

## **Business Newsletter – October 2023**

The Worcester Victorian Christmas Fayre is back for 2023! Welcome to the first business newsletter containing information about the event.

The organisation of the Fayre is the responsibility of us at Worcester City Council. Independent surveys have shown that the Fayre benefits the whole county of Worcestershire in a variety of ways and contributes an additional boost to the economy of more than **£7.3 million a year** through additional visitors, overnight stays, and spend in local businesses.

We recognise that the Fayre is an important event to many people, and a key tradition in Worcester's Christmas calendar, attracting over 125,000 visitors to the city over the four days.

Cotswold Markets Ltd will once again be managing the market and will be expanding the festive wooden chalets to 30. Cotswold Markets have promised Victorian dress, local producers and Fayre favorites alongside some new traders we've not seen before.

### **Entertainment at the event**

We are pleased to welcome back our Victorian-themed stilt walkers, Victorian characters, and a host of choirs and community groups to provide a lively festive atmosphere. Performance areas will be in Cathedral Square and Bell Square (Crown Gate).

The ever-popular family funfair will return in the Cornmarket car park with the traditional carousel alongside.

Please let us know if you are running an event during the Victorian Fayre and we will promote this to our followers on the social media channels for the Fayre.

### **How we work with retailers in the city**

- The team from Cotswold Markets will locate stalls carefully to ensure that access to your business is not impeded and that goods sold outside do not compete with goods inside
- We encourage you to trade outside of your premises as long as the goods sold are the same as the goods for sale inside your shop. Please see the attached letter from Worcestershire Regulatory Services regarding guidance on licensing & food

- Where staff are available, and subject to the usual health and safety considerations, you are encouraged to hand out flyers, share samples, etc on the streets of the event to encourage visitors inside your store
- We regularly remind visitors to the event that Worcester is a great place to visit all year round and they should come back!

<b>Worcester Victorian Christmas Fayre</b>		
	<b>Market Hours</b>	<b>Funfair Hours</b>
<b>Thursday 30 Nov</b>	12:00 – 21:00	12:00 – 22:30
<b>Friday 1 Dec</b>	11:00 – 21:00	11:00 – 22:30
<b>Saturday 2 Dec</b>	10:00 – 20:00	10:00 – 22:30
<b>Sunday 3 Dec</b>	11:00 – 17:00	11:00 – 17:00

### **Access during the event**

The Victorian Christmas Fayre takes place in Worcester city centre. Some road closures will be in place in the city centre during the evening, and overnight, on **Thursday 23 November** and **Monday 27 November**, to enable hostile vehicle mitigation security barriers to be installed and **Monday 4 December** to enable the barriers to be removed. Road closures are also in place during the opening hours of the Fayre, and while stallholders set up and breakdown.

All road closure information will be displayed on <https://www.worcester.gov.uk/advice-benefits/road-closures-for-approved-events> nearer the time.

For safety reasons, vehicles will not be allowed access once the road closures are in place, so deliveries during this time will need to be brought in by foot. **We strongly recommend that deliveries are re-scheduled for times outside of the Fayre opening hours.**

We will be in touch again in a few weeks with further important information, including full details of the road closures for the event. If you have any questions in the meantime, please visit [www.worcesterchristmasfayre.co.uk](http://www.worcesterchristmasfayre.co.uk) or email us on [christmas@worcester.gov.uk](mailto:christmas@worcester.gov.uk).

## **Worcester Victorian Christmas Fayre 2023 Business Guidance - Licensing & Food**

As a Worcester city centre business, you may find the following guidance useful if it is your intention to be involved with this year's Victorian Fayre.

This guidance is intended to help you trade both safely and legally during the Fayre period.

### **Retail businesses, shops, and food outlets**

If your business is located within the footprint of the Fayre, you may extend the sale of any goods sold within your premises to the external frontage of your shop, store or outlet without the need to obtain a Street Trading Licence from the City Council.

Please ensure that your business's public liability insurance covers the outside trading area.

### **Sub-letting external areas**

Please note that the sub-letting of external frontages or outside areas adjacent to business premises is strictly prohibited. Any person(s) found trading in a street, highway or public place from a stationary location, that is not an official part of the Fayre and is not a genuine extension of an existing business (as highlighted above) will be instructed to cease trading immediately and may be subject to further formal action or reported for illegal street trading.

### **Temporary structures, stalls, gazebos, seating or mobile/temporary bars**

These may be permitted in certain locations, however, it is **essential** that you contact the Fayre team on [christmas@worcester.gov.uk](mailto:christmas@worcester.gov.uk) in the first instance, giving full details of your proposals. This will ensure that any proposed temporary structures will not conflict with the Fayre's layout or cause any health and safety issues.

Any temporary structure, stall, gazebo, seating or mobile/temporary bar (see Alcohol Sales below) will be removed by stewards if it is found to have been erected or positioned without permission or in such a manner that it causes an obstruction or hazard to pedestrians or emergency/essential vehicles. Please note that in some areas of Worcester the historic streets are particularly narrow, eg New St / Friar St, and the size of any stall/structure will need to be appropriate in order to maintain essential (including emergency services and street cleaning/refuse collection) and safe access. Should the removal of a temporary structure be required, your full co-operation with stewards is essential. If you are unsure whether your temporary structure is of the appropriate size please contact us in advance to discuss [christmas@worcester.gov.uk](mailto:christmas@worcester.gov.uk).

