



Meeting	Full Council
Date	Wednesday 8 January 2025
Report Title	Christmas Community Event 2024 – Review FC.24.143
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 2024 event:

Allocated Budget for event	£7,500.00
Current Community Events/Line 76 balance (as of 20.12.24)	£5,647.83
EMRs reserve balance (this is the remaining external grant funding):	£7,258.85
Total spend on delivery of Christmas 2024 event:	£5,832.17

2. To agree to host a Christmas event on Saturday 27 November 2025
3. Councillors to volunteer to join Christmas Working Party

Report Summary:

1. Recommendation to approve spend, and date for next Christmas event.
2. Community survey results.
3. Social media/ Council engagement overview.
4. Cost considerations for 2025 – Working Party to progress as agreed at FPGP Committee on Wednesday 18 December 2024.

Background

The Cam Parish Council Community Christmas Event took place on Saturday 30 November 2024, 1400 – 1700, in the following locations:

Cam High Street, in the car park outside the Parish Council Office, Cam Memorial Hall, Cam Methodist Church & St Barts Church along with local catering premises. Significant change for 2024 event – grotto moved to Methodist Church.

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, festive games, giant street games, treasure hunt, Dursley Male Voice Choir, Rednock School Band, Rednock Big Band, 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

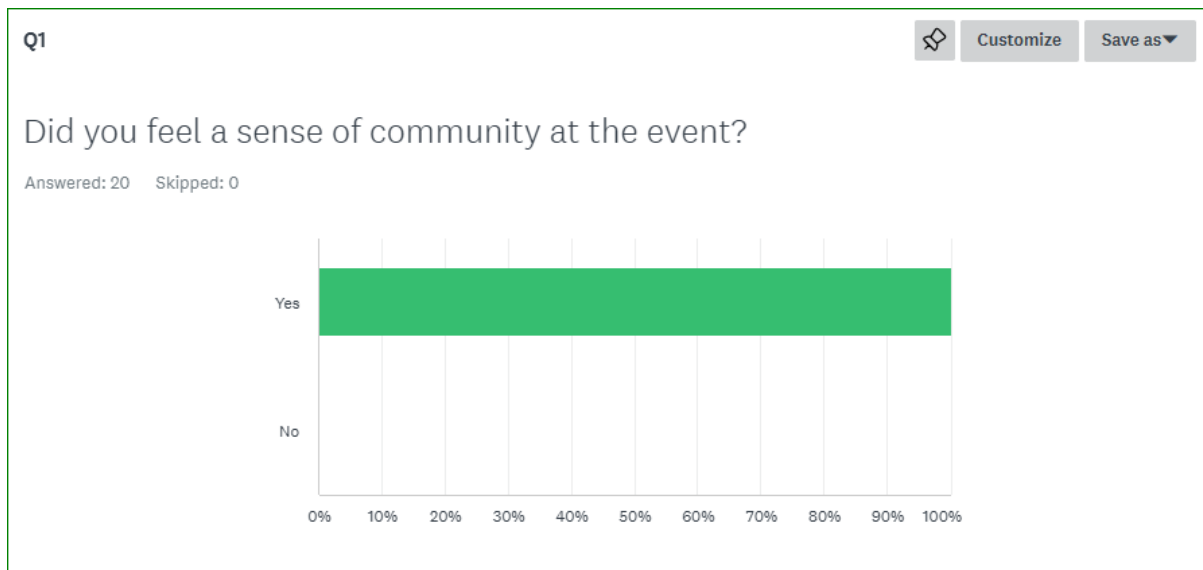
The following methods of capturing feedback has been conducted:

- Community/public survey
- Internal team feedback session
- Councillor feedback meeting
- Written feedback requested from all stall bookings, contractors and entertainment

All notes from the above meetings and individual SurveyMonkey responses are saved on the shared drive. Community survey response rate was much lower than 2023.

