

FENLAND DISTRICT COUNCIL

PRESS RELEASE

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Arts festival format for this year's St George's Fayre as March undergoes transformation

The annual St George's Fayre in March will take on a different format this year due to the £multi-million planned transformation of the town centre.

A St George's themed arts festival will be held throughout April culminating with a community event on Sunday, April 23, centred around March Library and West End Park.

Cllr Jan French, deputy leader of Fenland District Council and Chairman of the March Events Committee, said: "The investment in March town centre is to create a high street, infrastructure and services fit for the next 30 years.

"Inevitably this substantial long-term gain does mean some disruption in the short term and there is going to be an impact on events usually held in the town centre.

"We took the difficult decision that this year's St George's Fayre cannot go ahead in its usual format, but we can't let April pass without bringing a celebration to March albeit in a different way.

"We hope people will enjoy this year's festival, which will shine a light on local talent and celebrate arts and culture, allowing us to build and cultivate new partnerships to bring an additional aspect to the St Georges Fayre in the future."

Details of this year's event are currently in development and will be announced soon.

It is likely to include an exciting programme of arts, music, demonstrations, displays, dance, comedy and food in City Road's March Library and March Community Centre, Station Road.

The town centre works mean the Spring funfair will not visit March this year. It is usually held in City Road in the third week of March.

March's Wednesday and Saturday markets are being temporarily held in City Road Car Park while March Market Place is given a £440,000 new look.

Multiple investments have been secured to improve March town centre over the coming months in a string of related projects.

These include the £9.8million project to futureproof Broad Street to improve traffic flow and create a more open, social environment. The works, which include replacing traffic lights at the junction with Station Road with a mini roundabout, will also see the essential upgrade of underground gas pipes.

Work is due to be ongoing in Broad Street in April.

A £1.25 million project to enhance the riverside is also among planned improvements.

For more information on the transformation of the town centre and investment from a range of partners, visit: www.fenland.gov.uk/MFHSE

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