

Santa's Grotto Meeting – Thursday 15th Dec 2016

Present: Chris Hampshire, Debbie Weeden, John Morgan, Gill Knock, Carole Collins, Sue Unsworth, Hilary Booth.

Apologies: Barry Vowles, Ged Weeden, Ben & Jenny Jackson, Dorothy Kirk, Sue Gilbert, Lyn Jackson-Eves, Martin Eves.

<u>Gone Well</u>	<u>Things to Consider</u>
<ul style="list-style-type: none"> • All children's tickets sold weeks before the event • John Woodrow as Santa • Santa's grotto in the signal box • Children's throughput whilst a large majority felt their child had sufficient time with Santa. • Traction Engine and price • Face painting and price • Provision of gluten free ginger bread man • Quality mince pies • Ticket sales on the entrance gate • Presents given to children with ticket who couldn't attend • Children visited Santa who didn't have a ticket • Simon Le Barber • John Williams in Snowman outfit • Facebook marketing/communication • Enjoyed by volunteers • Simon Le Barber's PA system meant everyone on the platform heard Simon singing. • 99% felt the children's ticket price was reasonable • Majority felt the children had a magical experience. • The use of the signal box as Santa's grotto was effective • Friendly atmosphere • The earlier start (13:00) and finish time (16:00) • Additional volunteers helped at setup and take down • Community payback team assistance 	<ul style="list-style-type: none"> • Just under 200 adult tickets sold when expecting 250. • Difficult hearing Chester Brass Band at signal box platform end. • Long queues for access to Santa. • Ticket numbering call out didn't work well. • Queueing for face painting was too long • Crowded waiting room. • No documented plan for every activity. • No tea/coffee available to visitors. • Didn't promote non-alcoholic mulled wine available • Lack of communication on CWaC gazebo availability • Kitchen access for cleaning due to lack of key to kitchen door. • A few visitors felt the adult's ticket price was a bit expensive for mulled wine and a mince pie • Had 12 bottles of mulled wine unused. • Leaving the price on the child's present • No activities to keep children occupied whilst queueing.

The following points were agreed in principle for a 2017 Santa's Grotto event:

- A single day rather than running it on 2 consecutive days.
- Allocated 1 hour time slots as part of ticket sale.
- Different coloured tickets for the different hours.
- No Brass Band
- Simon Le Barber and recorded music to be used so the sound carries along platform.