



Grant Evaluation

- The Parish Council likes to hear how community groups have used the money awarded to them
- As the money awarded is public money, we also need to make sure that the money has been spent appropriately and as agreed

Name of Organisation	Holmfirth Christmas Team
Amount of award	£ 1,500
Purpose for which the grant was awarded (Maximum 20 words)	Contribution towards the cost of Christmas lights and trees to decorate Holmfirth town centre for the festive season.

The Story of Your Project

- *Tell us what you did with the money awarded to you (Maximum 500 words)*
- *Attach a few photos*

We used the grant funding to purchase more festive lights for display in Holmfirth, putting in new lighting on the lampposts round the bus station and the Picturedrome area. Alongside HVPC funding, we secured contributions from local businesses and at the Christmas Celebration event, we collected contributions from visitors and residents. This helped us pay for the lights and trees as well as organise and fund the Holmfirth Christmas Celebration event including free entertainment and Santa's key hunt.

The Story of Your Project contd.





What you achieved

What were the benefits of your project?

(Maximum 500 words)

We lit up Holmfirth for the festive season making our local town a warm and welcoming place to visit. We supported local businesses through the organisation of Santa's Key Hunt which brought hundreds of people into Holmfirth for the Christmas Celebration. Local businesses reported a surge in visitors and their best trading day for months. The event was well publicised and had great feedback from both visitors and residents who enjoyed the entertainment including the Key Hunt which had 2000 keys hidden around the centre. People enjoyed exploring the town, seeing the town at its festive best and the crowds and sense of excitement and positivity in the town after months of disruption associated with the town centre improvement works, was palpable.

Who benefited from the project?

(Maximum 200 words)

All the community benefited from our lighting display throughout the season and in addition, thanks to the Celebration Event, footfall increased significantly bringing people into Holmfirth to shop, eat and socialise (see below).



Week 47, 2025. 16 Nov 2025 - 22 Nov 2025

Footfall Report for: Holmfirth Town Centre

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2025	2024	2025	2024	2025	2024
Holmfirth Town Centre	12.7%	4.6%	46.0%	-14.9%	29.1%	-29.0%
North & Yorkshire	0.0%	-1.4%	7.1%	-15.2%	8.8%	-11.8%
High Street Index - BDSU (BDSU - Multifunctional)	-0.6%	-0.8%	3.7%	-13.9%	2.3%	-8.4%
UK	0.1%	-0.7%	4.7%	-14.8%	3.5%	-8.8%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors to Holmfirth Town Centre for the last 52 weeks is 916,533 which is 12.7% up on the previous year.

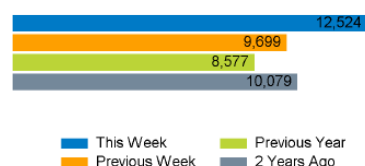
The total number of visitors for the year to date is 852,422 which is 12.7% up on the previous year.

The total number of visitors to Holmfirth Town Centre in week commencing 16 November 2025 was 12,524.

The busiest day in week commencing 16 November 2025 was Saturday with 4,311 visitors.

The peak hour of the week was 15:00 on Saturday 22 November 2025 with footfall of 990.

Footfall Counts by week



Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week							
	9°	8°	7°	6°	4°	5°	7°
Previous week							
	13°	12°	14°	14°	14°	14°	9°
Previous year							
	11°	7°	10°	10°	10°	10°	11°

How many people benefited? (Maximum 200 words)	Thousands of people benefitted from our displays throughout the festive season as both residents and visitors could enjoy the lighting. In addition businesses within the town saw a surge in business with the footfall analysis led by Holme Valley Vision showing that 4311 visitors came to Holmfirth on the Christmas Celebration Event day. This compares to an average of less than 2000 on a typical Saturday. (Please refer to summary in box above). Feedback from retailers was extremely positive with multiple businesses saying it had been their best day trading for many months.
Was the project inclusive? How were marginalised groups (elderly, disabled, young people etc) able to participate?	All activities were free to enjoy and Santa's key hunt was open to all ages whilst the music by Honley Silver Band, Silk Dance Flash Mob and Crafty Devilz circus skills were all free to watch or participate in. Everyone could enjoy the festive atmosphere and during the Christmas period, the lights were visible to all.
Reflecting on climate change, did the project address any aspects of the climate emergency? How?	All our lighting is LED minimizing the power required for the displays. Real Christmas trees were sourced from local providers where possible and disposed of sustainably through a local farm where goats ate the trees once finished with. Decorating the local town is an excellent way to encourage people to shop locally and sustain jobs in the area.
Did you achieve what you were trying to do? (Maximum 200 words)	Yes, we were pleased to have not only lit up the town but also helped support local businesses at this difficult time and remind everyone what Holmfirth has to offer. Thank you to HVPC for their support in helping us bring some joy and positivity to Holmfirth in the festive season.

Finance and Expenditure

We ask groups to retain their receipts and invoices, and to keep a record of what they've spent for auditing purposes

Grant awarded	£ 1500
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Date	Description of expenditure (use another sheet if necessary)	Amount
16/10/2025	Lights PAT testing & installation of new plugs	£ 1220
21/10/2025	Purchase of Christmas trees	£ 1212
21/10/2025	Purchase of new lights, storage boxes, cable ties	£ 3217
7/11/2025	Insurance	£ 625
15/12/2025	Santa's Key Hunt materials & publicity	£ 3137
18/12/2025	Entertainment for Celebration Event	£ 345
		£
		£
		£
		£
	Total expenditure	£ 9756
	Amount of grant remaining (if any)	£ 0

Any amount of the award unspent may have to be returned to the Parish Council

Person completing this form	Rachel Hogley	Date	7/4/26
Position in organisation	Chair		

Send the completed application form, together with all supporting documentation, preferably in PDF format to: deputyclerk@holmevalleyparishcouncil.gov.uk

Alternatively, you can send the paperwork to: Holme Valley Parish Council, The Civic, Huddersfield Road, Holmfirth, HD9 3AS.

Have you considered inviting a Member of the Parish Council to come and see your project and how your grant money has been spent? Why not give the Parish Council a ring and arrange a visit 01484 687460?