ADVERTISING FEATURE

Christmas Trees bring hope during lockdown

EARLY demand this year at Frenchay Christmas Tree Farm, brought about by the lockdown announcement on Hallowe'en, kept the Frenchay growers on their toes. With a four-day window to take reservations before the lockdown came into effect on November 5th, they were inundated with visitors keen to get their tree reserved in case the farm was forced to shut down.

In the event, Frenchay Christmas Tree Farm was allowed to stay open, and began it's first day of proper trading on November 21st. The owners are hoping that with all the open space available, visitors will be able to continue to pick their own tree from the field as usual. "Please try and avoid the busy weekends of November 28th/29th and December 5th/6th, and come on a weekday instead," advises owner Simon Maughan, "but if you have no choice but to come on a weekend, then please no more than two people per household."

Trying to explain the early interest this year, Simon believes that it is not just a case of Christmas

getting earlier each year. "We really did wonder whether there would be any Christmas celebrations at all this year, but of course Christmas is a powerful symbol of hope and joy, and the Christmas tree is very much a part of that."

"Lockdown obviously played a huge part, but we were also getting a lot of interest before that. People are just really looking forward to the year's end, a new beginning, a celebration of having survived a perilous and odd year, and perhaps a way of celebrating friends and relatives they may have lost, or nearly lost."

"Christmas this year is going to be very important to us all," says Simon, "and we want to make it fun for everyone, while keeping the farm as safe as possible." The site is following Covid-safe regulations and Frenchay Christmas Tree Farm will be open from 9am to 5pm every day until Christmas Eve. Pick and cut your own tree will be running as usual. There will also be an option to to click and collect, to pick-up-and-go, or to have your tree delivered, which can be arranged through their website, via social media, or by phoning the number below.

A seasonal twist on social-distancing guidelines means that customers will be advised to stay at least one Christmas Tree apart from other people, and Christmas-themed face coverings will be warmly welcomed!

St Peter's Hospice are also organising a Christmas Tree Collection Service in January, or return your tree to the farm, where it will be chipped and recycled.

Finally, to say a big thank you to all our NHS workers who continue to put their lives on the line to treat or support coronavirus patients, Frenchay Christmas Tree Farm are offering a £10 discount on any tree on production of a valid ID. To know that they are there is tremendously reassuring.

Frenchay Christmas Tree Farm will be welcoming visitors from late November until Christmas Eve, 9am–5pm every day. "Choose and Cut" runs for as long as stocks last. Prices start from just £25. Stay warm, stay happy, stay well. Merry Christmas!

www.frenchaychristmastreefarm.co.uk
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