

11-12-2018

Dear South Swindon Parish Council,

As secretary and on behalf of the Old Town Business Association please accept our thanks and appreciation for the financial support and partnership we have enjoyed from the Parish in bringing this event to the community by funding the installation of the Old Town Christmas Lights. We would be delighted if the Parish could continue this support for the foreseeable future. As such it's only fair that we explain how we continually strive to keep running costs as low as is safely possible. If you have any questions or need any additional information please let me know.

Many thanks,

Kareen Boyd, Secretary the Old Town Business Association (OTBA) 07515 834854

### Background

The Old Town Christmas Lights is free at the point of entry to the many thousands who come to enjoy the food, drinks, entertainment, free children's activities, beautiful lights and of course visit Santa. The event is managed on a voluntary basis by OTBA members to showcase Old Town and make it as accessible and enjoyable as possible to all members of our town.

### Stall Holder Charges

During 2018 we reviewed and raised stall charges to better reflect the cost of hosting events, something which will be revisited for the 2019 program. 2018 charges are listed below:

25-11-2018 Christmas Lights Switch on Event Fees								
All fees include a listing on the Event Map								
Costs are for 3m x 3m pitches	Event Map listing only	Kids Xmas Tree Competition Spot	Info Stall No sales	Kids Zone Free activity	Kids Stall With Sales	Food Stall With Sales	Drinks Stalls with Sales	Event Map Flyer Insert for your business
OTBA Members	50	50	75	0	75	150	500	100
Other Businesses					100	200		
Power supply		Generator supply			40	40	40	
Stall Licence		Required by SBC for sale of goods			Included in stall price		Return your licence form to OTBA	

### Fund Raising

Deacons manage an annual Golf Day in conjunction with Anderson Wealth Management where all profits go towards the management of this and other events. Coupled with sponsorship from businesses either in funds or supplying services free of charge this helps to minimise event costs. We also host a Christmas raffle where all prizes are donated and proceeds are shared with a local charity.

### To charge or not to charge for entry

It's questionable whether the topography of Old Town lends itself to enclosing the area in order to charge for entry which could increase income. Charging would impact the many discounts, donations and sponsorship we enjoy. And last but not least this could make the event inaccessible to many. We believe charging for entry is contrary to the ethos of the event therefore is not something OTBA could support.

## **Risks**

By far the largest costs of the annual Christmas Light switch on event is the storage, testing, installation and removal of Christmas light fittings. Since 2017 Old Town has benefitted from support and funding for this from South Swindon Parish Council. We recognise that without this partnership and support it would not be possible to either adorn Old Town or host the Christmas Lights Switch on event.

## **Summary**

It is our hope that South Swindon Parish Council wish to continue to support the Old Town Christmas lights by funding the lights installation etc., for the enjoyment of all. If you need any further information regarding the management, costs, sponsorship of the event in order to present this to the appropriate committee please let us know. Thanks!