

Chard Town Team

Purpose of the Report

To update members on the work of the Chard Town Team – Cllr. Garry Shortland, Chairman of Chard Town Team has provided the following information.

Recommendation

That the report be noted.

Report

Chard Town Team was formed to enable Chard to bid for Portas money to revive High Streets. The team is made up of a small number of volunteers and its aims are to enhance the vitality of the commercial sector and wellbeing of Chard and its residents. We work with other groups within the town with advice and sometimes funding.

A typical year in the life of Town Team:

Events

Easter - the team run a competition for families around the shops in the form of a hunt which encourages footfall into shops which otherwise they may not venture into. Each entrant receives an Easter egg and this cost is usually around the £100 pound mark but the publicity generated over the Easter period is worth 10 fold that amount.

Summer Festival - a 2 day event at the end of July, with a street market on the Saturday morning with stalls and it gives the traders of the town the chance to come out of their shops into the general public again promoting themselves. Usually this event is in conjunction with the museum open day.

The evening is a community event at the Beacon with stalls, attractions and a live band.

Sunday sees a fun day on Jocelyn Park with charity and voluntary groups able to raise funds for themselves.

Halloween - this has become a real mecca for visitors to Chard with most of the retailers in the town taking part. On average we have 600 children and parents participating around the town and again puts Chard and its traders on the map for what is a self-funding event.

Christmas Lights - the team is an integral part of the Town illuminations, organising the purchase testing and helping with the installation. The switch on is the start to the retail festive season each year.

This year saw the team use money from Area West to fund a free Christmas Film and a Christmas Children's craft making fayre, allowing parents to shop in the town while the children were doing crafts. It was nice to see most of the children make something for their parents.

The team supported the Chard Loyalty Card with funding. This year it supported the Royal British Legion with the celebrations of the end of the 1st World War.

The team relies on road closures for many events and if the team has to fund these in the future it may mean events are unviable.

The team is very grateful for the support it gets from Area West officers and the many Marshals who man the road closures.

Garry Shortland, Chairman
