

Item 11 - Jumbletrail update

Every resident in ASPRA should have received a leaflet about the event via their road rep or other volunteer deliverers. In addition, leaflets have been placed in Ashburton library and some local cafes and shops. If anyone hasn't seen the Jumble Trail leaflet, please let us know. If any road rep would like some leaflets to distribute to local groups, we have a small supply available.

As at 4 June, there are 22 stall bookings with several other enquiries from local residents who are interested in taking part. So far it is an equal split between those who are returning for a second year running and new stallholders. Based on last year's experience, there was quite a run of bookings closer to the event date, so it is hoped that the number of stalls will at least double by 1 July.

There will be a variety of items on offer including pencil drawings of animals, handmade cards, jewellery and crafts, freshly baked cakes, plants, as well as pre-loved toys, games, clothes and books. Lots of stallholders will also be offering refreshments.

Allen Heritage estate agents will be erecting 50 boards in the area. It is hoped that the number of stalls reaches this figure (there were 49 in 2016). If that figure is not reached, it would be useful to know if any residents would like to have a board to advertise the event, even if they are not having a stall. It will be useful promotion of the Jumble Trail ahead of 1 July.

In the remaining time leading up to the Jumble Trail, as well as encouraging more local residents to have a stall, the marketing will focus of publicising the trail to encourage visitors from within ASPRA and further afield. This will include posters being placed in shop windows, local libraries etc. Just prior to the event, maps showing the location of stalls will be placed around the area. Three sandwich boards are being made and these will be positioned in key locations on the day to draw in visitors and signpost them to the trail

On 1 July, two local primary schools will be holding their summer fetes – Woodside and Oasis Shirley Park (this information was not known when the date was set). However, it is hoped that there is time on the day for families with children at the schools to still have time to visit the trail and that everyone has a very successful day.

One of the aims of the Jumble Trail initiative is to bring communities together, so even if residents are not wishing to go on a local shopping spree, it is still a great opportunity to walk around the area and meet their neighbours and network.

Lyn Simmons