

## Culture, Leisure & Recreation Committee

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<b>Date:</b>	<b>11 February 2014</b>
<b>Title:</b>	<b>Christmas Event</b>
<b>Purpose of the Report:</b>	<b>To consider the event theme for 2014</b>
<b>Contact Officer:</b>	<b>Cassie Pinnells, Community Services Manager</b>

### Background

The Dickensian Christmas Event organised for 2013 was a great success with an excellent turnout and the new attractions being well received by the public. There were 33 stalls in attendance, more than in previous years, generating £745 in income in addition to the £400 recouped on the rides. The lantern making workshops were well attended by pupils and their parents at each Primary School, with an exceptional number of participants taking part in the parade.

### Arrangements for 2014

It is tradition for the Christmas event to be held on the first Friday in December. This year the event will fall on Friday 5 December 2014.

Having a theme for the event is important to give it an identity, capturing both the interest and participation of local residents and businesses. The Committee is asked to choose from one of the following suggestions for 2014 Christmas Event.

#### Theme 1 – Dickensian

The Dickensian theme was new for Thame and was reinforced by the steam train and horse-drawn carriage. This could be continued in 2014, which may encourage businesses and members of the public to engage with it more. The horse and carriage and steam railway would be invited back and local businesses would be encouraged to get involved further in advance.

#### Theme 2 - Ice and Magic

The town centre would become a magical winter wonderland for the evening with an ice rink in the lower high street car park as in previous years. Following the success of the horse-drawn carriage, this would be invited back with the option of a white carriage and horses. The headline act for the evening would be a magic act as opposed to a whole evening of music.

#### Theme 3 – SantaCon

SantaCon (Santa Convention) would invite all residents and visitors to don their festive hats and costumes in a bid to have the most Santa's in one place at one time. The public would be required to source their own outfits or, alternatively, wholesale outfits could be bought by the Council and sold at a small (charitable) profit in the Information Centre.

## Theme 4 - Ugly Jumper

Residents would be invited to attend the event in a traditional Christmas jumper. A competition or informal fashion parade would be held with the public voting on the best/worst.

The Top Hat Trail competition helped to highlight and involve shop owners in the Christmas event. This will be reintroduced this year to help shoppers explore the town, tailoring the hunted item to suit the theme.

Following the success of last year's lantern parade and the numbers it drew to the event, it is recommended Thame holds another parade regardless of which theme is chosen. Last year the three primary schools hosted workshops led by two artists paid for by SODC. Feedback from the primary schools indicates they would be happy to repeat the process again in 2014, however, it is also suggested that the Council hosts these workshops in the Upper Chamber relieving the schools but still involving local children and families. To cover the cost of materials a small fee could be charged per lantern (in the region of £5). It would be necessary to hire artists to lead the workshops and funding for this would be sought from SODC.

## Resource Appraisal

Budgeted items will include entertainment, marketing and publicity, staffing, the Christmas tree and lighting. Further funds will be sought by approaching local businesses for sponsorship and donations. Money will also be recouped through stallholder pitch fees and attraction charges.

### Estimated Costs for 2014

2013	Expenditure (Est)	Theme 1 Dickensian	Theme 2 Ice and Magic	Theme 3 SantaCon	Theme 4 Ugly Jumper
700	Tree	700	700	700	700
600	Stage Entertainment Lantern Parade Materials	650	650	650	650
400	Publicity	450	450	450	450
2320	Attractions Wholesale Goods	1,800	2,250	1,250	1,250
		0	0	600	0
<b>£ 4,020</b>	<b>Total</b>	<b>£ 4350</b>	<b>£ 4800</b>	<b>£ 4400</b>	<b>£ 3800</b>

### Income (Est)

770	Stall Fees	700	700	700	700
2185	Budget Allocation	2,185	2,185	2,185	2,185
1000	Sponsorship				
405	Attraction Sales				
1308	Donations				
<b>£5668</b>	<b>Total</b>	<b>£ 2,885</b>	<b>£ 2,885</b>	<b>£ 2,885</b>	<b>£ 2885</b>

<b>£1648</b>	<b>Estimated Shortfall</b>	<b>-£ 1465</b>	<b>-£ 1915</b>	<b>-£ 1515</b>	<b>-£ 915</b>
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## Risk Assessment

	Risk	Action Taken to Mitigate the Risk
1.	Insufficient funds raised through sponsorship or donations to cover the cost of staging the event.	The Council agrees to underwrite the deficit balance as identified in this report for the theme agreed.

**Legal Powers:** Local Government Act 1972 s145

## Neighbourhood Plan Objectives

Working & Shopping	<ul style="list-style-type: none"> <li>▪ Support Thame's shops</li> </ul>
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## Recommendation:

- i) That the theme for the Christmas Event 2014 is agreed.***
- ii) That Full Council is asked to agree that any deficit of funding for the event would be met from the General Fund.***