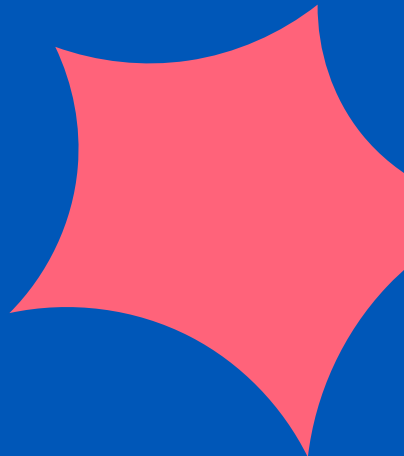


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# Leamington Christmas Tree Festival

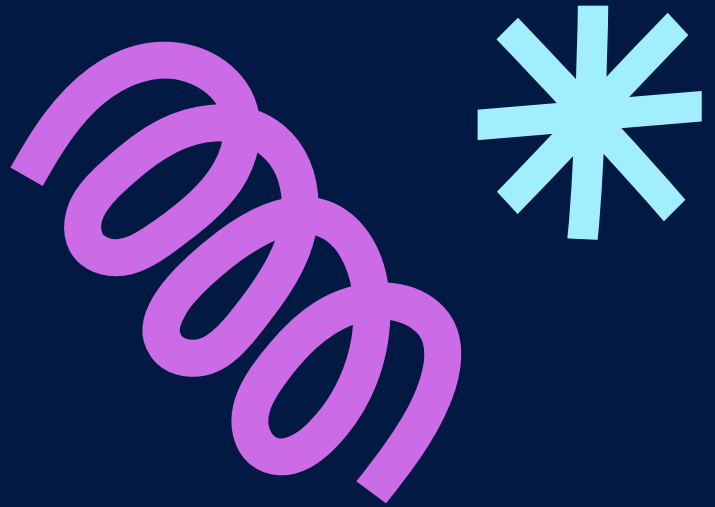


2025



# Overview

The Leamington Christmas Tree Festival returned bigger and brighter than ever, welcoming record audiences and celebrating community, creativity and kindness through festive participation and meaningful charitable impact in the heart of Leamington Spa.



Held at All Saints' Church, the festival welcomed over 4,600 visitors—more than 1,000 up on the previous year—who enjoyed 60 uniquely decorated trees, live music and dance, festive refreshments, family workshops and a pop-up Christmas gift fair celebrating local makers. More than 3,000 visitors took part in the People's Choice vote, reflecting strong engagement and repeat visits, with many describing the festival as "the new Leamington Christmas tradition."

At the heart of the festival was its social and community impact. The Tree of Remembrance saw over 800 messages placed by visitors remembering loved ones, creating one of the most moving spaces in the programme. The festival raised over £5,000 for local causes, including £2,448 for Flourish, supporting girls' wellbeing, and £2,724 for All Saints' Church, contributing to its community engagement and outreach work. This success was made possible by the creativity of exhibitors, the generosity of supporters, and the dedication of volunteers and performers.



# At a glance

**4600**  
Visitors

**200**  
Decs made  
for  
Community  
Trees

**£2,448**  
Raised  
for  
Flourish

**157**  
Volunteer  
Hours

Over **800**  
Memories  
on Tree

**3023**  
People's  
Choice  
Votes

**60**  
Decorated  
Trees

**8**  
Live Music &  
Dance  
Sessions

**£2,724**  
Raised  
for  
All Saints'

**201**  
Kids  
Worksheets  
completed

**19**  
Dressed  
trees  
donated<sup>1</sup>

**4**  
Workshops  
in Schools  
and Care  
Homes

**19**  
Re-sold  
trees<sup>2</sup>

1: to local charities

2: proceeds to Flourish



# People's Choice

Visitors voted for their favourite trees, with Gold, Silver and Bronze awards presented.





# Tree of Remembrance

Sponsored by The Leamington Rotary Club, visitors shared messages and memories, creating a space for reflection and remembrance.



