2026 Christmas Window Competition

The Town Council invites all Loughton 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 entry classes: Local/Independents, Multiple/Chain Stores, Charity Shops and Eateries (including 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 laminated 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 Stephen Harriman, accompanied by Cllr Dodd and one other. 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 £75 donation from the Town Council were:

Class	Shop / Business	Nominated Charity
Local/Independent	Forest Casual and Schoolwear 144 Loughton High Road, IG10 4BE	Chigwell Riding Trust W: Chigwell Riding Trust
Multiple/Chain Store	David Clulow Opticians 297 High Road, IG10 1AH	St Clare Hospice St Clare Hospice - West Essex and East Hertfordshire Border
Charity	Haven House Children's Hospice Shop, 188 High Road, IG10 1DN	Haven House Children's Hospice www.havenhouse.org.uk
Eateries	The Aviary Bar & Brasserie 3 Centric Parade, 200 High Road, IG10 1DN	St Clare Hospice St Clare Hospice - West Essex and East Hertfordshire Border

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2026 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 2026. Judging will follow this and be completed by 7 December 2026. 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.