

Celebrate Christmas in Guildford

This year we are planning a series of events and activities in our town centre to bring Christmas fun for everyone to enjoy.

We are putting the health and safety of local people first and supporting their safe return to our high street. Guildford's Christmas season will be filled with lots of celebrations rather than the traditional Christmas light switch on event.

Lead Councillor for the Economy, John Redpath, said: "We have supported a Christmas light switch on event for many years. Although the event was well attended, the benefits to local businesses were limited. Businesses had increased costs for extended opening and most visitors came for the event and did not visit the shops.

"We were also increasingly concerned about the safety of our residents. Around 7,000 people came to the switch on, held in a very tight space in the High Street.

"This year we are going to try something different in order to provide better support to local businesses and bring a sense of celebration to Guildford for the entire Christmas season."

We are exploring new exciting plans with Experience Guildford. The plans include attractions for children and families, illuminations and a festive trail, and street performances from local groups. And we will still be decorating the town centre with Christmas lights and decorations.

CEO of Experience Guildford, Amanda Masters said: "There will be lots going on to surprise and delight local residents during the Christmas season, with pop up performances and of course the usual beautiful festive lighting display to welcome everyone to Guildford for their Christmas shopping."

Experience Guildford will be rewarding people for continuing to spend locally through the festive period with prizes on offer through our Mi Rewards loyalty scheme as well as other great giveaways in the lead up to Christmas.

We'll be using the Welcome Back Fund to support our High Street this Christmas. The government scheme is providing councils across England with a share of £56 million from the European Regional Development Fund (ERDF). This is to support the safe return to high streets and help rebuild after the pandemic.