

Bath Christmas Market 2021

Risk Assessment and Public Health Decision-making Framework

Purpose

- To provide a consistent public health framework which supports decision-making on the continuation, scaling back or cancelling of the Bath Christmas Market.
- To assess the risk financially for Bath and North East Somerset council, in the case of continuation, scaling back or cancelling of the Bath Christmas Market.
- To assess the impact and effect on the local economy in the case of continuation, scaling back or cancelling of the Bath Christmas Market.

Risk

- *(Public Health)* The Bath Christmas Market is a mass event occurring over an extended period of time, bringing people together from all over the country into numerous indoor (particularly accommodation and hospitality providers) and outdoor spaces and which does not have controllable entry and exit points for people through which control measures could be put in place (eg, controlling numbers, requiring symptomatic testing, collecting contact details for Test and Trace etc). Several factors contribute to the risk of COVID-19 being spread at this event which are addressed in the measures below.
- *(Funding and Finance)* All direct and associated spend to plan, deliver and operate the Bath Christmas market will be the sole responsibility of Bath and North East Somerset council.
- *(Economic impact)* Bath Christmas market provides the gateway to an annual economic uplift for multiple commercial sectors such as accommodation, retail, hospitality and tourism in the B&NES region.

Measure - Public Health

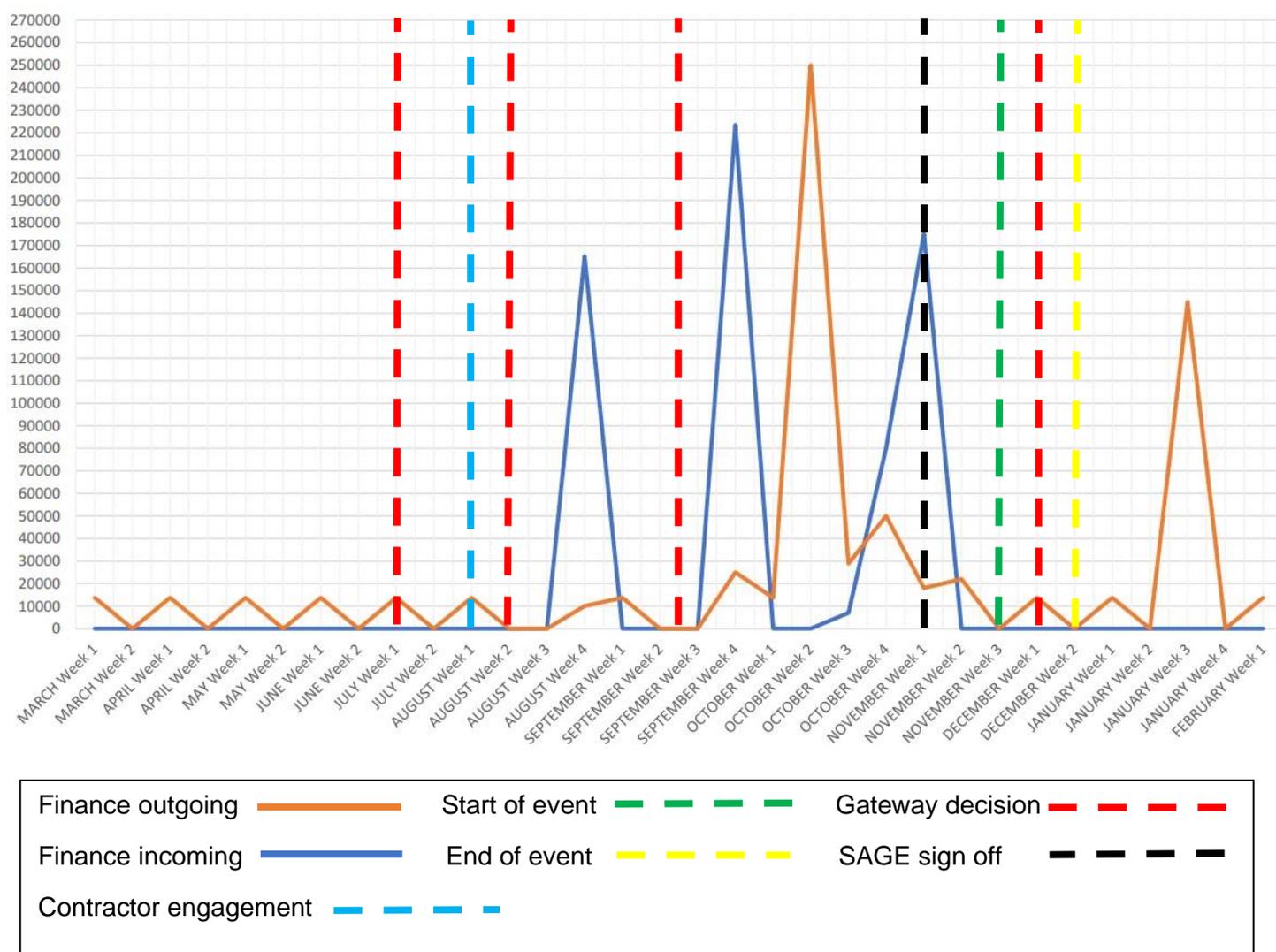
During the planning stages of Bath Christmas market, key gateway decisions will be made in alignment with financial milestones as well as local and national Covid modelling. Principles upon which the gateway decision about the continuation, scaling back or cancelling of the Bath Christmas Market are as follows:

