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From Horsham District Council

Enter your business into the Christmas Magic Displays Competition

As part of its 'Buy Local Gift Happy' campaign, Horsham District Council is now inviting entries from independent businesses across Horsham District for its Christmas Magic Displays Competition.

Businesses can register now and throughout October. The competition will celebrate the festive windows, market stalls and internal displays which help to make our towns and villages a magical place to be over the festive period.

To enter, all businesses need to do is fill in a simple online form. They will then receive detailed instructions regarding their involvement in the competition. All entrants must be prepared to take a high-quality photo of their display.



During November a public prize competition will launch, using local social media channels to determine The Public's Choice. People will be asked to vote for their favourite windows and displays based on the photos provided, driving publicity for participating independent businesses in the vital lead up to Christmas.

Professional judging will also take place using a set of criteria to determine:

- * The Best Window Displays
- * Best Internal Displays

* Best Market Stall Displays

* Overall Best Displays (by town / village)

All winners will be announced on Small Business Saturday, on 2 December.

This year, the Council has worked in association with wholesale supplier WBC, to offer a fantastic prize for the Overall Best Display and Public's Choice winners who will receive £100 worth of vouchers to spend on point-of-sale material for their business. Winning businesses will also benefit from publicity for their business across media channels throughout December and receive framed certificates to showcase their win.

Commenting on the Christmas Magic Displays Competition, Horsham District Council's Cabinet Member for the Local Economy and Place Cllr Ruth Fletcher said:

"I am delighted that we are bringing back a fantastic festive display competition this year across Horsham District which will benefit so many local traders, building on the success of previous similar initiatives.

"I look forward to seeing many independent businesses creating amazing displays in their high street stores and on their market stalls, adding to the overall customer experience and really showcasing their products and services to encourage people to Buy Local.

"I would urge as many businesses as possible to get involved in the competition and help make visits to our high streets an even more magical experience this Christmas."

A page of resources has been developed with links to useful videos and guides, to help businesses maximise their visual merchandising this Christmas.

Businesses are encouraged to explore the resources available and register for the Christmas Magical Displays Competition via the Council website.

[Sign Up To Take Part in the Competition](#)

