

CLASSIFICATION: DRAFT – NOT YET RATIFIED BY COUNCIL COMMITTEE
FALMOUTH TOWN COUNCIL

Minutes of a meeting of the Cultural Services and Leisure Committee held on 14th January 2026 at 6:00 pm in the Atherton Suite, The Old Post Office, The Moor, Falmouth.

Present: Councillors J C Robinson (Chair), H M Stephens (Vice Chair), G P Andrewartha, S R Carmichael, L E Howes, D A Konik and J A R Stowell.

Also present: Councillors D V Evans BEM CC, T M Pearce and J A Walkden.

Attendance: R N Thomas (Responsible Financial Officer)
M C Palmer-Williams (General Manager, Princess Pavilion)
M J A Lewis (Cultural Services Director)
V Rogers (Administrative Officer)

The Chair reminded attendees that the Council had committed to the Civility and Respect Pledge, that is to treat everyone participating in the meeting tonight with civility and respect in their roles. For us respect is treating others with dignity, recognizing boundaries, being non-judgmental and accepting of differences. Behaviour breaching that commitment will not be tolerated. In dealing with the business of the meeting we will adhere to our agenda and the processes set out in our Standing Orders. Please be aware that the meeting is a public one and there may be recordings of your participation.

A1066 APOLOGIES

None received.

A1067 INTERESTS AND DISPENSATIONS

None received.

A1068 MINUTES

It was proposed by Councillor Howes, seconded by Councillor Stephens and

RESOLVED that the Part I minutes of meeting held on 12th November 2025 be confirmed as a correct record of the proceedings and signed by the Chair.

The Chair thanked all members of staff who had dealt with many issues following Storm Goretti which had a huge impact on the local community.

A1069 TOWN MANAGER REPORT

The Responsible Financial Officer presented the Town Manager's report which was duly noted and forms part of these minutes.

The Festive Weekend had been a huge success with the wet weather plan implemented. A few concerns had been raised regarding the snow machines and these would be discussed further at the Christmas wash-up meeting.

A1070 CULTURAL SERVICES REPORT

The Cultural Services Director presented her report which was noted and forms part of these minutes.

She requested that Councillors engage with the new Youth Council Engagement Officer, Sophie Palmer.

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Councillor Stephens advised that the Youth Council Steering Group, made up of Councillors Carmichael, Konik, Jewell, Pearce, Stephens and Walkden, would finalise a date for the first meeting shortly.

The public consultations had been well attended. The consultation planned for 8th January was postponed due to Storm Goretti and a new date will be agreed shortly with a further public consultation planned for the end of February. The Steering Group meeting dates would be circulated shortly.

The Museum project would be included in the report for the next meeting.

A1071 PRINCESS PAVILION REPORT

The Princess Pavilion General Manager presented his report which was duly noted and forms part of these minutes.

He advised that the 5 year plan would aim to reduce the cost of running the Princess Pavilion with more large events and weddings whilst maintaining community usage. Staff had recently received training in proactively calling customers to promote the services available with an aim to increase bookings.

Councillor Robinson thanked all the staff at the Princess Pavilion for providing a welcoming community and event space and that the free screenings at Christmas had been very popular with residents.

Councillor Stowell requested a tour of the site for Councillors and the General Manager confirmed that this will be arranged.

Storm Goretti had caused some damage to the roof which had been made safe, three small trees had been brought down and the gardens were closed whilst these were removed.

Rainwater collection is working well and is proving a talking point with customers.

A1072 EXCLUSION OF THE PRESS AND PUBLIC

It was proposed by Councillor Robinson, seconded by Councillor Stephens and

RESOLVED that in view of the confidential nature of contractual matters and personal information, it is advisable, in the public interest that the press and public, be excluded from the meeting.



Town Management report to Cultural Services 14/01/26

Remembrance

This went all to plan, despite the pouring rain. There was a medical incident, but all dealt with in a professional and efficient manner.

Christmas 2025

Below is a detailed evaluation that Hayley in my team has put together which is very comprehensive and makes sense to include as the focus of this report.

It will not include Harmony Choir as I am compiling this report before Christmas Eve. Various staff are supporting this as well as the various organisations we work with. As you will all know the town centre is extremely busy so it is imperative it is monitored closely and managed effectively.



