

Burghfield Santas

2025 Annual Report

Building community in Burghfield and beyond



Who are the Santas?



Raising money for
Thames Valley Air
Ambulance since 2006

All funds raised are for
TVAA, but we can pay
for services

- Incorporated into TVAA as a registered fundraising organisation in 2016
- We have raised £400,000 for TVAA

- Using “Do Your Bit” the Santas can pay per shift, for volunteers, raising money for their own local groups as a profit share
- £75,000 raised for local groups

The Team



The Grotto

- Santa Glyn - Chairman
- Rudolph - Vice Chairman
- Santa Dave - Treasurer
- Santa C'man - Secretary
- Santa Ian
- Santa Robin

Volunteer Lead

- Matt S

Food Vendors

- Kailee G

Bar Managers

- Adam S
- Chris L
- David R
- Kevin M
- Matt S
- Stuart A
- Wayne L

Front of House

- 141 Volunteers
 - 2,024 Elf Hours
 - Supporting 16 DYB Organizations

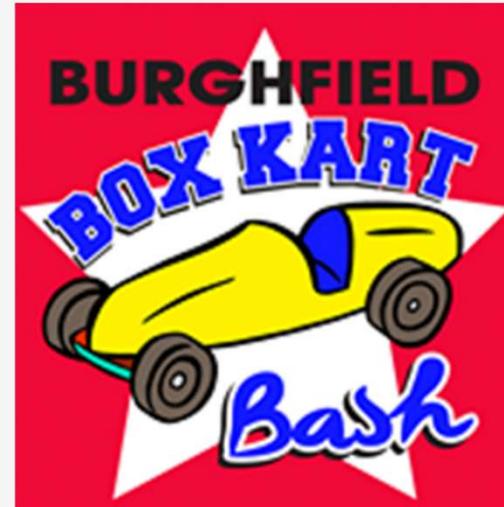
House Band

- Burghfield Uncommon

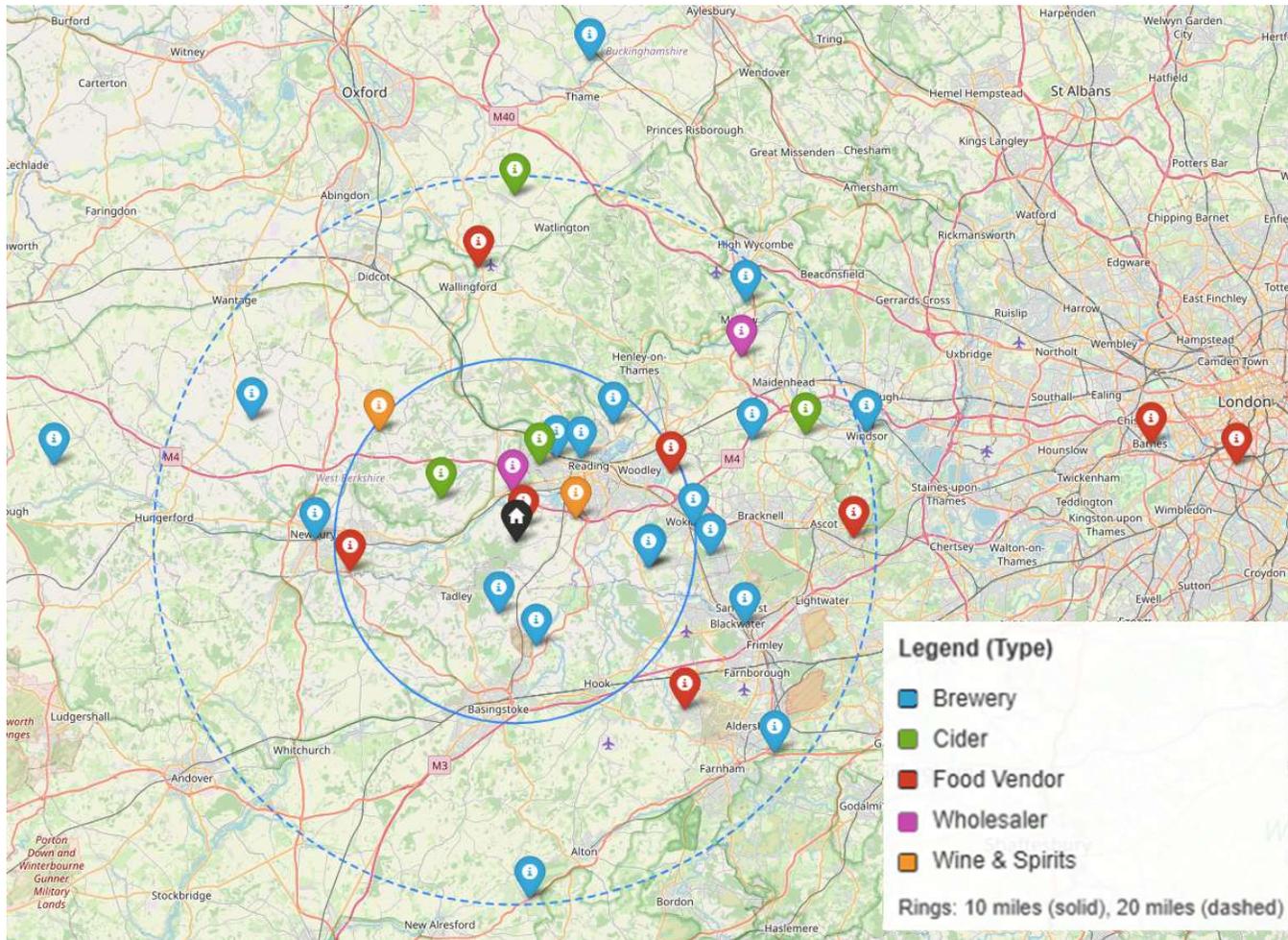
Behind the Scenes

- AV and electrical
- Stage
- Site Build
- Santa Logistics

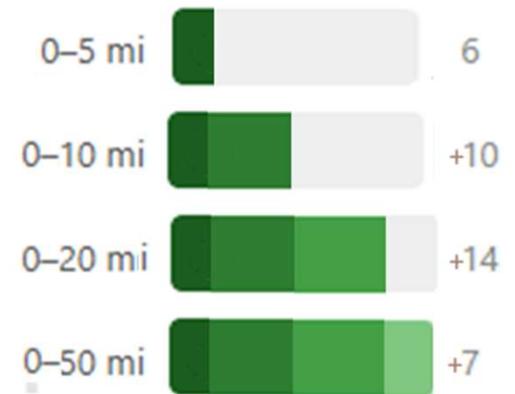
2025 Santa Events



Supporting Local Suppliers



Food & Drink Suppliers by Distance



- **43%** of suppliers are within 10 miles
- **81%** within 20 miles

CAMRA LocAle definition is 25 miles

We are almost a charity – Approval Pending

Our charitable objectives — building community in Burghfield and beyond



Social Inclusion

To promote community development and social inclusion in **Burghfield and the surrounding areas by organising inclusive public events** and activities that bring people together, foster local pride, and reduce social isolation.



Education

