



**Tutbury Christmas Festival 2009
Open Meeting 23rd March 2009**

<p><u>Welcome and Introductions</u></p>	<p><u>Present</u> Mandy Wilson, Jim Wilson, Jo Woodberry, Helen Dutton, Carol Hall, Theresa Stokes, Beck Armal (box of delights) Chris Litchfield (Sole Revival), Julie Butler (D&P), Julie Foster (Just J), Steve Withers (photography), Steve Rhodes (Mill hydro) David Walker (Zixxi)</p> <p><u>Apologies</u> Jan Hamer, Lizzie Thornhill, Paul Nicholas, Kay Gibbs, Pete Steadman, Andy Allan, Richard Woodberry, Bill Crossley</p>
<p><u>History of the Christmas Festival as a Community Event</u></p> <p>First festival was as part of 900 celebrations some 20 years ago- whole community (and other villages and organisations) got together to celebrate the long history of the village and its church culminating in a huge procession and pageant held in the village by day and huge concert in the castle in the evening.</p> <p>Following this there has been a "lighting up" event each Christmas with varying degrees of success. Around 4 years ago there was such a small organising team that they were only able to provide the minimum of festivities. It was recognised that to offer our community an event that brought everyone together to begin the Christmas Festival a larger team was needed. This team secured the grant and funding needed to enable a street market and the entertainment which draws almost 2000 visitors into the heart of the village for the 2 hour event.</p> <p>The Festival team is made up of local business people, residents and representatives of the local groups and organisations and representatives of the parish council. Some team members are very actively involved and some are</p>	

<p>"sleeping partners" with a clear role, reporting to the team regularly. Many help out on specific tasks, everyone and anyone is most welcome. Mostly a huge amount of help is needed on the day to ensure smooth running.</p>	
<p><u>Summary of review of Christmas Festival 2008</u></p> <p>Procession was difficult due to overwhelming support (which was wonderful) and needs a re-think- perhaps a staged carol concert in the bandstand? The local schools are very keen to continue supporting event (and bring in families from the local area!)</p> <p>Road closure very difficult due to shortage of people available to help in the afternoon. MUST have more bodies to make it seamless. HSS provide street furniture but it is a bit ropey(and expensive) and they are not very reliable time wise - perhaps a grant towards a village cache of closure furniture would be a good investment for the growing village store of useful shared event items (Thanks to Maria at Woodhouse for the storage currently - appreciated by whole village).</p> <p>Mix up meant that no street food available but high street food outlets benefitted greatly (visitors would have liked more street food)</p> <p>Sticking to the vision of a high quality market meant that there were no fairground type stalls and local crafts people and small businesses had a good trading night and showcase.</p> <p>The lack of fairground type stalls discouraged the badly behaved youths from staying at the event. Some member of Tutbury Teens had a showcase - we really need them and Youth club included early on and TOSCA as a "voice".</p> <p>The newer lights were brighter and we will replace the duller ones year on year now we have working sets.</p>	<p>Steve R added on behalf of Dave K that the procession was indeed overwhelming and that lessons could be learnt but a procession was still a good idea. A band and more marshals would keep it together more. Police are essential to ensure safety.</p> <p>There are areas of the event that are badly lit i.e. mews car park .</p> <p>Better lights needed on trees for a brighter effect.</p> <p>Some people did not know about the Institute and event following street event. This needs to be signposted more explicitly.</p>

The new lights for the market stalls need setting up in a different way to produce more direct light (there was little time for this last time as stall setting up and road closure done by same few people. The generators however were very good (and now available to all village events and organisations on request)
Stall holders need to arrive later than they do to ensure all is set and ready for them- how to facilitate this would be a plan for next time.
On the night all businesses reported a good footfall and many later had subsequent revisits and trade.

Logistics and Organisation

Trees and lights

Friels have supplied last 2 years thanks to negotiation by Paul -intend to improve lights with funding year on year.

Takes around 2 days to put them up and connect them (thanks to local electrician David Stevenson)

Triangle tree- donated by WI but failed to thrive as hoped larger tree supplied by Byrkely park from funds

Street closure

Request to ESBC in Summer to ensure closure is legal and advertised appropriately to buses and emergency services to ensure alternative routes are known. This has been undertaken by Andy Allen in previous years as he is

Tree at the triangle was donated a few years ago by WI but is failing to thrive! A replacement is obtained annually care of Byrkely Park who also erect it.

There was a good deal of discussion re: parking. Julie wondered if there were any local fields that could be used- it was thought not- though Cornmill field and the millsite/cricket ground were mentioned. This will need following up.

Also the castle was suggested as a suitable car park for the event. This would need to be followed up.

familiar with the requirements. Have explored closing whole high street to Monk Street but this causes issues for residents and emergency services.

