



SALTASH CHRISTMAS FESTIVAL
Delivered by the **SALTASH CHAMBER OF COMMERCE**
on **Saturday 2nd December 2023**

REPORT TO ANNUAL MEETING OF SALTASH TOWN COUNCIL

The volunteers at the Saltash Chamber of Commerce who organise and deliver the Saltash Christmas Festival are delighted to celebrate another successful event, generating an estimated footfall of 5,000 and bringing the community together in the retail heart of the town.

With escalating costs, we tried to cut back on expenditure but delivery of the event still came to just under £10,000. This is a considerable sum for the Chamber to raise, so we are extremely grateful to the Town Council for their grant of £1,500. Additionally, we'd like to thank the council's service delivery team for moving lanterns from Brunel School to the Drill Hall – it was a huge help. Saltash Scrapstore was our other major sponsor again this year. Not only did they donate £2,000 to cover the Lantern Parade, but volunteers at the Pop-up Christmas shop in the Courtyard at the top of town managed to raise £1,750 for the Christmas Festival.



2023 leaflet featuring the logos of the Chamber of Commerce, Town Council and Scrapstore in baubles.

STREET MARKET 13.00–18.00

PAMPER & WELLNESS IN THE GUILDHALL 12.00–16.00

SANTAS ON BIKES 13.00 | SANTA FUN RUN 14.30

SWITCH ON OF CHRISTMAS LIGHTS & OUTDOOR CAROLS 16.30

LANTERN PARADE & FIREWORKS 18.00

AND REMEMBER TO SHOP LOCAL THIS CHRISTMAS

Christmas Market 1pm – 6pm

Again, the market proved to be extremely popular with exhibitors as well as the general public, generating just under £2,000 in income for the Festival.

Santas on Bikes 1pm

More than 500 Santas on Bikes parked up on Fore Street as part of their annual ride to Little Harbour Children's Hospice. Although this was an incredible spectacle, it was actually too many bikes as they could not all fit on Fore Street. We are talking with the Santas on Bikes organisers about how to manage this better in 2024. A total of £6,780 was raised for Little Harbour – over £1000 more than the previous year.

Santa Fun Run 2:30pm

200 Santas took part in the third Santa Fun Run, running across the Tamar Bridge and back. China Fleet were the main sponsors this year, and it was another enormous success thanks to meticulous planning and excellent organisation by Tamar Trotters. The later start time worked better, allowing more time and space for Tamar Trotters to prepare after the Santas on Bikes had left for Little Harbour.

Switch on of Christmas Lights and Carol Service 4:30pm

We were delighted that the official switch on of the Christmas Lights by the Mayor and Mayoress of Saltash was brought back in to the Christmas Festival. Immediately following the switch on, Redeemer Church delivered an outdoor Carol Service with children from local primary schools leading the singing. This was greatly enjoyed by the crowds on Fore Street and is an element we hope to build on in 2024.



We created a QR code linking to the carol song sheet, meaning we could reduce the number of paper copies printed.



The song sheet included messages from the Mayor and the Chair of the Chamber of Commerce.

Redeemer Church also delivered a popular Treasure Hunt with clues in town centre windows.

Lantern Parade 6pm



The Chamber is extremely grateful to Saltash Air Cadets for allowing us to use their Drill Hall as 'Lantern HQ' and for their help with the coordination of the Parade.

Thanks to funding from Saltash Scrapstore, workshops to make lanterns were held in all four Saltash primary schools at no charge to the schools, delivering an opportunity to spread the word about Scrapstore's efforts to minimise the amount going to landfill as well as giving children the opportunity for messy creativity. The Parade was led by a robin made in a workshop at the China Fleet Club with members of the Military Kids Club, a support network for children with a family member serving in the armed forces.

Fireworks

Celebration Pyrotechnics, based in Bodmin, delivered another fantastic display, bringing the Festival to a glorious close.

Window Dressing Competition

Children from Brunel and St Stephens primary schools judged the window dressing competition, with the Chamber Cup being presented to Piglets and the Children's Champion trophy going to West Country Embroidery.

Saltash Radio

In a first for the Christmas Festival, Saltash Radio broadcast live from the trailer stage, which we positioned at the bottom of Fore Street. This proved to be an excellent collaboration as we could deliver announcements, play Christmas music through the loudspeakers, and people who could not get to the Festival were able to tune in from their homes. There were, however, issues with the coverage as some loudspeakers did not work.

Wellness Event

Essentially Balanced delivered an event at the Guildhall focused on massage and wellness. Footfall wasn't particularly high, although the Christmas Festival did fund and deliver leaflets that promoted venues on Lower Fore Street (Guildhall, Heritage Museum, Elliotts) as well as the Christmas Tree Festival at the church of St Nicholas and St Faith.

Fundraising

In addition to grant funding and sponsorship, £1413 was generated for the Christmas Festival from the joint Crowdfunder appeal launched together with the May Fair and Regatta. The raffle prize of £150 was kindly donated by Eclectic Interiors.

ISSUES TO CONSIDER FOR 2024

- Increasing costs and dwindling offers of sponsorship mean raising the funds necessary to deliver the Festival is a major source of concern.
- Storage is needed for the feature lanterns. If we had more storage, we could introduce new lanterns.
- Need to investigate ways of channeling more footfall in to Lower Fore St.
- Loudspeaker coverage was not consistent along the whole of Fore Street
- The Festival is always held on the first Saturday of December, which will be 7th Dec in 2024. Is this too late for a switch-on?

Some posts from the Christmas Festival Facebook page promoting / thanking Saltash Town Council

