

***For immediate release***

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## **A festive Window Wanderland returns to Cheddar Valley this December**

**Wednesday 8 December:** This week, windows in Cheddar and surrounding villages are once again lit up with colourful displays for the national project **Window Wanderland**.

Following on the success of last year's Make Cheddar Festive, this year Seed and The Arts Quarter in Cheddar have expanded the project to include the whole of the Cheddar Valley.

Seed Director Scott O'Hara says *"All year we have been hearing from people who created window displays last year about how much they enjoyed it and asking if we would do it again, and from people living outside Cheddar asking if they could be involved next time. The windows are a wonderful way for the community to come together and express something about themselves, their place and what Christmas means to them."*

Members of the community have been working hard on their displays over the past few weeks and are proudly presenting them in their windows for you to enjoy. Over 250 households are involved across Cheddar, Axbridge, Draycott & Rodney Stoke and Shipham. Until Sunday 12 December, you can explore these towns and villages of the Cheddar Valley to see the Christmassy windows. Visitors and residents can download an interactive map with all the window locations from the Window Wanderland website to plan a route or simply wander round your town and see what you find.

Download a map here: <https://www.windowwanderland.com/event/cheddar-somerset-2021/>

IMAGES



Full size Images to accompany this release can be downloaded via:

<https://drive.google.com/drive/folders/1TibC-zmp5wOYRXzycyJawk6V2JcTQCs?usp=sharing>

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## **Seed Sedgemoor**

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**Seed** is a Consortium of local organisations comprising:

Homes in Sedgemoor,  
Community Council for Somerset,  
Bridgwater Senior Citizens Forum,  
Somerset Film;  
Young Somerset and  
Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of

Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

**Seed** is part of Arts Council England's **Creative People and Places** programme (**CPP**). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. There are 33 projects, each located in a place where people are least likely to engage with arts and culture. We've committed £108 million to the programme so far, covering 33 Projects, 33 Places, 30 consortia and 45 local authorities. Since 2013, there have been 4.5 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

[www.creativepeopleplaces.org.uk](http://www.creativepeopleplaces.org.uk)

[www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects](http://www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects)

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**If you would like further information about Seed, this announcement or to arrange an interview please contact Kirsten Mulcahy**

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