

ENVISAGE PROMOTIONS - FOR ALL YOUR PROMOTIONAL NEEDS



It's time to talk Santa Claus!



An update on Martyn's Law

Halloween Grottos



Santa blunders!

WHAT'S IN THIS ISSUE...

Welcome to our latest newsletter

In this issue, we're talking Christmas, Halloween and Martyn's Law.

Yes you read it right... no sooner than the Summer is over, the phone lines start ringing for customers and clients wanting to know if they've left it too late to book their favourite Santa Claus! We've also been busy taking bookings for Halloween actors to perform, and year-on-year we are seeing a surge for costume characters to take part in Halloween Grottos too.

At Envisage Promotions we always aim to help, and thanks to our annual Santa School and talented actors, we've always got plenty of new recruits who can help delight children across the UK.

Nichola



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It's time to talk Santa Claus!

by Nichola Clydesdale

Much to the delight of many frazzled parents, the next few days see children returning back to school after their six week holiday. Whilst their parents will almost certainly not be thinking about the next main holiday, at Envisage Promotions, Christmas is the main topic of conversation!

Yes, you read that right, it's time to start talking Santa Claus, and the sooner the better, given the amount

of enquiries and confirmed bookings we already have!

It might seem hard to believe, but many of our Father Christmases are re-booked as soon as their magical work is complete.

From Santa's Grottos in shopping centres, and hotel and restaurant visits, to testing his skills at bowling alleys, and being the in-flight entertainment on an aeroplane, our

Santa's really have done it all!

We've worked with many well known brands too, including John Lewis, the National Trust, Eurostar, Merlin Entertainment Group, Lloyds Bank and Aston Villa FC.

So if you're looking to book a guy in the red suit for Christmas 2023, be sure to get in touch and together we can spread some Christmas magic this upcoming festive season.



When Santa got stuck up the chimney and other seasonal fails!

by Nichola Clydesdale

As a child, the most magical thing about Christmas is obviously Santa Claus himself.

Keeping children believing in Santa is hard enough to do, without some 'cowboy' Father Christmas epically failing with a bad fake beard and cheap red suit, or worst still an unfriendly attitude!

In our many years supplying Santa's, we've heard some truly awful horror stories which would have been best left for Halloween!

Sometimes, it isn't the fault of the Santa either!

From the misspelling of 'Santa', turning everyone's favourite Christmas character into the devil himself, and impish Elves who have had a little too much sherry the night before, to awkwardly placed polar bears on display in an Isle of Man shopping centre and eye-catching graphics that were clearly not supposed to read in the way that they did, Santa fails are not something any business wants, and

that's where we can help!

At Envisage Promotions, most of our Santa's have been working with us for years, and for newbies, we hold an annual Santa School, where budding wannabe Santa's can learn the tricks of the trade to become the best Santa's in town!

If your business has had a bad Santa experience, and you'd like to avoid it happening again, be sure to get in touch!



Maximise on 'trick or treating' this Halloween!

by Nichola Clydesdale

As the countdown to Christmas starts, so do the many events that come before it. Loved by children (and adults too), it's estimated that over £310 million will be spent on Halloween this year!

Dressing up to go 'trick or treating' is a firm favourite, as is pumpkin carving, and much of the annual spend is down to purchasing new costumes and pumpkin sales.

Most adults would love to get out of accompanying their kids, but sadly it just isn't safe to walk the streets in

the dark, and that's where the surge in Halloween Grottos is really taking off.

Not only are these Grottos great fun, they ensure that children are 100% safe, and better still, they can be converted into a Santa's Grotto just a couple of weeks later.

During the past couple of years, we've supplied staff to support a number of schools and companies in the entertainment sector, and given that these customers have repeated the same Halloween Grotto format,

we can only assume that it must work and be lucrative for them.

From supplying witches and wizards to hand out 'trick or treat sweets', and ghosts and ghouls to take photos, our trained actors know just how best to interact with children, and which parents won't appreciate a frightened child!

If you're thinking of maximising on the spooky season this Halloween, be sure to get in touch!



Martyn's Law, an update and what it means for the Events Industry...

by Nichola Clydesdale

Named after Martyn Hett, Martyn's Law is a proposed UK legislation which would see venues and large scale outdoor events be better prepared in responding to, and dealing with unexpected situations, and in particular, terrorist attacks.

Martyn himself was sadly one of 22 victims killed in the Manchester Arena bombing. This direct terrorist attack, which took place in May 2017, saw many other victims incur life changing injuries too.

Originally called The Protect Duty, the Government announced in December 2022 that Martyn's Law

would be based around a tiered legislation dependant on the capacity of the venue and the activities that it facilitates.

The Select Committee have expressed concerns that whilst well-intentioned, the draft bill would not have made a difference to the vast majority of terrorist attacks that have occurred in recent years.

They have also suggested that the

bill should be introduced in stages, starting with the 'Enhanced Tier' venues which have a capacity of 800+ people, recommending that lifesaving medical training should also be made compulsory at these venues and events.

Sadly, what is certain is that it will still be a while before Martyn's Law becomes the actual law.

"Martyn's Law aims to enhance security measures and preparedness in public venues, promoting a safer environment for all."



Meet the team : Bradley Jack

Every month the internal team at Envisage HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

This month it's the turn of our Head of Operations, 'Bradley Jack' who cites himself as a travel obsessed gardener, driven by the enjoyment of ensuring each and every event is a success.

12 things you probably didn't know about Bradley!

Q. What's your favourite film?

A. *The Fellowship of the Ring*

Q. What you choose for your last meal?

A. *Thai, always!*

Q. How do you like to relax?

A. *By gardening and walking*

Q. What hobbies do you like to do?

A. *Travelling to new places*

Q. Where were you born?

A. *In Rugby*

Q. What's your dream car?

A. *A VW Campervan*

Q. Where would your ideal holiday be to?

A. *Backpacking in Asia*

Q. Whose you all time favourite band?

A. *The Beatles*

Q. What's your favourite TV show?

A. *World War II documentaries*

Q. Who would you most love to meet?

A. *Louis Theroux*

Q. Whose your favourite comedian?

A. *Ricky Gervais*

Q. Which football team do you support?

A. *England*

What we've been up to in recently...

- Marcus Parker Ltd – Promotional staff to target students at graduation ceremonies across the UK, to make them aware they could be entitled to a partial refund on their course due to working from home.
- Pico In-Creative (UK) Ltd – Staff working in hospitality at the Wimbledon Championships.
- Luna Cinema – Event Marshals and Bar Staff assisting at Luna outdoor cinemas across the England.
- Agency Brazil – Body Builder extras to be in a PR stunt.
- Golden Goose Events – A team of event staff working in Covent Garden at the Formula E championship promotion.
- Red Consultancy – A crowd of extras for a commercial being filmed in Brighton, to celebrate the launch of the Women's World Cup.
- PLB Group – Brand Ambassadors running Samsung events in two London shopping centres. The staff involved were tasked to help the public to play games.

new on the blog...



Glastonbury - a magical experience

Learn more about the history of the legendary music festival Glastonbury.

[Read more...](#)



The Friends Experience

Discover more about this immersive and nostalgic journey into the iconic TV show!

[Read more...](#)



Halloween Grottos

Captivating young imaginations, find out why a seasonal Halloween Grotto could be a lucrative investment for your business.

[Read more...](#)

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