



Failsworth & Hollinwood District Executive

Review of the Failsworth and Hollinwood Christmas Celebration Events

**Report of Carol Brown, Assistant Executive Director,
Economy Places and Skills**

20th January 2015

1. Purpose of Report

To provide the Failsworth & Hollinwood District Executive with a brief summary of the Christmas Lights Switch on Events of 2014.

2. Recommendations

3. Current Position

3.1. Hollinwood Christmas Lights Celebrations - 4th December 2014

Overview

In previous years the Hollinwood Christmas Tree was situated at the former Roxy site but it was agreed with the potential development of this site, a new site would have to be identified. In spring 2013, a living tree on Hollins Road adjacent to Oasis Academy was agreed as the new site for the tree.



Hollinwood Christmas Tree
Hollins Road
Adjacent to Oasis Academy

From our learning's in 2013, we ensured we had safety barriers along Hollins Road in the vicinity of the tree; however this did not stop members of the public crossing the road to watch from the other side.

There have been some suggestions by members of the public, Oasis staff and Hollinwood Hub that the tree location is not suitable. A recommendation has been presented to the Hollinwood Elected members, to again move the tree further into the grounds at Oasis Academy, see below.



The electrical infrastructure would have to be moved, which officers have advised that this would be easily done, with minimal cost.

Christmas Market

This year Hollinwood Hub organised a Christmas Market held within Oasis Academy, the market was a huge success and brought in the crowds. Oasis Academy provided hot refreshments for all along with several enterprise stalls from pupils.



3.2 Promotion

The Christmas Celebrations was promoted via a dedicated social media page, radio and leaflet campaign.

3.3 Attendance

In 2013 the event attracted approximately 400 residents, which was an increase from previous years, 2014 throughout the event approx 1800 residents attended again this is a dramatic increase in attendance.

3.4 Recommendations 2015

A debrief was held soon after the event and various improvements/additions to the event was discussed and will be communicated to members in due course.

Members are asked to consider:

- 1) The relocation of the Hollinwood Christmas Tree
- 2) Hollinwood Hub to take on the responsibility of the event and the activities included

3.5. Failsworth Christmas Lights Celebrations - Friday 12th December 2014

Overview

Christmas 2013 was enhanced significantly to include a Christmas Market, Fair, and entertainment in and around Failsworth Pole.

Christmas 2014 saw the event up scaled again, this included:

Best Dressed Business or Window
Elf Hunt Competiton
Christmas Market split between 2 locations
Santa's Grotto with Reindeers
Professional stage production
Live Entertainment
Enhanced Safety precautions along Oldham Road and Failsworth Pole
Road closure at Pole Lane
Environmental Services
Reduced Character Parade



Failsworth Christmas Lights Switch on 2014
Friday 12th December 1pm-9pm

Forward with Failsworth host Chris starts the party on the Instant Stage at the Pole

- 1pm-7pm Christmas Market at St John's Church & Hall
- 1pm-7pm Funfair
- 5pm Royal Oak DJ Pete Lennon at Failsworth Pole
- 5pm Santa's Grotto, facepainting and Reindeers at The Royal Oak
- 5.30pm Funky Fitness Dancing
- 5.50pm Photos with Kiddies Karacters Mascots
- 6.30pm Failsworth's Best Dressed Shop & Elf Hunt Winner
- 6.40pm Elvis comes to Failsworth
- 7pm **POLE LIGHTS SWITCH ON** with Elvis & Louis Hanson!
- 7.05pm St John's School Choir
- 7.15pm Elvis tribute Stephen Cwiklinkski
- 7.25pm Failsworth's rising star Rachel Redshaw
- 8.05pm Festive floorfillers with DJ Pete Lennon & giveaways with Chris & Forward with Failsworth
- 9pm Goodnight Failsworth and Merry Christmas!

* All times approximate!



Our friends from Lollymania did not disappoint us with the character from Frozen, Olaf, Elsa and Ana was available for a meet and greet along with their friends Peppa Pig, Igglepiggle, Failsworth Carnival Royalty and local beauty pageant winner Brodie Brocklehurst.

Live Entertainment was brought by local DJ Pete Wood, Christmas Carols from St Johns School choir and rising star Rachel Renshaw. Elvis wowed the crowds for over an hour with various hits and was a huge hit.

The event was compared by Chris Judge from the popular Forward with Failsworth Facebook page. A huge thank you is required to Royal Oak and all the support they provided

3.6 Promotion

The Christmas Celebrations was promoted via a dedicated social media page, radio, and leaflet/banner campaign.

3.7 Attendance

The weather was not kind to us this year, which did have an effect on numbers, it is estimated approx 1500 people attended the event throughout the day.

4. Summary

Both Failsworth and Hollinwood Christmas celebrations proved to be hugely popular which we received high numbers of positive feedback for both events.

Like any events there were some small issues that were identified which will require remedying before Christmas 2015.

The most positive element of both events was the greater involvement of community members and Elected Members who were actively involved which led to each event feeling like they were owned by the community rather than being delivered to the community by the Council. That said there was still a huge demand placed on the District Team in terms of time but however this time was well invested when considering the outcomes of both events.

Early planning for 2015 is encouraged for both events; community members and partner organisations from both the public and private sector will be encouraged to attend these planning meetings and to take an active role.

5. Recommendations

- 1) Hollinwood elected members to consider the recommendations in item 3.4
- 2) The District Executive notes the success of both the Hollinwood and Failsworth Christmas Light switch on events which were much more in line with the Councils vision of a Co-operative Borough than previously.

- 3) The District Executive continues to support these events in 2015 both financially and in terms of other resources etc.
- 4) The District Executive through the District Team encourages partners and residents to play an active role in the events in 2015 and supports them in their various roles
- 5) The District Executive notes the potential for residents to grow and use the practical skills they develop whilst planning and working on these events to seek employment or to use the skills within their current employment.
- 6) The District Executive notes the opportunity for local businesses to show case and sell their products to a wide audience of local residents and visitors from other Districts and outside of the Borough.