

THATCHAM TOWN COUNCIL
Events Committee

Report by: Jennie Currie

Job Title: Community & Civic Manager

Subject: Public feedback from the 2018 Christmas Lights Switch On

1 Purpose of Report

For Committee to consider feedback from the public regarding the 2018 Christmas Lights Switch On.

2 Background

A report regarding the 2018 Christmas Lights Switch On was presented to the Events Committee on Monday 10th December 2018 item EV/2018/37. The meeting was held within a few days of the event and therefore public had not had time to give feedback.

3 Feedback received

The online survey enabled people to skip questions and included the option to make additional comments. A total of 27 people completed the survey.

1 Were you a stallholder or a visitor?

Stallholder	18	67%
Visitor	9	33%

2 Best description of the group that you visited with:

n/a - stallholder	16	59%
with family inc children	4	15%
with family not inc children	1	4%
with friends inc children	2	7%
with friends not inc children	2	7%
alone	2	7%

3 Where do you live?

RG18	10	37%
RG19	5	19%
Other Thatcham	0	0%
Neighbouring parish	5	19%
Other area	7	26%

4 Publicity materials (multiple choice)

Facebook	19	70%
Twitter	3	11%
TTC website	10	37%
NWN	7	26%
Advertiser	3	11%
Out & About magazine	3	11%
Thatcham Connections	5	19%
Round & About magazine	2	7%
Penny Post e-newsletter	0	0%
Poster on TTC board	2	7%
TTC e-newsletter	0	0%
Banner on the green	3	11%
Other - Kennet Radio	1	4%
Other - word of mouth	1	4%
Other - Baptist Church	1	4%

5 Other ideas for promotion

Banners elsewhere - across A4.
Leafleting
Advertise on Meridian news
Radio
Post event photos
Street signs
Advert on Kennet Radio

6 Things to include in future

More setup time
Hot dog or burger stand
More varied stalls
More lighting on the green
New material
A countdown
More stalls dedicated to adults

7 Flow of visitors - problem areas

Crowd seemed down on previous years.
There was a steady flow of people past our stand from 1700 onwards.
The only time everything stopped was at switch on.
Queue for the donut stall, in front of our stall, it was very popular :)
otherwise did not see any problems from where we were situated
Down the centre where stalls were

8 What did you do (multiple choice)

Treasure hunt	1	4%
Father Christmas	2	7%
On stage entertainment	8	30%
Lights going on	14	52%
Spent money at a stall	12	44%
Spent money at a catering van	2	7%
Spent money in local business	9	33%
None of the above	4	15%

9 Additional Comments

- We can never hear what's going on.
- I did not hear the count down for the lights to be switched on it would have been nice to have a loud count down so that we could all hear it
- it seem to be quieter this year?
- Loading and unloading needs a rethink, two spaces is not working and saying park in Waitrose and carry items around, not a chance. Why not say those on the green can pull up east side road 3 to 4. Stalls in that section 4 onwards. Or parking behind the bookies? Or use Tigers nursery? Or Gardner Leader car park?
- Always enjoy our visit with the steam engines.
- Everything was very well organised from the allocation of stands to the provision of electricity
- As always it was a great evening. Thank you
- We would like to thank everyone involved in organising the event, we appreciate how much hard work goes into it. We made £300.00 for our group which we are very pleased about. Every year it gets more popular.
- Shame about the power failure on the stage at the crucial moment, but overall it was a good event.
- Make sure the power can actually switch the lights on, make more variety of stalls, block of ALL traffic and have more on the other side of the broad(way) also as It was dangerous for children with cars and buses still going round!

10 Star rating

3 stars	16	64%
2 stars	8	32%
1 star	1	4%

4 Financial Implications

Details of the budget, expenditure and income for the 2018 event are covered under item 13.

5 Legislation

Local Government Act 1972, s145 – Provision of entertainment and support of the arts.

6 Reference to Council Plan

Objective Three: To enhance the sense of community within Thatcham.

7 Consultation

An online survey was issued following 2018 Christmas Lights Switch On to gain feedback from participants and visitors (details contained in this report).

No further consultation has taken place.

8 Recommendation

That Members note the information and to note that Officers will be addressing the unloading and loading issues that have been raised.
