



Andover Town Council End of Grant Report

Name of organisation and the event/project.	Andover Carnival
Project date & location.	Sunday July 20th
How much money did Andover Town Council award your organisation and when was it awarded?	£3000 - June

Proposal vs Results overview

How many people in Andover have benefitted from this project/event?

If this figure is lower than estimated in the original application, please explain why:

Andover Carnival is a true celebration of our town and its people. It brings together a wide cross-section of the community and provides enjoyment, visibility, and opportunities for connection. With so many families, businesses, and community groups involved – and with funds going back into local causes – it's fair to say that **everyone in Andover benefited** in some way from the event.

How has the organisation measured the success of the event/project?

While it is difficult to quantify the success of an event like Andover Carnival with exact figures, the response from the community has been overwhelmingly positive. Thousands of residents engaged with the event throughout the day, and we received an **astounding volume of feedback**, both directly and via public posts on community Facebook groups – including Spotted in Andover and many other local forums.

This feedback has come from every corner of the community:

- Members of the public
- Local businesses
- Volunteers
- Community groups
- Local councils and partner organisations

Many people have praised the organisation, atmosphere, inclusivity, and community spirit of the day. The volume and tone of the feedback clearly demonstrate the event's success, as does the significant £8,000 raised for local charities. It is fair to say the Carnival was not only well attended and widely enjoyed but also made a meaningful impact across Andover.

Has the organisation seen uptake of new service users/volunteers or contributors since the event/project took place? If yes, please detail.

Yes – absolutely. Since the event, we have been **inundated with interest** from individuals, local businesses, and

organisations wanting to get involved in future Carnivals.

We've seen:

- Local organisations and businesses reaching out to offer sponsorship for next year
- New volunteers coming forward to offer their time
- Existing volunteers already committing to support us again
- Community groups and individuals asking how they can take part in future parades or High Street activities

This enthusiastic response highlights the Carnival's strong impact and legacy, and we're thrilled to see such momentum already building for next year's event.

Has the organisation received feedback on the event/project? If yes, please detail.

Yes an overwhelming amount of positive feedback from all across our community.

Please let Andover Town Council know a standout moment of the event/project?

One of the most memorable and special moments of the day was the point where the public gathered on the High Street began to head down to Bridge Street as the procession came into view and the music, fire engine and celebrations could be heard. All along the route, you could see members of the public spotting people they knew on floats or walking groups – whether it was a neighbour, a school friend, a local business owner or a family member. The excitement was mutual, with participants on the floats calling out and waving as they recognised familiar faces in the crowd.

As the procession continued towards Vigo Park, there was a real sense of buzz and unity – a shared moment where spectators, performers, organisers, security teams, and the wider community all came together. That moment of everything converging at the park created an unforgettable energy. It's hard to put into words, but it's a feeling that everyone who was there recognised – a true celebration of Andover and everything it stands for. It's the kind of moment that makes people say, "I want to be part of that next year."

We love seeing the entire route from start to finish lined with people and many following the procession to the park. Andover nursing home brings the majority of residents out of the home to watch the carnival and it's one of the resident's highlights.

Also feedback from people with the free face painting and circus items people loved it and appreciated it being for free. Allowing them to enjoy more at not too great a cost for a fabulous day out.

Were there any lessons learnt that can be taken forward to your next event/project? If yes, please detail.

As with all large-scale community events, there are always opportunities to reflect and improve. From this year's Carnival, we identified the following key lessons:

- Early engagement with volunteers is crucial
While we had an excellent team on the day, we found that starting recruitment and briefing sessions earlier would allow for even smoother operations and clearer role definitions, particularly with new volunteers.
- Improved signage and communication at key transition points
Some attendees weren't sure where to go when moving from the High Street to Vigo Park. Next year, clearer signage and volunteer marshals at junctions will help guide the flow of people more effectively.
- Stronger contingency planning for extreme weather
While the weather was favourable this year, we noted the need to revisit our contingency planning for rain or heat, especially for performers, volunteers, and vulnerable members of the public.

- Allow more time for post-event clean-up and takedown

The clean-up operation ran smoothly overall, but allowing additional buffer time for takedown, especially on the High Street and park areas, would reduce pressure on volunteers and event contractors.

Keep growing relationships with local businesses and councils

The support from Andover Town Council, local traders, and sponsors was fantastic. We learned that regular updates and visibility throughout the planning process helps build trust and encourages deeper collaboration year on year.

Did the organisation manage to keep to the estimated budget provided in the application form?

Yes – the event stayed within planned budgets.

Are copies of Marketing and advertising attached to report.

These can all be seen on Andover Carnival Facebook page.

Are photographs of event/project attached to report.

These can all be seen on Andover Carnival Facebook page.

Please return your completed report to:

office@andovertc.co.uk