



Maidenhead Christmas Lights Switch On and Festive Market 2023

Event report

Event Date: Saturday 25 November 2023

Organisers: Maidenhead Christmas Lights Volunteer Committee

The Maidenhead Christmas Lights Switch On & Festive Market took place on Saturday 25 November.

The event has grown year on year to be one of the most popular events in the town's busy calendar.

This year's event took place solely on St Ives Road. With the road closed to traffic for the day to allow for market stalls to set up and trade creating a bustling festive market attracting crowds of shoppers.

The event kicked off at 11am with community performances ahead of live music and entertainment on stage from 2pm building up to the lights switching on at 6pm followed by a spectacular firework display from the roof of the Town Hall.



Community involvement



The Christmas Lights Switch On event and Festive Market is organised by a volunteer committee.

This year's event featured a range of local musicians, youth theatre and dance groups and choirs performing across 2 stages – one in Library Square and the main stage outside the Town Hall.

The Festive Market featured local traders and charities including:

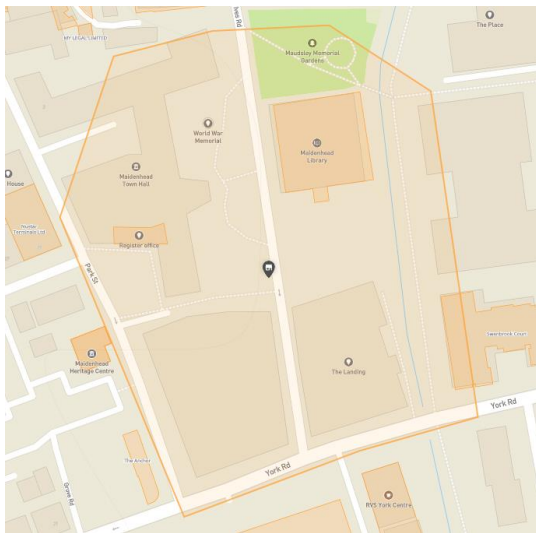
- A Hoppy Place
- The Crafty Sisters
- Braywick Heath Nursery
- Flour Power
- Cricketers Gin
- School Drive Books
- Maidenhead Drama Guild

The lights were turned on by stars of the local pantos and competition winner, 7 year old, Lila Bowley.

Maidenhead Library supported the event by working with local charity, Stand Out for Autism, to provide a quiet viewing space for families and children with additional needs.

Footfall and attendance

The event took place within the St Ives & Watermark Development area. The data below is collected from from the area marked out as below:



Total November footfall for this area: 111,846 / Dwell 79.5 mins

Total visits to this area on Saturday 25 November: 12,345 visits, showing that this event delivered 10% of the full months footfall.

An average Saturday within the St Ives / Watermark Development area sits at around 4,500 visits – the day of th Christmas Light Switch On more than doubled this usual figure.

The event also delivered an increase in footfall to the wider town, as show below:

High Street area on Saturday 25 November: 7,955 visits, (usual Saturday around 4,000 visits)

Press Coverage

The event received positive pre and post press coverage



[Key details revealed for Maidenhead Christmas lights switch-on - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

[Festive market, fireworks and funfair in Maidenhead town centre this weekend - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

[Fireworks and festive cheer at Maidenhead Christmas lights switch-on - Photo 1 of 29 - Maidenhead Advertiser \(maidenhead-advertiser.co.uk\)](https://www.maidenhead-advertiser.co.uk)

Social Media impact

As shown below, the Make Maidenhead Facebook and Instagram pages saw positive engagement throughout November in the lead up to the community event.

Spikes of engagement can be seen across the event date.

New likes and follows

Facebook Page new likes

15 [66.7%](#)

New Instagram followers

85 [107.3%](#)

Visits

Facebook visits ⓘ

2,881 ↑ 141.5%



Instagram profile visits ⓘ

481 ↑ 171.8%



Reach

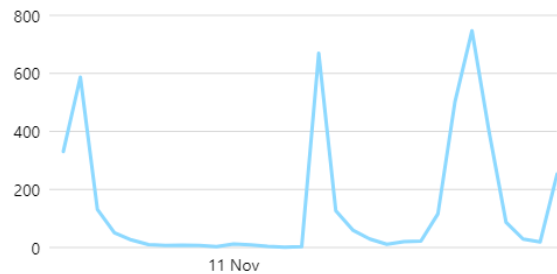
Facebook reach ⓘ

10,032 ↑ 17.2%



Instagram reach ⓘ

1,398 ↑ 42.4%



Finances and Fundraising

The event is fully fundraised for and any associated income returns to the running costs of the event.

We are grateful to our supporters this year:

- The Maidenhead Town Partnership including:
 - The Shanly Foundation
 - Legal & General Investment Management
 - The Louis Baylis Charitable Trust
 - HUB Residential
 - JJ Rhatigan
 - Nicholsons Shopping Centre
 - RBWM Property Company

Expenditure	
Road Closure, Parking Suspension and associated advertising)	£684.00
Traffic management, Stewarding and First Aid	£1,600.00
Stage and tech	£2,350.00
Entertainment and fireworks	£8,650.00
Marketing	£50.00
Staff / crew / volunteer refreshments	£120.00
Total anticipated expenditure	£13,454.00

Income	
Festive Market stall income	£880.00
Funfair income	£765.00
Maidenhead Town Partnership contributions	£9,350.00
Contribution from the RBWM Christmas Guide (advertising sales)	£2,500.00
Total income	£13,495.00
surplus/deficit	£41.00

Photos

