

MARKET MAKERS

LISKEARD • CORNWALL

MARKET MAKERS NEWS NOT OUR CHRISTMAS SPECIAL!

A CRAFTY PEAK AHEAD



It's the most wonderful time of the year! Well, no not really, but it seems Christmas has come early to the little town of Liskeard.

Market Makers member Jo Wallis, who runs Unique Crafts Cornwall, based on the town's historic Fore Street, has decided it's time to put up her Christmas decorations – including Santa, a snowman, fairy lights, a reindeer and a suitably dressed penguin. Small children have already been spotted staring longingly into the unseasonally seasonal window of Jo's shop.

But there's no need to panic or to check your calendars. Christmas is still a quarter of a year away. We haven't even turned the clocks back yet. They say that Christmas comes earlier each year, but this is verging on the ridiculous.

Could this be Cornwall's first festive shop window display this year? Could it be England's first? Even the first in the world?

There's of course a good reason for Jo to bring Christmas forward a little bit this year. The shop stocks Jo's own range of luxury home fragrance products, as well as an array of locally crafted gift items, from handmade gift cards and jewellery to mosaic coasters and ceramic jars.

'It's a great time for people to start considering their stocking fillers,' says Jo.

A mum of six, Jo's no stranger to the challenges of planning for the Yuletide festivities.

'We sell a lot of treats and gifts. This year more than ever, with prices of everything rising, we're all planning well in advance for Christmas. So, we thought we'd give people a bit of a head start,' says Jo.

'I admit we may be slightly ahead of ourselves, but everyone loves a touch of festive magic, don't they? Call me Mother Christmas if you like!'

Alec Charles is Jo's bemused business mentor and manager of our enterprise support project.

'I've never seen anything like it. I like Christmas as much as the next elf, but not usually in September. This is proper Christmas crackers, totally festive fruit and nuts! But there's something brilliantly bonkers about this crafty heads-up on the holidays,' says Alec.

'I could barely believe my mince pies,' said one passer-by, who asked to be identified only as a Mr S. Claus, a visitor from northern Scandinavia on his way with his friend Rudolph to an off-season minibreak in Looe. He also asked that we point out that he is definitely real and not made up at all.

'You've just got to get into the festive spirit. It's very nearly Christmas after all,' insists Jo.

'Oh no it isn't,' we say.

'Oh yes it is,' she replies.

'Oh no it isn't.' Oh no, she's got us started!

For more information about our project, please visit our website at www.marketmakers.org.uk or email cmm.manager@liskeard.gov.uk.

