

Welcome  
TO  
**WHITBY**  
*Winter  
Festival*  
— 2021 / 2022 —


BRINGING A SENSE OF  
**TOGETHERNESS**  
*in the small town with a BIG heart*



A vibrant, winter-themed illustration for the Whitby Winter Festival. The scene is set in a snowy town at night, with a large sign in the background that reads "Whitby Winter Festival". In the foreground, there's a snowman on the left, a pair of ice skates, a wine glass, a coffee cup, a plate of food, a tall glass of beer, a stack of books, and a wrapped gift. The overall atmosphere is cozy and festive.

**The 2021/22  
Whitby Winter Festival  
brightening up  
the Whitby winter**

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A festive winter-themed illustration for the Whitby Winter Festival 2021/22. The scene is set in a snowy town at night, with a large sign in the background that reads "Welcome TO WHITBY Winter Festival 2021/22". In the foreground, there are various winter items: a snowman on the left, a pair of ice skates, a hot chocolate cup with a snowflake design, a large mug of beer, a stack of books, a gift box, and a plaid scarf. In the center, a group of people is ice skating on a rink. The overall atmosphere is cozy and celebratory.

**After over a year of separation and social distancing, the theme for the 2021/22 Whitby Winter Festival is**

**‘Togetherness’**

BRINGING A SENSE OF  
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*in the small town with a BIG heart*

# Whitby Winter Festival

- What** A volunteer based, set of coordinated activities during the winter months.
- Why** To brighten up the dark winter period for locals and visitors alike and hopefully help the businesses to earn extra revenue during a traditionally quieter period.
- How** Come up with and promote annual themes which inspire all local bodies to link up (reflect the theme in their events) to provide a 'joined up' approach with coordination by the Whitby Hospitality Group coordinating team.
- When** November to March each year, planning begins February
- Who** The Festival is provided by Welcome To Whitby, a volunteer organisation supported and coordinated by Whitby hospitality businesses and aims to provide some employment in the town over the winter period, provide fun activities for the community and boost the winter trade for businesses.

# Whitby Winter Festival

The Whitby Winter Festival aims to provide excitement and entertainment for locals and visitors alike and to help the businesses within the town earn extra revenue during the period November to March each year.

Organised and led by a volunteer group consisting of 290 hospitality businesses and working under a new community interest company, Welcome to Whitby CIC, the team hope that the annual theme, which is decided jointly between interested parties in the town will provide a back drop to various bodies, such as the council and other commercial entities with the festival working to tie things together and providing an opportunity to deliver a 'joined up approach' to the outside world whilst also coordinating a number of initiatives over and above the ones that normally take place during winter.

The festival begins in November with the installation of the Whitby Ice Rink and Whitby's Dazzling Christmas. The New Year then brings Whitby Wellbeing offers and the Whitby Harbour initiative (a new weekend with details to follow) and the Whitby Literary Festival. When coordinated with existing events such as the Whitby Winter Market, the Krampus Run, The Boxing Day Dip, New Years celebrations and Valentines Day, the winter period will have more to offer for locals and visitors alike.

# Whitby Winter Festival

The Whitby Winter Festival is a volunteer initiative by Welcome To Whitby CIC aiming to make a difference through focussed leadership, openness, collaboration and agile decision making.

