

CHRISTMAS IN TENTERDEN

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THE FESTIVE SEASON

Christmas comes to Tenterden







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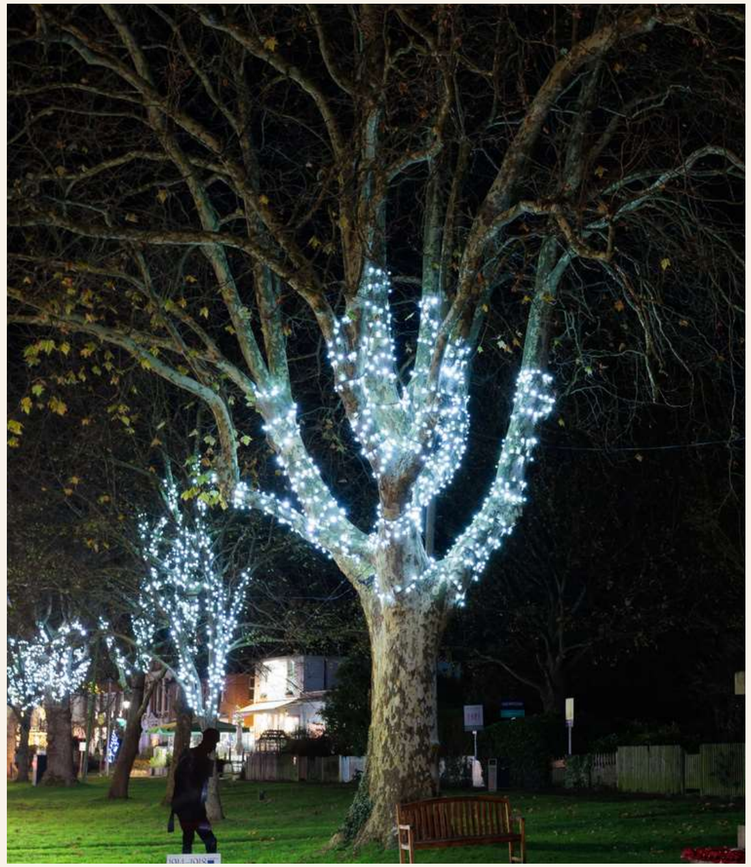






THE FESTIVE SEASON

Christmas comes to Tenterden







AROUND THE TOWN

What’s happening this Christmas?

- Christmas Market 19-22 November
- Christmas trees, lights, shop window displays
- Christmas Tree Festival, Craft Fairs, Santa - train, grotto, float
- Late-night shopping, Blessing of the Tenterden Town Christmas Tree
- Festive food, Live music, Concerts, Workshops, Big Wrap, Panto, Cinema
- Church Services, Crib, Carols

WHY IT MATTERS

Christmas is good for business

- Visitors discover independent shops
- Cafés, pubs and restaurants benefit
- People stay longer and explore the town
- The festive impression lasts beyond the market





AND IT ALL STARTS OFF WITH ...

