

Christmas Lights Switch On

1st December 2019

Following on from the positive feedback from the 2018 Christmas Lights Switch On event – **see Appendix 1** plans are now underway for this year's event – Sunday 1st December.

Aim

- To deliver a year on year improved Christmas event for the town & visitors.
- Increase promotion & foot flow - in residents & visitors - to the town on the day and hopefully afterwards.
- To engage the wider community – Saturday market traders, shops, restaurants and businesses

Event Activities

Activity	Comment
Santa's Grotto	<ul style="list-style-type: none"> – In the Assembly Rooms – 12noon - 4.45pm – to maximise the time available as very popular. – Eddie Gee to continue as our Santa – Childrens Act - Crazy Elf is booked to entertain the queues – A glitter face painter is also looking to set up a stall in the foyer
Stalls	<ul style="list-style-type: none"> – Aiming for a minimum of 35+ stalls – 14 booked so far booked & paid – <i>standard at this point.</i> – Lots of traders last year wanted to come again - and take the same pitch. – Booking form & emails issued to over 70 traders – past & present.
Entertainment programme	<ul style="list-style-type: none"> – KLFM – DJ Simon Rowe will be hosting alongside our Town Crier. KLFM will promote the event for us and will be good promotional draw – Thursford Organ – a regular at Swaffham events – PA system – for the Buttercross – speakers and pa system, incl. headsets for singers on stage. <i>No more concerns with not being heard.</i> – Timescape – our regular and very popular 1940's singers – Fakenham Town Band – another regular and popular act – Ian Clews – to sing us out
Town Crier	<ul style="list-style-type: none"> – Helping host the day and the Raffle alongside KLFM
Road Closure	<ul style="list-style-type: none"> – On the West side from the Buttercross mini roundabout to Swaffham Café
Nativity farm	<ul style="list-style-type: none"> – Only aware in July 19 that the reindeers had been cancelled. – Unable to book replacements (cost) so LIVE Nativity – same outlay. – Set up in Plowright's Place – increase foot flow and a quiet place for the animal
Funfair	<ul style="list-style-type: none"> – Adult Funfair outside Assembly Rooms/Swaffham Café – Childrens small funfair – Market Place – This worked well last year, filling out the market and keeping people in the centre of town.
Raffle	<ul style="list-style-type: none"> – Aiming for 15/20 prizes – 1st prize – £200 – 2nd prize – KLFM studio tour & sit in on a show – Pedlars Café – 4 x Sunday Roast Dinners – Keen to include vouchers from local businesses/Saturday Market – <i>to encourage people to visit local businesses after the event</i>
KLFM	<ul style="list-style-type: none"> – Have agreed to attend & help host the event – free publicity and promotional draw.
Event Programme	<ul style="list-style-type: none"> – An A5 brochure – showing what's planned throughout the event - <i>timings, traders, raffle, entertainment & timings, guests, Santa's Grotto, event sponsors, traders & businesses</i> – Selling Advertising space to pay for cost of production – <i>in house</i> – Ready by 1st Nov – <i>to be made available in local businesses, market stalls and council office – website & social media – all helps promotion of the event</i> – Completion by 1st Nov means we can tie down traders/entertainment etc asap and allow November to concentrate on final planning and contingencies.
Council Gazebo	<ul style="list-style-type: none"> – Information point / Selling Raffle tickets on the day / Handing out event programmes / Managing the event

Budget

Cost Neutral Event. A draft budget plan is enclosed – **Appendix 2**
No funding is required from the Council Event Budget.

Promotion

As in 2018, a variety of promotion is planned:

- **Posters** – A4/A3 – lampposts, shops, businesses
- **Banners** – Brandon Road, Necton Petrol Station, Downham Market Roundabout, A47 roundabout
- **Social Media** – Facebook, twitter, #Swaffham Hour
- **KLFM** – Radio adverts
- **Breckland e** – Events website
- **Newspapers** – Lynn News/EDP/Watton & Swaffham
- **Swaffham Newsletter** – Poster and regular mention
- **Saturday Fun Run** – poster/banner weekly in Nov
- **Hand out for** – A4 hand out for shops – office staff to talk to local shops
- **Event Programme** – November circulation – businesses, social media, weekly Sat gazebo etc
- **Council Gazebo** – Nov – weekly selling raffle tickets & handing out programmes
- **Market Traders** – Handing out Event programmes
- **Local Community** – Posters/Event programmes in Library, Assembly Rooms, Community Centre, Superstores