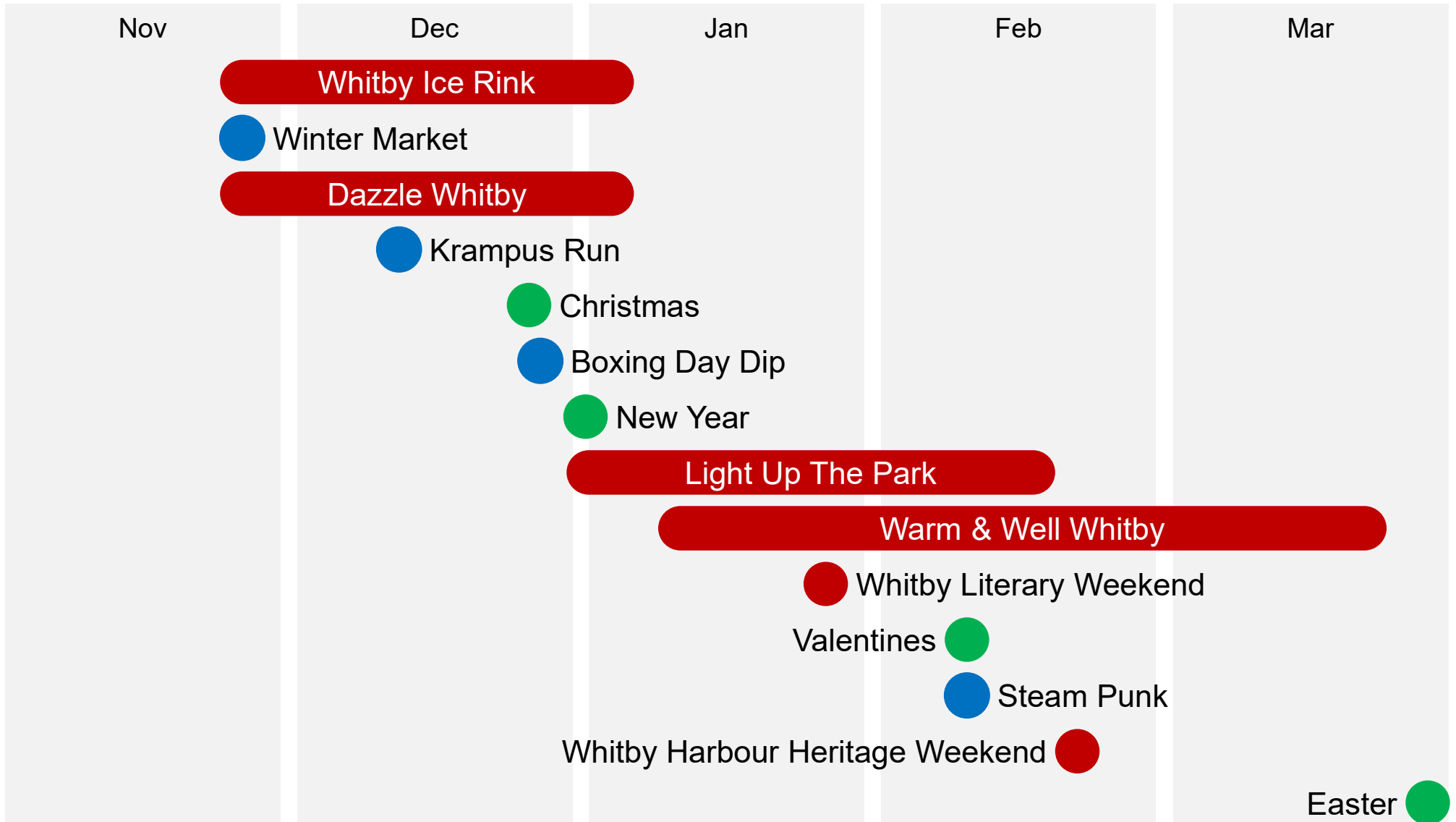
The initiative is led by a coordinating team from Welcome To Whitby CIC whilst implementation is driven by project one for each of the initiative as required.

The programme is run by volunteers and is; transparent, inclusive and dedicated to avoiding duplication, bureaucracy and competition between stakeholder groups.

# Whitby Winter Festival

- The delivery of initiatives is either directly through the programme or by collaborating with outside groups operating independently.
- The team hope that the following initiatives will be delivered by the people or bodies that usually deliver them with in close collaboration with the Whitby Winter Festival
  - Whitby Christmas Market
  - The Krampus Run
  - The Boxing Day Dip
  - February Steam Punk
- The following initiatives will be delivered by the Whitby Winter Festival Team
  - Whitby Ice Rink
  - Whitby's Dazzling Christmas
  - Light Up The Park
  - Whitby Literary Weekend
  - Whitby Well & Warm
  - Whitby Harbour Heritage Weekend