Feedback

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





Q2

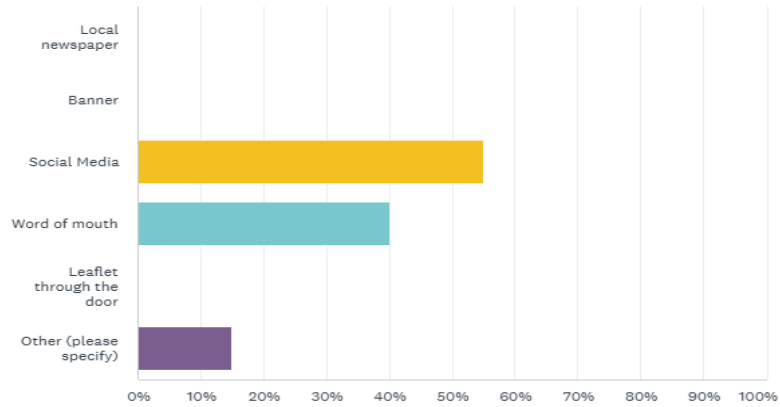


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How did you hear about the event?

Answered: 20 Skipped: 0



Q3

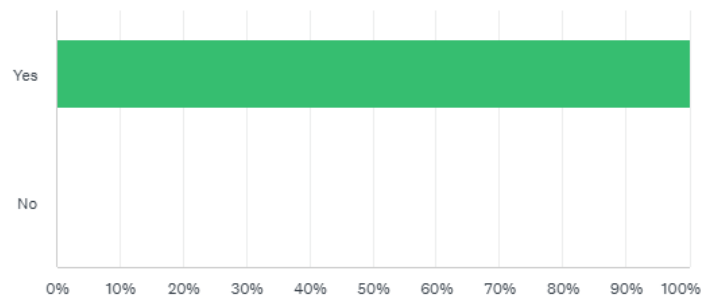


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Would you like this event to return next year?

Answered: 20 Skipped: 0





Q4

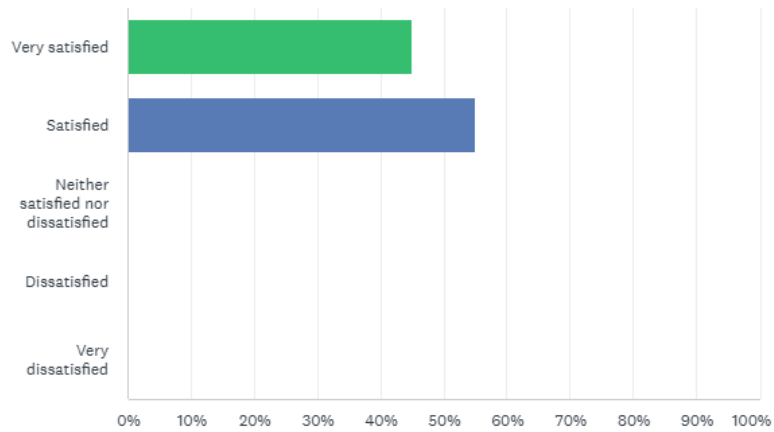


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How satisfied were you with the event?

Answered: 20 Skipped: 0



Q5

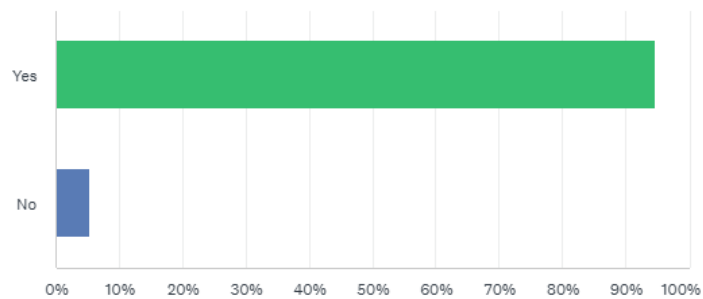


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Would you like to see more community events in Cam?