FALMOUTH

the spirit of the sea

CHRISTMAS EVENTS 2025 EVALUATION REPORT

Falmouth's Christmas events 2025 successfully delivered a range of engaging festive experiences for the local community and visitors, despite challenging weather conditions that required implementation of contingency planning. The events achieved strong attendance and engagement across all marketing channels and demonstrated the value of thorough risk planning.

This report provides an overview of the 2025 Christmas events and will serve as a benchmark for planning future events.

Christmas Events Objectives:

- Increase footfall and spend within Falmouth businesses.
- Provide a variety of activities to engage and include Falmouth's community.
- Attract both residents and visitors from surrounding areas to Falmouth.

Event Format & Overview

Christmas Lights Switch-On

The annual Christmas Lights Switch-On traditionally features a parade through the town centre, culminating in performances and the official switch-on by a community nominee on The Moor. On the afternoon of the event, a burst water main in the town centre required the parade route to be rapidly reconfigured. Quick decision-making by the Town Team enabled the parade to proceed with the new addition of festive tractors via an alternative route, avoiding cancellation and maintaining the community tradition.

Festive Weekend

The Festive Weekend traditionally operates as a fully outdoor town centre event. The original 2025 plan positioned the ice rink, curling lane, makers marquee and Santa's Grotto at Events Square, snow globe, live music and the usual market placed on The Moor, 'snowy streets' on Church Street, and the festive land train touring a town-wide route. Three new elements were introduced for 2025: Santa's Grotto and makers marquee (planned for 2024 but cancelled) and the High Street Market.

Following the 2024 event cancellation due to severe weather, a comprehensive contingency plan was developed. When adverse weather forecasts necessitated its implementation for 2025, core attractions requiring weather protection (ice rink, snow globe, Santa's Grotto, and live music) were relocated indoors to the Princess Pavilion. Weather-resilient elements proceeded in their planned town centre locations: the new

High Street market, market on The Moor, makers marquee (originally planned for Events Square but relocated to The Moor as contingency), ‘Snowy Streets’ on Church Street, and the festive land train on its town-wide route. This hybrid indoor/outdoor approach maintained town centre presence while ensuring visitor comfort and safety.

Element	Original Format (2023)	Contingency Format (2025)
	<i>All outdoor town centre locations</i>	<i>Mostly indoor at the Princess Pavilion</i>
Ice Rink	Events Square	Princess Pavilion
Snow Globe	The Moor	Princess Pavilion
Santas Grotto	N/A (planned new for 2024 on Events Square)	Princess Pavilion
Live Music	The Moor	Princess Pavilion
Makers Marquee	N/A (planned new for 2024 on Event Square)	The Moor
High Street Market	N/A (new for 2025)	High Street (as planned)
Market on The Moor	The Moor	The Moor (as planned)
Snowy Streets	Church Street	Church Street (as planned)
Festive Land Train	Town-wide route	Town-wide route (as planned)

Festive Weekend Income

Attractions - Attractions income totalled £3,586.35, representing a 39% decrease compared to the 2023 outdoor format (£5,868.71). However, this must be viewed in context: 2024's cancellation generated zero income, while 2025's adapted format allowed the event to proceed and deliver value to both organisers and venue partners.

Princess Pavilion – The partnership with Princess Pavilion proved mutually beneficial, with the venue generating £6,175.15 in income over the weekend (£3,938.10 Saturday, £2,237.05 Sunday). This demonstrates that the contingency approach created genuine economic value for our venue partner, strengthening the case for continued collaboration.

Christmas Lights Switch-on Footfall

The 2025 event was expected to be the busiest to date, with surrounding towns cancelling their switch-ons, an enhanced parade featuring festive tractors, and a performance by crowd-drawing local favourites the Oggymen. However, extremely changeable weather conditions likely deterred attendees, with observed footfall comparable to 2024 rather than exceeding it.

Festive Weekend Footfall

Comprehensive footfall data is not yet available due to the retrospective nature of the town's footfall reporting software, preventing real-time measurement during the event

period. However, multiple indicators suggest strong attendance, particularly on Saturday, though likely lower than the 2023 outdoor event format.

