



2021 Christmas Window Competition



The Town Council recognises 2021 has been another challenging and difficult year for all. Following last-minute lockdown just before Christmas 2020, we were unable to judge this event and with the continued uncertainty surrounding Covid it was decided to make this year's competition less formal.

We invite Loughton's businesses to decorate their shop windows in a Christmas themed design for automatic entry to this competition. Decorations need not be elaborate, but designed to bring some cheer to the children and residents of Loughton.

Winning entrants will be awarded certificates and a bottle of champagne, kindly donated by Epping Forest District Council. They will also feature in the spring edition of our newsletter, Think Loughton.

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

We have four different entry classes: local/independents, multiple/chain stores, charity shops and eateries (Restaurants, Cafes and Public Houses).

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 Rose Brookes, accompanied by two other councillors. The judging will be completed no later than 7 December. (Full details of competition rules follow over.)

2021 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. Eateries: 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 2021. Judging will follow this and be completed by 7 December 2021. 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 a certificate and a bottle of champagne. Certificates will also be awarded to the runner-up and highly commended entrants in each category.

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