



Christmas 2020 Announcement

We have taken the difficult decision **not** to hold the Tenterden Christmas Market & the town Light Parade event this year due to the coronavirus (COVID-19) pandemic.

Our priority is to make sure you are safe. Due to the popularity of these events it would be not be possible to put into place the government's current social distancing guidelines.

A Message from Seren Welch & Tash Mahoney, Coordinators of Christmas in Tenterden:

"Although we understand that this news may be disappointing, the health and wellbeing of all residents, visitors and high street businesses is our highest priority. We must do all we can to ensure our coronavirus (COVID-19) rate remains low.

An awful lot of time and planning goes into organising our Christmas event and, as we still are not clear what the government advice will be on mass gatherings in November and December, we have made the difficult decision not to hold our festive event this year.

We have all been affected by the ongoing pandemic and it has been truly heart-warming to see our residents coming together to help each other in these challenging times. We must all continue to play our part and stop the virus from spreading.

Even though the usual festivities will not be held, we would encourage residents to continue supporting our town centre and helping Tenterden's economy grow once again. It's really important we get behind local businesses and shop in the town.

Whilst this is disappointing for 2020, we know that in previous years, the event has brought a high economic return to the town, so we still very much need to support our local area in these unprecedented times, and hope to come back with a bigger and better offering for 2021.

Extra factors surrounding our decision:

The event is organised and delivered by a community interest company of just two individuals. Responsible for:

- * Organisation and delivery of the full market
- * Coordination and delivery of the light parade
- * 87% of all funding is achieved through market traders and sponsorship. The remaining 13% which contributes to the delivery of community programmes comes from TTC and individual councillors.
- * A personal liability, insuring the event and all that it encompasses (this year's pandemic has led to many organised events being exempt from full cover under Covid terms).
- * Liaising with all involved; we are very much an event family - and the highs and lows of our traders and businesses are very much felt by us as organisers - we want the best return for all that trade within the town.

What's happening instead?

Part of our commitment to keeping our town very much in focus, is to offer free advertising in the lead up to Christmas for all local businesses and our 'trader family'.

We have been very grateful in past years for the support we have received, so very much want to help boost our local economy as we lead into the festive period. Please do let us know if you have any special promotions in store or online....

Festive lights

In the true spirit of Christmas, festive lights will be on display throughout the town for all visitors and residents to enjoy. Supplied by Tenterden Town Council, the normal festive lights will still line our beautiful highstreet.

In addition to this, 100 illuminated smaller Christmas trees will continue to be provided by Tenterden Chamber of Commerce above the businesses with the larger Rotary Christmas tree lit from the end of the November.

Christmas Shopping

Tenterden High Street will start to twinkle with Christmas lights in November and have everything you need for Christmas shopping. Many of the businesses will still be decorating their festive windows and welcoming all from afar to the same shopping experience. With the added bonus of craft pop ups from October to our wonderful selection of shops, there is still very much something for all.

Take care, stay safe, and look after yourselves, and we'll see you in 2021.

Tash & Seren 🌲 xxx