

## SALTASH MAY FAIR 2024

### A REPORT FOR SALTASH TOWN COUNCIL

<b>Saltash May Fair</b>	<b>Start Date of Event</b>	4 <sup>th</sup> May 2024
	<b>Finish Date of Event</b>	5 <sup>th</sup> May 2024
	<b>Total Estimated Cost</b>	£ 16,125
	<b>Total Actual Cost</b>	£17,423
	<b>Grant Awarded from STC</b>	£ 5,000

<b>Please list the aims and objectives of your organisation</b>	<ul style="list-style-type: none"> <li>* To boost community cohesion through a weekend event across Fore Street, Victoria Gardens and Longstone Park that is free admission</li> <li>* To boost footfall in to the retail centre of the town</li> <li>* To offer traders the opportunity to sell products</li> <li>* To offer charities and community groups the platform to promote their activities and raise funds</li> <li>* To offer opportunities to boost health and wellbeing, including running races and outdoor fitness sessions</li> <li>* To offer local musicians the opportunity to showcase their talent on a large stage</li> <li>* To collaborate with Saltash Youth Network to provide a Youth Village in Victoria Gardens</li> <li>* To promote awareness of environmental issues</li> </ul> <p style="text-align: center;"><b>All these aims were met through Saltash May Fair 2024.</b></p>
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	<p><b>Highlights on Saturday 4<sup>th</sup> included:</b></p> <ul style="list-style-type: none"> <li>• Market the length of Fore Street</li> <li>• Parade of Youth</li> <li>• Youth Village in Victoria Gardens</li> <li>• Free, live music in Longstone Park until 9:30 pm, with an ABBA tribute band as the headline act</li> </ul> <p><b>Highlights on Sunday 7<sup>th</sup> included:</b></p> <ul style="list-style-type: none"> <li>• Half Marathon, 5K and Fun Run, with over 400 runners</li> <li>• Maypole dancing with Geraldine Lamb School of Dance</li> <li>• Outdoor yoga sessions</li> <li>• Dog Show</li> </ul>
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<b>Who benefitted from the project?</b>	<p>The event attracted over 7,000 visitors from Saltash and surrounding areas over the two days.</p> <p>It delivered a positive impact for 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>Local charities and community groups (Approx. 50)          Local business taking a stall (Approx. 50)          Youth groups (Approx. 10)</p>
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<b>What sponsorship did you receive for this project?</b>	<p>For the second year running, we worked with the organisers of the Regatta and Christmas Festival to create a sponsorship booklet that was hand-delivered to businesses on the industrial estates as well as the town centre. It did not generate as much income as the first edition, but was still worthwhile.</p> <p>Fore Street businesses donated prizes for a raffle that raised over £250.</p> <p>Sale of tickets in the May Fair cash raffle generated £1010.</p> <p>Over £5000 was brought in through stalls.</p> <p>Cornwall Councillors granted £800.</p> <p>Tamar Trotters shared some of the expenses for medical services and toilets, as well as donating £660.</p>
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<b>Estimated expenditure at time of bid to STC:</b>	<b>Actual expenditure</b>
Staging and Sound 2,200	Staging and Sound 2,200
Entertainment 3,000	Entertainment 4,250
Traffic Management 1,500	Traffic Management 1,300
Licenses and Insurance 750	Licenses and Insurance 720
Raffle printing 75	Raffle printing 55
Medical 1,800	Medical 1,200
Security 1,000	Security 790
Waste Management 350	Waste Management 354
Event Management 2,500	Event Management 2,500
Volunteer expenses 200	Volunteer expenses 310
Marketing & Publicity 500	Marketing & Publicity 550
Toilets, barriers 1,000	Toilets, barriers 859
Site decoration 150	Site decoration 0
Wellness Instructors 650	Wellness Instructors 0
Sports Day 1,000	Sports Day 0
Total estimated costs : <b>£16,125</b>	Photographer 120 Sponsorship booklets 215 PRS Licence 210 Red Bus 140 Ground mats 450 Advance Warning signs 130 Raffle Prizes (cash raffle) 300 Sunday PA 90 Generator 310 Trailer stage 50 Cubes, timers, prizes etc for Rubiks Cube competition 80 Trophies 40 Emergency clearout of toilets 200 <b>Total costs £17,423</b>
	Invoices for the following have been attached: <ul style="list-style-type: none"> <li>• Medical Services £ 1200</li> <li>• Stage &amp; Sound, Longstone £ 2160</li> <li>• Waste Management £ 354</li> <li>• Security £ 789.60</li> <li>• Livewire £ 200</li> </ul>

