

THE  TIMES
THE SUNDAY TIMES

CHELTENHAM

Literature
Festival

...around town

brought to you by Cheltenham BID

4 – 13 October 2019

Ways to benefit your business

@cheltlitfest | #cheltlitfest

www.cheltenhamfestivals.com/literature



THE  TIMES
THE SUNDAY TIMES

CHELTENHAM

Literature
Festival

70

"We've grasped this exciting opportunity to involve the whole town, making sure our local businesses benefit from this period of festivity." - Cheltenham BID

CHELTENHAM
BID Local businesses
improving
our town 

Get ready to celebrate

Between 4 and 13 October 2019, Cheltenham residents and visitors to the town will join authors and speakers from around the world to celebrate the 70th Anniversary of The Times and Sunday Times Cheltenham Literature Festival.

The Festival features a line-up of well-known names including Louis Theroux, David Cameron, Colm Tóibín, Ian McEwan, Rob Brydon, Malorie Blackman, Andrew Lloyd Webber, Jess Phillip, Helena Bonham Carter and many more!

The main Festival Village is situated at **Montpellier Gardens** alongside activities happening ...**around town** including the popular **Lit Crawl** on Saturday 5 October, 5pm – late, the Elmer trail for families and a new audio trail which features clips from artists talks from the Literature Festivals archive.

Through our partnership with [Cheltenham Business Improvement District \(BID\)](#) we'd love it if your business, shop, hotel, bar can join in the party to showcase our Festival town.

How can your business benefit?

In our anniversary year we expect to draw larger than usual crowds to Cheltenham.

The Festival is joining forces with literature festivals across the globe and bringing even more international writers to Cheltenham this year as part of it's celebration, so we are expecting lots of international visitors. It's worth considering who your business can make overseas visitors welcome to our Festival town.

We've also included some other ideas for ways your business can capitalise on this.

“

In 2019, we wanted to celebrate our incredible heritage whilst looking forward and challenging ourselves to be more relevant, more diverse and more innovative as we contemplate the future of the written word.

*Nicola Tuxworth, Head of Programming, The Times and The Sunday Times
Cheltenham Literature Festival*

#cheltlitfest turns 70

The Times and The Sunday Times Cheltenham Literature Festival is the longest running Literature Festival in the world, and the first ever.

In 1949 it was set up by G.A.M Wilkinson, the council's Spa and Entertainments manager. This small but perfectly formed town in the heart of the rolling Cotswold countryside gave birth to an idea that has taken hold all over the world, to the enormous benefit and joy of readers and writers everywhere.

With plenty of celebratory events planned, this is set to be a truly memorable year. Bumper crowds are expected to flock to the town centre, creating the perfect opportunity for local businesses to join in the celebrations.



Above: Festival founders, G.A.M Wilkinson and John Moore (left and centre) photographed at the Festival in 1955.

Below: Crowds eagerly await entry to an event at the 2017 Festival, which hosted names such as Hilary Clinton, Salman Rushdie and Twiggy.



Festival theme: 7 At 70

Seven is a number of cultural significance (the Seven Wonders of the world, the Magnificent Seven, the seven deadly sins, the seven basic plots of storytelling), and according to research it is the most-named favoured number. Neatly, it is also the number of decades the Festival has been in Cheltenham.

You'll see multiples of seven popping up throughout the Festival this year and it's just one of the many ways you could consider decorating your business to tie in with our theme.

Our 7 At 70:

To give a flavour of how we're celebrating, here's our 7 at 70:

- Seven extraordinary Guest Curators.
- A unique partnership with seven key international festivals.
- Events discussing seven decades of British history.
- Seven events showcasing the very best new writing.
- Seven 'Celebrate With...' events, in which a well-known author looks back at their break-out novel.
- 'Read the World' – a unique reading list, with 70 festivals from around the world recommending one must-read book.
- An event with *The Times* celebrating the Festival's 70th anniversary.
- Seven birthday book events for our younger readers.

Lit Crawl 2019 - Get involved

Saturday 5 October

5pm - late

Theme your shop window

Create a shop window display that celebrates 70 years of Cheltenham Literature Festival, tying in with our theme of 7 At 70.