Street closure needs to begin around 4 weeks before event by informing residents and businesses of the intention and reasons . In past 2 years this has been with a newsletter.

2 weeks before a leaflet drop reminder to high street.

From Tuesday daily leaflet drop to cars on high street informing

Signs put up along high street explain parking restrictions due to street closure

Have in past offered facility for residents and stall holders to park in D&P with the support of the current managers.

Parking for event remains an issue as parking is so limited any way.

Street closure furniture needs to be acquired, paid for and put out to close street- not an easy job. Has to be collected at end of event and stored to be collected.

Have intention to consider requesting grant funding to buy a range of street furniture for the use of the whole village (as are the generators and lights purchased last year and a range of marquees)

Cleaning

Local street cleaner has supported event in past years by cleaning early the next day. As much rubbish as possible is removed by organising group members or taken on by businesses

Policing

Local PC and PCSO's requested to support event both in traffic management and in crime prevention.

Emergency support/first aid

Red cross support event (at fee)

Fire Service keen to support also

D&P will be full that night and parking at a premium, though potentially the residents and stall holders could use the far end.

It was suggested that subject to landlord approval Sole Revival have a large car park at rear which could be used by stall holders or others there for the whole event.

There was a good deal of discussion re road closure furniture, the difficulty with hiring and the pros and cons of having a village store of signage.

PM Harris and other local construction firms were suggested as they might have their own store. It was noted that in the past approaches have not resulted in support but it was worth trying again.

The street tidying is generally completed on the night with 5-10 bags of rubbish needing to be disposed of. Julie suggested D&P could have double collection that week and use theirs - thanks were given.

Entertainment and Community involvement

In previous years the event has included a wide range of entertainment and community involvement

Santa (in a variety of venues and supported by a variety of organisations) (incl photo in past 2 years)

Tutbury Band

Morris (Rykneid Rabble- Davis Williams and Theresa Stokes)

Local children (RWS, Mosely- Amslow, William Shrewsbury, John of Rolleston in past year)

Local churches (invited congregations and choirs from all but only St Marys able to support)

Ringing peels at St Marys

Firework display (not for around 5 years)

Handbells - unable to attend in past 2 years

. Discussion re different organisations involved. Helen D suggested more involvement from De Ferrers - esp 6th form who are required to do some community/enterprise work. Helen will investigate and report back.

It was also suggested that a moving band from de Ferrers would be helpful Helen will explore further and report back

Julie wondered whether Georgian Crystal could be part of the festival? It was agreed to ask them

Street Market

Stalls supplied by UFM (last year we had and filled all 35)

Cost is high and fundraising helps support local organisations to fundraise at a reduced cost

Gives showcase for other local business people with high quality goods .

Now have database of more than 35 traders (incl charity and local organisation) waiting for inf for this year.

Aim to provide a balanced range of goods and services.

Booking system and fee collection needs to be focussed to ensure no loss is made

The fire service are keen to be involved again and gave a focus to the Burton street end of the high Street. However it was pointed out that it felt "dead" and the market should spread out. There was a considerable discussion re the Health and Safety issues of keeping the road partially open for the D&P and blocking the street on the other side. It was agreed that a small stall adjacent to a shops frontage would not be too intrusive to pedestrians and that

<p>on hire.</p>	<p>this idea be investigated further. Market very successful - how can we optimise it given the need to use the whole street? Discussion re placing of the band - agreed to discuss further</p>
<p><u>Publicity/Communication</u> Strong links made in last few years with local media. Newsletters and updates sent in regularly and Festival is included in post Christmas special pages. Funding acquired for leaflet drop for every house in Tutbury (facilitated by Scouts and guides) an handfuls left in every business in village and outsourced to ESBC tourist board, pubs, restaurants and post office shop garden centres etc in local area Posters displayed throughout village and in surrounding district. RWS and other primaries include electronic version on newsletter</p>	<p>Some discussion about leaflets and posters. Explained that it was done by group and funding obtained for printing. David from Zixxi suggested they might be able to help. A programme with sponsored names was suggested, Jo explained how time consuming she had found this , but it was not discounted and will be discussed again as it could include a schedule of events for the evening, it was also suggested that A3 posters be placed in windows to show this too. Hatton Carnival were in the process of this currently. There was a discussion re the flyers and it was suggested to have a trifold so that it could fit into tourist info racks.</p>
<p><u>AOB</u></p>	<p>Julie mentioned the Discover Tutbury group and website and suggested the Christmas Festival Group use the site to publicise event. Mandy circulated a possible structure to ensure task and finish groups to spread out the jobs , it was positively received and will be discussed at a future meeting</p>
<p><u>Date and Structure of next meeting</u></p>	<p><u>Thurs 28th May 7:30 Tutbury Institute</u></p>