Resources required – key tasks

The event will not organise or run itself – all support needed please:

Who	Prior Leading up to the event	On the day
Office Staff	<ul style="list-style-type: none"> • General event organisation – market & entertainment bookings, • Raffle organisation – prizes, tickets • Promotion- banners, posters, adverts, social media • Event Programme – template, advertisement space, circulation • Event Management Plan, Road Closure, Tens Licence 	<ul style="list-style-type: none"> – Road Closure, – Market set up & take down – Santa's Grotto set up & take down, – Managing traders – Managing entertainers, – Coordinate Raffle – Coordinate Lights Switch On, – Sell Raffle tickets, event programme circulation – Clean toilets & empty waste bins. – General event management
Councillors	<ul style="list-style-type: none"> – Weekly Event gazebo – selling raffle tickets/handling our event programmes – November 	<ul style="list-style-type: none"> – Council Gazebo – <i>sell raffle tickets & hand out event programmes</i> – Santa's Grotto – <i>take monies, manage queue, manage Santa</i> – Market - help close down & clear away
Volunteers/Community Groups	<ul style="list-style-type: none"> – Sell raffle tickets – Hand out event programmes – November 	<ul style="list-style-type: none"> – Sell raffle tickets – Hand out event programmes

Layout

Keeping to the same layout as last year – *this proved extremely popular with traders and visitors alike.*
 Allows the Buttercross to take centre stage with a clear line of sight to the Assembly Rooms.
 New lighting on Market Place will help.
 Lost of traders asked for the same pitch.



Project Plan

Actions to be completed – *work in progress*

Activity	Actions to be done
Santa's Grotto	<ul style="list-style-type: none"> – Santa's Grotto needs to be organised – Presents need to be counted and purchased & wrapped – Room to be laid out
Stalls	<ul style="list-style-type: none"> – Need to push traders to book by 1st Nov to ensure they are included in the proposed Event Programme
Entertainment programme	<ul style="list-style-type: none"> – Timings etc to be agreed for the Event Programme & with each act
Town Crier	<ul style="list-style-type: none"> – Programme for the Town Crier to be created for the day
Road Closure	<ul style="list-style-type: none"> – Notices to be out by 1st Nov – Road Closure signs with posters to advise why there is a road closure
Live Nativity	<ul style="list-style-type: none"> –
Funfair	<ul style="list-style-type: none"> –
Raffle	<ul style="list-style-type: none"> – Create & order raffle books – John Camish – 250 books/1000 tickets – Obtain Raffle prizes - Town Crier - xmas eve visit <i>Suggestions - White Hart - xmas breakfast with Santa / Tutankhamun's / Stanley's - voucher for a show / Ceres Bookshop - shop voucher / Red Lion - food voucher / Con Club - bottle of something / Curry with Love - curry parcel</i> <i>Impsons/Papworth - meat hamper voucher</i> <i>Lee Martin - fruit basket voucher / Haydn - flower voucher / Waitrose / Tesco / Asda</i> <i>Ruffles / Mrs Hubbard's - free meal voucher / Shelly's - meal voucher / Market Cross – voucher</i> – Sell raffle tickets: <ul style="list-style-type: none"> o Via local businesses o Weekly Gazebo on Sat Market
KLFM	<ul style="list-style-type: none"> – Need to send them the entertainment programme ahead
Event Programme	<ul style="list-style-type: none"> – Create Template – Sell Advertising space – Book all activities – Finalise Programme – by 1st Nov – Circulate copies – via local businesses, social media, weekly event gazebo alongside raffle tickets etc

Buttercross

The office is investigating a bespoke PVC covering that would provide a weatherproof barrier to

- allow performers on the Buttercross to shelter from wind, rain etc
- allow sound to be projected onto the market place
- provide a backdrop to advertise the event & potential sponsors

The cover would be

- bespoke in nature to Swaffham Town Council – using our logo in – see enclosed
- have clear pockets of some kind to allow us to insert A1 & A3 posters to advertise events, sponsorship etc
- needs to be generic enough that we can reuse it time and again for different events – ave. 4/5 events per year.