To advance education by providing opportunities, particularly for children and **young people, to gain practical skills** and experience in areas such as event management, technical production, creative arts, design, engineering, and volunteering.



The Arts

To advance the arts and culture by supporting **participation in music, performance,** and visual arts, including through free and low-cost **festivals, showcases,** and publishing of original creative work.



Health and Wellbeing

To promote health and wellbeing by facilitating activities and events that improve mental wellbeing, **create social connection,** and **encourage active citizenship.**



Local Enterprise

To support local enterprise and skills by creating platforms that **allow small producers,** food vendors, artisans, **and local businesses** to connect with the public and grow their community engagement.

Behind the Scenes



Bar Infrastructure



Before Burghfest we serviced our Bar Infrastructure, whilst the beer was delivered!

- ▶ **Build Robin's Fake Fridge Trailer Door**
Stuart A, hindered (?) by Glyn T
- ▶ **Overhaul Keg Tap Fonts**
Tom C
- ▶ **Fob Detector Boards & Keg Plumbing**
Adam S, definitely hindered by Robin
- ▶ **Service Keg Couplers & Pipe Connectors**
Kevin M, Wayne L
- ▶ **Reappropriation of Cask Taps**
David R, with thanks to The Calleva Arms
- ▶ **Clipboard Duty & Beer Deliveries**
Dave H



Burghfield Santas

| Item | QTY |
|---|-----|
| CO2 bottle attached gas regulator | 3 |
| Mixed gas bottle attached gas regulator | 1 |
| CO2/Mixed gas regulator spanner | 3 |
| 25m Python: 8x3/8" + 2x15mm + 19mm insulation | 1 |
| Cask vent peg + tube | 3 |
| 50 x cask cork bung | 2 |
| 50 x cask soft peg spile (breather) | 2 |
| 50 x plastic spile (seal) | 2 |

Long shopping list of bar bits!

