



Shaw & Whitley Queen's Platinum Jubilee Fair – CAWS Update, 14 June 2022

The Numbers...

- 18 Commercial Traders
- 11 Charity/Community Stalls
- 10 Side Shows
- 37 Donated Raffle Prizes
- 15 Local Sponsors
- 3 Music Acts
- 30 Classic Cars
- 200 Competition Entries
- 45 Volunteers
- 2,500 Raffle Tickets Sold
- 210 Burgers Sold
- 150 Sausages Sold
- 50 Vegan Burgers Sold
- 556 Alcoholic Drinks Sold (Bar)
- 278 Soft Drinks Sold (Bar)
- “Millions” of Smoothies Sold
- 80 Pieces of Cake Sold

And...

- Approx. 2,000 attendees over the course of the afternoon
- It cost £2,200 to put on the event, but...
- Nearly £5,000 raised for Community Projects

We Met Our Objectives...

Published Objectives	Status	Comments
1. Create an opportunity for the residents of all our local communities to re engage with each other and celebrate the Queen's Platinum Jubilee.	Achieved	The event was visited by a very large number of people over the course of the afternoon from Shaw and Whitley but also the surrounding villages and towns, including Atworth, Frome, Melksham, Holt and elsewhere. The event provided opportunities for people to meet, sit, talk, and enjoy the various attractions, food and drink and other stalls. Many people commented on how enjoyable the event was and in particular the chance to meet up with people they had not met for a long time because of Covid etc. The Creat a Crown Competition and the overall theme of the event helped to make the celebration of the jubilee a real success.
2. Provide residents with a safe and fun day that is suitable for everyone.	Achieved	The overwhelming feedback from visitors was that the event was excellent with a range of stalls, music, food, drink and activities which meant there was "something for everyone". There were no safety issues on the day.
3. Promote local businesses, community, craft and voluntary groups.	Achieved	With over 25 local businesses and a dozen community and voluntary groups in attendance or represented, and over 20 raffle prize donors from local businesses and individuals, there was plenty of opportunity to promote our local commercial and voluntary economies. We are confident awareness of all these offerings has increased significantly as a consequence of the event and already have example of residents seeking out these organisations since the event.
4. Encourage visitors to the wider Melksham area	Achieved	The event was extremely well attended. Whilst the majority of the visitors were local, we had people attending from Frome, Bath, Trowbridge, London, Berkshire, Oxfordshire, and many more areas.
5. Promote the facilities of Shaw Village Hall and Playing Field.	Achieved	Centring the event at Shaw Village Hall and Playing Field provided an excellent opportunity to promote the facilities with a number of enquiries made on the day and many follow up contacts expected.
6. Foster links between the local communities and raising the profile of those communities and the rural hinterland that so much contributes to the health and wellbeing of the wider community area.	Achieved	The event cemented the already very close relationship between Shaw and Whitley and their various business and community groups. The event also attracted visitors from adjacent communities and Atworth, Beanacre, Gastard and Melksham. We encouraged people to attend via the various footpaths etc.
Other Objectives	Status	Comments
1. Raise money for community projects	Achieved	Over £4,500 was raised that will be invested in community projects.
2. Increase awareness of CAWS	Achieved	CAWS profile has increased significantly as a result of oir event marketing and communications strategies. One measurement of this is the exponential growth in visits to our FaceBook site.
3. Build a closer relationship with SVH	Achieved	We have worked closely with SVH throughout the planning stages and now have a much closer relationship as a consequence.

What people have said...

"We all thought it was very well organised and did a lot for the community of the two villages"

"It was totally fabulous"

"Well organised"

"Looking forward to next year"

"Out of the 7 performances we gave over the Jubilee weekend, Whitley Shaw Fete was by far the best"

"Lots to do"

"So many people for a small village fete"

"Loved it"

"Great atmosphere"

"Just like an good old fashioned village fete"

"Great audience which kept growing throughout the performance and some emotional moments for some of the choir and audience with some of the songs"

"Lovely cake with our cup of tea"

"Wow, what a fabulous day in the village today"

"Absolutely fantastic day"

"Was a brilliant day"

"It was a lovely day"

"Fantastic day and turn out"

"Lovely fayre"

"Brilliant"

"My family and I had a great time"

"The burgers and cake selection along with the vehicle display were top drawer"

"Best event in the area ever"

"I am still on a high"

"It enabled us to raise our profile to the many hundreds of visitors"

"Had a lovely day"

Learning From Experience



OVER 40 POINTS THAT WORKED
VERY WELL ON THE DAY



OVER 90 IMPROVEMENT
SUGGESTIONS FOR NEXT TIME

Thank you to all our sponsors, donors, volunteers, sub-committee members, traders, community groups, residents and everyone else who worked hard to make the event such a great success

