



## **Kimpton walking Christmas Market 2021**

### **Working Party Report**

**17<sup>th</sup> January 2022**

### **Review of 2021**

Comments from visitors, stall holders, commercial stand holders and event organisers.

- We enjoyed the Christmas Market being across different locations rather than just on The Green.
- It was great to meet up with neighbours.
- Lovely friendly atmosphere and a winter version of the May Festival.
- Village choir was fantastic at Friday evening drinks.
- Friday evening at the Dacre Rooms was successful with a third of the takings during the evening.
- Better Mulled Wine was served than that available at the Boot and appreciated by customers.
- Good to have the building of the Dacre Rooms for the bar as drinks could be stored overnight and the rooms offered an indoor space to sit down.
- Positive comments regarding the range of craft beers being sold.
- Hot chocolate requires an adult version and children's version to keep them at different temperatures and ingredients (the purchase of a hot chocolate heater suggested)
- The Children's Trail was not well used between 5pm and 6pm.
- Trail less work to organise than the Grotto and good use of the sleigh on The Green with Father Christmas.
- Commercial stands were still serving up to 6pm (Baxters Fish and Chips ran out of food at the end of the event).
- We had a great location opposite the village shop and good number of buyers.
- We were rather out of the centre of the village with lower visitor numbers but still pleased we took part.
- Commercial standard gazebo required for use at the Dacre Rooms rather than a domestic version.
- Appreciated the Christmas lighting along Church Path.
- Santa Fun Run was amazing – fabulous idea.
- SumUp online shop for bookings was efficient and easy to advertise on social media.
- Would like medals for the 2<sup>nd</sup> and 3<sup>rd</sup> adult male and female runners.
- Having our own beer rack would make running the bar more efficient and enable a wider range of beers from a variety of breweries to be purchased. Link in with MF.
- Music at The Boot encourage drinkers to stay at the pub and therefore sales were down at the Dacre Rooms.
- Good social media posts and videos of the Santa Run

- Great image for use on mug and publicity materials.
- The experience of the visitors was enhanced by the Light up Kimpton with lanterns, particularly leading to the Church and 'stained glass' pictures in house windows.

#### 1. Overall Event

- a. Ambience - people liked the Christmas event and being able to socialise outside.
- b. Attendance – good attendance although difficult to quantify as in disparate locations
- c. Size and timing of event – 4 hours was appreciated by the stall holders although some packed up early. Perhaps a shorter window for the Children's Trail.  
Commercial stands had customers up to the finish time of 6pm.
- d. Publicity – Facebook, village website, posters, fliers, emails, banners, Parish Magazine. These worked as residents of the parish were aware of the event. The trail map for the location of stall holders by Grace Overington was excellent.
- e. Marketing material – all designs were excellent. Good use of the main 2022 design with adaptations for the different events e.g. Children's Trail, Santa Run, Stall holders, Friday evening drinks.
- f. Online ticket booking – excellent facility for the Children's Trail and Santa Fun Run.
- g. Card Payments – use of SumUp devices in the bar worked well.
- h. Music – patrons of The Boot PH enjoyed the Christmas live music operating from a marquee in the front garden

#### 2. Finances

- a. Income and expenditure

### Christmas Market 2021

#### INCOME

|                               |                  |
|-------------------------------|------------------|
| Donations stalls & commercial | 302.50           |
| Bar sales incl mugs           | 2189.72          |
| Santa Fun Run                 | 213.99           |
| <b>TOTAL</b>                  | <b>£2,706.21</b> |

#### EXPENDITURE

##### Drink & Mugs

|                          |        |
|--------------------------|--------|
| Mugs                     | 810.00 |
| Mulled wine, spices      | 401.27 |
| Craft Beer               | 331.40 |
| Lager, wine, soft drinks | 109.84 |
| Hot chocolate            | 26.98  |

## Event costs

|                                          |                  |
|------------------------------------------|------------------|
| Licenses: alcohol & entertainment, image | 21.00            |
| Insurance                                | 0.00             |
| Dacre Rooms hire                         | 0.00             |
| Cawley Recycling bins                    | 119.22           |
| <b>TOTAL</b>                             | <b>£1,819.71</b> |
| <b>Surplus</b>                           | <b>£886.50</b>   |

- b. KPC to agree donations to Kimpton School and Kimpton Pre-School.  
Kimpton School raised £654 from the Children's Trail and Bottle Tombola.  
There is unsold stock of Christmas in Kimpton mugs approx. 50 off with a value of £186.  
For comparison in 2019 the Overall event raised c£1,300 with PTA raising an additional £790. In 2021 numbers were down on the children's trail as some families attended the matinee performance of the pantomime.

### 3. Future Event 2022

- a. Consideration of running future event – majority feedback is that residents enjoy holding a Christmas Market and would welcome another event in 2022. It is a useful fund-raising event for Kimpton School and Kimpton Pre-School and organisation is split between KPC and PTA.
- b. Event location and timings – The use of The Green and other locations such as Kimpton School, Kimpton Mews, Church Path, Garden Fields has been suggested. Timings of 2-6pm generally supported.
- c. New event of Santa Fun Run was successful and enjoyed by runners of all ages (plus dogs!). Suggestion of an earlier time of 11am to avoid a time clash with the Kimpton pantomime.
- d. Consideration of purchases of:
  - i) Beer rack
  - ii) Hot chocolate warmer
  - iii) Commercial quality gazebo for outside the Dacre Rooms
  - iv) Suitable size marquees for The Green
- e. Use of the carpark and drive of the Doctor's surgery as a spill over from the Dacre Rooms.
- f. Consider additional events of craft workshops for adults and children as another fund-raising feature.
- g. First weekend in December is preferred, Saturday 3<sup>rd</sup> December 2-6pm with liaison with Kimpton Players regarding the clash with the matinee performance.