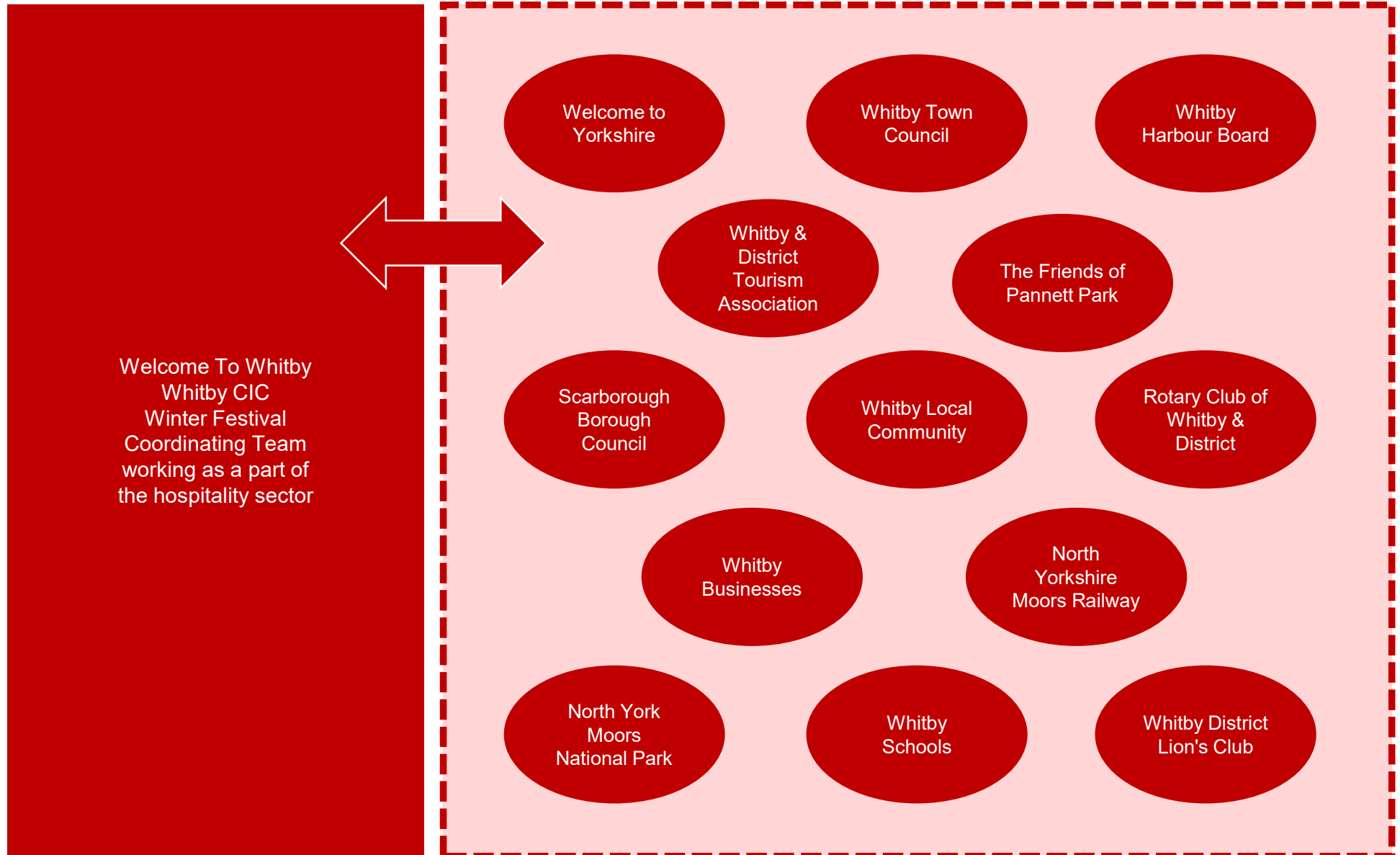
# Whitby Winter Festival - Programme



● Winter (delivered by other parties) ● Delivered / enhanced by WHG ● Mainstream calendar dates



# Whitby Winter Festival – involvement locally



# Whitby Winter Festival - organisation

Coordinating Team Role: Develop, agree overall strategy (based on ideas/feedback from sector teams), liaise with outside stakeholder groups (to avoid duplication, enlist help and encourage a unified approach), monitor activity and progress of sector teams, obtain and distribute funding if/as required

Meets monthly

Project Role: Define and deliver project including creating and managing the team, marshaling resource and managing delivery

Meets as required



Sector Team Role: Provide two-way feedback on overall concept and project ideas. Test and develop ideas, support roll out actions for the businesses within that sector, provide feedback on success / failure, team leader is member of coordinating team

Meets 3 times per year

## Whitby Winter Festival - Theme

The Whitby Winter Festival theme is aimed at providing an umbrella that other winter events can use if they would like. The more that all organisations use the theme, the more 'joined up' the town looks to the outside world (visitors and others alike).

After over a year in lockdown, social distancing and being and divided from each other. Whitby celebrates being together at Winter

**'Togetherness'**

# Whitby Winter Festival - Whitby Ice Rink

- A key part of the Whitby Winter Festival, the Whitby Ice Rink aims to:
  - Provide a fun activity for the local community including children families and schools through the cold months of winter,
  - Attract extra visitors during the winter months,
  - Provide an ‘anchor project’ to the wider Whitby Winter Festival.
- Opening for 38 days starting on 26<sup>th</sup> November 2021, to coincide with the Whitby Christmas Market, and operating until New Year’s day 2022, the project aims to attract between 6,000 and 18,000 customers, of which 80% will probably be outside visitors.
- With a substantial delivery cost the team are targeting to sell at least 33% of the available tickets. If this target is reached then the project will make a surplus that will allow the festival to be staged again in 2022.

