

## **CHRISTMAS LIGHTS RESEARCH**

### SUMMARY:

As the summer draws to a close the focus of the Town Council turns to two main events: Remembrance and Christmas.

Whilst the Remembrance Commemorations have been run successfully for a number of years, we have no Christmas infrastructure in place. Previously, events have been managed by individuals and business, and we have no desire or resources to change this. We have also had a supplier of Xmas lights and decorations for the town, and it is this aspect we would be aiming to modernise and improve. Town centre Christmas lights and decorations are celebratory, expected by our community and refresh shopping areas at a busy but dismal time of year. However, they are also expensive.

The following 5 options are available to the council.

### Option 1: Hire lights and decorations.

We would hire all the decorations and installation services from a reputable company. They would do all the work apart from gaining permissions from Rother DC/East Sussex CC.

- Cheaper than purchasing (Initially)
- Can be budgeted for on a yearly basis.
- Can change style every year.
- No maintenance or repair costs.
- No storage costs or space required.
- Installation included.
- No assets.
- May have to order early to get what we want or may have to compromise on design.

### Option2: Half purchase/half hire

This option provides a balance between expanding our assets and providing a good display. We could supplement hire stock with nice key pieces. We would need to provide maintenance and storage for our pieces as per option 3

- Cheaper than buying outright in first year.
- Can slowly build up stock.
- Can Supplement hired display with some choice items.
- Some repair and maintenance costs
- Storage needed.
- Flexibility in budget. In harder times annual budget could be temporarily reduced with minimal loss of quality
- Some ability to change styles.
- Possible installation costs

### Option 3: Purchase our own lights and decorations.

We would buy all the decorations, arrange for them to be erected and taken down and any necessary paperwork. These would need to be safety checked yearly and this would cover electrical safety and testing, use of wires and overhead fixings. Some of these could be

devolved to the installation contractor. We would need to arrange a contractor for installation and would need to secure safe storage when the decorations are not in use.

- Our assets.
- After year one, Budget costs are minimal.
- Repair and maintenance costs
- Storage costs
- Installation costs
- R&D should be planned for
- Style choice is fixed to what we own.

#### Option 4: Existing contract

There is no existing contract, but previous decorations have been done by a community interest company. I believe this organisation has now folded.

- Know what to expect.
- Reasonable value for money
- No longer viable

#### Option 5: Do Nothing

Doing nothing is the simplest and cheapest option. It would be detrimental in a number of ways. It would be a failure to support our traders and would be a disappointment to the community, who may well level their criticism at the town council.

- Cheapest option.
- Public expectation disappointed.
- Leaves us open to criticism.

#### Recommendations/Conclusion

My recommendation would be to support option 1, as this would be easy to budget for and we would have no other outlay. Additionally, we would not need to store or maintain a large amount of complex equipment which we are not geared up for.

#### Appendix 1-Suppliers

The following suppliers have been contacted at time of writing:

The Christmas Decorators

Blachere Illumination

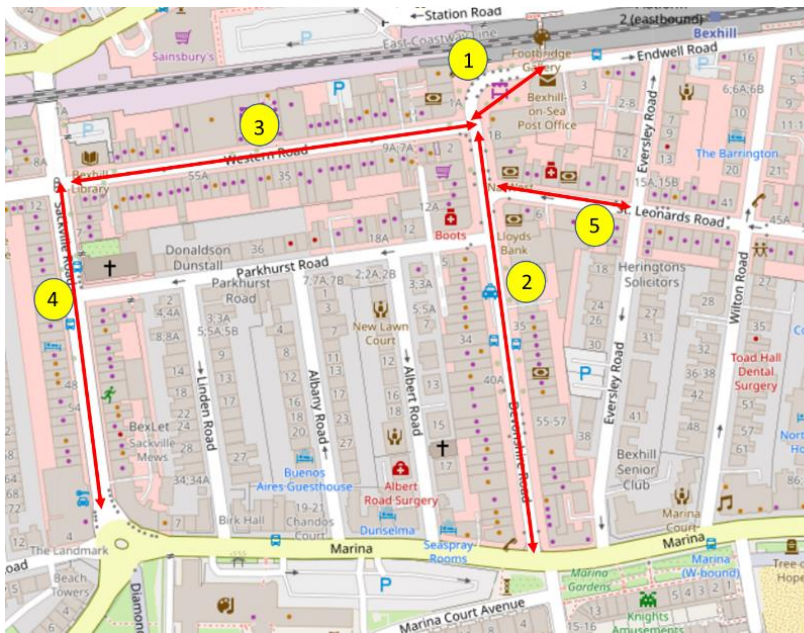
Christmas Direct

We Hang Christmas Lights UK

#### Appendix 2-Estimated costs

Individual quotes are still coming in but we would expect the budget to be between £10000 and £20000

#### Appendix 3-Recommended locations



Map of Central Bexhill, East Sussex, showing location of proposed Xmas lights/decorations

1. Devonshire Square.
  2. Devonshire Road.
  3. Western Road.
  4. Sackville Road.
  5. St Leonard's Road.
- ↕ Areas with decorations



**View of Devonshire Square. TN40 1AB**  
Seen from the East

**Desired requirements**  
Decorated Christmas Tree  
Lights on trees  
Lamppost decorations

**Other Factors**  
One-way road (West to East)  
Bus routes (Double Decker)



**View of Devonshire Road.**  
Facing South from Devonshire Square.

**Desired requirements**  
Lights/Decorations across road  
Lamppost decorations

**Other Factors**  
Bus routes (Double Decker)  
Wide Road C.18m  
Tall Lampposts.  
Some wires/points



**View of Western Road.**  
Facing West from Devonshire Road.

**Desired requirements**  
Lights/Decorations across road

**Other Factors**  
One-way road (West to East)  
Some wires/points.  
No Lampposts



**View of Sackville Road.**  
Facing North from Marina.

**Desired requirements**  
Lights across road  
Lamppost decorations

**Other Factors**  
Bus routes (Double Decker)  
Wide Road C.18m  
Tall Lampposts.  
Some wires/points



**View of St Leonard's Rd.**  
Facing West towards Devonshire Road.

**Desired requirements**  
Lights/Decorations across road  
Only on stretch between Devonshire Road  
and Eversley Road

**Other Factors**  
One-way Road (East to West)  
No Lampposts.  
Some wires/points