

23 September 2026

Dear Traders,

On behalf of South Hams District Council, we are getting in touch to invite you to take part in their Christmas Campaign 2026, which will shine a spotlight on the people behind our high street businesses and encourage residents and visitors to shop locally this festive season.

As part of the campaign, we are helping to organise a group photograph featuring local business owners and managers from across the town. This will take place on 14th October at noon, at a recognisable high street location. We would love representation from as many businesses as possible to take part so that the campaign fairly reflects the breadth of our local traders.

Following the group photo, we are also looking for five volunteers from the town to take part in individual, natural in-business photo shoots. These will capture participants in their everyday working environments - serving customers, arranging stock, working behind the counter, and similar scenes. Each volunteer will also be invited to share a short quote about the difference local spending makes to them and their business.

As a council, South Hams District Council are unable to feature the names of any businesses, so photos inside individual premises will focus on the face behind the business.

The campaign concept is to meet the people on your high street, there will be a 'local places, local faces' logo, town promotions, local face promotions, free car parking promotions and it will feature on the South Hams District Council website as well as being used as their email footer for all communications over the period.

If you would like to put a name forward for the group photo and/or the individual photo opportunity, please get in touch at clerk@kingsbridge.gov.uk. We will provide full details to all businesses who express interest. A simple random selection approach will be applied to select the individual businesses and ensure no favouritism.

This campaign is designed to celebrate the people who make our towns vibrant, welcoming and unique. We hope you will join us to highlight all that Kingsbridge has to offer.

Warm regards,