Set-up



Before and after every event there a huge amount of work goes into creating the event you enjoy, the team you never meet.....

► **Work starts long in advance**

Putting up signage, collecting equipment

► **Fencing, fencing, fencing & water barriers**

► **Huge Team effort**

Hewitt MacCawley Logistics

Stu Allen

Kev Strong



Burghfield Santas

Volunteering



Why Volunteer?

▶ **Fun With Friends**

Do it with a your friends

▶ **Learning New Skills**

Building fences, Serving behind a bar, rating food vendors

▶ **Building your CV**

This experience can get you an interview / a job

▶ **Meeting the local community**

All sorts of people volunteer even the neighbour you have never spoken to

▶ **Making money for your favourite charity**

DYB coins (earnt for hours worked) become real money for real charities

▶ **Having a laugh & Drink tokens**

Because having fun is important



Financial Report

Year Ended 31 January 2026

Profit & Loss | Events Performance | Charitable Giving.



£196,252

Total Revenue

£7,657

Net Surplus

£34,881

Charitable Giving

6

Events Run

Financial Highlights

Year ended 31 January 2026 • All figures on a cash basis



£196,252

Total Revenue

Across all events

£149,998

Total Costs

CoS + admin

£46,255

Gross Profit

23.6% margin

£7,657

Net Surplus

After all costs

Charitable Impact

£10,355

To TVAA

£6,145

To DYB

£7,323

To BRA

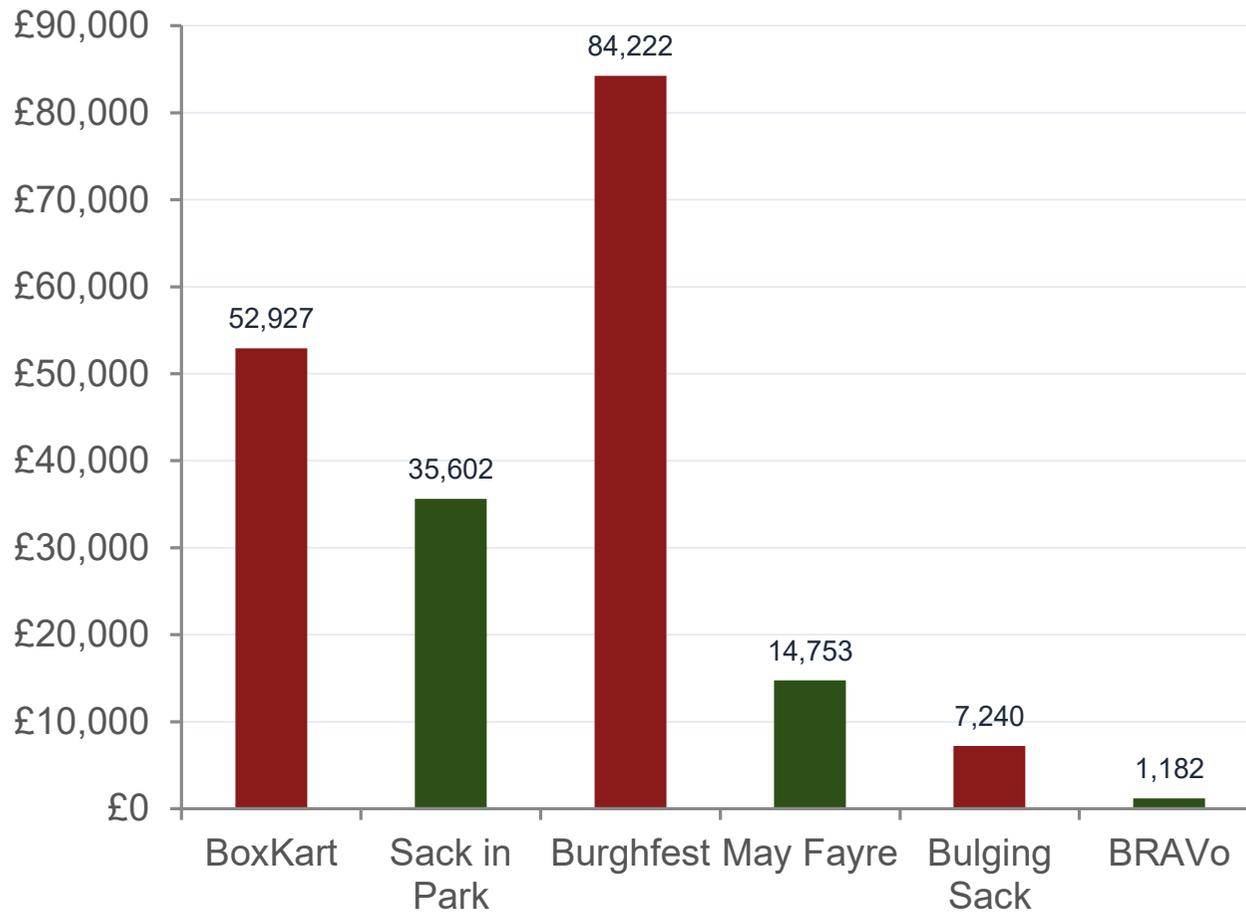
£11,058

Other/Direct

Total charitable disbursements: £34,881 | 17.8% of total revenue returned to the community

Revenue by Event

Total revenue breakdown across all 2025/26 events

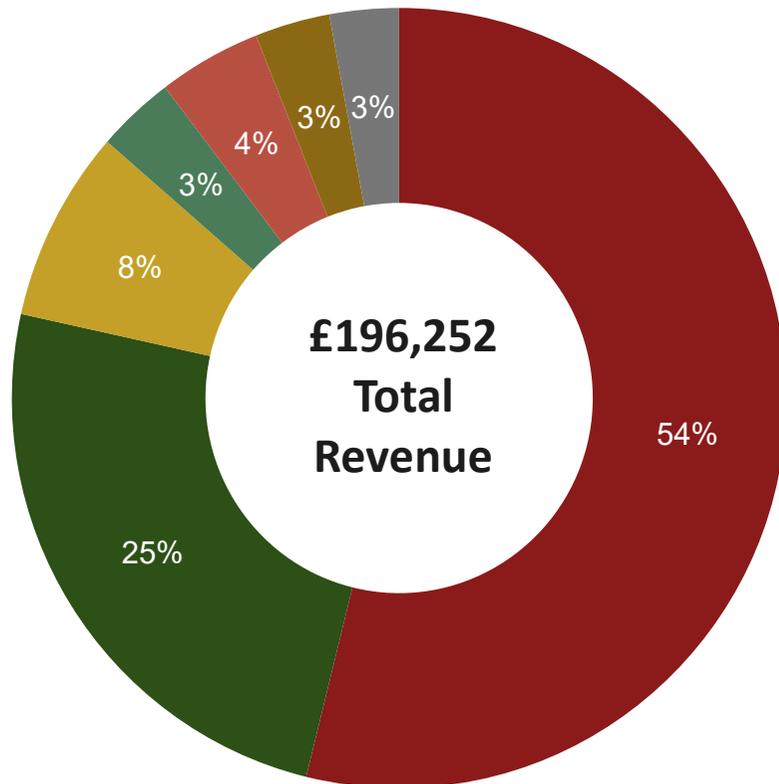


| Event | Revenue |
|--------------|---------|
| Burghfest | £84,222 |
| BoxKart | £52,927 |
| Sack in Park | £35,602 |
| May Fayre | £14,753 |
| Bulging Sack | £7,240 |
| BRAVo | £1,182 |

