



2019 Christmas Window Competition



The Town Council invites all Loughton's businesses to decorate their shop windows in a Christmas themed design for automatic entry to this special Christmas competition. The more festively dressed windows created, the more enchanting the atmosphere! This will help tempt more residents to shop locally over the Christmas shopping period.

There are four different entry classes this year: local/independents, multiple/chain stores, charity shops and the new class of Restaurants, Cafes and Public Houses. Each group winner will have the opportunity to nominate a charity to receive a **£75 donation** from Loughton Town Council, and will be awarded an engraved cup to keep for eleven months along with a framed certificate.

Runners-up and highly-commended entries in each class will be awarded a laminated certificate.

Christmas-themed window displays will be judged on a range of criteria, including:

- Overall impression/visual impact
- Creativity/ideas
- Artistic merit
- Inventive use of materials
- Effort

Window decorations must be completed for when the judging commences on **1 December**. The judges this year are the town mayor, Cllr Stella Murphy, accompanied by Cllrs Tessa Cochrane and Judy Jennings. The judging will be completed no later than 7 December. (Full details of competition rules follow below.)

For information the winners last year and their nominated charities that received a £100 donation from the Town Council were:

Class	Shop / Business	Nominated Charity
Local/Independent	Hazelwood Interiors, 4 Valley Hill, IG10 3AA	Little Princess Trust, www.littleprincesses.org.uk
Multiple/Chain Store	Magnet, 215 High Road, IG10 1BB	National Autistic Society www.autism.org.uk
Charity	St Clare Hospice Debden 72 The Broadway IG10 3SY	St Clare Hospice https://stclarehospice.org.uk/

2019 Competition Rules

1 Eligibility

All shops and businesses within the Town Council's boundaries are eligible and will be automatically entered in the competition.

2 Classes of entry

Entrants will be split into four classes:

1. Local/independent businesses
2. Multiples/chain stores (three or more branches)
3. Charity
4. Restaurants, Cafes and Public Houses

3 Judging

Judging will be carried out by a panel consisting of the Town Mayor and two other councillors nominated each year by the Environment & Heritage Committee. All dressed windows must be in place for 1 December 2019. Judging will follow this and be completed by 7 December 2019. The judges' decision is final and no correspondence will be entered into.

4 Theme

Entrants may base the window display on any Christmas theme.

5 Judging Criteria

The window displays will be judged on a range of criteria, including

- Overall impression/visual impact
- Creativity/ideas
- Artistic merit
- Inventive use of materials
- Effort

Window displays relying primarily on considerable expenditure to achieve their impact will not be favoured in the judging.

There is no maximum or minimum size for the display.

6 Prizes

The first prize-winner in each class will receive an engraved cup to retain for eleven months (to be awarded again the following year) and a certificate to keep; also a donation of £75 will be made to the charity of their choice. Certificates will also be awarded to the runner-up and highly commended entrants in each category. When no award is made in a category, the Town Council reserves the right to re-distribute the award on the judges' decision to one or more categories and/or entrants.

Loughton Town Council, Loughton Library & Town Hall, Traps Hill, Loughton IG10 1HD
020 8508 4200 | www.loughton-tc.gov.uk

For more information contact:

Mark Squire or Debra Paris

Loughton Town Council

Tel. no. 020 8508 4200 | www.loughton-tc.gov.uk