

SALTASH MAY FAIR A REPORT FOR SALTASH TOWN COUNCIL

Saltash May Fair	Start Date of Event	6 th May 2023
	Finish Date of Event	7 th May 2023
	Total Estimated Cost	£ 17,431
	Total Actual Cost (Not yet finalised)	Approx. £ 20,500
	Grant Awarded from STC	£ 3,000

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. 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 this year was to give Saltash a platform to celebrate the coronation of King Charles III.</p> <p>All these aims were met through the delivery of Saltash May Fair 2023.</p>
---	---

Highlights on Saturday 6th included:	<ul style="list-style-type: none"> • Market the length of Fore Street • 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
Highlights on Sunday 7th included:	<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

Who benefitted from the project?	<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>Local charities and community groups (Approx. 50) Local business taking a stall (Approx. 50) Youth groups (Approx. 10)</p>
---	---

What sponsorship did you receive for this project?

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.

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 – to take place in November 2023.

Fore Street businesses donated prizes for a raffle that raised over £400.

Sale of tickets in the cash raffle generated over £700.

Over £5000 was brought in through stalls.

Cornwall Councillors granted over £1000 to cover the costs of the Big Lunch music and the outdoor Climbing Wall.

Estimated expenditure at time of bid to STC:		Actual expenditure (NB: figures are not final)	
Staging and Sound	2,000	Staging and Sound	1,560
Entertainment	2,500	Entertainment	3,300
Traffic Management	2,250	Traffic Management	2,250
Licenses and Insurance	621	Licenses and Insurance	490
Large screens	3,000	Large screens	2,225
Raffle printing	150	Raffle printing	50
Medical	1,020	Medical	1,810
Security	540	Security	1497.60
Waste Management	150	Waste Management	365.58
Event Management	2,500	Event Management	2,900
Volunteer expenses	200	Volunteer expenses	150
Marketing & Publicity	350	Volunteer 'thank you' gifts	300
Toilets, barriers	1,000	Marketing & Publicity	650
Climbing Wall	650	Toilets, barriers	762.22
Music for Big Lunch	500	Climbing Wall	650
		Music for Big Lunch	500
Total estimated costs		Wildflower seeds	250
£17,431		Site decorations	150
		Commemorative tree	300
		Cash raffle prizes	300
		Total costs	
		£20,460.40	

The STC grant of £3000 was intended to cover estimated costs of:

- Medical £1020
- Stage on Longstone £1560
- Security £ 540

Medical costs will be shared with Tamar Trotters (as the company we used also provided medical cover for the races), but actual costs for these three items were as follows (invoices accompany this report):

- Medical £1810
- Stage on Longstone £1560
- Security £1497.60

As can be seen, we spent more than estimated on medical and security. Reasons for this include:

- * Companies giving a quote not being available
- * Enhanced medical provision over 2022
- * Enhanced security provision over 2022
- * Later finishing time for live music necessitating more hours needed for security

We have gone over budget by £3000. Much of this is 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. Some of these costs were built in to the original budget, but subsequent to submitting the STC funding bid, 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
- Asked Royal Guardsmen stiltwalkers to add extra royal fun
- Gave volunteers a commemorative flask

We have put extra efforts in to fundraising, and the revenue generated means that the shortfall for this year can just be covered by the amount we had in the bank at the beginning of the year. This does, however, put us in a precarious funding position with no financial cushion for May Fair 2024.

Heavy overnight rain 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. Much of the ground has recovered, and we have spoken with Cormac about rolling any uneven ground that remains so that we can sow grass seeds.

Happily, the worst of the rain cleared just in time for the Parade. Organisers 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 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 that were excellently organised, earning well-deserved praise from runners.

The Big Lunch was a great addition to the weekend..

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 will be inviting the Town Council to the commemorative tree planting, planned for November this year.



Posters and leaflets featured 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](#)
- ... See more



Facebook posts like this one thanked Saltash Town Council, other grant funders, sponsors and supporters.