



Dear Penrith Bid Member,

HOW BUSINESSES CAN GET INVOLVED IN WINTER DROVING

The Winter Droving 2024 take place on Saturday 26th October. The event is all about showcasing Penrith as a vibrant and great place to live and visit, giving pride in where we live and bringing people together to have a great time, both locals and visitors from across the country.

We want as many businesses as possible to benefit from this event and here's how you can maximise on the opportunities Winter Droving presents. Winter Droving has a massive following and a great deal of goodwill, by joining in you can benefit.

Before we start, make sure you follow the Winter Droving on Facebook to keep up to date and share posts to your followers. Use #droving24 on Insta and @winterdroving and @eden_arts (Twitter) and @edenarts (Intsa).

EVERYBODY WEARS A MASK

Our dream is that every single audience member is wearing a mask on the day. To help make this a reality you can be a mask seller so members of the public can buy a mask in the days leading up to the event. If you would like to sell masks, please contact abi@edenarts.co.uk. Take some pics of your staff or customers wearing the mask and share it with us on social media.

If you are a non-customer facing business you can buy a box of masks for your employees, get everyone to wear them on one of your dress-down Fridays for example, take a photo and share it with us.

On the day offer a discount or discount voucher to spend on a return visit if the customer is wearing a mask, share your offer with us on social media.

This will promote your business, the Winter Droving and Penrith - everyone is a winner!

1. **Wear a mask - show everyone that your business is part of the event.** You can get masks from Eden Arts, Penrith Old Fire Station. Just pop in during office hours. There will also be businesses selling them in the run-up to the event, outlets will be promoted on social media and on our website. On the day, drop by our mask stalls in Market Square or Middlegate.



2. **Tell your clients**

Are you an accommodation provider? Tell your clients about the event - send them an email about The Winter Droving and why they should stay with you and have a great weekend in Penrith. Send them a weekend itinerary. Follow the Winter Droving on Facebook to keep up to date.

3. **Special offers**

If your business/shop is likely to benefit directly from footfall on the day, for example, a cafe, you can offer special Drovers discounts. Offer on-the-day discounts to mask wearers or vouchers to spend on a return visit. Let us know about your offers so we can share on our social media channels. You can make your shop/cafe feel part of the event, decorate your shop/cafe with agricultural/animal/rural/mask/light/etc... With the droving town decoration going up two weeks before the event you can do this for two weeks before this to maximise your benefit.

4. **Open your door / promote your business**

If your shop/business does not directly benefit from on-the-day sales, for example, you sell vacuum cleaners we know that Winter Droving visitors are probably not likely to buy a vacuum cleaner on the day, HOWEVER, you can maximise your benefit by offering drovers discounts, getting outside your shop and encouraging people in for a cuppa and a biscuit, issuing discount flyers on the day, enabling them to return another day. Let people know what you sell, showcase your business as friendly, and community-spirited and encourage them to return. Think outside the box to obtain maximum benefit! Can the vacuum cleaner wear a mask?!?

5. Decorate your shop window

Theme up your window with Droving related stuff - masks, animals, agricultural heritage, the colours of the droving - purples, oranges, etc (You can get masks from us)

Need some help from us? Get in touch, we are happy to help where we can.

Please let us know of any offers you are making. We will promote your offers on social media.

Let's all work together to show off Penrith at its best!

Best Regards

The Eden Arts Team

Winter Droving is brought to you by Eden Arts, your local arts charity no. 1139215

Winter Droving is not possible without the support of Arts Council England, Westmorland and Furness Council, Penrith BID, Penrith Town Council, Pride in Penrith Lottery, and many more local business sponsors and supporters, individual donations and volunteers.