

SAFFRON WALDEN TOWN CENTRE BUSINESS IMPROVEMENT DISTRICT

BASELINE SERVICES STATEMENT

BASELINE ACTIVITY FOR:	Christmas Lights
EXISTING SERVICE PROVIDER:	Saffron Walden Town Council
RESPONSIBLE OFFICER:	Lisa Courtney
JOB TITLE OF RESPONSIBLE OFFICER:	Town Clerk
DATE COMPLETED:	10 th May 2018

Summary of service provided:	Coordination of Saffron Walden Christmas Lights Switch-on event, including erection of Christmas lights, Co-ordination of marketing and promotion of the event.
Associated services provided:	Includes liaison with appropriate partners including Saffron Walden Initiative (for late-night shopping event and associated entertainment) and Emporium (Christmas craft fair in Town Hall on the Switch-on day).
Extent of BID geography covered:	Christmas Lights Switch-on event takes place within the Saffron Walden BID area. All lights and trees are erected within the area.
Service specification:	<ul style="list-style-type: none"> • Christmas lights are erected in Market Square, King Street, Market Hill, Market Street and High Street. Copy of contract attached outlines the number and type of lights. Lights are erected in mid-November in advance of Switch-on event which takes place either late November or early December on an agreed date. • 2 Christmas trees are erected one in Market Square and one next to the War Memorial in the High Street (CHECK). These have lights as outlined in the attached contract. • 8 lit Christmas trees are erected in High Street. • Emporium provide a Christmas craft fair in the Town Hall on the same day as the Switch-on event. • Saffron Walden Initiative organise a late night shopping event in the town centre and associated entertainment. • Festive entertainment – details of which are variable and dependent on resourcing and budget
No. staff required to deliver the service:	Delivery is covered by 3 members of staff as part of their role. Contractor used to install the lights.

Equipment required to deliver the service:	Town Council owns staging, pa. equipment, barriers and Christmas Tree frame. Items may be hired in as necessary to enhance or add to delivery of the event.
Performance measures:	Appropriate risk assessment and H & S reviews for the activity. Review of number of market traders attending
Non-compliance – mitigation procedure:	As per town council procedures
Current costs of service provided within the BID area:	Contractor for erection of Christmas lights - £34k p.a. Three year contract in place. 2018/19 is Year 1 of 3 year contract
Statement completed by:	Lisa Courtney, Town Clerk, Saffron Walden Town Council
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