



Christmas in CREDITON Committee Minutes
Tuesday 6th January 2015 at 2.00 pm
at Council Chamber, Market Street, CREDITON

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Present: Liz Brookes-Hocking, Frank Letch, Natalia Letch, Ross Summerton, Rosemary Stephenson, Peter Hamilton, Alan Quick, Emma Lucas and Clare Dalley

67. Apologies

Apologies were received and accepted from Dan Webb

68. Declarations of Interest

None declared.

69. Minutes of the last meeting held on 25th November 2014

It was resolved to agree and sign, as a correct record, the minutes of the meeting held on 25th November 2014.

70. To review the Christmas in CREDITON 2014 events.

Before looking at each area of Christmas in CREDITON Liz commented that the 2014 project had been a massive amount of work for all concerned. Looking to the future, it would be worth considering splitting off into groups to create the energy required for the specific elements of the project.

Christmas Parade and Light Switch -On

Peter felt that the Parade worked well with the road closure as it was great to have the whole High Street to use. It was recognised that more people could have been accommodated in the parade, it was estimated that 200 people were in the 2014 parade. Criticism had been received regarding High Street Traders not being invited to carry their flags in the parade; it was recognised that the 2015 parade could accommodate all the flags.

It was noted there had been a lack of response to the fancy dress theme. It was agreed that in order for this to work in the future a proactive approach would need to be adopted by encouraging groups, organisations and schools to take part, as well as the fancy dress theme being easy to achieve.

The visual elements of the parade worked well and Peter would like to build upon these each year. In 2015 he would like 3-4 additional 2D visuals whilst also using the visuals from previous years.

When the Parade reached the bottom of North Street the walkie-talkies were useless due to the volume of noise.

The Parade participants had to push their way through the crowd to get onto The Square, therefore, more Town Square Stewards are needed for 2015 to keep the crowd back. The area where the Parade moves through the Town Square needs to be cordoned off.

The parked cars located around the Square restricted movement and parking needs to be revoked around the Square when applying for the road closure for this year.

The PA system was not strong enough for the The West Gallery Choir or Frank to be heard on the podiums.

The child pulling the lever for the Christmas lights could not reach and had to be picked up by Natalia, this needs to be addressed for this year. Natalia also felt that the steps up to the podium were unstable.

There was no special entrance for Father Christmas and Father Christmas's sweet buckets need to be labelled up, as many people thought we were approaching them for a donation rather than giving sweets out.

Electric Spank were excellent and extremely well received and the aim of getting people to stay longer worked.

The 3 Little Pigs bar and the ladies selling burgers did really well, however the hot potato van didn't.

Rubbish was an issue. There was a lot of recyclables going into normal rubbish bins and the public bins were overflowing, although they were emptied by person(s) unknown on the Saturday morning. Clare said she would investigate who did this. It was agreed that Sustainable Crediton would need to be booked well in advance for this year's event.

The clear up and de-rig operation after 9.00pm took several hours and was undertaken by a very small number of people. The average age of the clear up team was too high, and it was recognised that a younger team would be needed in future, especially as younger people in Crediton need to learn and understand what is involved.

There was very low participation in the children's competition, it was agreed that the events relating to the High Street Traders could be left with the newly formed High Street Traders Group to organise.

Having the fire engine in the Square was very good.

More advertising was required moving forward and the Committee would arrange its own publicity material a lot earlier.

There were insufficient marshals jackets and more would be needed this year. Also many of the volunteer marshals disappeared once the High Street was re-opened and the Parade had reached the Town Square, leaving members of the Event Management Team to man the remaining road closures. A better system of marshal management is required; this could mean members of the Event Management Team visiting the volunteer organisations to provide more detailed training and guidance in advance of the event.

Lights

Overall everyone was happy with the lights. The 80 Christmas trees made a big difference and the second cross-street illumination was very good.

Clare expressed concern regarding the use of the icicle lights on catenary wires as additional costs had been incurred after switch-on, when several banks of lights failed and had to be replaced. It was agreed that the icicle lights would only be used in the future where they could be accessed without the use of a cherry picker.

Children's Party

Natalia expressed disappointment, as there was an extremely low turnout at the party and the children's entertainer appeared disinterested and kept checking the time on his iPad.

A handwritten signature in black ink, appearing to be 'EWH', is located in the bottom right corner of the page.

The reasons for the low attendance were discussed as well as the need, and viability, of having a party in 2015. No conclusions were reached.

As Mike was unable to attend the meeting he had prepared some Christmas in Crediton feedback, a copy of which is attached as Appendix One. This was discussed by members and the following comments were made for items that had not already been discussed previously:

<u>Series</u>	<u>Comments</u>
1.	See separate agenda item below, relating to sponsorship.
3.	It was suggested that the playing of Christmas music or the singing of carols would make it feel more Christmassy.
4.	Yes.
5.	Two bands are sufficient the band was two musicians down on the night.
10.	A better PA is required. Need to fill the gap.
16.	The Council Offices can be used.
18.	Wedges tree will be moved elsewhere. Clare to talk to Nessies.
22.	We need to look at ways in which the tree can be protected and the lights not damaged.

