



HINCKLEY BID'S FAMILY TREASURE HUNT

2025

START THE HUNT

Follow the clues and find the characters hidden throughout the town centre. Each clue will guide you to a Shop/Business. Once you've found Willow the Witch's friends on the window, write the Ghoul's name on the answer line below it.

START AT CINEWORLD IN THE CRESCENT

1

CLUE ONE

Exit Cineworld and turn right. Look out for a 'cosy coffee' shop, with a number in its name, serving hot drinks and devilish treats.

.....
GHOUL'S NAME

2

CLUE TWO

Continue to the end of The Crescent, turn left at Lancaster Road and continue past Hinckley Library. At the lights cross onto Regent Street, and again to find a colourful traditional 'Romanesc Grocery Shop'.

.....
GHOUL'S NAME

3

CLUE THREE

Staying on Regent Street, continue along towards the town centre, until you reach Regent Court. Inside you will find a quirky little shop selling gothic gear, crystals, and things with good luck, this 'boutique of curiosity' is tucked in a nook.

.....
GHOUL'S NAME

4

CLUE FOUR

Return to Regent Street and turn left, carefully cross the road and continue to Hansom Court. Inside, you'll find 'a tearoom with a table of vintage', a name from the past, for a brew and a cake, a memory to last.

.....
GHOUL'S NAME

5

CLUE FIVE

Leave the teacups, seek the arts where paintings and photos play their parts. Exit Hansom Court, turn right, cross by The Union, then King Street to Lower Bond Street. Climb the steps to Atkins Building where a cafe and gallery is found.

.....
GHOUL'S NAME

6

CLUE SIX

Leaving the art, retrace your steps to where 'sugary doughnuts are sold in rows'. You'll find this shop painted in orange and graffiti opposite The Union.

.....
GHOUL'S NAME

7

CLUE SEVEN

Walk up The Borough to Castle Street. Half way up the hill at the entrance to the Britannia Centre, you will find 'a shop that helps animals'.

.....
GHOUL'S NAME

8

CLUE EIGHT

Continue up Castle Street and on your right, with society in its name, a business that helps with a 'financial' game.

.....
GHOUL'S NAME

9

CLUE NINE

Continue up Castle Street and look out for Crown Court, a tiny alleyway next to The Country Crust leading to a vintage record shop at the end of a deli.

.....
GHOUL'S NAME

10

CLUE TEN

Retrace your steps and continue to Upper Castle Street. At the lights carefully cross and turn left to New Buildings. Here you'll find a beauty shop, for hair and for rest. Find this business, with 'a flowery sound, where a brow can be beautiful', all over town.

.....
GHOUL'S NAME

11

CLUE ELEVEN

Continue along New Buildings to a 'symbol of significance' which is both a tattoo parlour and owl garden cafe. Inside you'll find lots of spooky going's on!

.....
GHOUL'S NAME



CONGRATULATIONS!

You have finished the trail, Now, head to the Birdie Bunker at the Britannia Centre where Willow's cauldron awaits you!

PRIZE DRAW ENTRY

HUNDREDS OF POUNDS WORTH OF PRIZES TO BE WON!

Submit your completed form to the team at **The Birdie Bunker** to be entered for a chance to win one of 9 top prizes and collect your FREE treat (1 treat per child for every completed clue guide handed to The Birdie Bunker, whilst stocks last). For more info on the Prize Draw, please visit hinckleybid.co.uk. Winners will be published on 5th November 2025 on the Hinckley BID website and on Hinckley BID Facebook.

*Required for contacting winners.

Parent's Name:

Child's Name:

Address:

Postcode:

*Email:

Age of child:

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