

## Christmas in Worcester 2016 FAQs



### About the Christmas in Worcester Campaign

Worcester BID is running a multichannel marketing campaign to promote 'Christmas in Worcester'. The core messages are about the shopping offer, late night shopping Thursdays and the city centre food and drink venues to celebrate. Marketing channels utilised include:

- print advertising in local and regional papers and magazines, including the Metro (Birmingham), Live 24/7 magazine, Edge Magazine, Worcester News, Berrow's Worcester Journal, Malvern Gazette, Ledbury Reporter, Evesham & Cotswold Journal, Worcester & Malvern Observer, Kidderminster Shuttle, Stourbridge, Halesowen, Dudley News, Redditch Advertiser, Bromsgrove & Droitwich Advertiser
- door 2 door drop to targeted households in a 25-mile radius
- digital takeover of the news page on [www.worcesternews.co.uk](http://www.worcesternews.co.uk)
- Telegraph (WM region) polywrap (26/11/16)
- outdoor advertising with impactful 6 sheets and 48 sheets at key locations on route to Gloucester Quays, near Merry Hill, along Stratford Road the Birmingham/Solihull commuter route, Harborne, Stourport, Blackpole and St Johns
- posters

We are working in partnership with *Worcester City Council* and *CrownGate* to host a one stop Christmas website ([www.christmasinworcester.com](http://www.christmasinworcester.com)), facebook page and twitter account to promote all things #Christmas in #Worcester. Please follow and share posts on

- [www.facebook.com/christmasinworcester/](http://www.facebook.com/christmasinworcester/)
- @ChristmasinWorc / [www.twitter.com/christmasinworc](http://www.twitter.com/christmasinworc)

A related radio campaign with an advent calendar competition is run by our partners from *NightSafe* to promote the food, drink and Christmas party offer in Worcester.

Further channels such as in train advertising and bus sides are used by our partners to promote Worcester and its Christmas offer.

### When is the Arrival of Father Christmas?

Father Christmas arrives in CrownGate Shopping Centre on Sunday 20<sup>th</sup> November. His parade through Worcester High Street starts from the Guildhall at 12.45pm.

Following the arrival parade, the CrownGate Express train will transport lucky Christmas Shoppers from just outside Boston Tea Party to the Guildhall and back again between 2:00pm-4:30pm.

Story time with Father Christmas runs from 2pm-5pm outside Superdrug and Mothercare at CrownGate's Friary Walk.

For more information view the Arrival of Father Christmas poster or visit [www.crowngate-worcester.co.uk](http://www.crowngate-worcester.co.uk).

### Is there a Santa's Grotto / Story Time with Father Christmas in Worcester?

Father Christmas and his Elf will be based in CrownGate's Friary Walk (near Superdrug & Mothercare). They will be reading out the wonderful story of The Nutcracker every Thursday to Sunday from 20<sup>th</sup> November. The opening times of this *Worcester BID* sponsored activity are:

*From 20th November – Christmas Eve*  
Thursdays – 12pm-7pm (Late Night Shopping)  
Fridays – 12pm-5:30pm  
Saturdays – 12pm-5:30pm  
Sundays – 12pm-4:00pm

*During the Worcester Victorian Christmas Fayre:*  
Thursday 24 Nov – 12pm-7pm  
Friday 25 Nov – 12pm-6pm  
Saturday 26 Nov – 12pm-6pm  
Sunday 27 Nov – 12pm-4pm

*Christmas Week:*  
Monday 19 Dec – 12pm-5:30pm  
Tuesday 20 Dec – 12pm-5:30pm  
Wednesday 21 Dec – 12pm-5:30pm  
Thursday 22 Dec – 12pm-7pm  
Friday 23 Dec – 12pm-5:30pm  
Saturday 24 Dec – 11am-2pm (Christmas Eve)

Story time and visits to Father Christmas are FREE of charge.

Between stories, children are welcome to visit Father Christmas with their Christmas wishes and even post a letter. For further details visit [crowngate-worcester.co.uk](http://crowngate-worcester.co.uk).

### Will there be a Nutcracker Trail this year?

The Nutcracker Trail will be in operation from 20<sup>th</sup> November to 31<sup>st</sup> December 2016 and is supported by *Worcester BID*. Families can wander through CrownGate's Friary Walk & Chapel Walk to find 15 giant Nutcrackers, each identified with a different funny moustache. A free trail booklet can be picked up from Friary Walk (by Ryman and Mothercare), which has the locations of all the Nutcrackers, plus colouring and prizes!

There is also a fantastic prize up for grabs, of a share of £250 to spend at CrownGate Shopping Centre, for the best #NutcrackerSelfie photos. For further details visit [www.crowngate-worcester.co.uk/events](http://www.crowngate-worcester.co.uk/events).

