

Marketing Cheltenham

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December 2018 Update

Welcome...

November was a great month for Marketing Cheltenham with the Christmas Light Switch On Extravaganza as well as a number of poignant events celebrating the Centenary of WW1. December sees the Festive season in full swing, along with our campaigns to drive people into the town. Here's a recap of just some of what we've been up to...

It's Christmas in Cheltenham!



The festive season has well and truly begun in Cheltenham with a successful Christmas Light Switch On event and Christmas stalls & festive displays sweeping across the town.

We're running a series of Christmas campaigns including:

- **Christmas Gift Guide:** We are showing off the very best that Cheltenham has to offer the savvy shopper, and we've included a variety of experiences and gift ideas on our blog. Got an idea you'd like to share? It's not too late to [let us know!](#)
- **Advent Calendar:** You may have already seen our advent calendar that is now being shared daily across our social channels. We would like to thank all of our members who helped to make this happen! Take a look on our social channels for your chance to win.
- **Festive Stay Bundles:** We are still looking to pull together a bundle prize in January to stay and enjoy Cheltenham. We will aim it at visitors and want to make it worth £500. If you have a gift worth £25+ and would like to donate it for our bundle, please [let us know](#).

Don't forget, if you have a festive event or something planned for 2019, be sure to upload it onto the website [here](#).

Discover Christmas in Cheltenham



Council to stop Ticket Touts

A successful collaboration between the council and police has helped Cheltenham racecourse secure a ban on selling and buying tickets by touts on racecourse property, making it safer for racegoers. The new restrictions will make it an offence for any person to sell, expose, make available or advertise any tickets for sale other than through official channels and could result in prison sentences.



WW1 Remembrance Thanks

This years Remembrance celebrations culminated with a major March on Saturday 10th and a very unique projection onto the Municipal Buildings on Sunday 11th. Coverage of these events gained a significant level of interaction and engagement, showing just how special and poignant they were and the Council has extended their thanks all those involved both in the production and the viewing.

Opportunities & updates

We're working hard to provide our members with opportunities to promote their business. Here's just some of what they can take advantage of in the coming months...

Call for content



We are currently looking for information on:

- **Last minute Christmas & New Year in Cheltenham:** don't forget we'll still cover your last minute Christmas and New Year ideas. Just add events to the website, or send your content through.
- **Learning & Courses:** We want to run a series of features on everything you can learn in Cheltenham. Courses, workshops, regular learning events, new skills, whatever you think will be of interest.
- **Foodie Fantatics:** Have you got something foodie going on in the next few months? We're looking for menu launches, themed food and workshops.
- **What's On/Events:** What do you have going on during the next three months? We're looking for the not-to-be-missed events and offers to promote to our readers. Add your event to our website, and we'll include the best in our monthly event highlights blog.
- **Major 2019 dates:** What high-profile events or happenings are you involved with? Let us know so that we can include them in our 2019 headline guide.

[Submit event...](#)

[Upgrade your membership...](#)

[See all opportunities...](#)

Sharing Christmas Events



There's still time to get involved and co-host and share our Festive events on Facebook. Becoming a co-host on one of our events, means that you can not only share what's happening in the town but increase your business's social reach too!

Head to Facebook to check out our events or get in touch for more information.

[Get in touch...](#)

November 2018 Update



Splashes of vibrant colour accompanied crashes and bangs as November kicked off with major firework events, before the month took a more sombre and reflective tone with lots of Remembrance events across the town. The team also worked hard to develop international relationships with the VisitBritain China office and progressed an upgrade to the online booking system for our website.

[Read more about our work](#)

Our work in numbers

Throughout November we were busy creating new content for the website as well as developing captivating social media campaigns . Here's what happened...

Website

In November there were 43,000 unique users for the month

That's an uplift of 55.7% to the site when compared with 2017

Creating 115,190 page views, up 65.33% since last year

Social Media

42,700 people reached on Twitter

40,940 individual engagements on Facebook posts

30,000 people reached on Instagram

Other news & updates



Please help Number 6 this winter

Marketing Cheltenham Member, Cheltenham YMCA & Number 6 has become the largest provider of temporary accommodation for the local authority's Severe Weather Emergency Protocol. They work hard to provide a warm and safe environment to rough sleepers overnight during severe weather conditions. They are currently looking for extra blankets, sheets, pillows and any other items that could benefit a rough sleeper to be donated to them. If you would like to donate, please [let us know](#).



Digital Marketing - Survey Still Open

After the great summer we have had, you may not have had the chance to complete the digital marketing survey yet. We would love to hear back from you as it is still open. Digital marketing offers you great opportunities to make the most of unexpected events and find new customers. By taking part, you can take some time to evaluate how you use digital technology, make comparisons to other local businesses and you will see the results first-hand! [Go to the Survey.](#)

Upcoming Events

There's lots of upcoming events in Cheltenham that you can go along to or get involved in. Plus plenty to recommend to visitors that you host. Check out a sample below and don't forget to add your own events too!

Cheltenham Christmas Market | running until 15 December - Browse the gorgeous wooden chalets which create a sense of magic and wonder in Cheltenham.

Aladdin Pantomime | 5 December - 13 January - Polish your lamp and book a magic carpet ride to the Everyman Theatre for the highlight of the festive season.

New Year's Eve & New Year's Day | 31st December - 1st January - From plenty of celebrations across the town to a cinematic concert at Dean Close School, there's lots to help you see in the New Year.

New Year's Day Racing | 1st January 2019 - There is only one place to start your 2019 and that is a day at the races at Cheltenham Racecourse.

What else is on...

Submit event here...

The Team

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