Community Fund
2017/18
Window Wanderland – Chandos
2018
Chandos Neighbourhood Association
INTRODUCTION

2018 saw the third Window Wanderland event organised in the Chandos Road area and one of several Window Wanderland events being held in Bristol and further afield. The Chandos event was open to all residents in the vicinity of Chandos Road (see map on page 3) although people living just outside the event area were also welcome to participate. The event occurred on the 3rd and 4th February 2018 and was organised by the Chandos Neighbourhood Association (CNA).

The CNA received £250 from the University of Bristol Community Fund. This covered printing of posters and flyers, and paid for Facebook advertising and the fee to use the Window Wanderland name and branded materials.

THE EVENT

Window Wanderland (WW) was set up in 2015 by Lucy Reeves Khan who wanted to lift the spirit of her community in the winter months. The concept has grown and events have been held in various communities in Bristol, around the UK and internationally. Window Wanderland has been featured in the national media including The Times newspaper and in a piece on the BBC’s ‘One Show’.

The Chandos Neighbourhood Association previously ran successful WW events in February 2016 and 2017. After discussion with the community, at an open CNA meeting in March 2017, it was decided that a third event would be run in February 2018.

Window Wanderland events tend to be scheduled in the winter months after darkness. We decided to schedule the event in February to give student residents plenty of time after the January exam period to create a display and also not to coincide with other WW events in Bristol. We also chose dates when sunset fell early enough to allow families with small children to participate in the event.

Window Wanderland provides organisers a pack of materials to run an event. This includes templates for posters, flyers, presentations and letters to groups such as students and schools. It also provides access to their website to build a map for the event and helps with promotion of the event via social and traditional media. These resources were provided for a fee of £90 this year.
The Chandos event was advertised by the CNA in the following ways:

- Posters displayed by businesses on Chandos Road
- Flyers delivered to all local residences in January/February 2018
- Posts on the CNA website (www.chandosna.wordpress.com)
- Emails to all members on the CNA distribution list
- Direct communication to students distributed by the University of Bristol Accommodation Office
- Facebook (Facebook event and paid advertising)
- Instagram
- NextDoor (local social media)
- A promotional and follow up articles in the Bishopston Voice

Window Wanderland head office advertise all events and the concept more widely. They posted on Twitter, Instagram and Facebook regarding the Chandos 2018 event.

Participants were invited to sign up to the event via the Window Wanderland website. Signing up was not compulsory but intent is that the event is like an art trail and being on the map ensures that displays are visited. 18 residences signed up to the map. There were an additional 5 or so properties that were not on the map. 23 properties and 73 windows in total. The 2018 map is below.

![Map of Chandos event]

The community were able to print the map themselves from the Window Wanderland website or access the website via a smart phone to navigate the displays.
Entries were a mix of local businesses, student and non-student residences. It is estimated that approximately 3 displays were created by student residents. The majority of student residents in this area attend the University of Bristol.

Below are pictures of some of the displays. No consent forms are provided with this report since these are pictures of the windows only. A full gallery from the event can be viewed here:
https://windowwanderland.com/event-gallery/?eventID=9135
OUTCOME

The uptake of the event overall was comparable to that of 2017. There was a good range of displays with varied themes. The most popular theme was overuse of plastic and saving our seas. A number of different techniques had been used to dress windows and these were used to good effect.

The weather was cold but dry and much better than last year. A good number of people visited the displays. The atmosphere was as jovial
as ever and neighbours had the opportunity to talk to each other about the displays.

Some quotes from the community include.

“We really enjoyed seeing all the displays some were very imaginative! Our favourite was the “Where’s Woolly” one”

“This is the second one I’ve been to... the displays were just as good and the weather was much better this year”

Formal feedback is being gathered by the Window Wanderland team but this is not available at the time of report writing.

LOOKING FORWARD

The uptake of the event was comparable to that of 2017. The event was felt to be success with a large number of people getting out to see the displays in person. There was also increased engagement on social media, especially Facebook, compared to previous years. Since this is now the third time CNA have organised the event the preparation time is decreasing each year and set up is not onerous.

This year’s Chandos WW was in early February. It is usually in late February. The timing was changed primarily not to clash with the Bishopston WW which is a much bigger event and geographically adjacent to Chandos Road. It is felt that our event this year was a little too early, and too close to Christmas, so we will plan next year’s event to be later on in February or even in early March.

This year sign up to the map by participants was very last minute despite a number of reminders. As a result we could not produce a printed map for visitors.

We anticipate that there will be an appetite in the community to run the event in 2019 (this will be discussed at the next CNA open meeting in March 2018). However we will introduce some initiatives to increase the number of participants and to encourage them to sign up to the map earlier. Some of our initial thoughts include running at least one creative workshop in the lead up to the event to increase engagement and get people thinking about their displays earlier. We may also
launch the social media campaign earlier than for this year’s event (we launched in November 2017 for WW Chandos 2018).

THANKS AND ACKNOWLEDGEMENTS

Thanks to all those who helped with flyer distribution, Lucy Reeves Khan and the Window Wanderland team, and the Chandos Neighbourhood Association committee. To the University of Bristol for their financial support. And last, but certainly not least, the residents of the Chandos Road area for making some fantastic, imaginative displays.