

Festive Window Trail

Guidelines and Standards

1. Overview

The Festive Window Trail is a free, self-guided activity for residents and visitors between 21st November and 31st December 2026. It's designed to encourage people to explore the town centre and visit local businesses during the festive season.

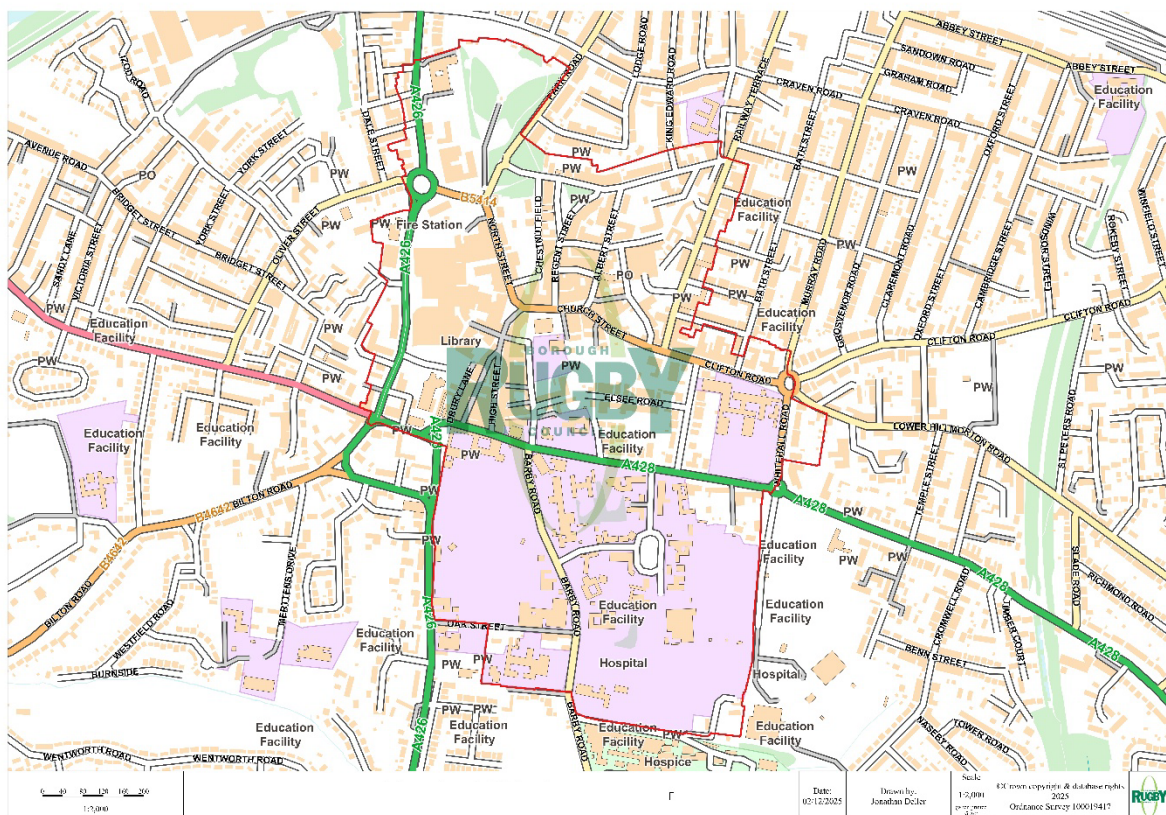
Up to twelve town centre businesses will be selected to take part. Each participating business will receive a **free** festive window design hand-painted by local professional artist **Alphabeth Lettering**.

Trail participants will visit each window to find clues hidden within the festive artwork. They will collect a stamp inside each participating business and use the clues to solve the mystery and complete the trail.

2. Eligibility

To be eligible to take part in the Festive Window trail your business must:

2.1 Be located in Rugby Town Centre within the boundaries of the map below



2.2 Obtain written consent from the freeholder or landlord to take part

2.3 Operate within a building used for commercial use only and for no form of residential activity.

Please note the proposed illustration will include the exterior shopfront window of the ground floor.

3.Application Process

All interested businesses must complete the Expression of Interest Form by 31st August 2026.

Please note that submission of the form does not guarantee participation in the Trail.

All expressions of interest will be reviewed by a selection panel to ensure the trail is diverse, well-balanced and spread-out throughout the town centre. Businesses will be notified of the outcome of their submission by the end of September 2026.

A **maximum of twelve businesses** will be selected.

4.Deadline

Expressions of interest must be submitted by **5pm on Monday 31st August 2026**.

Expressions of interest received after this date will **NOT** be considered.

5.Selection Criteria

Submissions will be reviewed by a panel comprising of the Council's events team and trail organisers, Economic Development, Community Projects, Visitor Experience and Play Development team members.

Selection will be based on factors including:

- a) Central town centre **location** and **regular opening hours**
- b) **Business type** to ensure a varied and well-balanced trail
- c) **Accessibility** of the business premises for participants
- d) **Creative approach** to any complimentary seasonal activity
- e) **Promotion** of the trail and your participation in it

Businesses can strengthen their expression of interest by proposing a complimentary seasonal activity during the trail period such as:

- a. A festive in-store event (e.g. late-night shopping, workshop or Christmas movie night)
- b. A promotional offer linked to the Trail (e.g. 10% off for all participants that complete the trail)
- c. Enhanced seasonal window dressing to compliment the illustration (e.g. festive merchandising or display)

This activity must be confirmed with the council events team by 31st October 2026 for inclusion in promotional materials.

