Community Fund
Window Wanderland - Chandos
2017
Chandos Neighbourhood Association
INTRODUCTION

The Chandos Neighbourhood Association (CNA) was set up in 2015 in response to the need felt locally to coordinate on planning issues and to maintain the Chandos Road area as a pleasant place to live. Membership is open to all who live in the Chandos Road area. There is no charge for membership.

This particular event is one of many being organised through the year to promote a sense of community. The event was one of several Window Wanderland events being held in Bristol, and further afield. The event was open to all residents in the Chandos Road area. The event occurred on 25th and 26th February 2017.

Participants were encouraged to not only create their own display but to wander around the area to look at their neighbours’ creations.

CNA received £245 from the Community Fund to cover printing of posters, flyers and maps and also to pay the deposit to use the Window Wanderland name and branded materials.

THE EVENT

Window Wanderland was set up in 2015 by Lucy Reeves Khan, a set designer 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.

CNA ran a successful event in February 2016. After discussion with the community at an open CNA meeting and it was decided that a second event would be run in February 2017.

Window Wanderland events tend to be scheduled in the winter months, after darkness. We decided to schedule the event at the end of February to give student residents plenty of time after the January exam period to create a display. We also chose dates when sunset fell early enough to allow families with small children to participate in the event.

Window Wanderland provides organisers with a pack of materials to run an event. This includes templates for posters, flyers 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 are provided for a deposit of £50.

The event was advertised by CNA in the following ways:

- Posters displayed by the majority of businesses on Chandos Rd.
- Flyers delivered to all local residences in Jan 2017 and Feb 2017
- Posts on the CNA website (www.chandosna.wordpress.com)
- Emails to all members on the CNA distribution list
- Direct letter to the students distributed by email by the University of Bristol Community Accommodation mailbox
- Facebook (including Facebook event)
- Instagram
- NextDoor (local social media app, formally Street Scene)
- Adverts in the local free press e.g. Bishopston Voice, BS6

Window Wanderland head office have advertised all events and the concept more widely. The idea has been featured on Radio 4, Radio 5 and will be the subject of film on the BBC1 programme “The One Show” in the near future. They have also posted on Twitter, Instagram and Facebook regarding the Chandos 2017 event.

Participants were invited to sign up to the event via the Window Wanderland website. Signing up was not compulsory but the idea was that the event was like an art trail and being on the map would ensure that displays are visited. 23 residences signed up to the map. There were an additional three windows that were not on the map.
Maps were posted along Chandos Road on the days of the event. The community could also print the map themselves from the website or use their smart phones to navigate the displays.

Entries were a mix of local businesses, student and non-student residences. It is estimated that approximately 2 or 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.
OUTCOME

The uptake of the event overall was slightly lower than 2016. There was a good range of displays with varied themes. A number of different techniques had been used to dress windows and these were used to good effect.

The 25th and 26th Feb 2017 were wet, windy and cold. This was somewhat of a deterrent to people wishing to wander around the area to admire the displays. Despite this a good number of people braved the elements. The atmosphere was jovial and neighbours had the opportunity to talk to each other about the displays.
Some quotes from the community include.

‘... I thought the event was really good - despite the weather!!’

‘We both enjoyed all the displays, and met a few others along the route who were sharing their favourite sightings.’

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 less than in 2016 but it was thought to be a success nevertheless. The event is a relatively time consuming one for the committee to organise - additional volunteers were required for this. As a result the CNA may decide to retire the event for one year and run it again in 2019. This will be discussed at an open CNA meeting in the coming months to establish the community’s appetite for another event next year.

THANKS AND ACKNOWLEDGEMENTS

To all those who helped with flyer distribution, Lucy Reeves Khan and the Window Wanderland team, The Chandos Neighbourhood Association committee, Fiona McVey for getting those press releases out and the residents of the Chandos Road area making some fantastic displays and braving the elements to look at them.