

Warwick Victorian Evening

Warwick Victorian Evening took place on Thursday 29th November 2018.

The annual Christmas lights switch on event is appropriately Victorian themed. Warwick plays host to traditional amusements such as a carousel, Ferris wheel, train rides and ferret racing. A seasonal ambience is created from the variety of food and drink in addition to the Christmas stalls selling crafts and gift ideas.

Warwick District Council applied for grant funding from Warwick Town Council to the amount of £1,000. This money was used to support the event, in particular enabling the addition of performers and street entertainers. The exciting fire spinners and jovial walkabout acts enhanced the evening bringing a wonderful sense of occasion, making it memorable to all those in attendance.

It was clear on the night that the footfall was high and feedback from stall holders was very positive. Victorian evening is a highlight event in the Warwick calendar. The positive comments from members of the public were well received and this was thanks to the variety of stalls, the entertainment provided and the overall atmosphere of the event.

The teamwork between the Warwick District Council Events team and Sue Butcher from Warwick's Chamber of Trade was invaluable. This made it possible to communicate between all parties and ensure a smooth event operation was achieved. Touch FM were the stage providers and delivered a range of appropriate performances throughout the night. We were able to promote the scheme of shopping locally and the #buyin2warwick.

The beauty of this event is that it gets to showcase what Warwick has to offer. The incredibly popular Christmas Tree display at St Mary's Church was a highlight for many. There was a visible, constant stream of people to and from the church. To add, the Warwick Poppies could still be enjoyed and this was a fantastic opportunity for the public to appreciate the hard work involved behind the scenes.

Local business owners embraced the event and the increase in footfall made for a successful evening of trade. The Christmas lights switch on proved once again how special Warwick is and provided a fantastic sense of community spirit and pride within the town. The event went extremely well and without incident. This was due to the good organisation and collaboration between Warwick District Council and all those involved in making the event a great success.