

ALLENTON CHRISTMAS EVENT 7th Dec 2019

This was the first year the Christmas Event was organised by St Martin's Church and Community Centre on behalf of ABL.

St Martin's are very keen to make the event sustainable when the ABL funding comes to an end and so every effort was made to try and cut costs whilst trying to maintain the high standards the event had achieved over past years.

The team felt the cuts in costs this year worked well and didn't lessen the impact of the event.

In 2018 £4639.65 was spent compared with £1310.12 in 2019. (See separate spreadsheet for full breakdown)

Advertising and Tickets

The advertising fliers were distributed round the 4 local Primary/Nursery Schools as they had been in previous years. However the big change in 2019 was that tickets were given out from Chatterbox Café at St Martin's.



In an attempt to encourage people to stay and use the café free drinks were offered to all those picking up tickets. Few took up the offer as they picked up tickets en-route to work etc and so the budget set aside for this was used on the day to offer free drinks for those waiting to see Santa.

A total of 361 tickets were given out (42.1% of these to residents in the ABL area). The excess selection boxes that were bought were taken to the local Sure Start centre to be distributed with the Food Bank parcels.

Grotto

Money was saved this year by not hiring a grotto and instead the meeting room at St Martin's was transformed into a 'Winter Wonderland'. It was agreed this provided a much better space for families to visit Santa and the flow of people through the building worked well.



Queuing

Once again, a disco provided Christmas music while the people waited to see Santa. In the future we intend to try and have more/different entertainment to ease the challenges of the considerable wait eg a magician and singing/short performances by Drama Inc and this is already being investigated.



Church Activities

In addition to the hall side of St Martin's being fully used this year there were also activities organised in the church for the families. There were five different craft activities set up and a short film shown repeatedly...all focussing on the reason for the season. Many families stayed to either watch the film and do the crafts. Drama Inc also entertained those in the church with a load of fun Christmas songs and it was thoroughly enjoyed by all.



Volunteers

Santa once again did a sterling job and we continue to be grateful for the massive commitment both in time and energy doing this job entails. St Martin's were also very grateful to the many volunteers who helped make the day such a success. Margaret Woodbridge who had organised the event previously helped enormously always willing to get stuck in before the event and on the day and gave much valued advice. Paul Brookhouse also helped in many ways on the day and over the weeks running up to the event. Jane Bettany (ex ABL and now famous author!) helped for the whole day as well as Helen Faulconbridge from Derby Homes. Other local residents and members of the St Martin's congregation also helped out at various times throughout the day. We continue to be grateful for the team that made it all happen. Looking forward to next year!

Mairi Radcliffe January 2020