71. To discuss the issuing of a Christmas in Crediton 2014 Feedback Questionnaire to High Street Traders.

It was agreed to defer this item (due to lack of time) until the next meeting.

72. To review the storage arrangements of the Christmas Trees/Lights/Decorations etc...

It was agreed to defer this item, due to lack of time, until the next meeting.

73. To receive an update on the finances of the 2014 Christmas in Crediton project.

It was agreed to defer this item (due to lack of time) until the next meeting.

74. To discuss plans and ideas for 2015.

It was agreed to defer this item (due to lack of time) until the next meeting.

75. To discuss fundraising for the 2015 Christmas in Crediton project.

There was in depth discussion regarding Helmores future support of the project. It was agreed for Frank Letch in his capacity as the Mayor to speak to the partners at Helmores.

76. Any other business relating to Christmas in Crediton.

There was no other business

77. To agree the date of the next meeting.

It was agreed that the next meeting would be held on Tuesday, 17th February 2015, at 2.00pm, in the Council Chamber.

78. Close

The meeting closed at 4.30 pm



17/02/2015

Christmas in Crediton Feedback for 2014

Introduction. The 2014 Switch-on Parade was undoubtedly a great success with many hundreds supporting the event on the High Street and in the Square. The committee responded to the previous year's feedback and adjusted accordingly, to great effect, but there are still a number of areas that would benefit from further attention.

Ser	Comment	Discussion/Action	Action by
1	Helmores didn't feel that they had got value for money from the event and they felt that they should be the main sponsors. They feel that in future the event should be called "Helmores Christmas in Crediton". They were also sensitive to the fact that Crediton Dairy had been given the same level of exposure.		
2	The Crediton Traders Group were disappointed that they were prevented from taking part in the Parade, contrary to a letter they had received? They took particular exception to being told that "Businesses weren't invited"! They also felt that they hadn't been invited to provide stalls.		
3	There were some comments that it wasn't Christmassy enough.		
4	Should Father Christmas be given greater prominence and involvement?		
5	The main parade band still didn't seem loud enough?		
6	The Djembe band was heard and thought to be very effective for its size, at the end of the parade		
7	Due to the success of the evening with lots of people, food and drink, the rubbish bins couldn't cope and were overflowing.	Provide additional rubbish bins/bags and recycling	
8	The parade lost inertia as it came down North St and entered the Square. The music and whole parade stopped for too long. This part of the parade should be a triumphal finale, at maximum volume.	This was partly pre-planned to re-group the parade, but was then aggravated by a motorist wanting to leave the Square. (see below).	
9	A car was allowed to drive down Parliament St as the Parade was about to go up it.	This was a case of the marshals being too helpful. They only needed to ask the driver to wait and he would have done so.	
10	The MC needs to be fully engaged all the time, commentating and encouraging involvement. This can be done between stage band songs.	We need the MC as soon as the crowds start to gather and up until the party is in full swing, after the switch-on, but he doesn't need to be there until the bitter end.	
11	Not all the cross-street illuminations worked, in spite of testing. Repairs were carried out, adjacent to Helmores.		
12	The PA system for the MC couldn't fully compete with the band and might not have been strong enough?		

13	The PA man told Mike that he had only been booked from 6 - 7pm	Mike explained the timings and gave him a copy of the programme, but next year, this needs to be made clearer	
14	The choir couldn't be heard	We either need a better PA system or any choir uses the band's system	
15	We had a few too many stewards and marshals in the end. The more experienced adult marshals tended to take over and the cadets were a bit left out. After the High St reopens, some stewards can be released.	Produce a more specific list of marshal and steward tasks and match people to the requirement, with a controlled reserve added on after. Volunteers need to commit earlier and more positively. We would benefit from an overall plan for the marshals and stewards.	
16	St Johns Ambulance were present and were very willing and flexible, but had it been wet and cold, they had no suitable covered facility	Either they provide their own cover or we do. Mike positioned them on the corner of Parliament and Market St and told all staff in the Square where they were located. This should have been pre-planned and notified.	
17	The location of the Police was not evident to those in the Square until the very end, though they should have been on-call through Clare?	As above, perhaps this could have been pre-planned, with one policeman/women within sight of the Square?	
18	Up to 5 trees were regularly not switched on? (Nessies and Wedges were not on Tuesday night 2 Dec).		
19	The icicles were probably too warm in colour and didn't match the other lights.		
20	There are still lots of unused tree holders and the trees are not evenly distributed? What is the policy?		
21	It would be really good to illuminate the trees around the Square.		
22	We suffered early vandalism of the main tree lights.		
23			