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The Gingerbread House Festival
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Cumbria to host UK's first-ever national Gingerbread House Festival



Joanne Hunter and Mark Needham are window shopping for the best 'gingerbread house' designs in the UK. Image by Studio THAMESWATER

BAKERS, confectioners, creators and crafters from across the UK are expected to flock to Cumbria later this year for **The Gingerbread House Festival** – a national celebration and bold re-imagining of a centuries-old culinary and cultural tradition.

Endorsed by **Cumbria Tourism**, the event – to be held at the magnificent **Low Wood Bay Resort & Spa** on the shore of Lake Windermere in the Lake District over the weekend of November 20 to 22 – will showcase a plethora of exciting and innovative ‘gingerbread house’ designs.

The brainchild of **Grasmere Gingerbread®** Co-Director Joanne Hunter, The Gingerbread House Festival is being launched with the opening of an official entry website on June 5 – **National Gingerbread Day**.

“As **The Grasmere Gingerbread Shop** is the best-known, real life gingerbread house in the country, our Lake District home is the natural location for a national celebration of ‘gingerbread house’ creations that are both eye-catching and edible,” she said.



The iconic ‘gingerbread house’ – The Grasmere Gingerbread Shop

Mark Needham, General Manager of Low Wood Bay Resort & Spa – a short distance from The Grasmere Gingerbread Shop – is thrilled to host the culinary competition which will raise funds for Shelter, the housing and homelessness charity.

“The Gingerbread House Festival will bring together families, friends and visitors in the Lake District in a pre-Christmas gathering to celebrate exceptional British imagination, craftsmanship and creativity,” he said.



Classic gingerbread houses

Gill Haigh, Managing Director of Cumbria Tourism, said the event would further cement the county's reputation for innovative and exciting tourism.

“As Grasmere Gingerbread® is synonymous with the Lake District, it is fitting that, together with Low Wood Bay, it will host the inaugural Gingerbread House Festival this November.

“I am already looking forward to entrants using our inspirational landscape and scenery to create magical ‘gingerbread houses’ in the heart of Cumbria.”



Get all the family involved in making a gingerbread house

Entrants are encouraged to let their imagination go wild.



Buckingham Palace in gingerbread. Could you create a gingerbread masterpiece?

From traditional country cottages, elegant stately homes and global cultural landmarks to famous pieces of brutalist architecture, iconic modes of transport or even ‘emergency’ accommodation, The Gingerbread House Festival will shed a spotlight on all kinds of ‘gingerbread house’ designs.



The Bridge House in Ambleside made with gingerbread

“Although we are in the middle of summer and the dark nights of November seem a long way away, I would encourage people to start thinking about the kind of ‘gingerbread house’ they might wish to enter,” added Joanne Hunter.

The Gingerbread House Festival will involve fabulous prizes, a celebrity judge and the best entry will win the accolade **National Gingerbread House of the Year 2026**.

To enter and find out more about The Gingerbread House Festival please visit: www.thegingerbreadhousefestival.com

Ends

Notes to editors:

- Grasmere Gingerbread® – a unique spicy-sweet cross between a biscuit and a cake – was invented by Victorian cook Sarah Nelson in her Church Cottage home in Grasmere which is now The Grasmere Gingerbread Shop. Grasmere Gingerbread® is still ONLY freshly baked here every day to Sarah Nelson’s delicious secret recipe;
- Grasmere Gingerbread® recently featured in the top 10% of listings worldwide in the TripAdvisor Travellers Choice Award for 2026;
- English Lakes Hotels Resorts & Venues is a family owned and run group of hotels with three very distinct properties, two of which are situated in the Lake District near Windermere, Low Wood Bay Resort & Spa and Wild Boar Estate. The group also runs Lancaster House Hotel near Lancaster;
- Low Wood Bay Resort & Spa recently featured in the top 10% of listings worldwide in the Tripadvisor Travellers' Choice Awards for 2026. It has also attained the Five Bubble Luxury award from the Good Spa Guide, the highest rating which is equivalent to a 5-star hotel accreditation in terms of excellence in the spa industry;
- Shelter defends the right to a safe home and fights the devastating impact the housing emergency has on people and society. It believes that everyone should have a secure, affordable, and decent place to live. It helps millions of people every year struggling with bad housing or homelessness through our advice, support, and legal services, and it campaigns to fix the root causes of the housing crisis;
- The image of Joanne Hunter and Mark Needham looking out of a traditional ‘gingerbread house’ was created by Studio THAMESWATER which may be followed @thameswater on Instagram;
- For further information please contact Alan Air, Press Officer, The Gingerbread House Festival, on Tel: 07974 765870.