

Participating Businesses – FAQs

What is Hartlepool Restaurant Week?

Hartlepool Restaurant Week is a fantastic opportunity to showcase your restaurant, café or pub to consumers and visitors by offering set menus or promotion at fixed price points of £5, £10, £15 or £20 for one week only.

When will Hartlepool Restaurant Week be taking place?

Monday 20th – Sunday 26th October 2025.

What are the benefits of participating in Hartlepool Restaurant Week?

- Opportunity to celebrate food and dining in Hartlepool and promote your venue to new audiences.
- Gain local and regional exposure through the campaign's various advertising platforms including print media, out-of-house advertising and social media.
- Listing on Hartlepool Restaurant Week's dedicated webpage showcasing your Restaurant Week offers and menu.
- Access to designed social media templates to promote your involvement in Hartlepool Restaurant Week.

How will the event be promoted?

- Social media advertising via our Explore Hartlepool social media channels. This will include Facebook and Instagram.
- Print advertising including promotional posters and flyers to display in your venue.
- Out-of-house advertising through promotional banners distributed around Hartlepool.
- All restaurants involved will be listed in press release to promote the event to local media outlets.
- Logo, images and information supplied to be displayed on dedicated Hartlepool Restaurant Week webpage.

What will I be required to do as part of Hartlepool Restaurant Week?

Step 1: Develop your Hartlepool Restaurant Week special menu or promotions.

Any promotions or set menus must be valued at the fixed price points of either £5, £10, £15 or £20.

Step 2: Sign up to Hartlepool Restaurant Week by completing the registration form.

Businesses can sign up through the online form available to the Hartlepool Restaurant Week webpage or contact tourism@hartlepool.gov.uk to be issued a registration form to complete. Once you have registered your involvement, a member of the team will be in touch to provide you with more details. **Please note:** If you have participated in a previous Hartlepool Restaurant Week you will not be required to complete a registration form unless there have been significant changes with the business.

Step 3: Send in photos, logos or other images you would like to be used in the promotional campaign.

You will be asked to send in new photos for your submitted offers. If you are taking part in Hartlepool Restaurant Week for the first time your business will not be added to the promotion campaign until we receive the relevant photos. If you have previously participated in Hartlepool Restaurant Week and do not submit new photos, we will use photos from previous campaigns/photos we already have within the system.

Step 4: Get involved and promote the campaign through your own networks and advertising channels.

It is anticipated that the main marketing activities will be launched **Monday 6th October 2025**. We encourage all participating businesses to get involved in the campaign. To facilitate this, Hartlepool Borough Council will provide you with promotional social media templates.

Step 5: Keep your staff and audiences up to date on the details of the campaign.

Step 6: Support us to monitor performance of the event.

We ask that you track key performance indicators for your venue including estimate number of customers and total customer spend.

Step 7: Give customers a fantastic Hartlepool Restaurant Week experience!

Make sure that your offers are available to visible to customers and your staff are informed so they can give your customers the best experience during their time with you.

Step 8: Complete our post-event feedback survey.

As a participating business, you are expected to complete Hartlepool Borough Council's post-event feedback survey to help assess the event's performance. This will be issued following the conclusion of the event **Friday 14th November 2025**.

Is there a cost for my establishment to participate in Hartlepool Restaurant Week?

No – there will be no cost required to participate.

Is there a deadline to sign up to participate in Hartlepool Restaurant Week?

We encourage venues to sign up by **Friday 3rd October** to make the most of the campaign. Interested venues will however be able to sign up following the campaign launch.

Am I able to set my own terms and conditions?

All participating businesses will have flexibility to set their own availability of their offers for example, the length of time each specific offer is available throughout the day, any booking requirements etc. Please ensure these are communicated within your registration form.

Who should I contact if I have any questions in regard to my involvement in Hartlepool Restaurant Week?

You can email the Economic Growth Team using the email address tourism@hartlepool.gov.uk or contact Helen Towes (Economic Growth Officer) on 01429 867677