

# AUGUST 2018



Your City Newsletter



**Chester BID**  
Shop | Dine | Play

# *Working creatively to improve the city*

After several months of negotiations with the landlord, and some detailed measuring and design work, CH1ChesterBID were finally able to cover up the old BHS unit on Foregate Street. For far too long the unit had stood empty, covered by a bright white hoarding which only drew attention to the fact it was not currently in use.

Using a design that replicates a shop front not only helps potential new tenants to visualise how their store could look but it also helps the unit blend into its surroundings.

The shop front design also allowed us to incorporate photographs that would help make the unit representative of Chester, so rather than using the generic stock images of the city we turned to our local photographers for inspiration.

With a brief to submit images that illustrated what makes Chester stand out, local photographers **Sam Ryley**, **Kat Hannon** and **Mark Carline** provided a diverse range of pictures which celebrate the unique aspect that the city and our businesses have to offer.



Carl Critchlow,  
*CH1ChesterBID Manager*



# City Centre Management

## CHESTER IN BLOOM

Chester's floral displays were looking magnificent when the North West in Bloom judges were in the city at the beginning of this month.

A huge thank you to all of the businesses that have supported this initiative and helped us to turn the city centre purple. We will find out later this month if we have been successful...

Looking ahead to 2019, we would like to build on this year's efforts and aim for the **Gold North West in Bloom Award**. To help achieve this we are forming a small 'In Bloom' working group to help develop ideas.

If you would like to get involved, please get in touch with your City Centre Manager, Nick White, on **01244 403680** or **[nick.white@ch1chesterbid.co.uk](mailto:nick.white@ch1chesterbid.co.uk)**



We've really enjoyed working with other members of the community to enhance the appearance of the city. The end result is beautiful and something I feel we can all appreciate over the coming months."

**Elaine Roberts,**  
*Manager of  
Beatons Tearoom  
and Bookshop*



Purple Floral Hanging Baskets at Atina Kitchen on Foregate Street



City Centre Manager, Nick White, with Lance Pritchard, Manager at The Shropshire Arms

*Open up this newsletter to reveal your Chester city centre calendar for September!*

# Marketing and Events

## THE CUSTOMER SERVICE AWARDS ARE BACK!

It's that time of year again and the public will be voting for their favourite city centre businesses with outstanding customer service!

The public voting will take place from **6<sup>th</sup> August – 2<sup>nd</sup> September** and will result in three shortlisted businesses in each category, and the finalists will be mystery shopped by Store Checkers. The business with the highest score in each category will receive the **Customer Service Award for 2018**.

**Please tell all your customers about the awards and encourage them to vote for your business!**

We've also added a new category this year – **Star Employee!** This is where you get to nominate one of your employees who gives five-star customer service!

For more information, go to [ch1chesterbid.co.uk/CSA2018](http://ch1chesterbid.co.uk/CSA2018)



## SUMMER IN THE CITY

Don't forget, we have a jam-packed summer of fun in Chester this year! We're working with Chester Zoo, The Grosvenor Museum, Taste Cheshire and over 100 businesses to deliver this full programme.

Visit [experiencechester.co.uk/summer](http://experiencechester.co.uk/summer) to find out more and share your photos using **#WildChester!** Don't forget to share these great events with your customers!



- **Bumblebees & Butterflies Summer Trail:** 21<sup>st</sup> July – 2<sup>nd</sup> Sept
- **Sand Land at Grosvenor Shopping Centre:** 28<sup>th</sup> July – 2<sup>nd</sup> Sept
- **Wildlife Workshop - Be a Butterfly:** 10<sup>th</sup> Aug
- **Watergate Street Festival featuring Chester Zoo:** 18<sup>th</sup> Aug
- **Taste Cheshire Food Fiesta:** 18<sup>th</sup> Aug
- **Wildlife Workshop - Willow Weave your own Bee or Butterfly:** 31<sup>st</sup> Aug
- **Free Family Film Screenings:** 22<sup>nd</sup> July – 1<sup>st</sup> Sept
- **Make & Take Workshops at Grosvenor Museum:** 31<sup>st</sup> July – 30<sup>th</sup> Aug
- **#ChesterinBloom Photography Competition:** 21<sup>st</sup> July – 2<sup>nd</sup> Sept



*Make sure you sign up to the CH1ChesterBID e-newsletter for regular updates by emailing [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk) and asking to be added to the mailing list!*



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# SEPT 2018

MON	TUE	WED	THUR	FRI	SAT	SUN
				<b>A CITY FULL OF EVENTS</b> To find out more about our events visit <a href="http://experiencechester.co.uk/events">experiencechester.co.uk/events</a>	<b>FREE FAMILY FILM SCREENING</b> Sherlock Gnomes (Film) @ Grosvenor Museum <b>LADIES DAY</b> 11:30am   Chester Racecourse, CH1 2LY	<b>BUMBLEBEES &amp; BUTTERFLIES TRAIL</b> Ends today <b>FREE PARKING</b> All day   Chester Racecourse, CH1 2LY
CWaC Schools Autumn term starts 3	4	5	6	<b>ROODEE CHALLENGE CUP POLO (SEMI-FINALS)</b> Chester Racecourse, CH1 2LY	<b>ROODEE CHALLENGE CUP POLO (FINALS)</b> Chester Racecourse, CH1 2LY	9
10	11	12	13	<b>MBNA AUTUMN FESTIVAL</b> 11:30am   Chester Racecourse, CH1 2LY <b>BID MEMBER FREE TRAINING</b> Follow up Surgery re Branding & Digital Marketing	<b>AUTUMN FESTIVAL</b> 1:30pm   Chester Racecourse, CH1 2LY <b>TASTE CHESHIRE FARMERS MARKET</b> Town Hall Square, CH1 2HQ	<b>FREE PARKING</b> All day   Chester Racecourse, CH1 2LY
17	18	19	20	21	<b>CHESTER DUCK RACE</b> 12:00pm   River Dee, CH1 1SD	23
24	25	26	27	28	<b>SEASON FINALE</b> 11:30am   Chester Racecourse, CH1 2LY	<b>FREE PARKING</b> All day   Chester Racecourse, CH1 2LY
					29	30

Don't forget to send any offers, promotions or details of events you have to [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)