### Will there be any Reindeers or Facepainting?

2 real reindeer, Prancer and Dancer, come to CrownGate shopping centre, with their experienced handler on 20<sup>th</sup> November 2016 (2:00pm - 5:00pm) and 18<sup>th</sup> December 2016 (12:00pm - 3:00pm). Visitors can learn how these beautiful animals keep warm during the cold winter months, what makes them the ideal companions for Father Christmas, plus their favourite foods.

As a part of the Christmas at CrownGate festivities, kids can enjoy FREE face painting sessions on the following dates:

Sunday 20th November – 12pm-5:30pm – Friary Walk (next to Father Christmas)  
Saturday 26th November – 12pm-5:30pm – Chapel Walk (outside House of Fraser and Boots)  
Saturday 3rd December – 12pm-5:30pm – Chapel Walk (outside House of Fraser and Boots)  
Saturday 10th December – 12pm-5:30pm – Chapel Walk (outside House of Fraser and Boots)  
Saturday 17th December – 12pm-5:30pm – Chapel Walk (outside House of Fraser and Boots)  
Sunday 18th December – 12pm-4pm – Chapel Walk (outside House of Fraser and Boots)

Face painting will be available in Chapel Walk and Friary Walk at CrownGate. Children must be supervised at all times by parents/ guardians. Please be patient during busy periods.

### When do Late Night Shopping Thursdays start? / What are the Christmas opening times?

Late Night Shopping Thursdays have started with the Christmas Lights Switch-on event on 17<sup>th</sup> November and take place every Thursday in the run up to Christmas. Many shops are open until 8pm (or longer).

To help visitors plan their visit CrownGate has collated week by week opening times of their businesses, which are featured on [www.christmasinworcester.com/shopping](http://www.christmasinworcester.com/shopping).

- ➔ If you would like to submit your opening times and have them featured on the Christmas in Worcester website, please complete the opening times template (<http://www.christmasinworcester.com/wp-content/uploads/2016/10/Opening-Times-Template.xlsx>) and email this to [info@worcesterbid.com](mailto:info@worcesterbid.com)

### Is there a gift wrapping service?

'Worcester – Just Gift Wrap' will be turning the stress of wrapping gifts this Christmas on its head, with the opening of their gift wrapping shop; a new service to raise money over the Christmas period for the

rehabilitation centre's run by the Salvation Army. When 'Just Gift Wrap' launches on Thursday 17th November, the volunteers hope to reach out to those busy shoppers who enjoy the convenience of returning home with uniquely wrapped gifts.

With prices starting from only £2 for a small wrapped package, the service will be available Thursday and Friday evenings and all day on Saturday's and Sunday's, until 22nd December. There will also be the option to purchase the wrapping paper only, to wrap the gifts yourself at home.

The shop will be located in CrownGate Shopping Centre, off Broad Street (next to Mothercare).

17 November 2016 (5:30pm - 7:00pm)	04 December 2016 (12pm - 4pm)
19 November 2016 (9am - 5:30pm)	08 December 2016 (5:30pm - 7pm)
20 November 2016 (12pm - 4pm)	10 December 2016 (9am - 5:30pm)
24 November 2016 (5:30pm - 7:00pm)	11 December 2016 (12pm - 4pm)
26 November 2016 (9am - 5:30pm)	15 December 2016 (5:30pm - 7pm)
27 November 2016 (12pm - 4pm)	16 December 2016 (1:30pm - 5:30pm)
01 December 2016 (5:30pm - 7pm)	17 December 2016 (9am - 5:30pm)
02 December 2016 (1:30pm - 5:30pm)	18 December 2016 (12pm - 4pm)
03 December 2016 (9am - 5:30pm)	22 December 2016 (9am - 7pm)

### When is the Worcester Victorian Christmas Fayre?

Thu 24<sup>th</sup> November: 12noon to 9pm  
Fri 25<sup>th</sup> November: 11am to 9pm  
Sat 26<sup>th</sup> November: 10am to 8pm  
Sun 27<sup>th</sup> November: 11am to 5pm

As in previous years, the Fayre will be located in the New Street, Friar Street, Pump Street, High Street and in the Cornmarket. The Fayre team will also be working closely with our local market in Angel Place and CrownGate Shopping Centre to ensure businesses benefit from this annual event.

Over 120,000 visitors are expected during the 4-day event and approx. 200 coaches have been booked in. The main coach arrival area is in City Walls Road as in previous years.

Businesses wishing to trade outside of their premises during the event should call LSD Promotions on 01384 877336 or email [help@lsdpromotions.com](mailto:help@lsdpromotions.com). As always, any businesses looking to trade outside of their premises should be confident that they comply with the City's current regulatory standards, trade within their agreed licenses, and have all the necessary insurance, safety documentation and equipment.

