

**Scrutiny Committee – Economy  
5 September 2013**

**Questions to the Portfolio Holder for Economy and Culture from Councillor Prowse** *(The reply is in italics)*

1. Can the Portfolio Holder give Members an update on the progress to encourage local businesses and sponsors to assist in the funding for the Christmas lights?

*Councillor Denham referred to the progress made in seeking sponsorship and marketing to fund the Christmas lights in the High Street. Following on from the discussion at the Christmas Lights Task and Finish Group, a face to face approach had been made to contact a number of city centre businesses. It had also been possible to use some of the results from the consultation carried out for the City Centre Strategy. She hoped to be in a position to provide a further update at Council, and there may be confirmation of a significant sponsor.*

2. Can the Portfolio Holder tell Members of any initiatives that would boost the visitor numbers to the city of Exeter over the Christmas period, that would both fill the spare capacity car parking and benefit local business and events?

*Councillor Denham outlined the many seasonal activities to promote the city, including 50,000 copies of the Winter in the City, an events brochure, which will be distributed widely in the region, as well as promotion through the web site and social media.*

*Other activities include -*

- *The Christmas Lights switch on - 21 November and the start of late night shopping.*
- *The Christmas Market will take place on the Cathedral Green from 21 November to 19 December. Other weekend Christmas markets will take place on Fore Street and Castle Street.*
- *A Santa's Grotto and reindeer visit in the Guildhall Shopping Centre*
- *Exeter City Football Club's Annual Santa Run.*
- *There are also a number of pantomime and children's shows taking place in the Corn Exchange, and the Phoenix, Barnfield and Bike Shed theatres.*

Councillor Prowse thanked the Portfolio Holder for her reply and reiterated his previous offer to help with the face to face approach to local businesses.