

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:	5 th May 2023

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.

<p>Service specification:</p>	<ul style="list-style-type: none"> • Christmas lights are erected in Market Square, King Street, Market Hill, Market Street and High Street. Installation is under a contract between SWTC and a competent lights installer with the contract awarded through the 'Contract Finder' process as legislatively provided for. <p>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.</p> <ul style="list-style-type: none"> • 1 Christmas tree is erected in the Market Square These have lights as outlined in the 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 • For 3 years, the Town Council has hosted a 'lantern parade' involving all members of the community. Community members and groups are encouraged to make lanterns in advance of the lights switch on (SWTC hosts lantern making workshops some weeks prior to the switch on) and to then join in the procession. The route for this procession may vary but is currently from St Mary's Church, down the High Street and into Market Square; a series of rolling road closures support this activity.
<p>No. staff required to deliver the service:</p>	<p>Delivery is covered by a number of SWTC staff as part of their role and is further reliant on the support of community volunteers.</p> <p>Contractor used to install the lights.</p>
<p>Equipment required to deliver the service:</p>	<p>Town Council owns some staging, pa. equipment, barriers and Christmas Tree frame although additional or alternative equipment and items may be hired in as necessary to enhance or add to delivery of the event.</p>

Performance measures:	<p>Appropriate risk assessment and H & S reviews for the activity.</p> <p>Review of number of market traders attending</p> <p>Review of footfall in town although no metrics are available to SWTC to measure this, it is always a 'best guess'</p>
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. six year contract in place, commencing 2023.
Statement completed by:	Lisa Courtney, Town Clerk, Saffron Walden Town Council
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