- Cakes – have a giant birthday cake, or lots of mini cupcakes with icing saying “Happy Bday #cheltlitfest”.
- Bunting – hang birthday bunting or get creative and make bunting out of pages from your staff’s favourite books. You can also make bowls out of books using torn paper, a balloon and plenty of glue!
- Balloons – float birthday balloons in your display. Find ones that say ‘Happy 70th’.
- Platinum – platinum symbolises a 70th anniversary. Incorporate things resembling platinum into your display to reference this.
- Mannequins – give your mannequins books, poetry or Literature Festival brochures to read.
- Collages – create a collage of your staff’s favourite speakers from the Literature Festival over the past 70 years. You could pick 7 and label it as your ‘7 At 70’. Equally you could pick 7 speakers from this year’s programme and highlight them.



#chellitfest discount

Provide a 7% (or 70% if you're feeling particularly generous) discount on items in your store to customers who have attended an event at the Festival and can present their ticket.

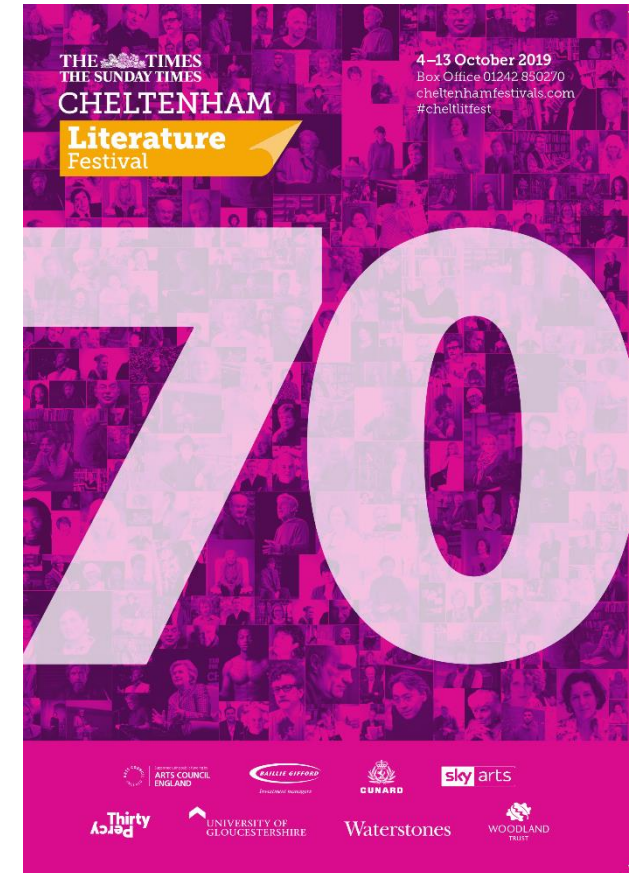
Or, you could choose 7 items (literature related or not) in your store to provide a discount on.



Know what's going on

Promote the Festival's ...around town programme by displaying brochures and handing out Lit Crawl flyers.

Both will be available from the BID office.



Celebrate poetry

National Poetry Day is on Thursday 3 October, the day before the Literature Festival begins. This is a fantastic opportunity to get a head start on the festivities. Here are some ideas to consider:

- This year is the 25th anniversary of National Poetry Day and the theme is 'Truth'.
- Print out poems and short stories to hand out with purchases.
- Poetry and spoken word playing through shop sound systems.
- A poetry corner, where customers can write their own poems. This is a fantastic way to keep children entertained while creatively interacting with the Festival.
- Think about how you can link in our theme of 7 At 70.
- Check out our [poetry events](#).
- You can register an event for FREE on the [National Poetry Day website](#). Post pictures of the event using the hashtags #nationalpoetryday and #cheltlitfest. You can also download posters such as this from their website.



Spread the word

Sharing info on social media. Send us your Literature Festival related photos; tweet, tag and share us!

Twitter:

@cheltfestivals

@cheltlitfest

#cheltlitfest

Facebook:

@cheltenhamfestivals

#cheltlitfest

Instagram:

@cheltfestivals

#cheltlitfest

Linkedin:

