

Community, Leisure & Recreation Committee

Title: Christmas Proposal 2023
Date: 18 July 2023
Contact Officer: Clare Peacock, Communications and Events Officer

Purpose of the Report

1. To propose Christmas events and activities throughout December 2023

Background

2. This report outlines our suggested programme for December 2023, taking into consideration:
 - Light Switch-On
 - Continuing to run/promote additional events through December in partnership with other organisations, but avoiding the ‘deadtime’ of Sunday afternoons.
 - Engaging more help and support from councillors in staffing.
 - Increase advertisements in Christmas booklet for extra revenue.
 - An expanded Street Food Market to increase revenue.

Proposal

3. To run one main Light Switch-On event on Friday 1st December, that launches the rest of the month’s community events and activities. This approach will draw people to shop in Thame, and therefore help businesses during the season. The events should also provide extra Christmas cheer, kind hearts and community spirit.
4. This year we are looking to have a snowman theme, which will motif into our promotional print, and within activities throughout the month.

Date	Event/Activity
Friday 1 st December	Main light switch on. Keeping it the same timings as 2022. Including: <ul style="list-style-type: none"> • Light Switch on by 3 children chosen by primary school to celebrate personal achievement. • Thame Concert Band. • Fun activities presented by Compere. • Walk around Children’s characters. • Mulled Wine from a community group. • A visit from Santa – on his sleigh. • Street Food Market delivered by Ay Streetmeat (tbc) • Limited number of traditional children rides. • Late night shopping: supporting businesses to get involved in the evenings entertainment.

5. Run alongside the events above will be competitions and activities including, but not limited to:
 - Sally Evans craft fairs (2nd and 16th Dec)
 - Senior Citizens Tea Party (8th Dec)
 - Mynt Image craft fair (9th Dec)
 - Snowman art installation at the Library that engages schools and community groups (hosted by the Library and supported by Windles);
 - Shop window display competitions to win voucher prizes donated by businesses.
 - Find the snowman competition within Town Centre
 - Letter to Santa to support the work of the Red Kite Family Centre.
 - Selfie-station.

Promotion

6. A booklet containing all the details of our events in December, as well as all other community events we can gather before our print deadline, will be printed, and distributed to each home in Thame prior to 1st December. The events will also be promoted through 'Thame Town Council' Facebook, Instagram and Twitter pages.

Risk Assessment

7. Each activity/event will have clear risk assessments in place and be carefully managed.

Resource Appraisal

8. Expenditure will be confined within the Christmas event budget with sponsorship and donation opportunities offered to businesses to offset any additional costs.
9. We will aim to get many of the events and activities sponsored by local businesses.

Action:

- i) To note the report.*
- ii) To provide ideas and feedback to improve the event offer.*