

CHELTENHAM'S SELF-GUIDED HALF TERM TRAIL & COMPETITION

Fancy learning a little bit more about Cheltenham with the family? Take part in a self-guided tour to find out the history of Cheltenham's most well-known buildings with the stories available at www.visitcheltenham.com/self-guided-tour. You can also test your observation skills whilst you're enjoying your tour by trying to spot the answers to the questions at each location.

Don't forget to take part in the half term competition to be in with a chance to win a **£50 Cheltenham BID gift voucher**. To enter, find all of the questions along the trail and then answer the competition question (sum) at the bottom of the next page. Send your answer to digital@marketingcheltenham.co.uk by **Monday 22 February** to be in with a chance to win!



KEY TO LOCATIONS

- 1 Montpellier Wine Bar
- 2 Ivy Montpellier Brasserie
- 3 Caryatids
- 4 Montpellier Gardens
- 5 Queens Hotel - MGallery
- 6 Imperial Gardens
- 7 Cheltenham Town Hall
- 8 The Promenade Verandas
- 9 Neptune's Fountain
- 10 Municipal Offices
- 11 Edward Wilson Statue
- 12 White Stuff, Promenade
- 13 The Promenade
- 14 The Everyman Theatre
- 15 HSBC
- 16 Superdry
- 17 Martin & Co
- 18 The Wilson Art Gallery & Museum
- 19 Cheltenham High Street
- 20 The Brewery Quarter

CHELTENHAM HALF TERM TOWN TRAIL & COMPETITION DETAILS

T&Cs This competition is open to residents of Cheltenham to enjoy as their daily exercise only. Please do not travel outside of your local area to visit Cheltenham and take part in this trail. Please adhere to Government national lockdown guidelines regarding daily exercise and social distance at all times whilst in Cheltenham town centre. We recommend you avoid following the trail during busy times, i.e. midday.

HOW TO ENTER THE COMPETITION Visit all 20 places shown on the map above to answer the questions. Send your answers to digital@marketingcheltenham.co.uk by **midnight on Monday 22 February 2021**. The winning entries will be contacted via email and announced on our Facebook page - www.facebook.com/VisitCheltenham on **Tuesday 23 February**. If you have any questions please contact us via digital@marketingcheltenham.co.uk.

COMPETITION PRIZES One lucky person will win a **£50 Cheltenham BID gift card**. Five runners up will win a £20 gift card. The Cheltenham Gift Card can be spent at over 100 local businesses. Find out more here - <https://cheltenhamgiftcard.co.uk>. Winners will be selected randomly by the competition organisers - Visit Cheltenham (Marketing Cheltenham) & Cheltenham BID.

GOOD LUCK! We would love to see you enjoying the trail in town. Please share photos with us via the Visit Cheltenham social media channels.

THE QUESTIONS ARE OVERLEAF!

**VISIT
CHELTENHAM**
THE FESTIVAL
TOWN

CHELTENHAM'S SELF-GUIDED HALF TERM TRAIL

Location	Question	Answer
1 Montpellier Wine Bar	How many letters are there in the word written on the floor in front of Montpellier Wine Bar's doorway?	
2 Ivy Montpellier Brasserie	How many lions are on the roof above the entrance to The Ivy?	
3 Caryatids	How many caryatids are there in total?	
4 Montpellier Gardens	Can you find the small lion sculpture near the Children's Play Area? In what year was the play area originally presented by the Lions Club of Cheltenham?	
5 Queens Hotel - MGallery	In front of the Queens Hotel is a memorial to those lost in the Crimean War. There used to be a cannon on top of the memorial - what year was this taken at Sebastopol?	
6 Imperial Gardens	The famous statue of Gustav Holst is set within a surround of a particular shape. How many sides does this shape have?	
7 Cheltenham Town Hall	How many steps are there at the main entrance doors to the Cheltenham Town Hall?	
8 The Promenade Verandas	How many verandas are there?	
9 Neptune's Fountain	How many horses are there?	
10 Municipal Offices	How many birds are there in the crest above the central columns?	
11 Edward Wilson statue	What year did Edward Wilson die?	
12 White Stuff, Promenade	Above the door to White Stuff, what number is 'missing'?	
13 The Promenade	How many traditional red telephone boxes are there?	
14 The Everyman Theatre	How many quarters are there in the circular windows?	
15 HSBC	What is the number above the front door to HSBC?	
16 Superdry	In one of the windows of the Superdry store, what number does it say you should 'Always Keep It'?	
17 Martin & Co	What is the total of the roman numerals on the signs for Martin & Co?	
18 The Wilson Art Gallery & Museum	How many squares are used in the sign for the Wilson?	
19 Cheltenham High Street	What is the number in the stone above the entrance to Greggs?	
20 The Brewery Quarter	What is the number on the spray can that the chameleon is climbing on?	

COMPETITION QUESTION

What is the sum of the answers to **question 3** + **question 10** + **question 15**, minus **question 18**?

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