



# harragateatchristmas

Newsletter from the Harrogate at Christmas Group to all Retailers and other businesses in the centre of Harrogate

## Harrogate - A Great Yorkshire Christmas

### Let's make Harrogate sparkle this Christmas

Many of you will recall in 2017 Channel 5 filmed the town's preparations for Christmas. 'Harrogate - A Great Yorkshire Christmas' was repeated again last year. The two 1 hour programmes shown in the run up to Christmas were watched by over 2.4 million viewers in 2017. The programme attracted lots of visitors who came to see the Christmas windows in both years.

### Please support the Harrogate at Christmas Appeal today!

Thanks to Stray FM we are holding the 11<sup>th</sup> 'How Big Is Your Bauble?' on **Friday 6 September 2019** to raise £30,000 to pay for the Christmas lights in Harrogate. Please complete the enclosed 'Response Form' and return it to me immediately. This will enable us to involve as many businesses as possible in the programme. It is your chance to get your few minutes of fame to promote your business!

If you don't have the Response Form available, please contact me and if all else fails phone 01423 520972 on the day.

### Harrogate Christmas Shop Window Competition

All businesses that contribute towards the Harrogate Christmas lights appeal can enter the Christmas Shop Window Competition FREE. Please tick the box on the 'Response Form'. Harrogate BID Levy payers can also enter for FREE, but need to complete the enclosed 'Response Form' and tick the box Good luck.

Let's all work together to make Harrogate sparkle again this Christmas.

John Fox  
Organiser



### How Big Is Your Bauble?

Listen to Strayfm  
on Friday 6 September and  
phone in with your pledge  
01423 520972.



Christmas Shop Window Competition 2019

Email: [Johnm.fox93@gmail.com](mailto:Johnm.fox93@gmail.com) for a set of rules and response form

# The Harrogate Christmas Lantern Parade 2019

What's New in 2019?



Harrogate at Christmas have held a Lantern Parade for the last two years as part of the 'Big Switch On' and it has grown every year. It was sponsored by Victoria Shopping Centre and we are grateful for their support.

2019 sees the Harrogate Christmas Lantern Parade grow in numbers of children involved and it becomes a special event in Harrogate in the run up to Christmas. Harrogate BID are sponsoring Red Cape to build the lanterns in the schools. The parade will be held on THURSDAY 5 DECEMBER 2019 around 5pm. Harrogate BID are encouraging all businesses in the town centre to stay open late on that evening as there will be a lot of children, parents, grandparents and friends attending the parade.

Supported by



**HARROGATE**  
BUSINESS IMPROVEMENT DISTRICT

# Working for Harrogate ...

This is the 11<sup>th</sup> year the Harrogate at Christmas Group have raised money for the Harrogate Christmas lights. Over the years the group have incorporated energy efficient bulbs, new designs, re-introduced the Harrogate Christmas Shop Window Competition, introduced the Christmas Sculpture designed and built by students from Harrogate College, and enhanced the 'Big Switch On'.

2017 saw Channel 5 commission a programme 'Harrogate: A Great Yorkshire Christmas'. The programme was centred around the Christmas



PHOTO: Overall Winner of the Christmas Shop Window Competition 2017 - Bijouled, Parliament St.

Shop Window Competition. The two 1 hour programmes had an audience of 2.4 million viewers.

The programme attracted thousands of visitors to Harrogate over the Christmas and New Year period to see the Christmas displays. Channel 5 repeated the programme last Christmas and again achieved high viewing figures and we saw lots of visitors come to Harrogate to look at the Christmas Shop Window entries.

This year's Christmas lights have been designed by Festive Lighting. John Fox said, "We hope to really make Harrogate glitter this Christmas, we have some stunning lighting features, which we hope to increase over the next few years, with the support of local businesses."



## 2019 - Promoting Harrogate

Ackrill Media Group, one of our Media Partners, is printing a 30,000 run advertorial supplement in full colour, which will be distributed throughout the Harrogate District in November, and together with online news, a readership of over 100,000 will be achieved.

The plans for 2019 are well advanced. The Stray FM 'How Big Is Your Bauble?' Day will promote those businesses and individuals who contribute towards the Group's work. **Listen to Stray FM on Friday 6 September 2019.**

Harrogate at Christmas Group are determined to promote the Harrogate economy over the Christmas and New Year period, but we need YOUR help.

**Please return your completed 'Response Form' as soon as possible. We will not invoice you until mid-September 2019.**



# Harrogate Christmas Shop Window Competition as seen on Channel 5

## Harrogate Christmas Shop Window Competition 2019

Harrogate Rotary are again organising the 2019 Christmas Shop Window Competition. There are three categories.

Soroptimist International are organising the 2019 Charity Shop Window Competition.

All donors to the Christmas lights in Harrogate are entered into the Christmas Shop Window Competition for FREE. Harrogate BID Levy Payers can also enter the Competition. But they need to complete and return our 'Response Form'. A 'Response Form' is included with this mailing

All donors will receive a bright red bauble to display in your window or door to show your support.

A full set of Competition Rules are included with this mailing. But if you have mislaid them please email:  
[johnm.fox93@gmail.com](mailto:johnm.fox93@gmail.com)

Judging will take place on Thursday 28 November 2019 Please leave your lights on for the judging until 8.00pm.

The Winners will be announced at the Special Awards Ceremony on Tuesday 3 December 2019.

**Rotary**  **Club of Harrogate**

Soroptimist  International



Bijouled



Jillian Welch



Bettys

2017 Winners receiving their Awards

PHOTOS: Harrogate Advertiser

## Results of the Christmas Shop Window Competition 2018

The Overall Joint Winners in 2018 was Boho Chic on West Park and Furnish and Fettle on Royal Parade.

The Winners of the 3 categories were:

**Small Retailer** - Boho Chic on West Park,

**Medium Retailer** - Furnish and Fettle on Royal Parade

**Large Retailer** - Bettys on Parliament Street.

The Highly Commended prizes were awarded to Richard Grafton Interiors on The Ginnel, Jespers on Oxford Street, Milk and Honey on Cheltenham Parade, Just So Interiors on Swan Road Bijouled on Parliament Street, Miss Claire Rose on Commercial Street and the Cheese Board on Commercial Street

The Harrogate Charity Shop Winner was St Michael's Hospice, Oxfam received the Silver Award and Highly Commended were British Heart Foundation and the Fair Trade Shop

Contact details for John Fox, Organiser :-

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Please support Harrogate at Christmas. Make Harrogate sparkle this Christmas