

RAMSEY TOWN COMMISSIONERS

EVENTS CONCESSIONS POLICY

Originating Officer	Town Clerk
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1. Introduction

1.1 This policy sets out Ramsey Town Commissioners' overarching principles for identifying and arranging concessions to provide services at events managed or facilitated by Ramsey Town Commissioners.

1.2 The Policy has been developed within the overarching Ramsey Town Commissioners' vision "**Making Ramsey a better place to be**".

1.3 Ramsey Town Commissioners' Events Concessions Policy ensures that provision of concessions to events managed or facilitated by Ramsey Town Commissioners is dealt with in a fair and transparent manner with consideration given to all stakeholders in the town.

2. Aims and Objectives

The Commission has established the following objectives in relation to the provision of concessions at events managed or facilitated by Ramsey Town Commissioners with the aim of ensuring a fair and transparent process which provides valuable additions to the town's existing facilities in line with the values of the Commission.

- Provide complimentary rather than competitive concessions to those permanently situated in Ramsey in the vicinity of and operational during the event
- Provide sufficient level of concessions to support the expected level of attendance and duration of the event
- Charge providers a reasonable rate for selling goods at the event
- Use a concentric principle with Ramsey as a central point when choosing suppliers, i.e. prioritise supporting locally based operators
- Be open and transparent when seeking and choosing concessions for events
- Consider each event and application on its own merits

3. Statutory Powers

The Pedlars and Steet Traders Act 1906 S20 to S28 apply to all traders.

Additionally, Non-Resident Traders (Licence Fees) Regulations 2015 applies to all off Island traders.

4. Principles

4.1 Ramsey is home to a number of shops and food and drink suppliers, these businesses occupy premises in the town, contribute rates and provide services to the town all year round. Therefore it is an important consideration when seeking concessions for events that the local businesses in the vicinity of the event are given opportunity to provide services in the first instance and directly competing suppliers only being

considered when the Ramsey based business is unable to provide services or the event is likely to attract a number of visitors in excess of the capacity of the local business.

4.2 The expected size and duration of the event should be considered when identifying the number of concession spaces to be sought. The concessions should be complimentary to the event and suit the likely demand, whilst any commercial operation is responsible for its own success it is conducive to the organisation of events that an appropriate number of vendors are available. When selecting vendors their availability should be considered and vendors that can supply services for the entirety of the event should be given priority consideration.

4.3 The provision of concessions to support events is not driven from a revenue earning perspective for Ramsey Town Commissioners, however it is appropriate that service providers contribute a fee which can be used to offset some costs of running an event. The amount charged should be commensurate with the duration of the event and the fee must be the same for all vendors, detailed in an open and transparent manner and based on equivalent fees being charged at similar public events on the Island.

4.4 In addition to considering the businesses operating from premises in the town, in line with Ramsey Town Commissioners community aims and objectives, when identifying and selecting vendors to provide concessions priority will be given to businesses who have a registered base in Ramsey and then subsequently in an expanding concentric circle. This does not preclude the consideration and selection of vendors situated further away than alternative options if there are other considerations such as variety of options or suitability for the event.

4.5 It is imperative that Ramsey Town Commissioners operates in an open and transparent manner, the first step to adhere to this principle is the creation and publishing of this policy in a public manner. In the operation of this policy when identifying an event that would benefit from concessions this availability must be advertised publicly using Ramsey Town Commissioners' website and social media. The date, time, location, duration of event and financial elements must be provided with a closing date that provides a reasonable timeframe for submission ahead of the proposed event.

5. Process

Once the date of an event has been set the scope of the desired concessions and entertainment needs to be determined.

- 1) Review the ability of the concessions and entertainment to be provided by Ramsey businesses
- 2) Engage with those Ramsey based businesses
- 3) Advertise the event and request expressions of interest for the provision of concessions for the event
- 4) Engage with the businesses that have been highlighted as potentially able to support the event
- 5) Short list businesses
- 6) Supply the list of businesses for Board approval at the earliest possible Board Meeting prior to the event.

6. Review of Policy

This policy will be subject to review by the Commission every four years and will be presented to the Board for such purpose at the June meeting in the year of each General Election, commencing 2025.

This policy falls under the responsibility of the Deputy Town Clerk.