Answered: 19 Skipped: 1

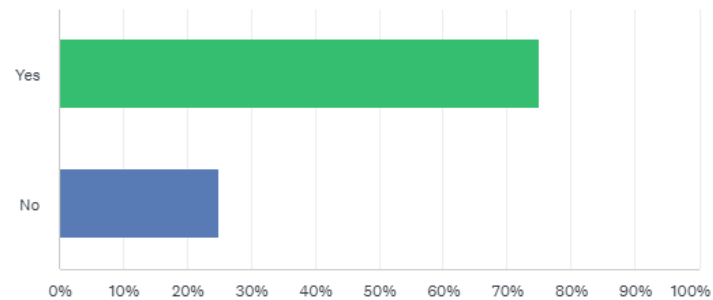


ANSWER CHOICES	RESPONSES	
▼ Yes	94.74%	18
▼ No	5.26%	1
TOTAL		19



Do you live in Cam?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.00%	15
No	25.00%	5
TOTAL		20

Q7



Save as

What did you like most about the event?

Answered: 18 Skipped: 2

- The stalls and activities in the church and memorial hall
- Church Christmas stories and crafts.
- Well spread out, easy to maneuver. Some free activities. A range of activities
- The road closing and people coming together
- The church activities at St barts
- Lovely community feel
- Good that the local community supported the event.
- Traditional sense of community and Christmas spirit.
- Kids can roam safely
- Felt friendly and welcoming and the kids obviously loved it! Good to see so many people out and about and supporting it.



- The best xmas lights switch on to date in my opinion. Having a gazebo and a PA made a huge difference to the bands - thank you! A great atmosphere and timed to perfection.
- It was in the afternoon so still light for part of it, road closure meant it wasn't overcrowded and felt safe, so much to do and such a lovely atmosphere.
- The variety of stalls, the road being closed, the sense of community
- Lots turned up and road was closed safe etc
- Hightstreet closed off full of stalls

Q8



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How can we improve this event in the future?

- More Christmas lights across the high street. Pre-book tickets to see Santa - little ones don't queue very well. We gave up.
- Better lights and decorations for the switch on (bit disappointing)
- Range of stalls and activities. Great that the road was closed.
- Maybe fireworks?
- Nothing! Thank you for all your efforts
- It was lovely to see various vehicles at the event, more going on down that end, they were a bit forgotten down there, music down that end would also help.
- Try and find a way so that it's not necessary to cross the road to get to other activities. Crossing at Tesco carpark between the rides and the high Street was a worry with young children, despite there being crossing guards.
- More Christmas lights across the high street. Pre-book tickets to see Santa - little ones don't queue very well. We gave up.
- Fireworks
- More Xmas stalls more too look at and buy. Big ride for bigger kids teens please
- We lost an hour due to Santa que. Would of been nice to know que time.
- We missed the countdown to the light switch on. Could more be done to get a crowd to see this.
- I would be happy to help with the programming of the performances if you need support in the future. J Andrews
- I can't think of anything it was really great thank you so much I hope it continues to be a yearly event for the community
- A program to share with the community. Perhaps in hand with the community new magazine. A Young carer turning on the Christmas lights with Santa/Grinch



Councillor & team feedback notes:

Team:

Ideas for next year: Laser fireworks, sponsorship opportunities, look at subsidising the pony rides further. Summer programme: outdoor cinema? VE Day: Beacon lighting, rope and post at bottom and event Track and Air: vintage war plane rebuild. Flyby.

Councillor meeting:

