

Case Studies

Ashfield



In July 2019 Ashfield District Council tendered the Festive lighting contract for the towns of Sutton-in-Ashfield, Kirkby-in-Ashfield and Hucknall.

The brief was to provide designs with the “wow” factor for all 3 towns, but very importantly within a fixed price budget.

Several Companies put forward their proposals, all with great variety, however, LITE’s designs were by far the most eye catching and LITE were therefore appointed as a result of this in depth process.

In particular the three dimensional freestanding displays were the most exciting and we were absolutely delighted when these elements were installed, as they were even more impressive than the visuals supplied.

The residents of the three towns have been extremely complimentary about the new Christmas lights with some naming the huge Polar Bear in Kirkby “Charlie” and others becoming extremely fond of the 6m high Snowman in Hucknall.

Sutton were excited to see the installation of a 3m high “walk in” giant bauble, along with a three dimensional giant bow fitted to the front elevation of the Wetherspoons ‘Picture House’ pub, a land mark building in the town in a highly visible location.

The new schemes also introduced artificial Christmas trees in the towns which were all received as ‘the best trees ever’.

LITE handled the entire process from start to finish in a highly professional manner and we look forward to the coming years where we hope to maintain or even exceed our residents’ expectations

Carol Hallam
Events and Place Officer