



Love Gloucester 2025

Guidance for Participating Businesses

Thank you for your interest in **Love Gloucester**, a month-long event designed to highlight businesses on Gloucester's high streets and independent retailers. Participation from local businesses is an essential part of this initiative.

What is Love Gloucester 2025?

Love Gloucester is a joint project by Gloucester BID and partners. The event aims to increase visitor numbers and sales for Gloucester's retailers using a sticker card system that encourages residents to visit various businesses throughout February.

How Does It Work?

- Customers can collect a Love Gloucester Loyalty Card from with the Museum of Gloucester or Gloucester Quays (both TBC)
- A Love Gloucester Loyalty Card unlocks limited and exclusive offers from participating businesses.
- PLUS for each purchase of **£5 or more**, in selected Love Gloucester participating businesses, customers receive one sticker.
- Upon collecting **five stickers from five different retailers**, customers may enter a prize draw for a **bumper weekend out in the City**.
- All participating businesses will be listed on the Shop Gloucester website, with additional support from a city-wide marketing campaign.
- Retailers must be members of Gloucester BID to participate. Contact the organisers for information about membership.

How to Participate:

- To join, complete the provided survey by **Monday 1st December**.
- Each participating business will receive Love Gloucester Poster, stickers (where needed), a window sticker, leaflets, and social media materials.
- For those participating in the Loyalty Card, for every customer transaction of £5 or more, add one sticker to their passport. Each transaction earns only one sticker. Five stickers from five distinct retailers are required to qualify for the prize draw.
- Businesses offering an exclusive offer or discount for Love Gloucester Loyalty Card holders for a select week (or the month), must ensure that all staff are aware and ensure the discount/offer is upheld. Please make sure we have the correct T&Cs.

- Businesses are encouraged to share information about the event through social media, in-store promotion, and other channels.

Dates for Your Diary

Note: Dates may change. Any updates will be communicated to participants promptly.

- Deadline for business participation: **Monday 1st December 2025**
- Website launch: **Monday 19th January 2026**
- Event dates: **1st – 28th February 2026**
- Deadline for completed Passport submissions: **Monday 9th March 2026**

Tips for Participation:

- While not mandatory, businesses are advised to consider running a **special offer** during the event (such as a £5 deal, discount, free gift, or other incentives).
- Use **social media** to inform customers and post updates related to the event.
- Collaborate with neighbouring businesses; joint promotions or themed trails may help increase visitor numbers.
- Keep a record of offers/discounts given and stickers, and complete the post-event survey to assist in evaluating the initiative and planning future events.

Questions?

For further information or assistance, please contact:

 support@gloucesterbid.org.uk

 **01452 452001**

The organisers appreciate your involvement in Love Gloucester 2026.