

FEBRUARY 2020

Your City
Newsletter



Love
IN CHESTER



Chester BID
Shop | Dine | Play

Romance is in the air in Chester this month as we launch our 'Love in Chester' campaign!

Expanding on last year's hugely successful 'Sparkle in Chester' we are highlighting everything that the original city of love has to offer ahead of Valentine's day. Supported by a 12 day radio campaign, 'Love In Chester' will focus on the most romantic places to visit, dine and shop in Chester to treat that special person in your life. The campaign runs until 16th February, for more information visit www.experiencechester.co.uk

To get involved with either campaign please contact the BID team at info@ch1chesterbid.co.uk

We are pleased to announce that CH1ChesterBID have again partnered with Chester Race Company to provide free parking throughout 2020. Visitors will be able to take advantage of free parking at Chester Racecourse's 450-capacity car park and their 325-capacity car park at Linenhall on selected Sundays throughout the year. A full list of the free parking dates can be found at www.ch1chesterbid.co.uk and promotional parking flyers are available by contacting the BID office.



Carl Critchlow,
CH1ChesterBID Manager

City Centre Management

City centre engagement day

The Palatine Room, Chester Town Hall, Northgate St
8.30 – 12.00 Tuesday 3rd March

CH1ChesterBID, in conjunction with Cheshire West & Chester Council and Cheshire Police are offering city centre businesses the opportunity to meet with members of the BID team and officers from the Council and Police. There will be representatives from a wide range of services to take your questions and offer advice and support.

- CH1ChesterBID - Help and support the BID can provide your business including marketing and promotion
- Cheshire Police – Crime, disorder and anti-social behaviour
- CW&C Community Safety Team – Anti-social behaviour
- CW&C Highways - Highway issues including skips, scaffolds, street lighting, alfresco licenses
- CW&C Locality Team - General queries about council services
- CW&C Planning - General planning advice, advertising consent, listed building consent and signage
- CW&C Regulatory Services - Trading standards, licensing and busking
- CW&C Streetcare – Street cleansing

You can book a 15 or 30 minute slot by emailing Nick White, City Centre Manager at nick.white@ch1chesterbid.co.uk. In your message, please state the topics you would like to discuss, and your preferred time slot and we will do our best to accommodate you. There will also be an open drop-in session between 11.30 - 12.00

Anti-social behaviour survey

CH1ChesterBID is working with Cheshire West and Chester Council (CW&C) and Cheshire Police to tackle anti-social behaviour (ASB) in the city centre. We would like to know your views on ASB and how it affects your business. You will have received a questionnaire with this newsletter which we would like you to complete. Our city hosts Monica and Luka will pick up completed forms from your store. The survey is also available at ch1chesterbid.co.uk, where it can be submitted online. It only takes 6-8 minutes to complete

The results will be collated and shared with CW&C and Cheshire Police to help them to better understand the impact that anti-social behaviour is having on businesses and the city centre in order to direct resources more effectively.



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

Marketing and Events

Love IN CHESTER

THIS VALENTINE'S DAY

2020 is our biggest Valentine's Day promotion to date! The **Love in Chester** campaign includes **Be My Valentine Trail, Romantic Walks, Sparkle in Chester** and **Love Poems**. Thank you to everyone who donated prizes for the 12 Day Dee and Silk Radio promotion running 3rd-14th Feb. See details on experiencechester.co.uk/love-in-chester and help spread the love using #LoveInChester and #ExperienceChester.

MOTHER'S DAY

This Mother's Day we are asking people to share stories about their mums for a chance to win a grand prize. This will increase our social media followers and customer database, enabling us to better market Chester city centre. If you want to contribute to the prize and/or are running a Mother's Day promotion please contact emily.ghazarian@ch1chesterbid.co.uk or on **01244 403680**.

EASTER EGG-STRAVAGANZA IN CHESTER!

EASTER FILM SCREENINGS

April is the next instalment of our **FREE Family Films** driving approx 1000 people into the city centre. Tell us about your special offers so we can promote them directly to this audience. Perhaps 'show your ticket and get a' ... Free Kids Meal, 25% discount, etc. Get creative!

Email emily.ghazarian@ch1chesterbid.co.uk or call **01244 403680**.

SIGN UP TO HIDE AN EASTER EGG



Sign up to be one of 50+ businesses taking part in this year's Egg Hunt (can we make it the biggest yet?). Your business gets listed on the entry form, promoted as part of this integrated campaign, and is provided with colourful eggs to hide in-store from 4th – 19th April.

We want to make this year's egg hunt stand out by putting together a prize pack of the ultimate kids day out in Chester! If you can help by donating a prize contact emily.ghazarian@ch1chesterbid.co.uk or on **01244 403680**.

Tell us what you are doing! Activities, events, offers – whatever! Let us know as soon as possible so we can promote the FULL city centre Easter offer to attract as many people as possible.

To find out more, contact Emily Ghazarian at emily.ghazarian@ch1chesterbid.co.uk or ring **01244 403680**.

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



Chester BID
Shop | Dine | Play

MARCH 2020

A CITY FULL OF EVENTS

To find out more about our events visit experiencechester.co.uk/events

Don't forget to send any offers, promotions or details of events you have to info@ch1chesterbid.co.uk

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|------------------------|-----------|----------|--|--|--|
| | | | | | | ST DAVID'S DAY 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | CHESTER ALDI 10K (road closures) 8 |
| 9 | 10 | 11 | 12 | GRADUATION CEREMONIES (Cathedral (road closures)) 13 | NORTH OF ENGLAND HEAD ROWING EVENT (River/Dee) 14 | 15 |
| 16 | ST PATRICK'S DAY 17 | 18 | 19 | 20 | 21 | MOTHER'S DAY 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | FREE PARKING (Chester Racecourse & Linenhall Car Parks) CLOCKS SPRING FORWARD 1 HOUR 29 |
| 30 | 31 | | | | | |