

Agenda Item 11.2

To consider allocating budget for additional Christmas festivities/entertainment in Wyndham Street on Saturday 27th November 2021.

EPM Introduction to the Event – Event Plan attached at end of document

The Santa Trail event is devised to compensate for any changes in the Welsh Gov COVID restrictions. If we are limited to numbers that can gather outside then we will reduce the number of free tickets that can be applied for at any one time slot. This will restrict entry to the zones to be in keeping with changing policy.

As you can imagine we have to be very flexible in what we provide and deliver to keep the public and our staff safe at all times while providing a suitable Christmas experience within the Santa trail.

We have tried to spread the trail across the quieter parts off the town centre culminating in the finish by Elf HQ (Carnegie House). Planned activities taking place on Wyndham street include the reindeer pen, Santa selfie board, exit arch and market stalls.

We hope this will be a pleasant, Christmassy event for the families in Bridgend area and help to increase the footfall for the town centre while staying safe but shopping local.

Paul Whittaker

epm Creative

creative marketing solutions

Event options for Council to consider:

BTC has the opportunity to provide some additional entertainment or sponsor a specific activity as part of the Santa Trail Event to add to the festive atmosphere. The benefits of working collaboratively are that the event planning (ESAG, Risk Assessments, logistics etc.) will be dealt with as part of one project by BCBC and the Town Council can still provide something positive and festive for the benefit of the community.

Options provided by event provider EPM Creative for consideration are:

Christmas themed Stilt walker - full day	£400
Christmas themed Juggler – full day	£400
Snow machine	£450
Town Crier (Graham Vedmore) – Christmas cheer throughout the day with small breaks.	£200
1 x 5 Ft tall Fiberglass Candy Cane	£40
1 x Snowman (56ins tall)	£100

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1 x 2ft Teddy Bear	£15
1 x Fiberglass Lollipop 5ft	£50
1 x Reindeer (full size)	£85
1 x Santa Sleigh	£135
1 x Christmas Tree 6' (Dressing included)	£90

Please note: All prices shown ex VAT

The remaining budget for Christmas after the Reindeer Trail, Brass Band Bus and marketing is £3000.

Bridgend Santa Trail

Zone Plan

Wristbands to move between the zones

Zone 1: Entrance: BTC Christmas tree – Rock Choir / Ogmere Town Band/ Maternal Harmony Choir

Zone 2: Santa selfie sleigh, street entertainment

Zone 3: Snowstorm (snow machine)

Zone 4: Festive puppet show

Zone 5: Reindeer petting pen

Zone 6: Santa Selfies and Exit Christmas arch