Comparative Attendance Analysis

The 2025 Festive Weekend showed a 39% decrease in attraction income suggesting a lower overall attendance compared to the dispersed outdoor format last carried out in 2023.

Saturday vs Sunday Pattern

Saturday significantly outperformed Sunday across all measurable indicators, continuing the traditional pattern for Falmouth's Festive Weekend. The Princess Pavilion income shows this with a 43% decrease from Saturday to Sunday. The Saturday free car parking offer in Cornwall Council car parks likely contributed to this peak attendance.

Demand Indicators

Despite lower overall attendance compared to 2023, Saturday afternoon demonstrated strong demand, with queues for the ice rink and snow globe reaching wait times of approximately 40 minutes. These extended waits demonstrate genuine public interest in the relocated attractions, though they also highlight capacity constraints within the indoor venue format.

Town Centre Distribution

The relocation of core attractions to the Princess Pavilion fundamentally changed footfall patterns. Events Square experienced significantly reduced footfall compared to its planned role as a primary activity hub, while the Princess Pavilion concentrated visitors in a single indoor location. The lack of directional signage at Events Square to guide visitors to the Princess Pavilion also likely contributed to visitor confusion and may have resulted in missed opportunities for engagement.

Marketing Campaign

A comprehensive multi-channel marketing campaign was implemented to maximise awareness and attendance.

- Royal Mail door drop – distributed to over 13,000 homes across Falmouth and Penryn
- Bus shelter advertising in high footfall locations
- Noticeboard posters – community boards throughout the town
- PR campaign – focused on local media outlets
- Advertising banners – in high-visibility locations across town
- Feature website pages – dedicated event pages with comprehensive information
- Cross-channel social media activity – coordinated across Facebook and Instagram

Website:

PAGE TITLE AND SCREEN CLASS		VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Welcome to Falmouth, The Spirit of The Sea 0...		5K	3.1K	16K	28.4%
Festive Weekend - Falmouth Official		3.9K	2.4K	13K	43.6%
Christmas Lights Switch On - Falmouth Official		2.6K	1.5K	7.3K	61.2%
Falmouth Events Archives - Falmouth Official		1.9K	985	4.2K	10.0%
Falmouth After 5 - Falmouth Official		1.2K	807	3.7K	49.6%
Princess Pavilion Falmouth		1.1K	761	3.7K	35.5%
Falmouth's Christmas Calendar 2025 - Falmout...		960	632	2.7K	40.3%

[View pages and screens →](#)

As you can see from the above table, the Festive Weekend and Christmas Lights Switch-on pages demonstrated strong performance on the Falmouth destination website, ranking as the second and third most viewed pages respectively over the 90-day evaluation period.

Social Media:

The Festive Weekend campaign was focused on Facebook and Instagram, utilising stories, grid posts and reels.

Insights:

Overall performance (1 October – 9 December 2025 vs previous year)

- Impressions increased by 42.6% - demonstrating significantly expanded reach during the festive campaign period
- Engagement rate per impression of 2.4% - within the industry average benchmark of 1-3% for destination marketing
- Engagement rate decreased by 41.3% compared to previous year – indicating wider reach to new audiences who may require multiple touchpoints before engaging

Profiles								
Review your aggregate profile and page metrics from the selected time period.								
↑ Ascending by Profile								
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views	
Reporting Period Oct 1, 2025 – Dec 9, 2025	83,856 ↗ 8.4%	344 ↗ 41%	452 ↗ 283.1%	1,322,901 ↗ 42.6%	31,944 ↘ 16.3%	2.4% ↘ 41.3%	38,596 ↘ 34.5%	
Compare To Oct 1, 2024 – Dec 9, 2024	77,386	244	118	927,496	38,185	4.1%	58,931	
📍 Falmouth Cornwall UK	60,618	158	81	799,122	27,256	3.4%	13,572	
📍 Instagram lovefalmouth	23,238	186	371	523,779	4,688	0.9%	25,024	

Highest Performing Posts:

Christmas events-related content dominated engagement metrics, with festive posts claiming four of the top five performing posts during the campaign period. This demonstrates strong audience interest in seasonal content and validates the strategic focus on Christmas programming.

 Top content by views

Boost content

See all content



FALMOUTH'S FESTIVE WEEKEND...

