



Case Study

Town Centre Christmas Installations – St Ives, Cambridgeshire

Delivering festive lighting and decorations across St Ives town centre, creating high-impact displays that enhance daytime and evening appeal while working within budget and public-space constraints.

The Challenge

Impact

Create festive displays that deliver strong daytime and evening visual appeal across the town centre.

Value

Maximise impact while working within local authority budget constraints.

Practicality

Ensure safe installation across busy public areas, minimising disruption to footfall, traffic and trading.

The Design



THE Christmas Decorators





The Impact

Footfall & Atmosphere

Festive lighting enhanced the overall town centre environment, supporting increased visitor appeal during the Christmas period.

Community Experience

Displays created a welcoming and festive atmosphere for residents, visitors and local businesses.

Visual Impact

Daytime and night-time installations ensured the town looked vibrant and engaging throughout the day.

Quote

“Absolutely brilliant! Such a professional team... They followed very strict H&S processes and provided all of the information that we had to provide to the local authorities ... [The install] was very well received and increased footfall into local businesses.” – Michael Burke, Chair of St Ives Town Council.