

# Lighting Oakham Report

During the Christmas period of 2020, OTC very kindly agreed to the provision of Christmas lighting along Mill Street. This was a huge success. The report below is to highlight this and present further lighting solutions that would benefit and enhance the shopping and visiting experience of Oakham.

During the Christmas period, Oakham High Street is decorated with festive lighting and this provides a very welcoming environment. In 2020, Mill Street was also lit with a simple, but effective icicle style light. These were festooned at low level along the entire length of the street.



The feedback from traders and visitors was amazing. Some customers were even emotionally moved at how beautiful it looked.

What was also noted was that the level of lighting had increased and made the street feel safer.

Due to this feedback we at MSTAG feel that a more permanent solution would only benefit the Oakham visitor experience. Making Oakham a more pleasurable experience would increase visitor numbers and benefit the Oakham and wide community. As in many Town Centres and High Streets across the UK, retailers are struggling to survive. Traders and Councils need to work together to turn the tide and to revitalise our High Streets and trading areas, and to fill vacant retail units with quality retailers.

As mentioned, a more permanent, year-round lighting solution would benefit the town. This would be an addition to the Christmas lighting. Options that could be considered are:

Option 1.

A festoon lighting system of light bulbs (lamps) that would be hung from the existing suspension wire. Please see an example scene below.



Option 2:

A string of lights hung to follow the roof lines of the buildings. (Please look at the ground floor windows for effect of the lights).



*Please also note that Option1 could also follow the roof lines.*

On Mill Street there has been great success with the traders getting together to promote their businesses and the town. This was seen in the success of the Christmas period and there are further promotions planned later in the year, which will only attract more people to Oakham.

While this all comes at a cost, the Mill Street Trading Group understand this and would be happy to assist with any running costs for the lighting.

Making Oakham an attractive, safe, pleasurable and economically thriving town will only have benefits for all in the community.