3 December 09:10

48.1K views
48 posts
226 likes
67 interactions



Are you ready for the big Christmas...

27 November 02:00

35.3K views
27 posts
186 likes
14 interactions



We're thrilled to share that The Boathouse...

14 November 08:01

34.9K views
16 posts
212 likes
7 interactions



Nominations for the 2025 Christmas Ligh...

19 November 08:15

30.5K views
41 posts
344 likes
17 interactions



Falmouth's Festive Weekend is almost...

5 December 02:01

26.7K views
18 posts
120 likes
20 interactions



 Top content by views

Boost content

See all content



Huge congratulations to...

14 November 08:02

13.1K views
11 posts
367 likes
36 interactions



Are you ready for the big Christmas...

27 November 02:00

10K views
4 posts
191 likes
42 interactions



Nominations for the 2025 Christmas Ligh...

19 November 08:15

7.8K views
5 posts
103 likes
1 interactions



We're sorry to share that this Friday's...

1 December 02:53

30.8K views
5 posts
121 likes
19 interactions



Falmouth's Festive Weekend is almost...

5 December 02:00

6.7K views
1 post
91 likes
17 interactions



Media Coverage:

The Christmas events generated substantial media coverage across approximately 20 published articles spanning local, regional and digital first publications.

Publication	Type	Link
BBC	Digital	https://www.bbc.co.uk/news/articles/cvg4d05lrp0
Cornish Stuff	Digital	https://cornishstuff.com/falmouth/who-will-light-up-falmouth-nominations-open-for-2025-christmas-lights-switch-on/
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25635697.falmouth-local-hero-danny-trick-switch-christmas-lights/
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25551378.christmas-falmouth-switching-festive-lights-nominations/
Cornish Stuff	Digital	https://cornishstuff.com/events/christmas/cornwalls-christmas-light-switch-ons-2025-which-will-you-visit-this-year/
Cornish Stuff	Digital	https://cornishstuff.com/falmouth/crowds-gather-for-falmouths-christmas-lights-switch-on/
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25645185.guide-christmas-lights-switch-on-event-cornwall/
Voice Newspapers	Digital	https://www.voicenewspapers.co.uk/news/west-cornwall-towns-to-light-up-with-christmas-lights-celebrations-854045

Falmouth Packet	Digital/Print	https://www.falmouthpacket.co.uk/news/25658149.falmouth-crowds-gather-christmas-lights-switch-on/
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25627234.falmouth-winter-wonderland-festive-weekend-returns/
Cornwall Live	Digital	https://www.cornwalllive.com/whats-on/cornwall-christmas-markets-2025-everything-10588820
Cornish Stuff	Digital	https://cornishstuff.com/event/falmouths-festive-weekend/2025-12-06/
Cornish Stuff	Digital	https://cornishstuff.com/events/christmas/falmouth-set-for-a-christmas-weekend-you-wont-want-to-miss/
Cornish Stuff	Digital	https://cornishstuff.com/events/christmas/falmouth-festive-weekend-to-go-ahead-with-wet-weather-plan/
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25671178.falmouths-festive-weekend-go-ahead-despite-forecasts/
Yahoo News	Digital	https://uk.news.yahoo.com/falmouth-festive-weekend-ahead-despite-171113699.html
Cornish Stuff	Digital	https://cornishstuff.com/falmouth/crowds-enjoy-activities-at-falmouths-festive-weekend/
Yahoo News	Digital	https://uk.news.yahoo.com/snow-much-fun-festive-weekend-190000487.html
Falmouth Packet	Digital	https://www.falmouthpacket.co.uk/news/25682073.falmouths-festive-weekend-brought-joy-town/

Anecdotal Feedback

Positives:

Just a really quick note to say well done to all of you, the staff and volunteers who organised the Festive Weekend in quite challenging circumstances. The town was packed on Saturday and thank goodness the rain and gales stayed away. But I know there was a lot of reorganisation involved to take into consideration the potential stormy conditions, which wouldn't have been easy for you all. So thank you for doing a such great job!

One of the busiest weekends ever!

One of the busiest Saturday the street has seen in a while and whilst it wasn't translating into big sales, there were lots of little sales.

