NEWS RELEASE

29 October 2026

Council Launches 'Discover Christmas in Huntingdonshire' Campaign to Support Local Businesses

Residents and visitors are invited to support local businesses this festive season with the launch of the Discover Christmas in Huntingdonshire campaign, a district-wide scheme running from 1 November to 18 December 2026.

Following a similar pilot scheme earlier this year, the loyalty campaign will take place across Huntingdon, St Ives, St Neots and Ramsey, encouraging people to explore the wealth of independent businesses, shops, cafes and hospitality venues in Huntingdonshire's market towns while enjoying their Christmas shopping.

This initiative is designed to boost footfall, encourage repeat visits and promote longer stays across the town centres during the festive trading period, while also giving customers the opportunity to win a locally sourced Christmas hamper worth over £200. The scheme also aims to raise the profile of businesses across the district, attract visitors and strengthen connections between the market towns.

Councillor Brett Mickelburgh, Executive Councillor for Economy, Regeneration & Housing, said "The festive season is one of the most important times of the year for our local businesses so Discover Christmas in Huntingdonshire is a great way to encourage residents and visitors to explore everything our market towns have to offer.

"The loyalty card rewards people for shopping locally while helping to support the independent businesses that make Huntingdonshire's towns so unique. We hope the scheme encourages people to discover somewhere new and enjoy shopping local this Christmas."

The loyalty card scheme supports the Council's Economic Growth Plan and Tourism Growth Plan,

forming part of the ongoing efforts to celebrate and strengthen Huntingdonshire's vibrant town centres. It encourages residents to shop local, explore the range of historic market towns across the district, and discover the diverse range of businesses that contribute to the character and economy of Huntingdon, St Ives, St Neots and Ramsey.

This scheme is fully funded by the Council, with support from Discover St Neots, Chaii Hub (St Neots), Discover Huntingdon, Ramsey Town Council and Cloud Nine Gems (St Ives). A range of hamper prizes have been generously donated by participating businesses.

How the loyalty card works

From 1 November, customers can collect a loyalty card from any participating business across the four towns. Each time they spend £5 or more in a single transaction, they will receive one stamp. Once they have collected 10 stamps, the card can be entered into the prize draw.

Participants can submit their completed cards by returning them to a designated entry point.

There is no limit to the number of cards a customer can complete, and every completed card will count as a separate prize draw entry.

The prize draw winner will receive a luxury Christmas hamper worth over £200, featuring products and gift vouchers from businesses across Huntingdonshire. The winner will be contacted directly using the details provided on their loyalty card.

ENDS

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Notes for Editor:

Discover Christmas in Huntingdonshire runs from 1 November to 18 December 2026.
The scheme covers Huntingdon, St Ives, St Neots and Ramsey.
Customers can collect stamps from participating businesses when spending £5 or more in a single transaction.
Ten stamps are required to complete a loyalty card and enter the prize draw.
There is no limit to the number of entries a customer can submit.
The scheme is funded by Huntingdonshire District Council

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DISCOVER CHRISTMAS IN HUNTINGDONSHIRE

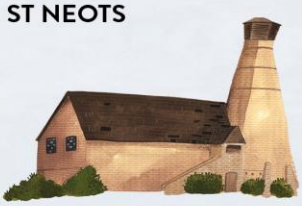
RAMSEY | HUNTINGDON | ST NEOTS | ST IVES

SHOP LOCAL & WIN

HOW TO WIN

Spend £5 or more from a participating business to earn one stamp.
Get 10 stamps for your chance to win a Christmas Hamper between 1st Nov – 18th Dec 2026.

ST NEOTS



HUNTINGDON



RAMSEY



ST IVES





Scan QR code for more info and participating retailers.

Submit your entry at 1 of these 4 locations:

- Huntingdon Visitor Centre
- Cloud Nine Gems St Ives
- Ramsey Town Council
- Chaii Hub St Neots

Follow @DiscoverHuntingdonshire for all the latest updates - and don't miss the big winner announcement!

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