The Worcester Christmas Fayre is organised by Worcester City Council and market operator LSD Promotions.

If you would like to speak to somebody before the event, please contact Helen Mole on 01905 722309 or by email [helen.mole@worcester.gov.uk](mailto:helen.mole@worcester.gov.uk)

The Fayre office emergency contact number if you need to speak to someone during the trading hours of the Fayre will be 07720 208168.

For road closure information, please take a look at the separate Fayre newsletter:

<http://www.worcesterbid.com/wp-content/uploads/2014/05/Local-Residents-and-Businesses-Letter-2016.pdf>

2016 Worcester Christmas Fayre programme: <https://joom.ag/FyKQ>

Further information about the Worcester Victorian Christmas Fayre:

<http://www.christmasinworcester.com/whats-on/christmasfayre/>

### Other Christmas events

#### Christmas Fayre in the Cloisters – 25<sup>th</sup> – 27<sup>th</sup> November

Browse quality Christmas gifts, crafts and enjoy refreshments at the Christmas Fayre in the Cloisters at Worcester Cathedral on Friday 25th and Saturday 26th November 2016 from 10am – 4pm and on Sunday 27th November 2016, 12.30 – 3.30pm.

#### Festival of Christmas Trees- Saturday 3rd December 2016 to Sunday 5th January 2017, 9am – 6.30pm

A glittering display of Christmas trees can be viewed at Worcester Cathedral's Cloisters. Free admission, but donations are appreciated.

## Lantern Parade - Thursday 8th December, 6pm

Have fun making and then show off your creation in our magical Christmas parade. The parade will begin with Christmas music at The Guildhall before meandering through the City, soaking in the festive atmosphere, and finishing its journey at The Hive for a Christmas carol performance from Got 2 Sing's 80 choir singers.

Children can enjoy a drink and snack at The Hive as well as the opportunity to take part in making Worcester's longest paper chain. After the parade there will be singing in The Hive atrium.

Further details about festive events, workshops, exhibitions, concerts and more can be found on [www.christmasinworchester.com](http://www.christmasinworchester.com).

## How can BID businesses get involved and support the Christmas in Worcester campaign?

- Follow our Christmas in Worcester Facebook and Twitter accounts and share our posts
- Tag/mention us in your posts and we will share these throughout our social media accounts @ChristmasinWorc; @WorcesterBID; #Christmas #Worcester
- Email us your festive events, seasonal offers (Christmas, Black Friday, Small Business Saturday), Christmas menus, gift ideas, opening times, festive or success stories you would like us to feature on the website and in social media posts. Please email details including quality jpeg images to [info@worcesterbid.com](mailto:info@worcesterbid.com)
- Sign up to the *Christmas in Worcester window competition* run in partnership with the Worcester News. Business can win an advertising prize worth £600. £10 voucher prize needs to be donated to sign up, which will form part of the public prize fund. The public can vote by phone/text.  
→ final slots must be booked by 3pm on 18/11/16, subject to availability → see separate form
- Staff to dress up in Victorian costumes during the Worcester Victorian Christmas Fayre (e.g. top hats and waistcoats for gentlemen and Victorian dresses, caps or aprons for ladies) → in-store or on street for promotions
- Provide free sampling opportunities for Christmas shoppers and event visitors (on street/in store), hand out leaflets with offers for repeat visit or treat your customers to a mince pie or free hot drink
- In-store competitions promoted via social media accounts and the Christmas website

## What and when is Small Business Saturday?

Small Business Saturday UK is a grassroots, non-commercial campaign, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities. The day itself takes place on the first Saturday in December each year, but the campaign aims to have a lasting impact on small businesses. In 2016 Small Business Saturday will take place on *Saturday 3rd December*.

## Are there any opportunities to get involved in Small Business Saturday?

- On Saturday 3rd December 2016 local Worcester businesses can take advantage of having a *stall* at the Upmarket event in High Street and Angel Place to showcase their businesses. Stalls are offered at a special reduced rate of £10 for local businesses. The Upmarket is operated by local market operator LSD Promotions. Please download the booking form and T&Cs here:  
→ Application form: <http://www.worcesterbid.com/event/small-business-saturday-in-worcester/attachment/application-form-worcester-small-business-saturday-2016>  
→ Market T&Cs & Arrival Information: <http://www.worcesterbid.com/event/small-business-saturday-in-worcester/attachment/market-and-event-terms-conditions-and-arrival-information-2016>
- In-store competitions, activities, special offers, etc. on Saturday 3<sup>rd</sup> December - promoted via social media accounts and the Christmas website. Please email details to Nadja – [info@worcesterbid.com](mailto:info@worcesterbid.com)
- Register and advertise your business on the Small Business Finder for free! \*
- Download the Small Business Saturday logos to use on your website or social media! \*
- Send off for, or download (and print at home) the free Small Business Saturday marketing pack \*
- If you've got any plans for the day, be sure to tell the Worcester BID team (Nadja – [info@worcesterbid.com](mailto:info@worcesterbid.com); 01905 731612) and Small Business Saturday team\* about it, so we can give you a shout out via Facebook, Instagram and Twitter. Use #Worcester and #SmallBizSatUK or tag @WorcesterBID.

