



Thursday December 5th

Cheltenham's Christmas Late Night Shopping evening



GET INVOLVED....

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Thursday December 5th will be a night full of festivities as we see carollers, choirs and bands perform on the streets of Cheltenham.

- free bus travel on some Stagecoach services within Cheltenham
- free parking in all Cheltenham Borough Council car parks from 1pm.

Now it's over to you...

We'd like to see all the BID businesses getting involved with this initiative and staying open until 8pm and offering something extra on the night.

Why not pick a member of staff to be your Christmas late night shopping event co-ordinator?

Festive Ideas....

 **Retail** - Evening event offering exclusives, goodie bags, mince pies and magic.

 **Professional services** – Open evening inviting potential and current clients for drinks and nibbles. Could include a Christmas raffle/games etc

 **Food & Drink** – Live entertainment, Festive menus, drinks, offers etc

Collaboration

Join hands with your neighbours and organise a joint late-night event. Think about the brands you would like to be seen with and businesses that could support your image.

Fancy dress is always fun around Christmas time!

Once you have a plan in place please could you-

1. Create a Facebook Event with your business page as the host. Invite Cheltenham BID and OurChelt to become co-hosts.
2. ☆ Upload your event for FREE on to <https://www.visitcheltenham.com/whats-on/add-your-event>
3. Let maria@cheltenhambid.co.uk know when you have completed both of the above so she can promote your event via @CheltenhamBID and @OurChelt social media channels. *Ideally before November 15th, 2019.*