1. **There is no significant and sustained increase in local Covid-19 related hospitalisations and death rate**, with consideration to the below, in the run up to the event.
 - a. Case detection rates in the over 60s.
 - b. Pressure on the NHS, including current and projected occupancy.
 - c. Covid-19 death rate; and
 - d. Identification of new variants (some new variants may cause vaccine inefficiency)
2. **Local and national modelling of future pandemic waves and impact on the NHS is considered**

3. **The minimum national Covid-19 measures can be met**, including social distancing, hand hygiene, enhanced cleaning, and the wearing of face coverings
4. **Vaccination rates in the likely target audience for the event are considered**. Higher rates supporting a lower risk for that target audience
5. **Legislation restrictions at the time of the event are considered**. Does the legislation allow such mass gatherings to take place irrespective of the other framework principles.

Decisions to determine the continuation, scaling back or cancelling of the Bath Christmas market will be made at key gateway points in the planning process. Principles 1 to 5 will be considered at each point on the dates shown below but may be flexed to reflect any significant changes in the national context.

Combined, contractual, financial and public health decision making framework chart



Principles 6 to 14 will be actioned as part of the operational event teams planning and delivery process in line with other safety requirements as set out by the SAGE. The principles will form part of the Event Safety Management Plan. Principles 6 to 14 are shown below:

6. **A clear, proportionate and dynamic risk assessment is produced** containing both event and Covid-secure considerations. One key consideration is the provision of suitably trained safety personnel. There must be confidence that the event organisers have the capacity and capability to successfully follow the risk assessment
7. **Sufficient local contact tracing capacity is available**
8. **Plans are in place to manage identified broader and cumulative impacts of the gathering**
9. **Arrangements are in place to manage the flow and volume of attendees**
10. **Reasonable and proportionate arrangements are in place to collect attendee data** (including promoting the importance of this amongst local businesses, hospitality and accommodation providers) in order to support national Test and Trace arrangements*
11. **Covid-secure traffic management arrangements are in place**, and, where required, Covid-secure transport capacity management plans to/from the event*
12. **Communications and engagement activity is timely** with clear, targeted messages to key stakeholders, attendees, surrounding communities, partners, the wider public and the media. Communications activity will aim to support people to make informed decisions, as well as to manage organisational reputational risk and public confidence.
13. **Where applicable, there is live monitoring of the event** to manage any issues in real time*
14. **Peri-event reviews will be scheduled along with a post-event review** to enable learning to be captured and adjustments during the running of the Christmas market and for future events

*Please note that in relation to principles 11 and 13 there is a need to understand the implications of track and trace, particularly as the event runs over multiple days. If a cluster of positive cases are identified as being associated to an event it may result in a review meeting being required.

Measure - Funding and Finance

The site and production operating costs for Bath Christmas market 2021 are estimated at £535,150.00. (*excluding monthly PAYE wages and ongoing storage costs*). The event is currently showing a loss of £48,570.00. A reduction in chalets and the associated income and larger operational area to assist with ongoing public health considerations means the event will show a year one deficit.