## GENERAL COMMENTS

Although the rain on Sunday led to a drop in footfall, the May Fair as a whole was a happy success. We owe a great deal of thanks to a whole host of organisations, especially Tamar Trotters who excelled in delivering the running races, but the organising committee would particularly like to thank Saltash Town Council for its generous funding of the event. It is no exaggeration to say that we would not have been able to deliver the event without the funding from the Town Council. We would also like to thank the Mayor and Deputy Mayor for being so gracious in presenting various awards and giving various speeches over the weekend.

## PARADE OF YOUTH AND AWARDS

Awards given at the Parade of Youth:

- **Prizes** to the Saltash Community School students who had come up with the winning designs for the medals in the running races
- **The Pip Miller Award for Sporting Achievement**  
To Toby Nakamura, top athlete in his age group (U 14s) in backstroke
- **Unsung Hero Award**  
Don Berry, for his work as Chair of the Saltash Youth Network
- **Best Dressed Youth Group**  
To the field gun crews of St Stephens Primary School and Brunel Primary School, who had led the Parade of Youth.



## COMMENTS ON THE BUDGET

**Overspend:**

- **Volunteers**

We are extremely grateful to staff at Saltash Community School for encouraging a large number of students to come along to help out. The students were great ambassadors for their school. We gave each of them vouchers to spend at the food stalls on Longstone Park, and as there were more students than we had originally planned for, we ended up spending more on volunteer expenses. Definitely worthwhile, though! Especially as the vouchers were spent at the on-site food vendors, boosting their income.

- **Entertainment**

The stage on Longstone Park offers local musicians, such as young people from Livewire, the opportunity to play on a big stage and brings people together, so we are keen to expand on the 'music festival' element of May Fair. We therefore cut down on other



entertainment (such as stilt walkers) in order to spend more on the music. We still went over budget, however, because we decided to hire a well-known ABBA tribute act, as part of our Saltash tribute to 2024 being the 50<sup>th</sup> year of ABBA winning the Eurovision Song Contest. The extra expenditure was a worthwhile investment as it generated a great 'buzz', giving us a good platform to build on in coming years.

### **Underspend:**

- **Medical**

We compared quotes from various providers, hoping to secure medical services for a lower sum than the original quote of £1800, and were pleased to find an excellent company who charged £1200.

- **Security**

We ended up spending less on security than originally thought because our estimates were based on the 2023 May Fair, and it wasn't until after submitting the application to STC that we remembered we had spent extra on security in 2023 as May Fair had been held on the same day as the Coronation when there was a need for heightened security.

- **Wellness Instructors and Sports Day**

We had been hoping to introduce a traditional 'Sports Day' event on the Sunday of the event. In the end, we didn't have enough capacity to organise this, and we decided to use this money on the music festival instead. (It turned out to be a good decision as it rained a lot on Sunday...)

### **Extra expenditure not included in the budget at the time the application was submitted:**

- **PRS Licence**

After investigation and discussions with other community festivals, we paid £210 for a PRS licence. This was not in our original budget, but the payment will directly support musicians the music industry.

- **Emergency cleanout of toilets**

Thousands of people came to Longstone Park on Saturday. It was wonderful to see so many people enjoying themselves. It did mean, however, that there was increased use of the toilets and we had to get them pumped out early on Sunday morning.

- **Ground mats**

In 2023, heavy rainfall meant that the entrance to Longstone Park became a mud bath, causing difficulties for vehicles to get in to set up the stage and the bouncy castle etc. To combat this, we hired ground mats to protect the entrance. Although this was an additional strain of £450 on the budget, it proved to be a necessary expenditure as even with less rainfall this year the ground was still soft and it would have been extremely difficult for vehicles to gain access.

