

SALTASH MAY FAIR A REPORT FOR THE ANNUAL MEETING OF SALTASH TOWN COUNCIL

Saltash May Fair	Start Date of Event	6 th May 2023
	Finish Date of Event	7 th May 2023
	Total Actual Cost	£ 20,278
	STC Festivals Fund Grant	£ 3,000
	STC Coronation Grant	£ 1,500

Please list the aims and objectives of your organisation	<p>To offer a weekend event across Fore Street, Victoria Gardens and Longstone Park that is free admission, and involves a range of local performers, musicians, traders and charities.</p> <p>Through the street market, wellbeing activities (including running races and outdoor fitness sessions) and live music on Longstone Park, the May Fair boosts footfall into the retail heart of the town centre, offers local musicians the opportunity to showcase their talent, offers local community groups the platform to raise funds and awareness, promotes health and wellbeing, boosts community pride and fosters community cohesion.</p> <p>Our additional objective in 2023 was to give Saltash a platform to celebrate the coronation of King Charles III.</p>
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The May Fair is organised by a group of volunteers comprising:

Hilary Frank (Treasurer)
Tanya Hatch
Adam Webb

We have excellent collaboration with the volunteers from Tamar Trotters, and particularly Colin Bunting who organise the running events on the Sunday of May Fair weekend.

	<p>Highlights on Saturday 6th included:</p> <ul style="list-style-type: none"> • Market the length of Fore Street • Coronation Civic Parade with Parade of Youth, with Guest of Honour James Kitson, Deputy Lord Lieutenant of Cornwall • Youth Village in Victoria Gardens • Free, live music in Longstone Park until 9pm <p>Highlights on Sunday 7th included:</p> <ul style="list-style-type: none"> • Half Marathon, 5K and Fun Run, with over 400 runners • Outdoor climbing wall • Outdoor fitness sessions (dance, yoga, etc.) • Coronation Big Lunch • Dog Show
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Heavy overnight rain on Friday evening meant that the entrance to Longstone Park was a mud bath on Saturday morning, causing issues for traders who had not set up on Friday. We tried to mitigate the impact by asking as many traders as possible to park in the car park, and volunteers carried their goods on to Longstone Park, but some of the catering vans had no choice but to drive on to the Park, leaving muddy ruts. We took remedial action after the event, and the ground recovered within a couple of weeks.

Happily, the worst of the rain cleared just in time for the Parade. We are extremely grateful to all the youth groups and civic dignitaries who braved the mizzle to take part. Hearing the National Anthem and Trelawny being sung with such gusto by the crowds on Fore Street was a moving experience.

More than 100 stalls set up for the street market. The crowds were quiet in the morning, but picked up once the Coronation itself was over and the sun came out.

The atmosphere on Longstone Park for the live music on Saturday evening was fabulous with the crowds loving the bands and the new location for the stage, which gave a fantastic backdrop.



Tamar Trotters worked extremely hard and efficiently to deliver running races on the Sunday. The races were excellently organised, earning well-deserved praise from runners.



The Big Lunch on Sunday was an excellent addition to the weekend, with RwindBand delighting the crowds and the MP.

Organisers are particularly grateful to Saltash Town Council, as well as to other grant funders and sponsors, for their financial support enabling us to create memories to last a lifetime. We were pleased that the Mayor and Mayoress attended the commemorative tree planting in November in Longstone Park.

<p>Who benefitted from the project?</p>	<p>The event attracted over 6,000 visitors from Saltash and surrounding areas over the two days.</p> <p>It delivered a positive impact to local businesses, bringing visitors to Saltash and promoting our town to a wider audience.</p> <p>It offered free entertainment, helping families who may be struggling in the current cost of living crisis and boosting community cohesion.</p> <p>It offered a platform for local musicians to perform.</p> <p>Local charities and community groups (Approx. 50) Local business taking a stall (Approx. 50) Youth groups (Approx. 10)</p>
<p>What sponsorship did you receive for this project?</p>	<p>We worked hard, in collaboration with the organisers of Saltash Regatta and Christmas Festival, to pull together a sponsorship booklet that was hand-delivered to businesses on the industrial estates as well as town centre businesses. Thankfully, this generated increased sponsorship compared to previous years.</p> <p>We were awarded just under £2,000 from Cornwall Community Foundation (Howton Solar Farm) to promote environmental measures at the May Fair, including packets of wildflower seeds given to children completing a little litter pick or Treasure Hunt, and the planting of a commemorative tree in Longstone Park.</p> <p>Fore Street businesses donated prizes for a raffle that raised over £400.</p> <p>Sale of tickets in the cash raffle generated over £700.</p> <p>Over £5000 was brought in through stalls.</p> <p>Cornwall Councillors granted over £1000 to cover the costs of the Big Lunch music and the outdoor Climbing Wall.</p>

We went over budget by £3000. Much of this was due to increased costs post-Covid, a situation being experienced by all event organisers throughout the country.

Also, though, in recognition of the fact that May Fair coincided with the coronation of King Charles III, we spent extra on aspects such as outdoor screens to broadcast the Coronation. We are grateful to STC for donating £1,500 to help cover the costs of the big screens, but we took the decision to increase the entertainment budget in recognition of the historic nature of the occasion and:

- Invited Saltash Town Band to lead the civic parade
- Had stiltwalkers dressed as Royal Guardsmen to entertain the crowds
- Gave volunteers a commemorative flask with the coronation logo
- Had the May Fair logo redesigned to incorporate the official coronation logo
- Invited RwindBand to play at the Big Lunch

Combined with the expenditure on screens, this was a total of £3,800.

We put extra efforts in to fundraising, and the revenue generated means that the shortfall for 2023 can be covered by the amount we had in the bank at the beginning of the year. It does, however, put us in a precarious funding position with hardly any financial cushion for May Fair 2024.

SALTASH MAY FAIR



SATURDAY 6TH &
SUNDAY 7TH MAY



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Posters and leaflets featured the Coronation emblem as well as the STC and Cornwall Community Foundation logos.

A huge THANK YOU to our grant funders, sponsors and supporters, who collectively contribute a third of the costs of Saltash May Fair and the running races!

- ♥THANK YOU [Saltash Town Council](#)
- ♥THANK YOU [Cornwall Council!](#)
- ♥THANK YOU [Cornwall Community Foundation](#)
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Facebook posts like these thanked Saltash Town Council, as well as sponsors and supporters.