**Net figures shown before unallocated costs*

Sources of Income

Total revenue of £196,252 across 7 income streams • Year ended 31 January 2026

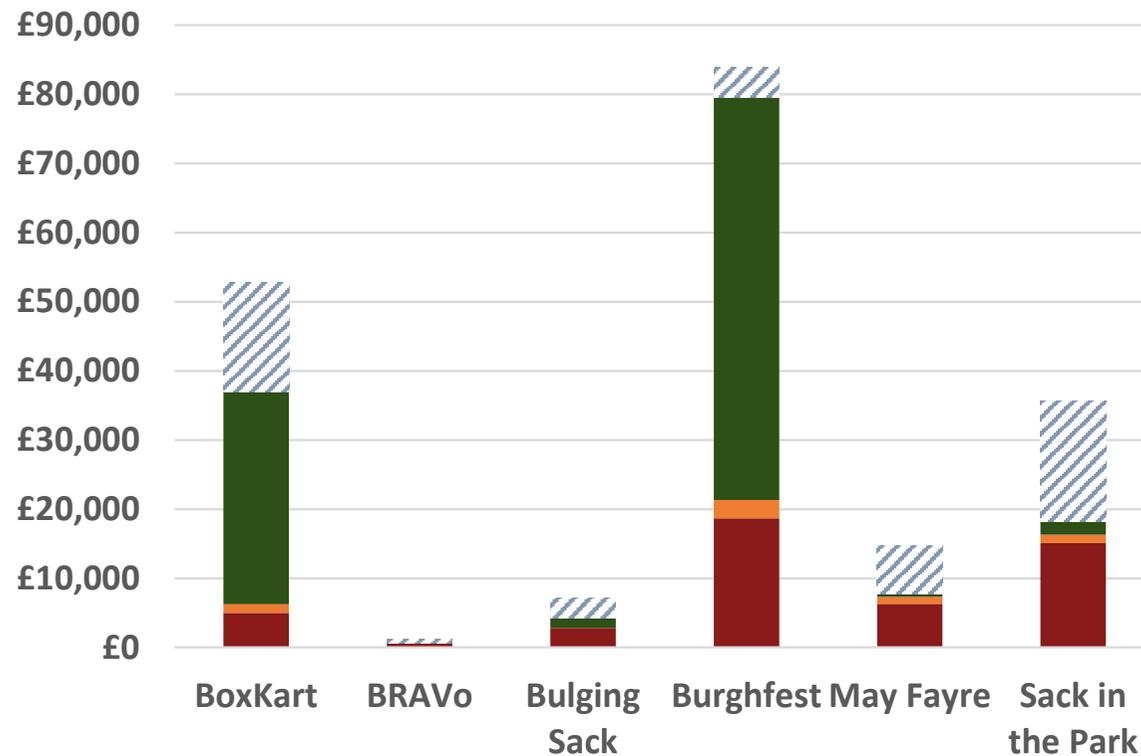


Income Breakdown

| | | |
|--------------------|-----------------|-------|
| Bar Sales | £105,708 | 53.9% |
| Ticket Sales | £48,284 | 24.6% |
| Sponsorship | £15,587 | 7.9% |
| Food Vendor Sales | £8,442 | 4.3% |
| Direct Sponsorship | £6,401 | 3.3% |
| Recyclable Glass | £6,162 | 3.1% |
| Other Event Income | £5,669 | 2.9% |