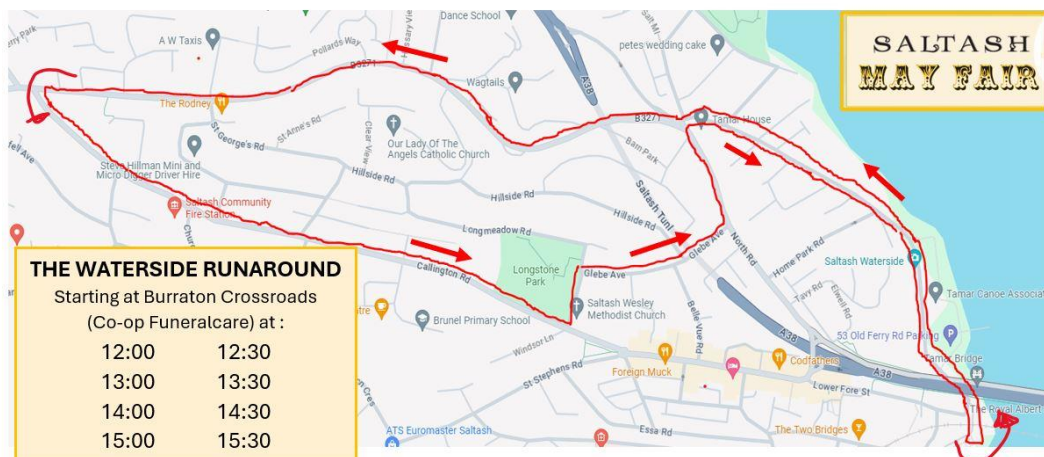
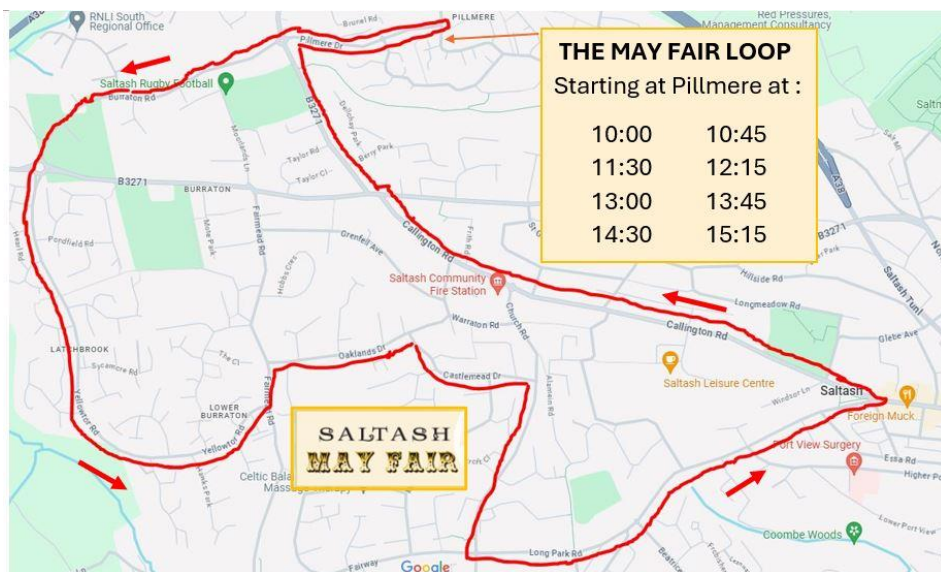
- **Rubik's Cube competition**

We like to try and introduce a new element each year. Thinking about a new 'attraction' we realised that as well as being the 50<sup>th</sup> anniversary of ABBA's win at the Eurovision Song Contest, it was also the 50<sup>th</sup> anniversary of the invention of the Rubik's Cube. So we set up a competition on the trailer stage at the bottom of Fore Street. The winner managed to solve the cube in an incredible time of 12 seconds! The competition was a lot of fun and now that we have purchased the cubes, timers and banner the only outlay next year will be the trophy.