Tenterden Christmas Market
Thursday 19 - Sunday 22
November

The events around the Christmas Market

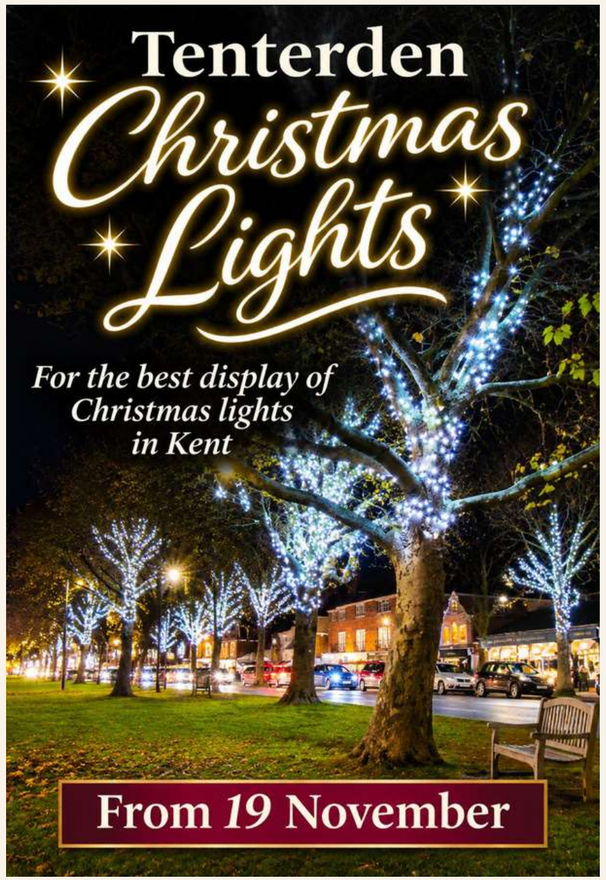




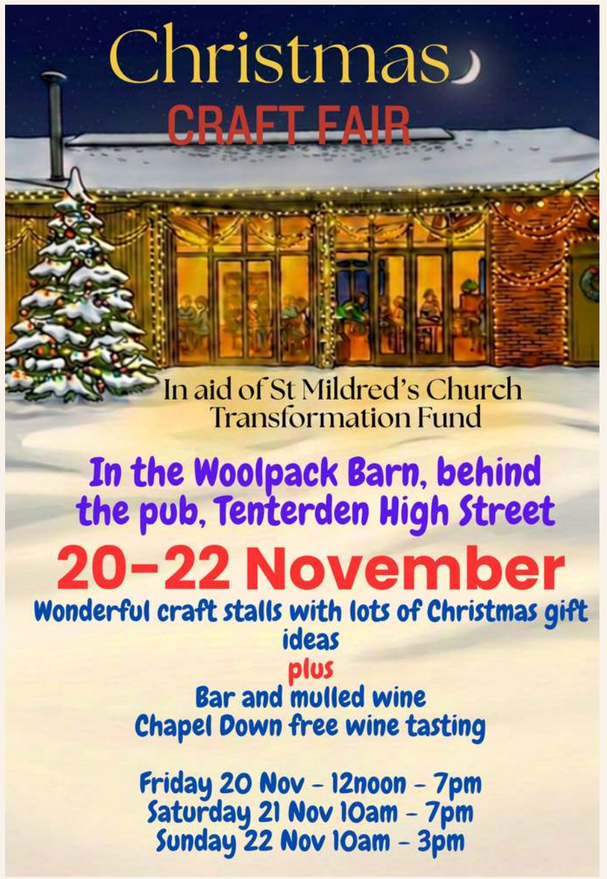




The events around the Christmas Market









The events around the Christmas Market









At the Christmas Market!







YOU HAD ONE JOB!

Organise the Tenterden Christmas Market.

How difficult could it possibly be?

CHALLENGE 1

First, the paperwork...

- Permissions and event planning
- Safety Advisory Group consultation
- Risk assessments and insurance
- Traffic orders and road closures
- Emergency and contingency plans



CHALLENGE 2

Where will everyone go?

- Create a workable site layout
- Position stalls and pedestrian routes
- Maintain emergency access
- Keep existing shops accessible
- Plan deliveries and loading



CHALLENGE 3

You need some stalls!

- Marquees, gazebos and stall structures
- Hire, delivery and installation
- Anchoring and weather precautions
- Furniture, lighting and signage
- Dismantling after the event



CHALLENGE 4

And some electricity...

- Power requirements for each trader
- Generators and fuel where needed
- Safe distribution and cable routes
- Lighting and electrical checks
- Backup arrangements



CHALLENGE 5

Who is going to sell anything?

- Recruit the right mix of stallholders
- Manage applications and payments
- Food traders and relevant compliance
- Trader information and arrival times
- Handle last-minute cancellations



CHALLENGE 6

What about the people?

- Security and stewards
- First aid and emergency response
- Contractors and event staff
- Toilets, cleaning and waste
- A team to solve problems on the day



CHALLENGE 7

And the traffic?

- Road closures and diversions
- Barriers and temporary signage
- Parking and visitor information
- Access for residents and businesses
- Deliveries and emergency vehicles



CHALLENGE 8

Will anyone actually turn up?

- Posters, publicity and press coverage
- Websites and event listings
- Social media and local promotion
- My Tenterden’s Christmas coverage
- Clear information on dates and parking



AND THEN THERE'S THE BILL...

HOW MUCH DOES IT COST?

Approximate cost of staging the four-day market

BEHIND THE COST

Where does the money go?

- Market infrastructure: stalls, marquees and equipment
- Power, lighting and generators
- Traffic management, security and first aid
- Insurance, facilities, cleaning and waste
- Marketing, staff and contingency…. profit?

THE REWARD

Why do we do it?

- A vibrant town at Christmas
- Support for local independent businesses
- Community pride and festive traditions
- A memorable welcome for visitors




IT TAKES A TOWN
TO MAKE CHRISTMAS HAPPEN