@Cheltenham Festivals

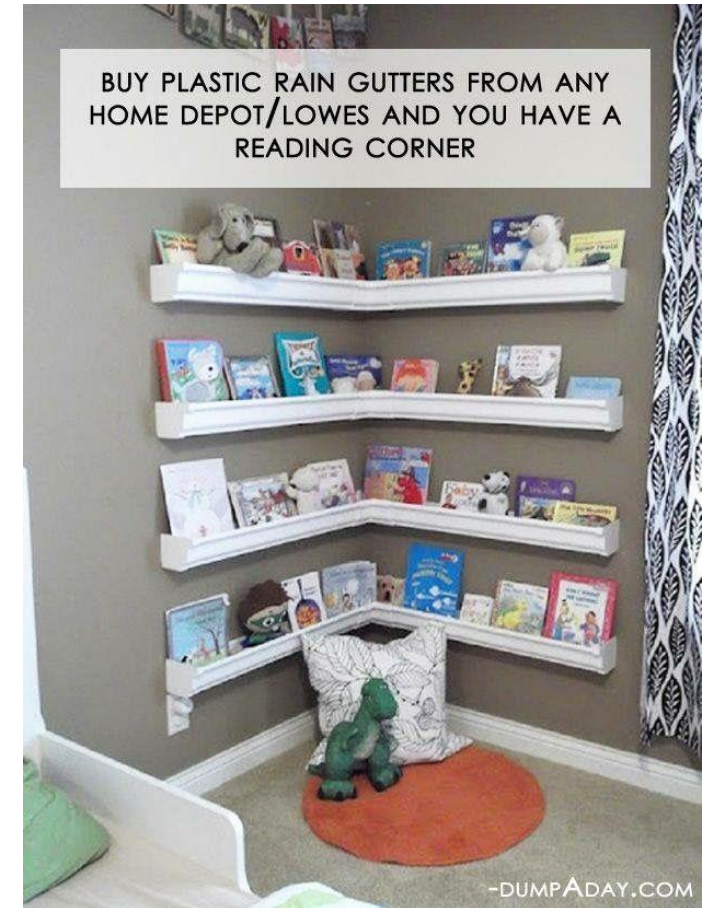
#cheltlitfest



Embrace the power of books

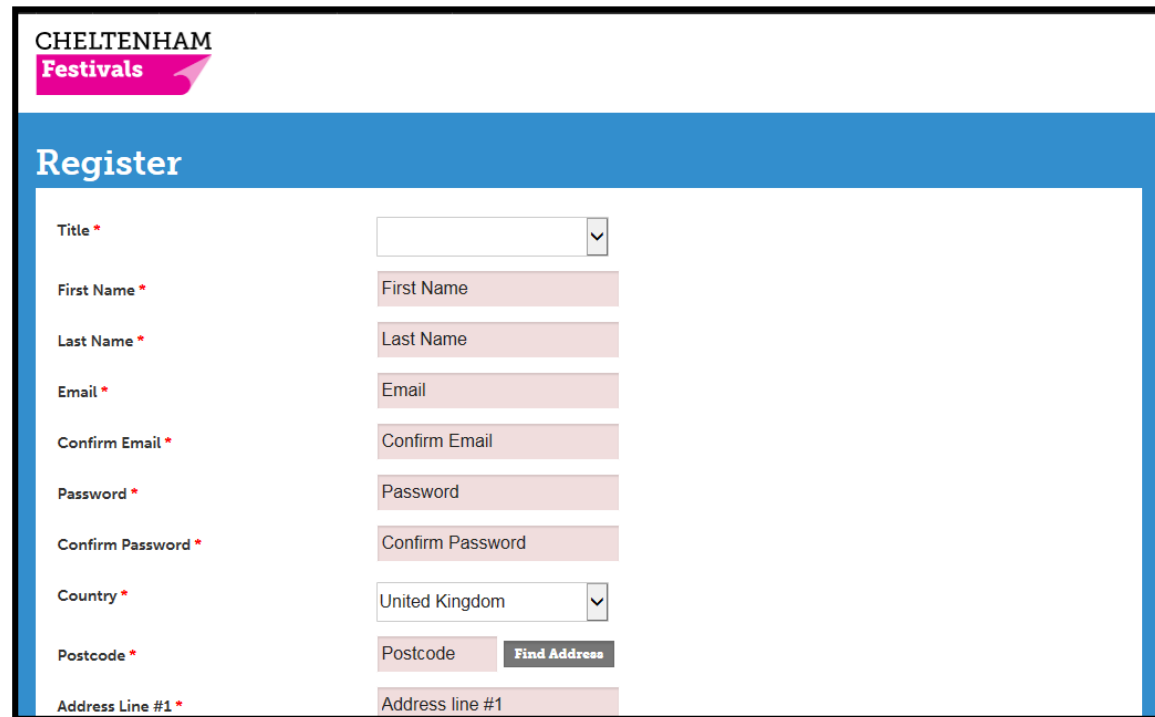
Set up a book exchange in your shop.

Create a reading corner with books related to your business.



