

CHARITY STALLS & COLLECTIONS – Policy & Practice

1. POLICY

Harrogate Christmas Market is organised voluntarily on a not-for-profit basis to support the Town Centre economy by attracting large numbers of visitors at an otherwise quiet time of the year.

It is a very expensive event to arrange on a "green field" site with no utility services on site. We have to advertise and promote it widely to attract visitors who might otherwise go to long-established Christmas Markets in other towns across the UK. As there is no contribution from visitors or from the Councils or from sponsors we are dependent on Traders paying a significant rent for their stalls.

We budget to make a small surplus of income over expenditure and most of that is donated to good causes that also promote the Harrogate economy. In order to meet the criteria for using the Stray we have to show that the Christmas Market is "*raising funds for charitable purposes*".

This paper outlines how we aim to support a higher proportion of such charitable purposes in future.

2. CHARITY STALLS

The Organisers will offer a specified number of stalls at a discounted rate for use by bona-fide charitable bodies subject to the following terms and conditions:

- 2.1. The principle beneficiaries must be located in or near Yorkshire including adjacent counties.
- 2.2. The charity stalls should be in accordance with the normal criteria for Traders (See CM 639)
- 2.3. Goods for sale must be "unique" British-made products not normally available in multiple stores.
- 2.4. Stalls must be booked, stocked and staffed for the full four days – part-time is not practicable.
- 2.5. The number of charity stalls offered will be limited initially to ten subject to overall demand.
- 2.6. Discount of 20% off the normal rate for the chosen type of stall if paid by a specified deadline.
- 2.7. The Charity Stalls will be spread throughout the Market at the Organiser's discretion.
- 2.8. The charitable body and their staff will comply with the normal Market Terms & Conditions.

3. COLLECTIONS FOR CHARITY

Harrogate Borough Council limits the number of street collections to one per week and this should be on a Saturday. We will facilitate the authorised collectors to operate in the Market.

Currently that is done by Harrogate Lions Club. They also erect their own stall in the Market for the sale of mulled wine. This is staffed by their members on a voluntary basis and the profits from this stall are donated to local charities chosen by the Lions. If the Lions do not make a collection we will work with another local charity.

If the Council relaxes this limit to say one collection each day then we will allow other local charities to make duly authorised street collections on each of other days, provided they do not cause obstruction.

4. DISTRIBUTION OF SURPLUS

The eventual surplus or possible deficit depends on many different factors and so we aim to operate between minimum and maximum budget limits. We undertake to donate at least 50% of the final surplus each year to local charitable or not-for-profit organisations, mainly those which work to attract and look after our many visitors and thus improve the economy of Harrogate Town Centre.

ISSUED BY Brian L Dunsby, Organiser