

Christmas Event Working Group
Notes of Christmas 2021 Event Meeting held on 31st March 2021 @ 7:00pm

Present: Councillors: James Buczkowski, Matthew Dale (Chair), Janet Johns
 Also Present: Sue Robinson, Elizabeth Session & Graham Sessions,
 Joy Norris – Town Clerk
 Meeting Administrator: Maria Weston- Deputy Town Clerk

Item No	Notes (topics discussed)	Outcome/Action required	Action by
1.	Apologies	Cllr. Michelle Rowe, Ashley Hellier – Cullompton Diary	N/A
2.	Notes	Notes of previous meeting held on 24 th February 2020 were approved as a correct record.	DTC - Website
3.	Updates	The following updates were given:	
	Insurance Claim – Gazebos	It was reported that the Council'[s insurance claim for the Scouts gazebos as loaned for the 2020 Christmas Event (Santa's Grotto) has been approved and was currently 'in hand'.	DTC
	Stage Booking	A communication has been sent to the Managing Director of the company (Waggle) to request a provisional booking of the stage for both the two dates as proposed for the Christmas Event (i.e. 27/11/21 & 18/12/21) and to obtain quotations for each individual date as well as a (hopefully) discounted rate if the Council were to hire the stage on the 2 no. dates.	DTC
	Tiverton Town Band & Samba Band Booking	Administrator will action this asap.	DTC
	Wooden Structure (Grotto)	Investigate hiring of a wooden structure – which could potentially be used as a Santa's Grotto in the top of the Walronds garden and would not be affected by the weather/wind. Administrator will action this asap.	
	<u>Christmas Website:</u>		
	Hosting of the site	It was agreed that this item would be deferred until the next meeting of the Group when it is hoped that a representative from the company which arranged the Christmas Website (Function28) would be present.	
	Pages and content	<i>Pages: Home/Calendar/Bulgarian invitation/ Events/Christmas Competitions/Best Shop Window Competition/Best Lit House Or Street Competition/Christmas Card Competition – Cullompton Community College/Christmas Card Competition – St Andrew's Primary School/Christmas Card Competition – Willowbank Primary School/Gallery/Christmas Memories/Mayors Christmas Message/Thank You</i>	DTC/

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<p>Use of site for other events & associated re-naming</p> <p>Way Forward:</p> <p>Grant Update:</p>	<ul style="list-style-type: none"> • It was agreed that the pages (as above) were appropriate for the website and should be included for future events. • It was noted that some individuals found navigating to the Santa’s Grotto booking system problematic and the advent calendar had some ‘glitches’. It was recognised that the website could have benefitted from some adjustments as mentioned at the last meeting but that time constraints were a major factor. Given more time any issues could have been rectified. • The Home page as currently viewable is showing ‘out of date’ information and this needs addressing. • It was noted that an individual who would not necessarily be classed as computer literate had reported that they had been able to find and manoeuvre around the site easily. <p><u>Current</u></p> <ul style="list-style-type: none"> • A site map & index would be a useful addition for navigating the site. • Remove the word Christmas from all of the page tabs. • It would be useful if the website had links (signposting) to all venues that were taking part in the Christmas festivities and that a map of the town should be included which shows exactly what is going on and where. • A ‘save the date’ advert should be added to the website with the 2 no. proposed dates for 2021 clearly highlighted. • Links to other relevant/associated websites could also be included e.g. The Walronds, Farmers’ Market. <p>It had previously been suggested that the website could be extended and name changed to ‘Cullompton at X’ - with X being the name of any event etc., as this way, the pages could be used for a multitude of events. It was however agreed that the Christmas Website, certainly for the time being, should be kept as a separate entity.</p> <ul style="list-style-type: none"> • It was agreed that the Town & Deputy Clerks should start to periodically build up a supply of gifts for the 2021 Santa’s Grotto. • It was noted that the allocated suggested budget of £1.00 per gift was ‘challenging’ – It had been set at this rate for the last 6 years. This will need to be addressed when looking at future budgets. <p>The Mid-Devon District Council (MDDC) ‘Love Your Town Centre’ Grant of £400.00 should be received imminently. It was advised that a statement would now need to be supplied to MDDC which stipulates how the event went, specifically in relation to the Christmas Advent Calendar & Santa’s Grotto (which is what the funds must be used for). The following points were agreed to be included in this statement:</p>	<p>Function 28</p> <p>TC/DTC</p>
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<p>Date and Time of Next Meeting</p>	<p>a. The virtual advent calendar proved extremely successful, popular and beneficial. This project enabled people who were unable to attend the event in person e.g. due to Covid-19 and associated shielding or for those with mobility issues, to feel included and to take part in the festivities.</p> <p>b. The Christmas website encouraged individuals who were not necessarily computer literate and familiar with technology to gain new skills.</p> <p>c. Local craftsmen were engaged to build the chimney shute for the Santa’s Grotto. It is important to note that the new chimney idea was very well received by both the children and their parent’s/carers.</p> <p>d. Young people were able to assist with the Grotto and to work both ‘front of house’ greeting users and also behind the scenes, literally i.e. behind the chimney and placing the gifts in the shute. The Council has been advised that other children have asked if they could assist with the next Christmas event.</p> <p>e. The Christmas website ‘spread the word’ about Cullompton as a town – both nationally and *internationally. This is good advertising for future years’ and has assisted with putting Cullompton on the map!</p> <p>f. Christmas literature was translated (Bulgarian) and disseminated throughout the town. This, together with two videos from individuals/families in Eastern European countries i.e. Bulgaria & Slovakia, assisted with cultural relations in the town. Note: It is intended to build on cultural relations for future events.</p> <p><i>NOTE: *Administrator to request from Function28, the number of international visitors to the site.</i></p> <p>Wednesday 24th March 2021 @ 7:00pm.</p> <p><i>The meeting closed at 8:07pm</i></p>	<p>DTC/ Function 28</p>
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