- **Saltash Red Bus**

In past years, public service buses have taken a diversion down Glebe Avenue when Fore Street is closed to traffic. This year, the bus companies took the decision not to come down Callington Road or Glebe Avenue at all (and just stick to North Road / New Road). This was great for the traffic flow on Glebe, but we felt that it would make it difficult for people to get to the town centre. We therefore collaborated with the Red Bus to set up two pick up routes. This was a great success, and we are looking to make this a permanent feature of future May Fairs.



## PROMOTION OF STC



Posters and leaflets featured the STC logo.



Facebook posts like this one thanked Saltash Town Council for its financial support.

As well as promoting the Town Council on Facebook, we also thanked them for their financial support in articles in the Saltash and District Observer.

## A GREENER MAY FAIR

Another key element of May Fair 2024 was our intention to use it as a platform to raise awareness of environmental issues.



- Working with Biffa, our waste management contractor, we had extra recycling bins and food waste bins to encourage people to separate waste responsibly.

- Worked with Flotsam Flo, who won a Judges Commendation Award at the 2022 Cornwall Sustainability Awards, asking people to bring in their decommissioned lifejackets to upcycle in to back packs.



- Provided water for dogs, gave information about the water fountain on Fore Street, and encouraged people to bring their own drinks in flasks.

- Promoted Saltash Library's Spring Bio-Watch.





- Ran a Green Quiz (online and in person), to promote awareness of environmental issues, particularly local environmental issues:

1	What is the name of the iconic bird that nests on cliffs along the Cornish coastline?	a	Puffin
		b	Guillemot
		c	Chough
		d	Fred
2	SEA has a can crusher on their May Fair stall. How many minutes can a television run for using the energy saved by recycling one aluminium can?	a	60 minutes
		b	90 minutes
		c	120 minutes
		d	180 minutes
3	What is the name of the organisation dedicated to conserving and restoring Cornwall's natural habitats that works on Churchtown Farm Nature Reserve?	a	Cornwall Wildlife Trust
		b	Cornish Conservation Society
		c	Nature Cornwall
		d	Wild Cornwall Initiative
4	Which of these marine creatures is the focus of conservation efforts in Cornwall due to its declining population?	a	Loch Ness Monster
		b	Basking Shark
		c	Leatherback Turtle
		d	European Eel
5	Which plant species is commonly found in the marshes and wetlands of Cornwall, providing habitat for various wildlife?	a	Foxglove
		b	Sea Thrift
		c	Purple Loosestrife
		d	Bluebell
6	How many daffodil bulbs have volunteers planted in the ancient woodland of Coombe Woods in recent years?	a	7,800
		b	8,700
		c	78,000
		d	870,000
7	Friends of Tincombe are volunteers who help nature thrive in the 14 acres of urban green space behind Saltash Fire Station. Which bird features on their logo?	a	Canada Goose
		b	Saltash Swan
		c	Great Spotted Woodpecker
		d	Lesser Spotted Heron
8	Recent waste collection changes will cut Cornwall's annual emissions by nearly 18,000 tonnes of CO <sub>2</sub> . How many times would the average car need to drive around the world to produce the same amount of CO <sub>2</sub> ?	a	547 times
		b	1,547 times
		c	2,547 times
		d	3,547 times
9	Between March 1 <sup>st</sup> and Aug 31 <sup>st</sup> dogs need to be kept on the lead south of the railway in Churchtown Farm so they don't disturb skylarks, which nest on the ground. Why do skylarks prefer to nest on the ground?	a	To avoid predators like carrion crow
		b	To protect their eggs from extreme weather
		c	To camouflage their nests
		d	Because they are too lazy to climb trees
10	What is the Litter Rangers scheme, run by Saltash Environmental Action?	a	Residents receive training from Girl Guide Rangers in waste management
		b	Residents receive a superhero cape and battle litterbugs under the cover of darkness
		c	Residents adopt a road in Saltash and commit to keeping it litter free through regular litter picks
		d	Residents participate in workshops on the environmental impact of littering