

NORTH LINCOLNSHIRE COUNCIL

**REGENERATION
CABINET MEMBER**

CHRISTMAS OPENING TIMES, TOURISM AND TOWN CENTRE VENUES

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 This report gives details of proposed opening times for venues managed by the Tourism and Town Centres Team over Christmas and the New Year period 2013.
- 1.2 This includes North Lincolnshire Markets, Brigg Tourist Information Centre (TIC), Waters' Edge Visitor Centre and Brigg Heritage Centre

2. BACKGROUND INFORMATION

- 2.1 The Tourism and Town Centres Team manages a number of venues across North Lincolnshire. We aim to offer our customers the best service over the Christmas period, by matching our opening times to customer demand. The proposed opening times are shown in the attached table.

North Lincolnshire Markets

- 2.2 Scunthorpe market days are Friday and Saturday but the Food Hall is open Monday to Saturday. To improve our service to customers we propose opening both halls every day from Monday 16 December until Christmas Eve.
- 2.3 We also propose that we open the Food Hall to traders one hour earlier so that they can prepare food easier during this busy time.

Brigg & Ashby Markets

- 2.4 Thursday is market day in Brigg and Ashby. This year, Boxing Day falls on a Thursday. Whilst people like to shop in the sales on Boxing Day, it is not a good day for food shopping. We are asking market traders if they would like to open on Christmas Eve (Tuesday) instead.

- 2.5 The elected traders representatives are currently asking the stallholders if they would like to open, and if more than 8 traders at each market would like to open on this day we propose to set up and promote a special Christmas Eve market at both sites.

Waters' Edge Visitor Centre

- 2.6 Waters' Edge is open seven days a week, but in the past three years has been noticeably quiet in the last few days before Christmas and on New Year's Day.
- 2.7 Last year Waters' Edge was closed on Christmas Eve. This year, we also propose to close on the Monday before Christmas. This will allow for essential maintenance works to the resin floor to be carried out. The four-day closure will allow them time to dry and ventilate before we re-open.
- 2.8 Last year we only had 305 visitors on New Year's Day. It is expensive to bring in staff on New Year's Day so we propose to close the centre.

Brigg TIC

- 2.9 Brigg TIC is busy on the morning of Christmas Eve with last minute gift shopping. Holiday enquiries are also busy between Christmas and the New Year. Our proposed opening times reflect this, but we have shortened the day to match our customers' shopping patterns.

Brigg Heritage Centre

- 2.10 Phase 2 of the Heritage Centre opens in November. The paid co-ordinator post ends on 31 December and from January it will be run by volunteers. Many of the volunteers have told us that they would prefer the centre to be closed between Christmas and the New Year as they have family commitments.
- 2.11 The opening hours shown in the table reflect this. If more volunteers are able to work, we will try and open on more days.

3. OPTIONS FOR CONSIDERATION

- 3.1 There are two options to consider:

Option 1: To approve the proposed opening hours.

Option 2: To refer them back to ask for the venues to open longer

4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1:** This improves customer service, makes the best use of limited staff resources and can be achieved within existing budgets.
- 4.2 The Christmas Eve Markets will encourage customers back into our town centres and encourage them to shop locally. The closure at Waters' Edge allows us to carry out essential maintenance works.
- 4.3 **Option 2:** Opening for longer would incur additional costs and appears from previous experience contrary to meeting the demands of our customers.
- 4.4 Option 1 is therefore our preferred option.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

- 5.1 There are no resource implications for consideration.
- 5.2 There are no property or IT issues.

6. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

- 6.1 Not applicable

7. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

- 7.1 We have asked staff for their views. They support the proposals and have agreed to be flexible between working bases so that everyone can have some time off over Christmas. Where working days have been shortened, they are happy to take flexi leave or to work out of another venue.
- 7.2 The proposals have been discussed and agreed at the Market Traders' Liaison Group. Individual traders at Ashby and Brigg are being asked for their views on the Christmas Eve markets.

8. **RECOMMENDATIONS**

- 8.1 That the Cabinet Member approves the attached opening times.

DIRECTOR OF PLACES



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Date: 1 October 2013

Background Papers used in the preparation of this report:
None

Tourism & Town Centres Team Christmas 2013 Proposed opening times

Venue	Scunthorpe Old Hall	Scunthorpe Food hall	Ashby Market	Brigg Market	Brigg TIC	Brigg Heritage Centre	Waters' Edge
Sunday 15							Normal hours
Monday 16	Same as food hall	Early set up **			Normal hours		Normal hours
Tuesday 17	Same as food hall	Early set up **			Normal hours		Normal hours
Wednesday 18	Same as food hall	Early set up **			Normal hours	Normal hours	Normal hours
Thursday 19	Same as food hall	Early set up **	Normal hours		Normal hours	Normal hours	Normal hours
Friday 20	Same as food hall	Early set up **			Normal hours	Normal hours	Normal hours
Saturday 21	Same as food hall	Early set up **		9-3 Farmers	Normal hours	Normal hours	Normal hours
Sunday 22	Same as food hall	Open 10-4**					Normal hours
Monday 23	Same as food hall	Early set up **			Normal hours		Normal hours
Christmas Eve	Closes at 4	Closes at 4 **	8-2	8-2	9-2		
Christmas Day							
Boxing Day							
Friday 27	Normal hours	Normal hours			10-4		
Saturday 28	Normal hours	Normal hours		Normal hours	Normal hours		Normal hours
Sunday 29							Normal hours
Monday 30		Normal hours			10-4		10-4
New Years Eve		Closes at 4			10-4		10-4
New Years Day							
Thursday 2 Jan		Normal hours	Normal hours	Normal hours	Normal hours	Normal hours	Normal hours
Friday 3	Normal hours	Normal hours			Normal hours	Normal hours	Normal hours
Saturday 4	Normal hours	Normal hours		Normal hours	Normal hours	Normal hours	Normal hours
Sunday 5						Normal hours	Normal hours

** Scunthorpe Market opens 1 hour earlier for traders set up Mon 16 – Tues 24 Dec, except Sunday when gates open 8am, trading from 10am

 Venue / office closed
 Bank holiday – venue closed