More resources can be found on (\*) <https://smallbusinesssaturdayuk.com/>

If you need some inspiration for activities, promotions and offers, take a look at the Totally Locally website: <http://totallylocally.org/>



Useful contacts to discuss your ideas:

Nadja von Dahlen-Andrews (Marketing & Events Manager, Worcester BID) - 01905 731612, nadja.vondahlen@worcesterbid.com

Helen Mole (Local Centres Officer, Worcester City Council) - 01905 722309, helen.mole@worcester.gov.uk

Janet Yates (Economic Development Officer, Worcester City Council) - 01905 722106, janet.yates@worcester.gov.uk

Dermot McGillicuddy (Director, LSD Promotions / Worcester City Markets) - 01384 877336, dermot@lsdpromotions.com

## Are there any Christmas parking promotions this year?

### CrownGate Parking Offers

Park for just £1 all day Sunday and every evening after 5pm (until 9am on the next day). CrownGate Shopping Centre car park is now open 24 hours a day. 7 days a week. For further tariff details and general information, please visit the CrownGate website ([crowningate-worcester.co.uk/parking](http://crowningate-worcester.co.uk/parking)).

### NCP Parking Offer

For early Christmas birds, the NCP Cathedral Plaza car park has all day parking for just £3.60 if you arrive between 6.30-9.30am for a stay up to 12 hours the same day. For shorter stays between 6.30-9.30am our standard tariff is still available. For further details visit the NCP Cathedral website (<https://www.ncp.co.uk/find-a-car-park/car-parks/worcester-cathedral>).

### Worcester City Council Car Parking Offer

Parking at Worcester City Council car parks is free after 9.00pm and only £1 at selected car parks between 7pm and 9pm. If you're visiting for the day, all day parking starts from £3.50.

Free parking on Thursdays after 6pm between 17<sup>th</sup> November 2016 and 22<sup>nd</sup> December 2016. Arriving earlier? Just pay from anytime you require up to 6pm and from then on it's free.

On Sundays in December 2016 pay for two hours and get the rest of the day free. To take advantage of this fantastic offer, all you have to do is buy a ticket on the day you park which is valid for 2 hours, display it on the window or dashboard and the rest of the day will be free.

The Cornmarket car park is not open during Victorian Christmas Fayre. Visit [www.worcester.gov.uk/parking](http://www.worcester.gov.uk/parking) for full details and rates at individual car parks.

### Worcestershire County Cricket Club parking offer

Park at Worcestershire County Cricket Club's car park in front of the Premier Inn – a convenient location for shopping and going out in Worcester. Pay only £2.50 for 3 hours, £3.50 for 12 hours or £4.50 for 24 hours.

### Pay to Park by Mobile Phone

RingGo pay for parking by phone is a great way of ensuring that you decide when you want to leave town rather than the time on the ticket determining it! All you need to use it is a credit or debit card and a mobile phone. There is no need for change when you arrive and if you want to stay a bit longer than the time on your ticket, simply call 01905 880055 or log into the app and follow the instructions. Many businesses will have further details should you need assistance – businesses can get in touch with Worcester BID to request a crib sheet. With RingGo, there is no excuse not to finish your Christmas shopping or indulge in a well-earned coffee without having to return to your car. Visit [www.myRingGo.co.uk](http://www.myRingGo.co.uk) for details or download the RingGo App.

### Christmas Fayre Park & Ride

Saturday 26<sup>th</sup> November, from County Hall Park & Ride (WR5 2NP): 8.40am – 8.10pm, every 10 minutes First 910 service County Hall (Boiler House) to Worcester CrownGate Bus Station

Sunday 27<sup>th</sup> November, from County Hall Park & Ride (WR5 2NP): 9.45am – 5.10pm, 15 minutes First 910 service County Hall (Boiler House) to Worcester CrownGate Bus Station The Park & Ride service does not operate on Thursday 24<sup>th</sup> and Friday 25<sup>th</sup> November.

- Adult return ticket: £3
- Group ticket: £6 (driver and up to 6 passengers)
- Children under 16: £1 (return)
- Children under 5: free