

## APPENDIX A

### Christmas lights switch on 14<sup>th</sup> November working group

#### Minutes

Friday 5<sup>th</sup> September 1400hrs Guildhall

#### Guildhall Long Room

1. **Apologies:** Freya Pretty
2. **Location confirmed** – Superdrug corner
3. **Traffic & Event Management** - Closure 1715hrs – 1945hrs under the control and direction of Diverse Events cost £1,850 assisted by Steve with regards to Sleigh movement.
4. **Comms management** - Poster – attached the selected one  
**Size** A3 required 6 A4 required 50 plus some as large as possible in STC sites - Freya
5. **Social Media** - guidance – Freya to create, and forward to Rachel and Lisa for added distribution
6. **Letter from the Mayor** finalised – circulation, distribution by Peter, Rachel, Freya, Julia when contacting outlets for their support  
**Letter to schools from the Mayor** - Rachael
7. **Chamber of Commerce** promising engagement to date – Peter
8. **Fore Street retailers** engagement – Peter, Julia & Rachel – telling the story of the event helps with getting support good support so far
9. **Window dressing** promotion, plans – Peter, Julia & Rachel when talking to participants  
**List of shops** participating - Peter
10. **Elf Hunt** – Coordinators Rachael, Julia  
Competition and promotion Friday evening & Saturday morning until 1200hrs  
Entry design by Julia  
20 shops possibly engaged in the hunt 'elves on shelves' in shops encouraging shoppers to enter shops. *Post meeting suggested more elves purchased to get more shop engagement*  
Entries into Christmas Box - Lisa  
Winners announced Saturday at 1400hrs during Saltash Market - Rachel  
Available from? Distribution by? – Lisa, Rachel, Julia
11. **Elf Hunt** Prizes – Saltash Studios (Peter), Bounce (Lisa), Bandits (Rachel,) Bookshelf (Julia)  
Promote these sponsors in any publicity & social media - Freya
12. **Saltash Youth Group Network** – Julia waiting for the next Core meeting September.  
Hilary to write appropriately in the next SYGN next agenda/minutes
13. **Parade route & timing** – confirmed with Diverse Events commence 1745 from the Guildhall assemble around and towards the rear - Sleigh with Mayor proceed up Fore Street led by the Town Crier to Superdrug corner – 1930hrs leave Superdrug for Guildhall – Brian
14. **Carols** around sleigh impromptu with the help of singing group and others (Julia) – sheet of carols – use of QR codes (Richard to assist Julia)
15. **Street music** – royalty free through the STC street system whilst Sleigh in motion – check on coverage (low volume) & loud speaker STC application form completion - Richard  
**Sleigh Amplification** check by Brian to see if this will be adequate – Richard/Freya/Brian
16. **Celebrity switch on** – David Braine (BBC weatherman) being approached and try for BBC weather broadcast from Fore Street – Peter to confirm in due course
17. **Post meeting thoughts regarding event timeline:**  
*Full discussion at next meeting*  
**Fore Street alight with festoon lights**

**1715** Procession walkers assemble rear of Guildhall

**1720** Sleigh arrives Guildhall – Driver Steve Miller with Rtn. David Willcocks

**1725** Mayor on Sleigh

**1730** Town Cryer leads procession slowly up Fore Street calling Oyez Oyez tolling Bell

Sleigh carries Mayor, slowly, in procession behind Town Cryer

Procession of children, groups behind Sleigh

Street amplification provides Christmas music at low volume.

**1745** On arrival of Sleigh at Superdrug – Mayor disembarks to mingle with the crowd (giving out a few soft sweets? Care with allergies?????) – Sleigh manhandled or driven into position (Steve and crew) legs lowered and secured

Switch off street amplification

Use Sleigh amplification with microphone

**1800** Christmas music playing and singing around Sleigh

**1810** Town Cryer on pavement reads a (Proclamation) introduces Mayor

**1815** Mayor stands on front of sleigh - words of welcome and introduces the evening – New Town lights - shops open until 1930 - Elves on shelves - get entry forms from Julia - when completed either today or tomorrow - place in Christmas Post Box - mention lantern parade

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Thank sponsors – Saltash Studios, Bounce, Bandits, Bookshelf etc.etc.

Julia on hand to give a lolly to every entrant

**1820** Carols / Christmas music

**1825** Mayor introduces celebrity

Celebrity says a few words of welcome from front of Sleigh and starts countdown

Plunger box !!!!!!!!! Count down 10,9,8,7 ----- 1

**1830 Switch on** possibly remotely by phones to Service delivery personnel

Carol singing / music

**1840** Mayor and Celebrity mingle to the top of Fore Street (both sides)

**1900** Sleigh prepared for its return journey **home** (Steve & helpers)

Mayor and celebrity walk down Fore St (both sides) visiting shops eventually returning to Guildhall

**1930** Mayor and Celeb reach the Guildhall

**1935 Refreshments for Mayors group with celeb, guests and Councilor's in Guildhall**

**18.Date of next meeting – Guildhall -10 October 1000hrs**