Leam Tree Fest Summary



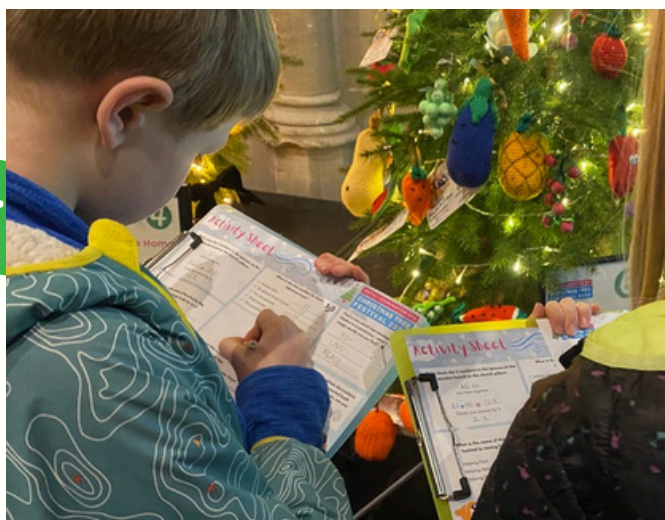


# Community Engagement

Art Friends Warwickshire sponsored 4 artists led workshops at 3 local schools and a care home. They also provided materials for two workshops for visitors to make decorations for the two community trees in the church, over 256 people took part.



Explore Learning based at Sainsbury's in the Shires sponsored an engaging and fun activity sheet which over 200 young people enjoyed.





# PR & marketing

Festival promotion included flyers, posters, banners and boards displayed across Leamington to raise awareness and visibility.





# Media Coverage

The festival received strong media coverage across print newspapers, online news platforms and local radio.



Leam Courier



Leam Courier



Warwick World



Leam Observer Online



We were interviewed on BBC CWR



BBC Midlands created and shared a social reel





LEAMINGTON SPA  
**CHRISTMAS TREE  
FESTIVAL 2025**  
Photo Gallery





## Campaign Highlights

Our social media campaign focused on Facebook and Instagram, where we continue to build a loyal and growing audience. The campaign used reels, stories, posts and re-shares to promote the festival and highlight exhibitors, funders and supporters. Content achieved strong visibility and engagement, with a high proportion of views coming from suggested content, extending reach beyond our followers. In total, **96 Facebook** and **96 Instagram** posts were published, maintaining consistent presence throughout the campaign.



Views

**131,668**



Engagements

**6,390**



Followers

**907**



Views from  
suggested content

**63%**

Data from: 1 Sep 25 to 31 Jan 26





# Pop Up Gift Fair

The pop-up Christmas gift fair showcased local makers, offering visitors the chance to shop independent and support local creativity.



# Thank You



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## Finally ....

Our heartfelt thanks go to all our supporters, exhibitors and volunteers whose generosity, creativity and commitment made the festival possible — we hope you'll be part of the Leamington Christmas Tree Festival again in 2026.

## Thank You

### Supporters

Arts Friends Warwickshire, Aubrey Allen, BID Leamington, Brewers, CAVA, Explore Learning, Leamington Spa Rotary Club, Smiths Garden Centre, Sidney Syson, Stagecoach & Suki Eyes.

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### Performers

Anything Goes, Circle of Singers, Hereburgh Morris Dancers, Jaykays Dance Company, Noel Murray & Friends & The People's Show Choir.

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### Photography

Peter Chappell, Mark Godfrey, Roger Ickfold, Ann Lewis & Whittle Productions.



whittleproductions.co.uk

# Leamington Christmas Tree Festival 2026

## Our 5<sup>th</sup> festival takes place

Saturday 28 November - Sunday 6 December 2026

Bookings open 1<sup>st</sup> July 2026

## To find out more, or get involved

David Clargo

0796 00 44 55 3

leamtreesfest@gmail.com

## Whittle Productions CiC

The Leamington Christmas Tree Festival is produced by Whittle Productions Community Interest Company, a Leamington-based not-for-profit creative organisation specialising in community-led arts, culture and heritage projects that bring people together.

Follow us @leamtreesfest

