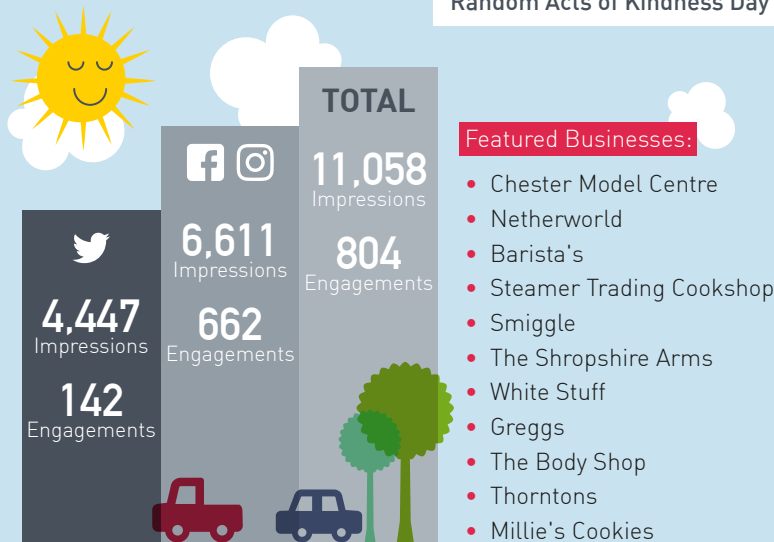


Valentine's Day



Random Acts of Kindness Day



Hosted The Purple Flag Awards at the Cathedral for 80 attendees from **12 towns and cities** around the UK

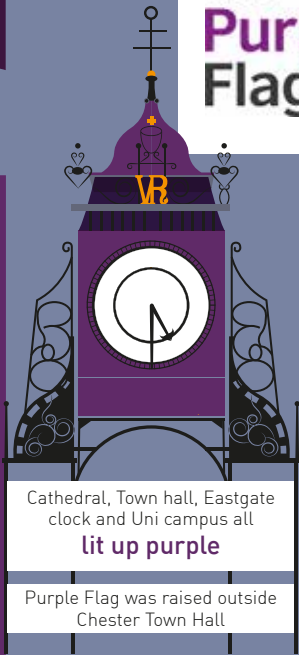


3 x radio interviews (with BBC Radio Merseyside & Dee 106.3)

Covered in **The Chester Chronicle, The Chester Standard, Business Up North, Entirely Northwest**

@ShitChester dedicated his blog thechesterblog.com to Purple Flag

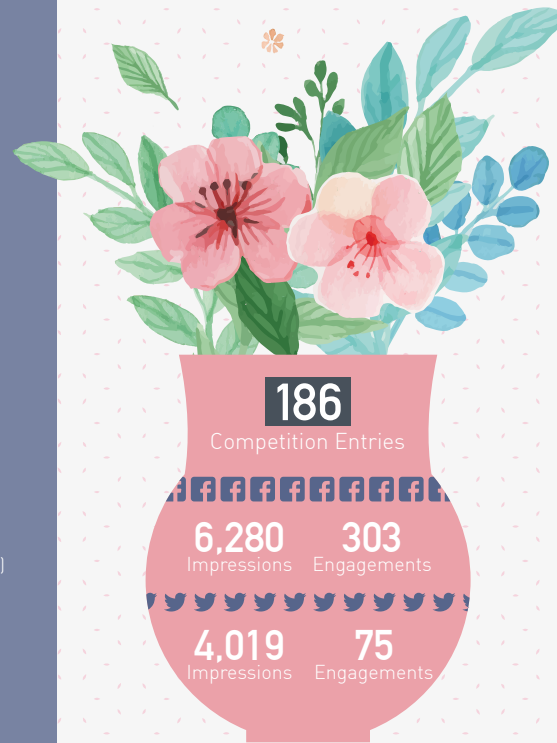
Over 200 people have engaged with the social media about Purple Flag



Senior stakeholder representatives at the awards:

- Cllr Louise Gittins
- Cllr Lynn Riley
- Nick Bailey (Assistant Chief Constable, Cheshire Police)
- Mayor of Chester
- Sean Dunkin (Director of Student Futures at the Uni)

Mother's Day



FREE Parking at Chester Racecourse



Secured **14 FREE days** parking on the last Sunday of every month and the Sunday after Race Days during the Race Season

450 spaces per day of FREE parking

Designed, printed and distributed **10,000 flyers** to businesses to pass to their customers

Generated PR coverage of the FREE parking in **over 14** regional publications, newspapers and magazines

Welcome Ambassadors



4,311 CUSTOMERS WELCOMED
 274 Business Interactions
 38 Intelligence Tallies



373,601 TOTAL REACH
 £11,096 Advertising Value Equivalent
 45 Press Articles

OVER 75 BUSINESSES BENEFITTED FROM THE SPRING CLEAN

Over **1000 sq metres** were deep cleaned, grime and chewing gum removed.

5000 sq metres of cobwebs removed

15m of pigeon deterrents installed in over 10 locations

Spring Clean

