

Events Working Group Update

Items for Town Council Resolution

Cowes Christmas Parade Date Change Request

The event is currently scheduled for **Saturday 28 November 2026**. However, this weekend coincides with **Black Friday**, which is traditionally one of the busiest shopping weekends of the year. Discussions with Red Funnel have indicated that this is their busiest foot passenger day outside of the Isle of Wight Festival period, with many Island residents travelling to the mainland for Christmas shopping.

The Events Working Group has discussed a proposed move to **Saturday 5 December 2026**. This change would provide an opportunity to work in partnership with Red Funnel, who have indicated that they would support the event by running promotional activity from Southampton to encourage mainland visitors to travel to Cowes for the day. They have also suggested the possibility of providing a later return sailing, allowing visitors additional time to enjoy local shops, restaurants, cafés and pubs. This proposal was discussed by the Events Working Group on 24 August 2026.

To ensure the views of local businesses are considered, the **Mayor, Deputy Mayor, Cllr Marriott and Cllr Palmer** will be speaking with traders and businesses in the High Street ahead of the Council meeting to identify any potential clashes with events or activities already planned for that date. Feedback received so far has been positive, and no significant concerns have been raised.

Town Council Newsletter Frequency Change

Due to increasing production and delivery costs and potentially reducing residential demand for a physically printed newsletter, the proposal is for the following changes to be considered:

- Newsletter currently produced 4 times a year with 5,000 copies per edition.
- Last edition (Spring 2026) costs were £1,050 printing and £850 distribution.
- This equates to £1,900 per edition or £8,600 per annum (at last edition pricing).
- Proposal is for newsletter production to be twice yearly.
- A Spring edition will cover Oct-Mar activity reports and expected Summer activities; published mid-April.
- An Autumn edition will cover Apr-Sep activity reports and expected Christmas activities; published mid- October.
- Production run of physical media to be limited to 1,000 newsletters for distribution only to key Cowes Town social organisations, care homes and businesses.

- For Cowe's residents, as we now have significantly enhanced website and social media presence, the newsletter will be published and promoted using these channels rather than the printed and delivered format.
- Residents will be able to ask directly for a printed copy to be provided if required.
- Note that as the nature of our online presence is dynamic; events and activities that would be reported in a newsletter are also continually posted and reported on throughout the year as they occur.