Please see the scoring criteria for more information on how businesses will be scored and selected.

Note the panel's decision is final, and there will be no change to the selection outcome.

6.Participation Requirements

6.1. Window Installation

Selected businesses must allow access for the illustrator to install the artwork at a mutually agreed time between 2nd – 21st November 2026.

Selected businesses must ensure the window is clean, accessible, and suitable for installation prior to the agreed date.

6.2. Display Period

Selected businesses **must** display the completed illustration for the full duration of the Trail, from 21st November 2026 to 31st December 2026.

Businesses must not remove, alter, or obscure the artwork during this period without prior consent from the Council.

6.3. Promotion

Selected businesses must support promotion of the trail, including displaying any provided signage or trail materials where reasonably possible.

Selected businesses must wherever possible, proactively promote their participation in the trail via their social media channels, word of mouth, website and in-store printed materials.

Businesses are strongly encouraged to tell us how they are planning to promote the trail and their participation in their expression of interest form.

6.4 Permission to Participate

Businesses must provide proof of written consent from a landlord or freeholder for the painted illustration on a ground floor window.

7. Alphabeth Lettering

7.1 To take part selected businesses must agree to AlphaBeth Lettering's Terms of Service agreement. Businesses will be required to sign these 'terms of service' for the design, installation and removal of artwork to be undertaken.

Selected businesses will receive a copy of the 'terms of service' and Alphabeth Lettering's privacy policy to read and sign. Work cannot commence until these forms have been read and returned to Alphabeth Lettering.

Businesses must comply with the guidelines and standards detailed in this document.

7.2 Design & Idea Generation

Upon selection, Alphabeth Lettering will contact selected businesses to arrange an introductory meeting. This meeting is to discuss the trail and the business' initial ideas for the artwork design. Businesses will be required to sign a consultation form provided by Alphabeth Lettering at this meeting.

The theme of the window must sit within the wider theme of the trail, which will be discussed in the first meeting. However, businesses can work with Alphabeth Lettering on a bespoke design promoting their goods and services or telling their founding story.

Alphabeth Lettering will share up to 3 designs following the first meeting. A second meeting will be offered and scheduled to discuss feedback and refinement before a final design is produced for the business's approval. Only one round of changes to this design will be allowed before a final design is agreed.

Once selected businesses have approved their design, a finalised proof will be shared with the Council events team for approval, ensuring it complements the trail theme.

Final designs must be agreed with selected businesses and approved by the Council by 31st October 2026.

8. Installation and Access

Installation of artwork will take place **between 2nd November and 21st November 2026** on a mutually agreed date and time within this window. Alphabeth Lettering will be responsible for coordinating the install and scheduling this with each selected business.

Businesses must provide reasonable access for installation and removal.

9. Accidental Damage & Vandalism

If significant accidental damage or vandalism to the illustration is to occur between 21st November and 31st December 2026, Alphabeth Lettering will, subject to availability, attend on one occasion at a mutually agreed time to restore the artwork.

10. Removal

Removal of artwork will take place between 4th – 17th January 2027, on a mutually agreed date and time.

Alphabeth Lettering will arrange the removal of artwork directly with businesses, who must provide reasonable access for removal on the agreed date and time.

11.Data Protection

By completing the expression of interest form, businesses give permission for their data to be stored in the Council's events database.

Data will only be shared with event organisers for the purposes of organising, delivering, and curating the Window Trail.

For full details on how personal data is handled, please refer to:

Rugby Borough Council Privacy Policy: [Privacy - Rugby Borough Council](#)

Please see Alphabeth Lettering's privacy policy for how your data is handled and stored by them.

12.Marketing

Participating businesses will be included in promotional materials, including print, digital, and social media.

By participating, businesses grant permission for images of their storefront and artwork to be used for publicity purposes.

13.Liability

The Council are the primary organiser of the Festive Window Trail, but accept no liability for:

- a) Damage to property arising from participation
- b) Loss of business or revenue related to participation

Alphabeth Lettering maintains appropriate Public Liability Insurance and Business Insurance covering accidental damage arising from the provision of services.

Alphabeth Lettering will exercise reasonable care throughout installation. Where accidental damage is caused through the Artist's negligence, the Artist will deal with such matters in accordance with the terms of their insurance policy.

For more information, please see Alphabeth Lettering's Terms of Service agreement.

14.Changes and Cancellation

Rugby Borough Council reserves the right to vary these conditions of the Festive Window Trail Guidelines and Standards at any time by providing 7 days' notice. Any variations made shall be deemed to be incorporated in these Conditions upon expiry of the notice period.

If the trail is cancelled before it begins, we reserve the right to cancel the Festive Window Trail Guidelines and Standards by notifying you by e-mail

15.Acceptance

By submitting an Expression of Interest Form businesses confirm they have read and accept the guidelines and standards set out in this document.

Participation in the Festive Window Trail is only guaranteed upon written confirmation from the Council.