A smoothing capital replacement reserve is proposed to balance future annual capital requirements. The average annual capital spend on chalets is estimated to be £10,000.00 which will be an annual revenue contribution to the smoothing reserve. The reverse will then provide (or receive) the balance of funding to the actual requirement in any particular future financial year. It is proposed to set aside profits resulting from the 2021/22 Christmas Market to establish the working balance for this new reserve.

An estimated capital budget of £27.2k in 2021/22 is required to finance improvements to the chalets and will be funded by a revenue contribution to capital in the first year.

Decisions to determine the continuation, scaling back or cancelling of the Bath Christmas Market will be made in alignment with key financial and contractual milestones, drawing additional evidence from the public health decision making framework.

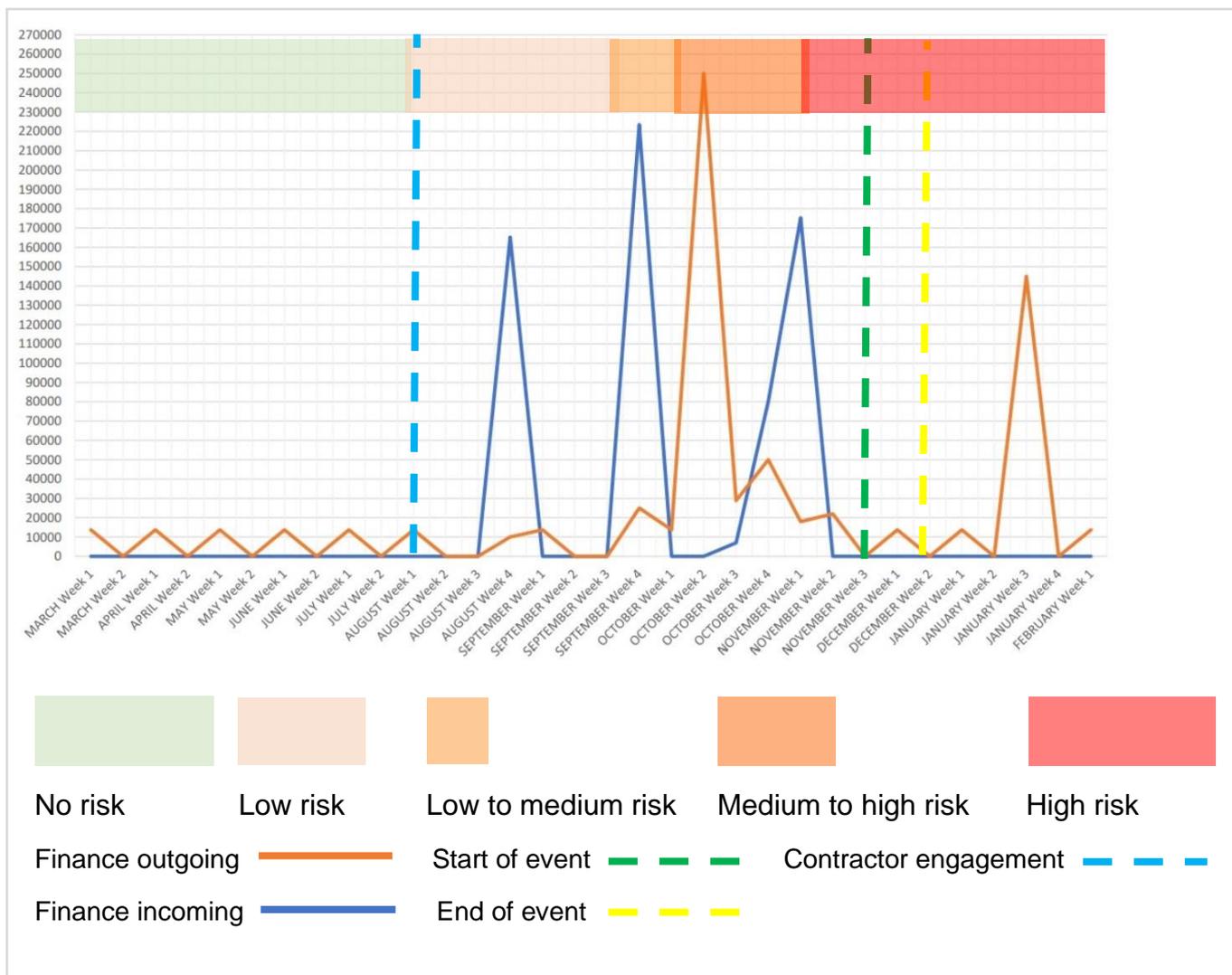
Financial risk monitoring will be carried out before each risk phase increases. The risk phases increase as exposure to revenue loss increases.

