the experience of delivery over the last three years.

Table 1 – Total Cost of Street Fest 2024 Programme

Activity	Cost per Event (8 in total) £
S&S Marquees (Stall/Power set up/Fuel)	600
Market Staff 1 x Porter 1 x Event Manager	350
First Aid	200
SIA Stewards	220
Portable Toilets x 4	520
Waste Bins (delivered, collected, emptied)	500
Cleansing Staff x 2 (Operations)	200
Entertainment (programme of activities to include regular performer/DJ)	1,000
Contingency allowance (10%)	359
Cost (per Street Fest event)	3,949
Total Cost (x8 Street Fest events)	31,592

3.4 Table 2 includes those projects from UKSPF (Communities and Place) where an underspend has been identified that will be used to fund the Street Fest events in 2024.

Table 2 – UKSPF Project Savings

UK Shared Prosperity Fund Project	Funding Allocated £	Cost to Deliver UKSPF Project £	Underspend identified for Street Fest 2024 £
Stalybridge Street Fest 2023	33,000	27,563	5,437
Stalybridge West	35,000	5,000	30,000
Total			35,437

3.5 The estimated costings in Table 1 are based on the running costs, including all additional costs for staff time to cover the event after hours and cleansing staff now it is proposed to continue the operation of Street Fest in house.

3.6 Table 3 below provides the anticipated income of £8,000 that could be achieved from Street Fest on the basis of 15 vendors per event at the eight Street Fest events proposed for 2024. This provides an additional source of potential income to the Council, which would not be available if the operation of Street Fest were not to be brought in house. Therefore the total costs set out in Table 1 represent a maximum budget required that may be reduced if additional income is generated.

Table 3 – Projected Income, 2024

Activity	Amount
Rents charged to vendors per event (average based on x15)	1,000
Total rents generated for events x8	8,000

3.7 In addition to the revenue costs it is proposed that capital provision is made for the purchase of ten gazebos for Stalybridge at an estimated cost of £9,000 (ex VAT). As a capital cost, this is an eligible expenditure against the Capital Regeneration Projects Cultural Quarter intervention where there is sufficient budget available.

4. CONCLUSION

4.1 Stalybridge Street Fest events is now a well established event that has delivered on its aim of engaging residents and businesses, increasing footfall in the town centre, supporting local SME traders and increasing the profile of Stalybridge as a desirable location to visit. Demand throughout the programme in the last three years and there is a clear opportunity for the Council to continue to deliver this event for the benefit of the local economy in Stalybridge.

4.2 In delivering these aims it has supported the objectives required by the Action Plan for Stalybridge – Our Place Our Plan produced in accordance with the result of the 2018 Stalybridge Town Centre Challenge Public Consultation. The Street Fest is helping to develop a vibrant and visited town that attracts a wide range of people and a town where local people can be proud to promote its strengths and are active in enjoying, supporting and enhancing the offer.

4.3 There is now a clear opportunity for Stalybridge Street Fest to become more self-sustainable and support the ongoing regeneration of the Town Centre based around a strong independent retail offer, high quality public realm, new homes, heritage, food and drink, community and events. This 2024 programme of events for the Street Fest will enable the continuity of an established event in Stalybridge.

5. RISK MANAGEMENT

5.1 The main risks associated with the delivery of the Stalybridge Street Fest in 2024 have been identified in the table 4, below.

Table 4 – Main Risks Identified

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Procurement	Lack of capacity for a market traders to attend the Street Fest event.	High	Street Fest is now an established event with proven interest.	Medium
Financial	Insufficient budget to deliver the event programme in 2024.	Medium	A maximum budget provision has been made for Street Fest with the potential to generate some income to offset costs.	Low
Financial	Insufficient budget to enable the programme of arts and culture that enhance the offer of the event.	Medium	Funding to deliver a programme of cultural events will be allocated from the UKSPF Communities and Place savings.	Low
Programme	Lack of resource capacity to undertake responsibilities in line	Medium	The events are supported by a significant amount of good will from local volunteer	Low

	with expectations of delivering this event.		organisations such as Stalybridge Town Team who assist with the tidying and cleaning for the event. Council staff are required to support these events outside of normal office hours.	
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6. RECOMMENDATIONS

6.1 As set out at the front of the report.