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| Meeting | Full Council |
| Date | Wednesday 10 January 2023 |
| Report Title | Christmas Community Event 2023 - Review |
| Author: | Projects Officer, Johanna Edwards |

**Officer’s Recommendations**

1. To agree to all spends detailed below relating to the delivery of the Cam Christmas Lights Switch on event:

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| Community Events/ Original Budget allocated by FC in January 2023: | £3,750.00 |
| EMRs reserve balance (this is external grant funding secured) allocated by FC in July 2023 PLUS allocated budget: | £7,312.60 |
| **Total spend on delivery of event:** | **£4,893.29** |
| **Remaining Budget:** | **£2,419.31** |

1. To agree to host a Christmas event on Saturday 30 November 2024
2. Council to approve that if a Christmas Event is to be hosted by Cam Parish Council in 2024, the event will be given high priority in terms of staff time and resources and the 2024 Projects Delivery List.
3. Councillors to volunteer to join Christmas Working Party

**Background**

The Cam Parish Council Community Christmas Event took place on Saturday 25 November 2023, 1400 – 1700, in the following locations:

Cam High Street, in the car park outside the Parish Council Office, Cam Memorial Hall & St Barts Church along with local catering premises.

The event included: Christmas lights switch on, hot food vendors, craft activities for younger residents to enjoy, craft market, local community group stalls, Christmas grotto, face painting, pony rides, snow globe, giant street games, treasure hunt, Dursley Male Voice Choir, Amy Addle Dance School, and a fun fair.

The event was designed to bring the community of Cam together to celebrate Christmas, increase community engagement and increase partnership working within the community.

**Evaluation**

The following methods of capturing feedback has been conducted:

* Community/public survey
* Councillor feedback meeting
* Written feedback requested from all stall bookings, contractors and entertainment
* Community event partnership feedback meeting held: Projects Officer, Deputy Clerk, Anita Willcox, Jeremy Clutterbuck.

All notes from the above meetings and individual SurveyMonkey responses are saved on the shared drive: [C:\Users\CPC Projects\Cam Parish Council\Council Files and Folders - Documents\EVENTS\Christmas 2023 - JO Working Files\Evaluation](https://camcouncil.sharepoint.com/sites/CouncilFilesandFolders/Shared%20Documents/EVENTS/Christmas%202023%20-%20JO%20Working%20Files/Evaluation)

**Feedback**

General Feedback was positive regarding the event experience, and a summary can be seen below of the public responses:

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What elements did you enjoy the most?



Was there anythjing you disliked about the event?

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| Nothing. It was all great. Well done! |
| Nothing |
| Snow globe (plastic?!) High costs of some things - £6 to go a few metres on a pony! |
| No Nikki's Doorstep!  Steward required at the give-way speed bump Manor Avenue to keep traffic moving. Perhaps encourage people on Manor Avenue not to park cars on main road so traffic doesn't have to navigate around them. |
| The long ques! It was an hour wait for the Santa grotto; the snow globe looked amazing but we gave up after waiting/queuing for half an hour. The pony ride que was equally as long so gave up on that to! The light switch on wasn’t even a countdown it was just on and late at that, the decorations on Tesco tree look quite measly. |
| Was all good |
| Nothing! Loved the whole event! |
| Nothing |
| No countdown to lights |
| There was a lot of queuing for the snow globe, ponies and to visit Father Christmas. This couldn't be avoided but, if possible, maybe more stalls/attractions to spread the queues? One of the volunteer traffic marshals commented that they didn't really have anything to do as the paid traffic marshal had everything under control. They were on duty from 11.45am and got very cold standing around. I think they were on the traffic point near The China Chef. |
| The light switch on was disappointing |
| Queues for the snow globe although this can't really be helped |
| Lack of live music. |
| Would be good if it didn’t rain be so suddenly. Could do with some entertainment to keep people around once the lights come on. |
| £4 hook a duck!!! |
| No prices shown on some stands |
| Food outlets |
| Could have had more stalls outside.  Countdown for lights, to make it more special. A bit anticlimactic!  Shame not all the trees were lit up. |
| No |
| NA |
| Long queues so didn't do snow globe and horse ride and had to wait a long time for Santa visit |
| Nothing |
| All good |
| Lights could have come on at 4pm. |
| This can't be helped but the queues for the snow globe and ponies were quite long. If we'd gone earlier they might not have been too bad. |
| Nothing |
| Not enough food stalls. |
| Light switch on itself was underwhelming |
| We were there for about an hour, nothing to dislike. |
| Nothing |
| Commercialism |
| Not sure what lights were being switched on? Everyone was stood around waiting at half 4 and couldn’t see anyone ready for it. Usually there’s streetlights with Christmas designs on but couldn’t see any of that |
| Maybe a variety of local food venders with multiple choice. High on the hog was near but didn’t see them there |

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**Summary of areas identified for improvement for action plan for Working Party (if the event is repeated in November 2024):**

Entertainment:

* Working party to investigate possible subsidies to reduce cost of some aspects of the event (e.g.: supplement pony rides income to enable attendees to pay lower rates for the ride, which currently costs £6 per ride).
* The ‘switch on’ – improve lighting or change style of event, to create a ‘focal point’. Discussion of putting large tree currently outside TESCO to a suitable location on the High Street and/or change the event so the focus is no longer the switch-on.
* Offer of classic car display in addition to the successful classic tractor display
* Build on existing partnership work with Churches in Cam
* More entertainment/engagement for the CPC stand
* Increase stage acts/entertainment.

Road Closure

* working party to review signage and incorporate in traffic management plan (suggestion to have road signage further along all major routes).
* working party to review road closure area and times.

Operations:

* Working party to consider asking St Barts Church or the methodist church to host the grotto so the council offices can be used as the volunteer base.
* Working party to consider extending the opening hours of event.
* Waste and recycling points needed for future event due to litter bins overflowing.
* Walkie-talkies/communication

**A formal detailed action plan will be drawn up using all points of improvement/feedback after Council have decided if an event will take place in November 2024 and a budget assigned.** The above points are for illustration/ information and not part of the discussion for this agenda item.

**Proposed call out for local businesses:**

A poster for a campaign

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Above: proposed call out to local businesses to meet with Council representatives to discuss development of the 2024 event (if approved by Council).