



Be Richmond

live | work | explore

The Great Richmond Easter Trail

Crack the code and unlock
a **FREE** chocolate

28 March - 12 April

A truly magical adventure in Richmond this Easter!

Gather your little explorers and set off on a family trail through the town, spot mischievous hidden characters along the way, hunt for curious clues and uncover the secret phrase.

Complete the trail and you'll unlock a totally **FREE** and deliciously chocolatey reward - plus the chance to win exclusive prizes.



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How to take part

1

Spot the 11 hidden Easter characters

As you follow the trail, keep your eyes peeled for 11 adorable Easter Bunnies & Chicks hidden in business windows around the town.

Each one holds a clue to the code you'll need - make a note of every letter you find.

2

Head to the final stop to crack the code

Once you've collected all 11 letters, make your way to the final trail stop - 144 On The Hill at Richmond Hill Hotel.

You'll only be able to unscramble the secret phrase once you've found the final clue at the hotel.

3

Unlock your FREE chocolate & enter the prize draw

Reveal the correct phrase at the 144 On The Hill entrance to collect your FREE chocolate reward*.

Scan the QR code below and enter the secret phrase on our website to enter the exclusive prize draw!

*whilst stocks last.



WIN** a Spring Wine Tasting & Canapés Experience and a cute Jellycat Bunny!



To enter simply scan the QR Code or post this leaflet with your name and telephone number attached to: Be Richmond, Richmond BID Ltd, Oriel House, 26 The Quadrant, Richmond TW9 1DL.

One lucky winner will receive two tickets to an exclusive Spring Wine Tasting & Canapés Experience at Petersham Nurseries on 23 April worth £130. PLUS an adorable Jellycat Bashful Bunny for your little adventurer!

**T&Cs apply. See berichmond.london for details. Closing date 23:59 12/04/2026.

FREE SEED PACK from Petersham Nurseries

Enjoy a complimentary pack of **springtime seeds*** exclusive to our trail participants. Tear off this voucher and redeem it at the checkout.

*whilst stocks last.



Design an Easter Egg

What to do:

Using your favourite pens, pencils or paints, design your own Easter egg!