It was a pleasure for me and Bryher's Boys to perform once again at this years' Falmouth festive weekend, and a FAB move to relocate at the Pavilions due to the forecast ! We enjoyed our closing set yesterday, and my family loved the usual ice-skating and snow globe experience. Well done to you and the town team (I did give you all a big shout-out at the end of our set) and the PA team were brilliant.

Challenges

This is extremely frustrating for the already struggling businesses on events square. No footfall as is and we were hoping this would bring some much needed winter business.

These snow machines throughout Falmouth make walking through town a horrible experience. I don't want foam, or whatever it is that they're spraying, going in my eyes, on my body or my clothes, and I honestly question how it's legal to spray this over people. People look quite uncomfortable and the machines themselves are loud and an eyesore. Please get rid of them and never bring them back.

Overhead a conversation with a customer that the snow machines made a mess and she hated it.

Did not want to continue hosting a machine as the 'snow' was falling on his vegetables. (This was rectified by relocating the machine to Little Nelly who requested to be a snow machine host).

Key Insights & Analysis

Strengths:

- *Contingency planning* – The development and execution of a wet weather contingency plan proved invaluable following the 2024 cancellation. The ability to pivot key attractions to the Princess Pavilion demonstrated organisation agility and commitment to event delivery.
- *Strong digital engagement* – Website and social media metrics demonstrate significant public interest in the festive programme.
- *Comprehensive media relations* – Securing over 20 pieces of coverage demonstrates effective media relations and compelling story angles. The coverage spanned pre-event promotion, real-time updates and post-event celebration providing plenty of opportunities to engage with potential audiences.
- *Community-centred approach* – The nomination of local hero Danny Trick for the lights switch-on, combined with performances from local school and trader engagement through the window competition, strengthened community ownership of the events.
- *Partnership working* – Supporting the High Street with the implementation of a brand-new market offering by extending the road closures and paying for a traffic marshal, increased footfall in the area with businesses reporting it as the busiest weekend of the year, and in turn will strengthen the BIDs relationship with those businesses.

Areas for development:

- *Weather dependency* – Despite successful contingency planning, the recurring weather challenges in 2024 and 2025 highlight ongoing vulnerability to

Cornwall's winter climate. This had a particular impact on Events Square, leading to disappointment from businesses in the area and lower footfall levels at this end of town. Future planning should consider potential event dates, additional indoor capacity or alternative formats less dependent on weather or outdoor spaces.

- *Social media engagement* – While impressions increased significantly, engagement rate per impression decreased suggesting the expanded reach brought in less engaged audiences. The 2.4% engagement rate, whilst within industry standards, indicates opportunity for more content optimisation to convert awareness into active engagement.
- *Measurement capabilities* – While digital metrics are strong, direct measurement of footfall and economic impact remains challenging due to the delayed receipt of data. Future events would benefit from partnerships with local businesses to gather sales data, visitor surveys to understand origin and spending patterns, and accurate event specific footfall counting technology in key locations.

Conclusion

Falmouth's Christmas Events 2025 successfully delivered festive programming under challenging circumstances, demonstrating the value of thorough contingency planning and organisational adaptability. While the Christmas Lights Switch-On maintained its position as a popular community tradition despite route changes and changeable weather, the Festive Weekend's hybrid indoor/outdoor format proved operationally successful in avoiding a second consecutive cancellation.

The 39% reduction in attractions income and lower overall footfall compared to 2023's outdoor format demonstrates that contingency arrangements, while necessary, cannot fully replicate the reach and impact of the traditional town-wide event. Events Square businesses experienced particular disappointment with reduced footfall, and some elements—such as the snow machines—received mixed feedback requiring review for future events.

Looking ahead, the focus should be on building upon the successful contingency model while addressing identified weaknesses: enhanced signage and wayfarer systems, improved footfall measurement capabilities, refined social media engagement strategies, and continued exploration of weather-resilient programming that maintains broad town centre distribution.