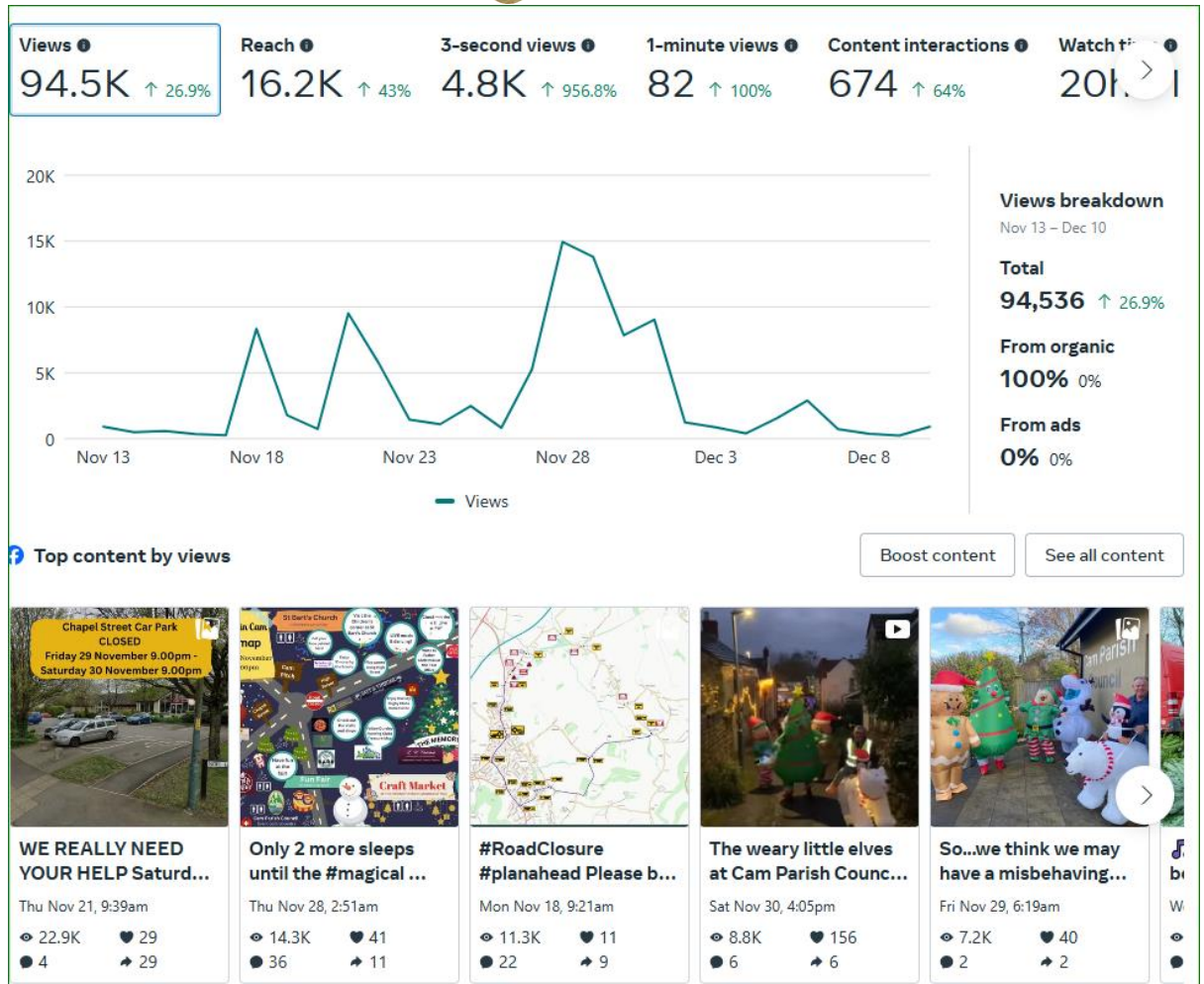
The event did what was intended: increased community engagement. Noted no anti-social problems. ESAG had gone smoothly. The role of incredible volunteers and their contribution to the success of the event (Lions, Round Table, Cadets). Discussed stall rates for next year – charity discount. Programme needed. Stage for performers? Fire works? More press coverage. Snowglobe for next year by Doorstep. Another CPC gazebo needed.

Social media/engagement:

The Christmas event was shared with the community via: press releases in local papers, posters, banners, leaflets through doors, leaflets through schools, letters to local businesses, letters to local home owners and social media.

Increased engagement resulted in increased stall bookings and community group participation.