### **Pavement Licences and Street Amenity Licences**

It is essential for safety reasons to remove permissions for tables and chairs on the highway for all businesses located on the High Street; Cathedral Square; Pump Street; New Street and Friar Street. If you are uncertain how this may affect you please get in touch as soon as possible [christmas@worcester.gov.uk](mailto:christmas@worcester.gov.uk), to avoid any unnecessary confusion at the event.

## Alcohol Sales

If you wish to sell alcohol during the Fayre either on, or from, your business premises, you will need to make sure that you have the correct licensing permissions in place either a premises licence or a Temporary Event Notice.

- **Licensed premises** - If your business is currently licensed for alcohol sales, please ensure that the permissions extend to any external areas where alcohol sales are intending to take place.

If you are unsure as to the extent of your current licensed premises, please contact the Licensing Office for clarification - [enquiries@worcsregservices.gov.uk](mailto:enquiries@worcsregservices.gov.uk).

- **Temporary Events Notices (TENs)** – If you wish to undertake alcohol sales and do not currently have a premises licence, you will need to apply for a TEN. Please ensure that you apply online for a Temporary Event Notice in good time at: [www.worcester.gov.uk/temporary-event-notices](http://www.worcester.gov.uk/temporary-event-notices). (Please insert the ref “Worcester Victorian Fayre 2023” on the application).

**The final date for submitting an online TEN application for the Fayre is Wednesday 15 November 2023.**

**Please note:** Any person(s) found to be undertaking alcohol sales without a premises licence or valid TEN will be committing an offence under S136 (1)(a) of the Licensing Act 2003. Any person found guilty of this offence is liable, on summary conviction, to imprisonment for a term not exceeding six months, an unlimited fine, or both.

## Food Trader Advice

Please make sure you have the following with you:

- FHRs rating on display
- allergen information available
- suitable hand cleaning facilities
- access to hot water [essential for all high-risk traders]
- cleaning materials
- sneeze screens to protect cakes and breads
- appropriate temperature controls
- adequate storage facilities
- staff appropriately trained
- public liability insurance
- relevant health and safety certificates.

Food safety officers will be undertaking unannounced visits/inspections to businesses and stall holders throughout the duration of the Fayre.

**For further advice or to contact Worcestershire Regulatory Services, please email [enquiries@worcsregservices.gov.uk](mailto:enquiries@worcsregservices.gov.uk) or call 01905 822799**

WELCOME TO



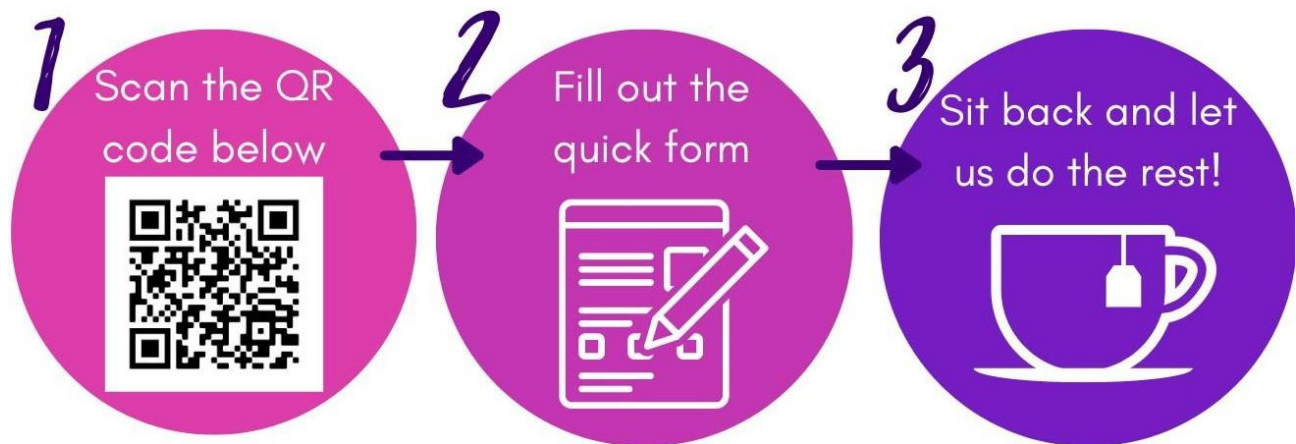
# Discover

Everything you love. Everywhere.

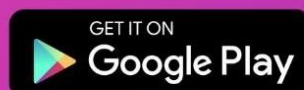
DISCOVERTEAM@DISCOVERAPP.CO.UK

The Discover App is an app **dedicated** to **showcasing your business** to visitors and locals **absolutely free**.

Your **free listing** is waiting for you. To **complete your listing**, follow these **three steps**:



Download the Discover App



This is a Council-led initiative for businesses to showcase themselves to help recovery. It's already funded so it's FREE to you!