This would be a separate purchase to come out of the Council Event Budget as it would be used for all Market Place events – Sheep Fair, Dads Army etc

Market Events Working Group - Wash Up - 2pm, 11th December 2018

Present: Paul Darby, Shirley Matthews, Sheila Lister, Colin Houghton, Richard Bishop, Claire Smith, Hannah Duggan, Kerry Furnass

1 To receive apologies for absence - Jan Buckley-Stevens, Jill Skinner, Terry Jennison

2 To receive declarations of interest for items on the agenda

3 To review Christmas lights event and plan for 2019

- **Overall event was very successful with a good turn out on the night and good feedback since.**
 - Very good atmosphere
 - Father Christmas excellent
 - Shops involved
 - Security was very good
 - Stall layout worked well; Town Council stall was in an ideal position. *After meeting: Rob B felt that the previous layout should have been used. However, layout wasn't available, and it was revised in light of feedback from previous year.*
 - Town Crier did a great job.
 - Raffle went well, over 800 tickets sold.
 - Holding on a Sunday worked well.
 - Good coverage in press before / after event. Widely promoted on social media. BBC Radio Norfolk on the day.
- **Some issues on / before the day**
 - Queries raised about Santa / DBS. TC have done everything could / should.
 - Stall set-up and layout on day. Feedback from stall holders positive. Good flow of visitors.
 - Santa toys. Children all happy with toys, no complaints. *After meeting: one complaint that the present was a gun.*
 - Santa's chair. Confusion over availability but able to obtain another to use.
 - Reindeer. TC received some 'standard' letter objecting to having live animals at events.

After meeting: comment about lack of hand washing facilities. Review next year, up to Melsopp to provide.

- Signage. Having issues with roadside signage being removed. Seems to happen every year and for other events, not just Christmas. Don't think it was Highways this year. Explore ways in which can put up banners/posters south of Buttercross, is a great location if can find a way to put up.
- *After meeting: 'entrance' to Plowright's Place was closed off by stalls.*
- **For 2019**
 - Have posters / A frames of programme on the day.
 - Put up some form of backdrop /screen across back of Buttercross to help shelter performers. *After meeting: has been agreed in principle with Andrew Gayton.*
 - Look at options for staging in front of Buttercross for performers.
 - See if can find a sponsor for the Raffle.
 - Next year shorten event to 2 – 6pm. From 1 – 3 really was quite quiet but then very busy 3 – 5.30pm.
 - Especially if shorten event see if can have 2 Santas.
 - Have a 'arrival' for Santa.
 - Repeat layout. *After meeting: keep entrance to Plowright's Place more open. Better signage for reindeer. Make sure stalls likely to have noisy generators are away from open shops or have access to electricity.*
 - Date for 2019: Sunday 1st December. 2pm – 6pm.

ALSO AFTER MEETING

- *'Best pork pie' competition (Fabian)*
- *Rob B was concerned about*
- *Position of musicians next to road. Was not an issue as their amps were well positioned & sound travelled well. Will review for next year & see if can position nearer the centre of the Buttercross.*
- *Fair rides blocked view of Xmas tree. Rides were moved as last year they blocked the stalls between them and the Market Cross.*
- *Stalls blocking view from Red Lion.*
- *Santa not at switch on. Way too busy, had a queue of about an hour at the time. Well covered by Arnie's Attic characters.*

Christmas Switch-On Event 2019 – *projected budget*

Expenditure	Projected		Income <i>Based on 2018 budget</i>	Projected
Live Nativity	£ 580.00	booked	Father Christmas 275 @ £3.00	£ 825.00
Timescape	£ 200.00	booked	Stall Fees	£ 1,050.00
Fakenham Town Band	£ 175.00	booked	Funfair fees	£ 300.00
Childrens entertainment	£ 200.00	booked	Christmas raffle – min 700 tickets	£ 700.00
Musical entertainer	£ 200.00		Community Matters Waitrose	£ 100.00
Thursford Organ	£ 60.00	booked		
Advertising	£ 300.00			
St John's Ambulance	£ 144.00	booked		
Road Closure	£ 36.00	booked		
TEN Licence	£ 21.00	booked		
Grotto Toys – extra	£ 200.00			
Grotto decorations	£ 200.00			
Sundries	£ 50.00			
Raffle Tickets- printing	£ 50.00			
Raffle prize 1st	£ 200.00	booked		
PA System	£ 150.00	booked		
TOTAL	<u>£ 2,576.00</u>		TOTAL	<u>£ 2975.00</u>