

Tenbury Mistletoe Association – Mistletoe Bride Project

Project Brief:

The Mistletoe Season has become an important element in the annual events calendar since being established as a one day festival in 2004 when a motion was passed in Parliament for the first Saturday in December to be named 'National Mistletoe Day' and the town earned the honour of being called England's Mistletoe capital.

The event captures a great deal of national and international media attention, so after consulting with the community, the festival was extended into a season incorporating the switch on of the Christmas Lights, Holly & Mistletoe Auctions and the annual Santa Parade. A wider programme was developed, including storytelling, films and street events, which provided an opportunity for late night shopping and created a larger footfall of visitors and increased economic activity in town.

Tenbury Mistletoe Association has developed a very creative arts project based on a traditional ghost story and we will be telling this story through drama, dance, music and silent film on Saturday 1st December; National Mistletoe Day.

Confirmed timing:

Mistletoe Festival – Saturday 1st December in Tenbury Wells at The Regal Cinema and The Pump Rooms.

Rolling Road closure on Teme Street between 13.50pm & 14.40pm. Road Marshalls confirmed.

Silent Film to be shown in The Regal Theatre - Times **13.00pm – 13.45pm**

Lead – Sarah Fellows Regal Access Officer

The Mistletoe Bride story starts to unfold outside The Regal Theatre at **14.00pm -14.15pm**

Lead – Derek White – Drama Club

- Narrators start telling the story as they come out of the Regal
- Drama performance starts on the pavement outside The Regal

Lead – Janene Wyatt, Dancefest

- Dancers compliment the story outside The Regal

The Mistletoe Foundation led by Bang! On Drummers proceed over Teme Bridge arriving at The Regal at approx. **14.15pm** and pick up the performers.

Dancers hide and seek through the crowds as the procession moves up Teme Street stopping at The Pump Rooms around **14.30pm.**



Specialist project
management &
consultancy for the
education, community
& voluntary sectors

- Extended schools
- Project management
- Curriculum development
- Strategy
- Bid writing
- Funding advice
- PR & Communications

Hillyfields
Bockleton Road
Oldwood
Tenbury Wells
Worcestershire
WR15 8PW

t: 01584 819762
f: 01584 819772
m: 07974 966412
e: caroline@cmpconsult.co.uk

Outside The Pump Rooms - Narrators will tell the rest of the story, as the re-enactment continues at approx.**14.40pm**

Tenbury Library Choir (TLC) -Lead **Polly Bolton** will sing The Legend of the Bough. The Mistletoe Queen & Holly Prince will appear from within the choir. **This should all be completed by 14.45pm.**

Mistletoe Foundation Ceremony – Druid, Suzanne Thomas will lead the Mistletoe Queen and her Prince towards the Burgage where the Multi Faith ceremony will take place.

The Pump Rooms – TLC will sing a number of songs in The Pump Rooms between **15.30pm – 15.50pm** where refreshments will be sold provided by Tenbury Scouts. The festival will finish by approx. **17.00pm.**

Tenbury Mistletoe Association would like to thank the funders, partners and the public for the wonderful support.



Caroline Palethorpe 29/11/2012

Specialist project management & consultancy for the education, community & voluntary sectors

- Extended schools
- Project management
- Curriculum development
- Strategy
- Bid writing
- Funding advice
- PR & Communications

Hillyfields
Bockleton Road
Oldwood
Tenbury Wells
Worcestershire
WR15 8PW

t: 01584 819762
f: 01584 819772
m: 07974 966412
e: caroline@cmpconsult.co.uk