



The Winter Glow Market Harlow 2024

Event
Feasibility Study

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- **Date:** December 15-17, 2024
- **Venue:** Harlow Town centre
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- **Module:** International Meetings Management for the Hotel Industry
- **Module Code** BMIH6007
- **Module Lead:** Kathryn Flynn

Event Purpose and Goal

- **The Winter Glow Market** is proposed as a **three-day winter-themed event in Harlow**, aimed at fostering community spirit, supporting local businesses, and driving economic activity in the town center during the holiday season. This feasibility study will assess the viability of the event across several dimensions, including market demand, financial sustainability, resource availability, and risk management.
- **Purpose:** To create a festive experience for Harlow residents and visitors while supporting local businesses.
- **Goal:** Establish an annual festive event that drives economic activity and enhances community spirit
- **Objectives:**
 - Attract at least 5,000 attendees.
 - Achieve financial sustainability through sponsorships, vendor fees, and ticket sales.
 - Foster local stakeholder involvement.

Dowson et al. (2023)



Event Appeal and Attractions

Theme: winter glow

Inspiring warmth and festive joy by twinkle lights, glowing decorations and magical ambiance despite the cold
Dowson et al. (2023); Silvers, (2012)

Attractions include:

- Market wooden stalls with local food, hot drinks like mulled wine, hot chocolate, and cozy fire pits, crafts, and gifts
- Live entertainment (music, carols)
- Children's activities: Craft workshops, Santa's Grotto
- Festive lighting and decorations

Sharples et al. (2014)



Stakeholder Engagement and Support

Dowson et al., (2023)
Sharples et al. (2014)

- **Primary Stakeholders:**
 - Event organizers, vendors, sponsors, and attendees.
- **Secondary Stakeholders:**
 - Harlow Town Council, local media

Market Considerations

Target Market:

- Families from Harlow and surrounding areas
- Visitors from nearby towns in Essex, Hertfordshire, London

Demand: High demand for festive shopping and local entertainment (Dowson et al. 2023), particularly among families looking for community-centric and affordable entertainment.

Competitive Analysis: Nearby towns may offer similar events, but Harlow's central location, accessible venue, and potential to create a unique "glow" experience differentiate it from competitors.

Financial Considerations

Total Cost Estimate: £34,500

- Venue and Infrastructure: £20,000
- Entertainment and Marketing: £8,500
- Health and Safety: £3,500
- Miscellaneous: £2,500

Predicted Revenues:

- Vendor Fees: £15,000
- Sponsorships: £10,000
- Ticket Sales: £25,000

Strategic Considerations

Promotion and Publicity

- Social media campaigns (Facebook, Instagram)
- Partnerships with local media outlets
- Flyers and posters in local businesses
- Early registration for vendors and sponsors

Sponsorship

- Local businesses approached for sponsorships
- **Benefits for Sponsors**
- Increase brand visibility, engage with potential customers, align with a positive community event, and support local businesses

Dowson et al., (2023)

Operational and Logistical Considerations

Dowson et al.
(2023)

- **Venue:** Harlow Town Centre – **Advantages:**
 - Central location with high visibility and accessibility.
 - Existing infrastructure can support large foot traffic.
 - The venue is a known public space, ensuring familiarity.
- **Logistics and Capacity**
 - Able to accommodate 5,000+ attendees over three days.
- **Facilities:** Power supply, security, sanitation, and accessibility for vendors and visitors can be efficiently arranged.
- Queue management and digital ticketing for attractions.
- Flow management for attendees and vendors.
- **Resources:**
 - Physical: stalls, sound systems, decorations.
 - Human: volunteers, security, vendors, staff, event managers, performers.
 - Community engagement through volunteers will help reduce labour costs

Risk Mitigation

Sharples et al.,
(2014);
Dowson et al.
(2023)

Risk Assessment

- **Financial Risks:** Failure to secure enough sponsorship or attendance could reduce profitability
- **Vendor cancellations** or supplier issues could disrupt the event's planned activities or reduce the variety of offerings
- **Legal and Regulatory Risks:** permits, comply with local regulations
- **Reputations risks**

Mitigating Risks

- **Financial** - will ensure additional sponsorship and contingency budgets; pre-event fundraising to secure commitments from sponsors to cover major costs upfront.
- **Vendor cancellations** - to maintain regular communication with vendors leading up to the event
- **Legal:** Early Coordination with Local Authorities, liability insurance
- **High quality vendors and entertainment selection**

Health and Safety Considerations

Risk Assessment

- Crowd management and **security staff**
- **First aid** and emergency equipment
- Vendor and **food hygiene safety**

Contingency Planning

- Weather related - Indoor backup venues, heated tents
- Crisis communication plan in case of an emergency
- **Emergency Evacuation Plan** - will develop and communicate a clear evacuation plan in case of emergencies

Sharples et al., (2014); Dowson et al. (2023)



Conclusion and Recommendation

- Based on the analysis of market demand, financial viability, resource availability, and risk management, **The Winter Glow Market in Harlow** is a **feasible** event. There is strong demand for a festive community event, with sufficient resources and stakeholder interest to support its execution.

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