

# Project Plan - Wassail at Churchfields Community Orchard

Project Plan (Spring 2026 → Jan/Feb 2027)

**Location:** Churchfields Community Orchard

**Events:**

- **October 2026:** Community Cider Pressing (promotion + engagement)
  - **Jan/Feb 2027:** Wassail
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## Project Objectives

- Establish a new annual community tradition
  - Increase community engagement with Churchfields Community Orchard
  - Deliver a low-cost, high-impact seasonal event
  - Build partnerships with local groups, schools, and performers
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## Timeline & Key Phases

### Phase 1: Planning & Foundations (May – July 2026)

**Goals:** Scoping feasibility, partners, and structure

- Confirm event leads / working group
- Engage key stakeholders:
  - Orchard volunteers
  - Local musicians
  - Schools & community groups
- Initial site assessment (capacity, access, lighting needs)
- Identify comms/promotional channels
- Draft budget + funding approach
- Identify licensing needs (alcohol, music, etc.)

**Outputs:**

- Agreed event concept (scale, tone, audience)
- Draft budget
- Initial risk assessment

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## Phase 2: Development & Promotion Build-Up (August – September 2026)

**Goals:** Start building visibility + prepare autumn event

- Plan Cider Pressing Event in detail:
  - Equipment (press, apples, containers)
  - Volunteers / facilitators
- Launch early comms:
  - “Save the date” for wassail
  - Introduce concept (“What is a wassail?”)
- Confirm:
  - Musicians / performers (e.g. morris dancers)
  - Food & drink partners - donation-based preferable, involving community groups
- Begin **materials planning**:
  - School workshop ideas
  - Decorations / wassail props

**Outputs:**

- Cider event fully planned
- Marketing started
- Key participants booked

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## Phase 3: Community Cider Pressing Event (October 2026)

**Purpose:** Promotion, engagement, and storytelling

**Event Concept:**

A relaxed, hands-on orchard day where people:

- Bring or help press apples
- Learn about cider-making
- Get introduced to the upcoming wassail

**Key Elements:**

- Live pressing demonstrations
- Tasting (if appropriate)
- Family-friendly activities
- Sign-up / interest capture for wassail

**Strategic Role:**

- Builds early ownership in the community

- Creates content for promotion (photos, stories)
- Introduces the orchard to new visitors

**Outputs:**

- Cider to share at Wassail (licence TBD)
  - Mailing list / engaged audience
  - Photo/video content for winter promotion
  - Increased local awareness
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## **Phase 4: Final Planning & Promotion (Nov 2026 – Jan 2027)**

**Goals:** Lock logistics + drive attendance

- Confirm all logistics:
  - Lighting (lanterns, pathways)
  - Music (non-amplified)
  - Safety (stewards, first aid)
- Finalise event schedule:
  - Procession route
  - Wassail ceremony moment
- Run lantern/decoration making workshops with schools
- Push marketing:
  - Social media
  - Local press
  - Schools & community networks

**Outputs:**

- Final event plan
  - Increased public awareness
  - Materials ready
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## **Phase 5: Wassail Event Delivery (Jan/Feb 2027)**

**Core Structure (2–3 hours):**

- Arrival & gathering at dusk (~3pm for 3.30pm start)
- Procession through orchard
- Music & singing
- Wassail ceremony (toast trees, noise-making)
- Social time with donated food & drink

**Key Requirements:**

- Event stewards / volunteers
  - Lighting & wayfinding
  - Simple staging or focal point
  - Warm drinks (cider + non-alcoholic options)
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## Phase 6: Evaluation & Future Planning (Feb – March 2027)

- Gather feedback (public + stakeholders)
  - Review attendance, costs, and impact
  - Capture lessons learned
  - Confirm intent for annual repeat (2028)
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## Budget Considerations (High-Level)

### Costs:

- Lighting & equipment
- Insurance / licensing
- Performer expenses
- Printing / promotion

### Savings Opportunities:

- Volunteers
  - Partnerships with local groups - food and drink
  - Sponsorship (local businesses)
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## Key Risks & Mitigation

- **Weather:** Communicate need for jumpers/waterproofs, ensure safe pathways
  - **Low attendance:** Mitigate via autumn event + early promotion
  - **Safety in dark:** Adequate lighting + stewards essential
  - **Over-scaling:** Start modest and grow annually if appropriate
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## Success Indicators

- Strong attendance at both events
- Positive community feedback
- Increased awareness/use of the orchard

- Commitment from partners to repeat annually