Event P&L Performance

Revenue vs. costs per event



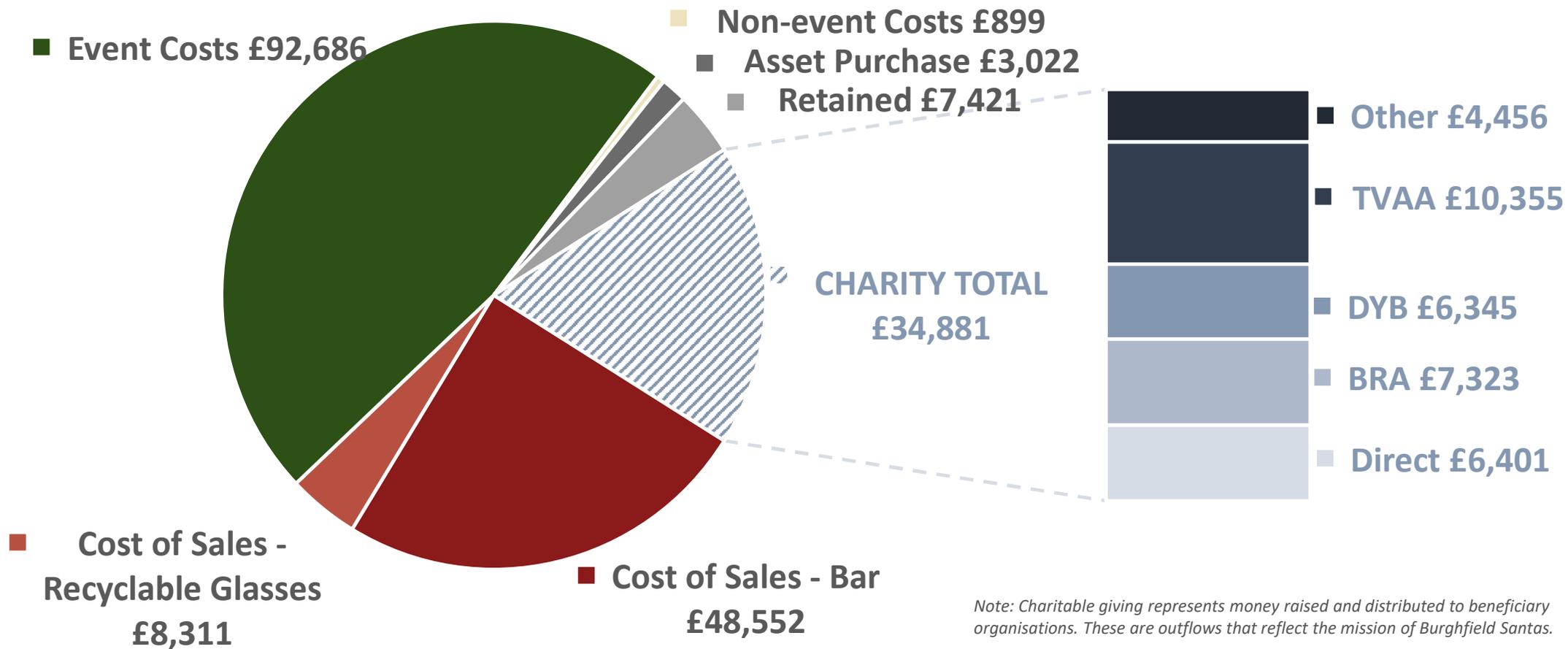
■ Cost of Sales - Bar ■ Cost of Sales - Recyclable Glasses ■ Event Costs ▨ Gross Profit

| Event | Gross Profit |
|--------------|--------------|
| Burghfest | £4,419 |
| BoxKart | £15,819 |
| Sack in Park | £17,361 |
| May Fayre | £6,993 |
| Bulging Sack | £2,995 |
| BRAVo | £530 |

**Gross figures shown before unallocated costs and charity contribution*

Cost Analysis

Total costs of £149,998 broken down by category



Note: Charitable giving represents money raised and distributed to beneficiary organisations. These are outflows that reflect the mission of Burghfield Santas.

2026 Event Calendar



Burghfest Community Survey

Community mandate — five clear signals from 464 responses



Keep the music

72% want the live music stage — the £16k cost has a clear community mandate. Even non-attenders back it 54%.



Reduce the fairground

58% want it reduced or removed. Non-attenders lean hardest toward children's rides only. Only 27% want adult rides kept.



Pricing is fair — but not for everyone

Attenders rate value 4.0/5. Non-attenders rate it 3.3/5. Families doing short visits feel the all-or-nothing pricing doesn't work for them.



Strong mandate to act on under-18s

95% want at least one restriction. 68% back a wristband fee. The wristband + 7pm curfew leads on 45% — stronger among non-attenders.



Bar is the star

4.3/5 across selection, pricing and quality — the highest-rated element. Attended or not, people trust the bar.

2026 Event Calendar



1H 2026

The Bulging Craic



13 Mar.

The Bulging (Egg) Sack



3 Apr.

BRA May Fayre



9-10 May

BoxKart – Movie Night



20 June

BoxKart Bash



21 June

2H 2026

The Sack in the Park



Fridays 3rd July – 28th August

Burghfest



25-26 Sept.

The Bulging Sack



18 Dec.

Santa Needs You!



How you can help



Time

- Volunteer...

burghfieldsantas.org.uk/volunteer



Money

- Sponsorship...

burghfieldsantas.org.uk/sponsor

Santa of the Year



Nominations



Brian Ross



**Matt
Streeter**



Stu Allen



**Tim
MacCawley**

Santa of the Year is...



Brian Ross

**Questions?
Feedback?
Ideas?**