Be the first to hear

Join the
Festival email
list to stay up
to date with
what's going
on



The screenshot shows the 'Register' page for Cheltenham Festivals. The header includes the 'CHELTENHAM Festivals' logo. The form fields are as follows:

Field Label	Input Type
Title *	Dropdown menu
First Name *	Text input
Last Name *	Text input
Email *	Text input
Confirm Email *	Text input
Password *	Text input
Confirm Password *	Text input
Country *	Dropdown menu (set to United Kingdom)
Postcode *	Text input with a 'Find Address' button
Address Line #1 *	Text input

<https://tickets.cheltenhamfestivals.com/account/register>

Get the Playlist

Download and play The Times and Sunday Times Literature Festival Playlist from Spotify.

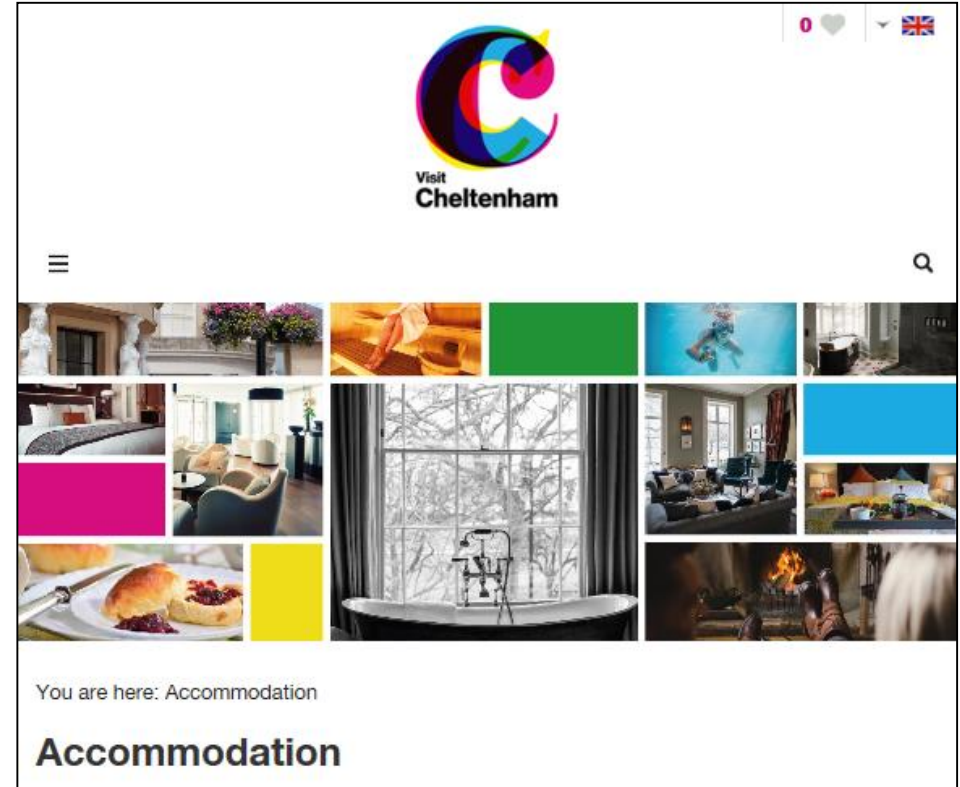
In celebration of our theme 7 At 70, we have found every number 1 in the first week of October since the Literature Festival's inception in 1949. This will give your customers a host of throwback classics keeping people of all ages happy and engaged.

Listen [here](#), or click the image below.



Accommodation Providers be prepared

- Make sure your business is listed on the **Visit Cheltenham** website, who will be creating and promoting a blog post about accommodation in and around Cheltenham in advance of the Festival for last minute bookers.
<https://www.visitcheltenham.com/>
- Ensure your website links to, and features, The Times and Sunday Times Literature Festival and the Lit Crawl. Full details can be found here :
<https://www.cheltenhamfestivals.com/literature/>



Restaurants, Bars & Cafes **showcase your offer**



Cheltenham is known as the foodie centre of the Cotswolds. With chefs of the caliber of Ainsley Harriot, Tom Kerridge and Naved Nasir and Shamil Thakrar of Dishoom, The Times and Sunday Times Cheltenham Literature Festival provides a platform for local businesses to show off.

- Consider Literature themed products
- Stock up with local delicacies.
- Consider our '7 At 70' theme. You could explore foods from yours or Cheltenham's past. Use this as an opportunity to look back at what made you successful.
- Promote special offers that visitors can take advantage of.
- Take a look through our food-based events and see if you can create dishes that tie in with these.

Thank you

The ...around town programme is due to be announced on the 13 September. More information will follow on www.cheltenhamfestivals.com/literature

Please email marketing@cheltenhamfestivals.com with any further questions.