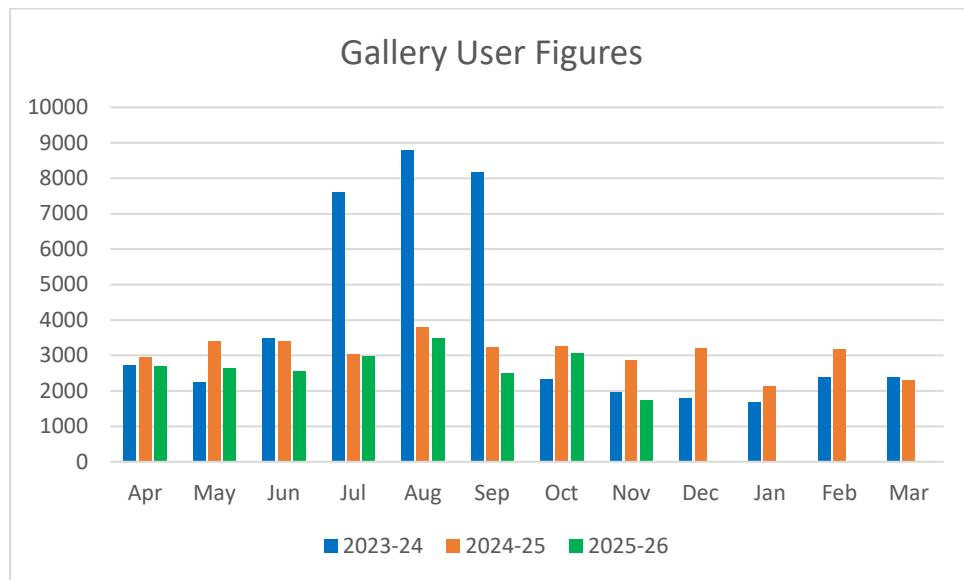


Report to	Cultural Services & Leisure Committee
Date of Committee	14 th January 2026
Report title	Cultural Services Report
Prepared by	Morwenna Lewis
Approved by	Town Clerk
Purpose of report	Regular update report to committee appraising of recent and forthcoming activity
Recommendations	To note the report



1. Background	Regular report to committee
2. Financial Implications	Activity funded from core and ACE funding
3. Legal/Policy Implications	N/A
4. Risk Assessment	N/A
5. Consultation	Items 2 & 3 report on consultation with public/local stakeholders
6. Appendices	N/A

Morwenna Lewis
Cultural Services Director
2nd January 2026

**Part 1****1. Attendance**

NB the Gallery User Figures for 2025-26 does not currently include engagement data (e.g. schools)

Library footfall data is expected; the Director will provide an update.

2. Activity Report

- The work to improve some of the Library spaces continues, with a new study area set up in the former children's section. The PC units will be moved in January 2026, after which point work will start on creating an engagement and learning space in the former computer room.
- Cornwall Council's annual library survey has been released, with a 98% satisfaction rate across the county. The data for individual sites is due to be released in the coming weeks so the Director will circulate the main feedback for Falmouth Library when it is available.
- Successful recruitments have been made of a new library assistant (there was a second recent departure in November) and the Youth Council Engagement Officer. Both are due to start in January.
- Work funded by the Cornwall Council TRIP funding secured in October has started in earnest, with a multi-session engagement event on 8th December. 34 members of the public (individuals and organisation reps) attended the public sessions, along with 23 staff members and councillors attending the internal sessions. Valuable feedback was gathered from these sessions which the architects are using to inform the updated version of the proposals, due to be published ahead of the next consultation event on Thursday 8th January (see details below).
- Phase 1 of the Municipal Building improvement works has been complete, allowing staff to move back into the office space.



3. Upcoming and current events & exhibitions

4 th October -24 th January	Exhibition – Out of Paper	Closing soon – Exhibition developed in partnership with Falmouth School of Art, Falmouth University. Looking beyond the realms of illustration and showcasing works by Cornwall-based artists who are exploring concepts and form using techniques such as cutting, folding, collaging and pulping.
Saturday 3 rd January, 10:00-13:00	Free monthly workshop – Origami animals	Learn the ancient art of origami with Willow. Fold your paper animals, decorate their faces, and then build your very own hanging mobile using string and lolly sticks.
1 st & 3 rd Monday of each month, 10:00-12:00	Healthy Cornwall @ Falmouth Library	Drop in to access information on stopping smoking, weight loss, nutrition, physical activity suggestions and signposting to other helpful services.
5 th -22 nd January	Community Gallery Display	A selection of work by Falmouth University students
Thursday 8 th January, 17:30-19:00, Council Chamber	Public Consultation – Municipal Building Plans	Have your say about the future of Falmouth's Library and Art Gallery. Explore proposals for the town's Passmore Edwards Municipal Building and make sure your voice is heard in future plans for this community resource.
Saturday 21 st February, 10:30-12:30	Art for Wellbeing Saturday Workshop	Design and create your own articulated puppet using collage techniques. Tickets are £15, available via the booking link .
Monday 23 rd February – Monday 9 th March, 13:00-15:00	Art for Wellbeing 3-week course	Explore movement in art through playful, self-led techniques such as intuitive mark-making, working with gravity, layering colours, and elements of neurographic art. The course takes place over three Monday afternoons: 23rd February,