Risk is evaluated on:

- a) Non-refundable deposits for good and services acquired
- b) First, second and third payments to contractors for goods and services acquired
- c) Purchasing of materials and equipment (not classed as capital assets)
- d) Stallholder refunds
- e) Advertising and marketing costs

Financial risk monitoring stages are shown in the chart below.

Financial risk chart



Risk monitoring points

2021

Second week of July: Monitor and review in line with public health decision making framework.

AUGUST: Week four - Contractor payments and deposits due.

Financial risk: **£10,000.00** if event cancelled after this date.

Second week of September: Monitor and review in line with public health decision making framework.

SEPTEMBER: Week four - Contractor payments and deposits due.

Financial risk: **£35,000.00** if event cancelled after this date.

Fourth week of September: Monitor and review in line with public health decision making framework.

OCTOBER: Week two - Contractor payments and deposits due.

Financial risk: **£285,000.00** if event cancelled after this date.

OCTOBER: Week three - Contractor payments due.

Financial risk: **£313,875.00** if event cancelled after this date.

Fourth week of October: Monitor and review in line with public health decision making framework.

OCTOBER: Week four - Contractor payments due.

Financial risk **£363,875.00** if event cancelled after this date.

NOVEMBER: Week one - Contractor payments due.

Financial risk **£381,864.24** if event cancelled after this date.

NOVEMBER: Week two - Contractor payments due.

Financial risk **£403,864.24** if event cancelled after this date.

2022

JANUARY: Week three - Contractor final payments due.

Financial risk * **£548,864.24**

Measure - Economic value

Each year a visitor survey for Bath Christmas Market is commissioned. In 2019 a survey was conducted between the 28th November and 15th December with an additional online survey

conducted between 20th December 2019 and 9th January 2020. This is the twelfth time that research into Bath Christmas Market has been undertaken, the first survey being in 2003

The survey can be read in full as Appendix two of the cabinet report. Results from the survey from an overview of the economic benefits that the Bath Christmas market brings to the B&NES region not just over the 18 days of operation but as a marketing tool for the city and outlying areas.

The 2019 Bath Christmas Market attracted approximately 215,000 unique visitors. Overall, approximately 403,000 people are estimated to have attended the Christmas Market in Bath over the 18-day period between Thursday 28th November and Sunday 15th December 2019, a very similar figure to the previous year. This figure is estimated from local data provided for transportation usage in the city alongside Bath seasonality data and survey data.

Supporting the local economy

All associated additional spend as a result of the market taking place in the city during 2019 was estimated at approximately £25 million resulting in a total business turnover for Bath of approximately £32.5m, supporting 359 FTE's or 491 actual jobs in the city.

Supporting the accommodation sector

- The duration of stay in Bath amongst those staying overnight in the city increased to its highest level to date in 2019.
- Around half of all day visitors said they would consider staying overnight in Bath in the future as part of a visit to the Christmas market.
- Around 9 out of 10 staying visitors said they would consider returning to Bath for a short break at another time of the year. 75% would consider visiting in Summer and 74% in the Spring.
- Day visitors to the market were asked if they would consider staying overnight in Bath in the future as part of a visit to the Christmas market. 48% said they would, 38% said they wouldn't and 14% didn't know.

Supporting the tourism sector

The survey shows that 64% of all respondents visiting an attraction during their trip to Bath had or intended to visit Bath Abbey. The survey also shows that 45% of all respondents said they were planning on visiting the Roman Baths and 15% had/or planned to visit the Thermae Bath Spa. With 11% of all respondents said they were planning on or had visited The Jane Austen Centre during their visit and 9% had visited The Fashion Museum.

Conclusion

Bath Christmas market makes a year on year increasing contribution to the economic wellbeing of the city and the B&NES region. It provides a key tool in the marketing and promotion of visitor attractions and supports regional tourism.

The scale of impact will differ significantly should the event be scaled back or cancelled.