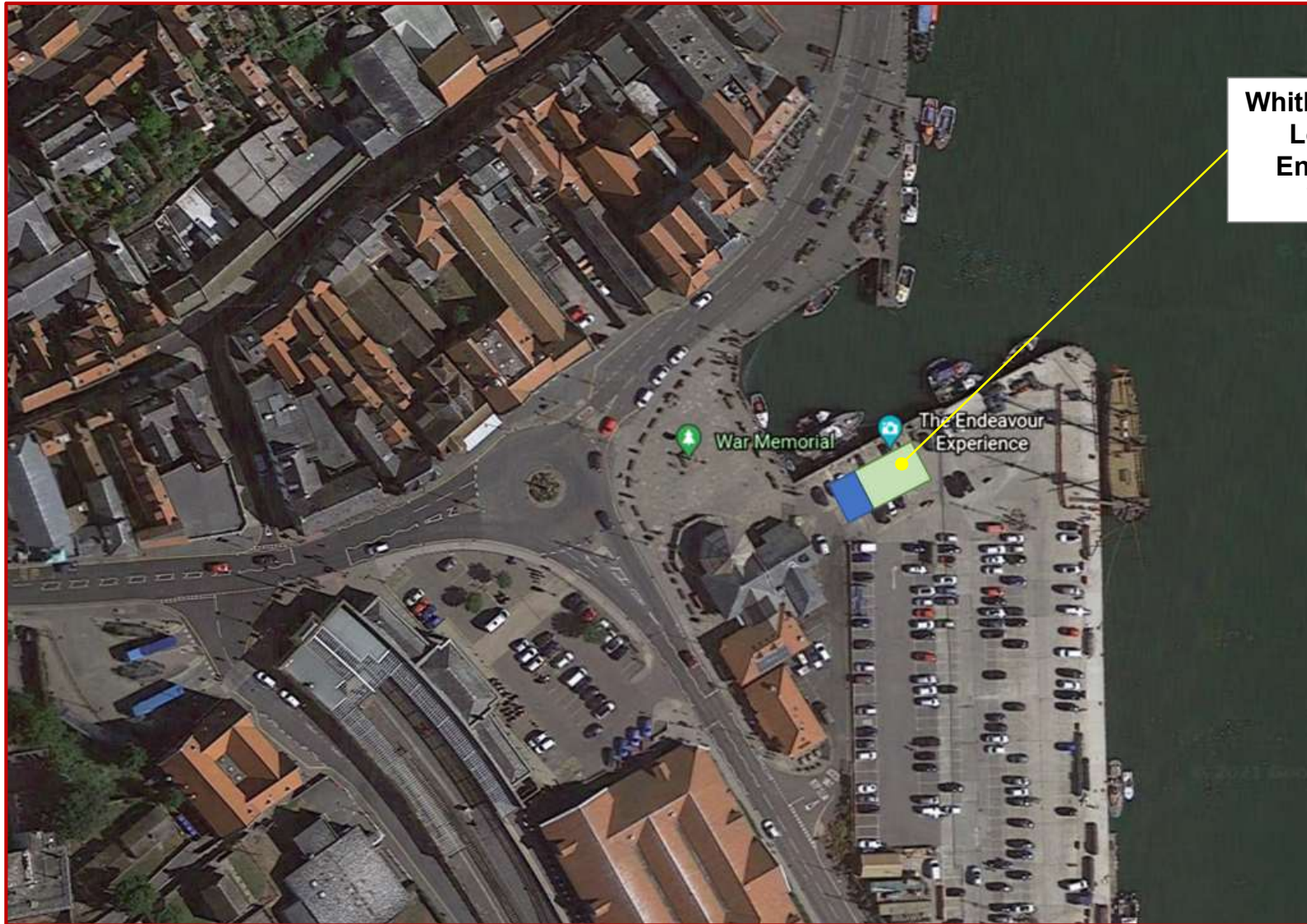
## Whitby Ice Rink – Proposed Site

- Early on in the process, it was obvious to the team that unless we could find somewhere to locate the attraction, then obviously it would be impossible to proceed.
- The team liaised with SBC and had incredibly positive discussions which resulted in an offer for SBC to provide a site, for free on Endeavour Wharf.
- The specifics of the final precise location, access, availability of water etc are all to be finalised as a part of the delivery phase of the project
- The team plan to site the ice rink adjacent to the replica Endeavour on Endeavour Wharf, with 'circus like' livery to help make it stand out, including over size hoardings on Dock End to direct visitors to the marquee.

# Whitby Ice Rink – Key Tests: Site



# Whitby Ice Rink – Key Tests: Site



Whitby Ice Rink  
Location  
Endeavour  
Wharf

# Whitby Winter Festival – team

Please contact us for details of the team