		2nd March and 9th March, from 1-3pm.
Various	Little Fingers, Baby Jam & Baby Paint	Our early years core offer - check website for details
Various	Sketch Club	Regular roving drawing group held in the Gallery – check website for upcoming dates

4. January maintenance closure

Note that the Gallery will be closed for three weeks from Monday 26th January, reopening on Monday 16th February, and access to the Library is going to be only via the rear accessible entrance. This is due to maintenance works (floor-cleaning and painting) and exhibition installs in the Gallery and essential in-situ cleaning of the large artworks in the lobby and landing areas. All Library services will still be available during this period.

5. Steering groups

Steering group members (Cultural Strategy and Municipal Building) will be contacted in early January about arrangement of the first meetings.



The Princess Pavilion

Cultural Services Report January 2026
Chas Palmer-Williams General Manager



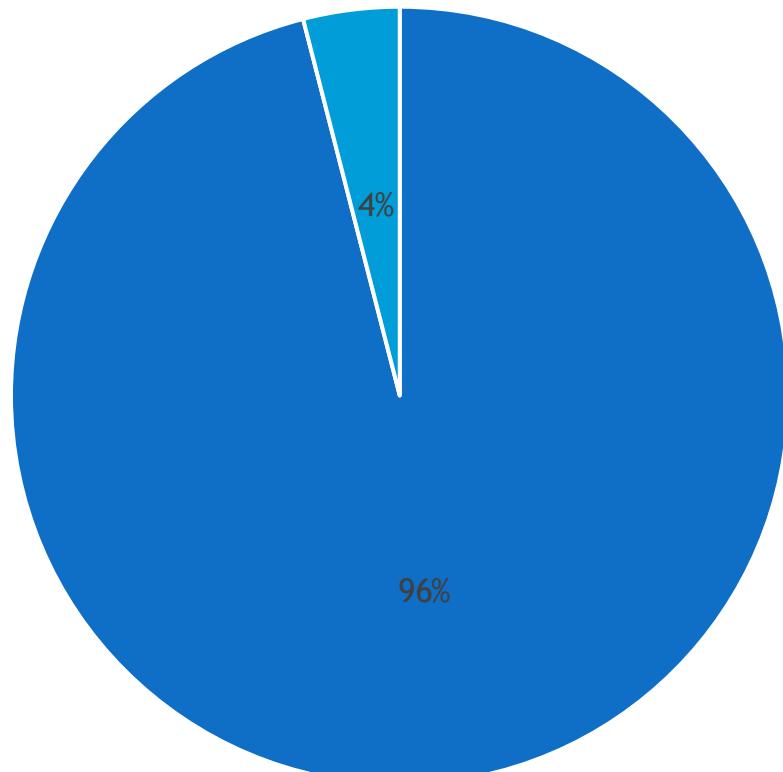


2024-2025 Summary

- ▶ 1105 events took place last year
- ▶ Large increase in daily community usage
- ▶ Café/Community space daytime 2023-2025 turnover increase 70.8%
- ▶ Café/Community space daytime 2024-2025 turnover increase 26.4%
- ▶ 56,000 cups of tea and coffee (Cornish suppliers)
- ▶ 39,000 pints of beer (Cornish suppliers)
- ▶ Largest event in the Princess Pavilion's history
- ▶ 21% increase in free community group usage

Princess Pavilion Usage

2024-2025



■ Open to The Community

■ Closed for Full Venue Hire

2026 and beyond



5 YEAR PLAN



PRO-ACTIVE SALES
OUTREACH



GRANTS AND BIDS

Thank you to
our team