Below show some statics from the CPC social media page:



Road Closure for 2025 – for Councillors to discuss:

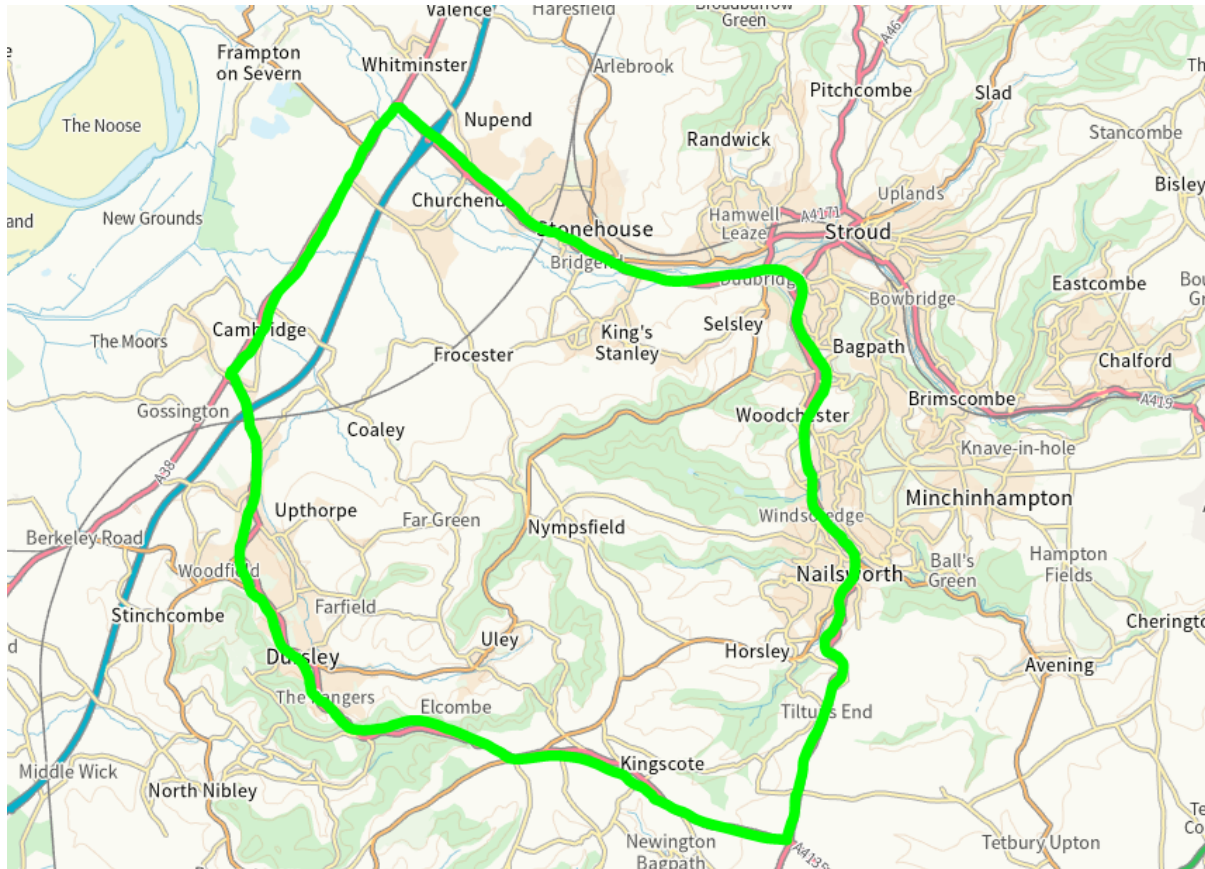
Gloucestershire County Council issue the road closure for the High Street. CPC has been warned that for the 2025 event, the road closure will have to be amended as follows:

'The issue is still that traffic would be getting diverted onto Manor Avenue.

Even though it seems excessive, the diversion should be as below....If local traffic chooses to use Manor Avenue, instead of following the official diversion route, then we can't do anything about it. But the signed diversion needs to follow an A road.



This is the diversion I had to use recently when I undertook kerb replacement works over the Draycott railway bridge.'



Quote received from Headway for the new diversion: £945.00 per day, which is broken down below:

Costs will be as follows:

2 x Advance Warning Signs	-	£100.00 (£50.00 per sign)
Installation of AWS	-	£150.00
Road Closure – 2 x Gatemen	-	£695.00
Total	-	£945.00

Current costs £795.00.