

EXPERIENCE A

# Christmas

YOU'LL NEVER FORGET!



**NOVEMBER 2018**

**Your** City Newsletter



**Chester BID**  
Shop | Dine | Play

# *The future of your city*

I would like to begin by thanking all those businesses that attended the 4th Annual CH1ChesterBID Customer Service Awards at the prestigious Chester Grosvenor Hotel.

The event proved to be our most successful yet and brought businesses of every size and sector together to celebrate everything that is great about Chester and recognise those hard-working employees who make Chester such a welcoming place for visitors.

## **Have Your Say on the Future of Your City**

Businesses still have until the 16<sup>th</sup> November to take part in our consultation exercise and help us to shape the future of the CH1ChesterBID.

The consultation questionnaire will tell us how you prioritise the BID's current activities, what you would like to see from us going forward and help us develop a new business plan that will set out our plans to make things happen in Chester and ensure we are a city fit for the future.

Fill in your consultation document online now at [www.ch1chesterbid.co.uk](http://www.ch1chesterbid.co.uk)



Carl Critchlow,  
*CH1ChesterBID Manager*

# City Centre Management

## CHRISTMAS IS COMING!

Christmas is fast approaching with the annual parade and Christmas lights switch on event taking place on Friday 16<sup>th</sup> November.

CH1ChesterBID will once again be making sure Chester is sparkling during the Festive Season by supplementing the Council's lighting scheme with:

- The giant 3D CheSTAR at the Chester Cathedral on St Werburgh Street
- A 6.4m high Christmas tree on Foregate Street
- Thousands of bright white LED'S in the street trees
- Lamp post garlands on Pepper Street, St John Street and St Werburgh Street



If your business is doing something festive for your customers that you would like us to promote please send details and an image to [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk) and we will put this on our website and social media channels!



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

# Marketing and Events

## BIG CHRISTMAS GIVEAWAY

We are still accepting businesses who would like to be part of the BIG Christmas Giveaway this year!

As part of this campaign, you will get:

- ★ Radio coverage for your business on Chester's Dee 106.3
- ★ A day dedicated to your business and the prize you have donated on the CH1ChesterBID social media channels
- ★ PR coverage of your business's involvement in the BIG Christmas Giveaway

If you would like to take part in this year's BIG Christmas giveaway by either donating a prize or offering a discount on a prize we purchase, please contact Marketing Manager, Judy Tagell, on [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk) or call 01244 403680 by Friday 16<sup>th</sup> November.



## CHESTER FOOD & DRINK WEEK: 12<sup>TH</sup> – 20<sup>TH</sup> JANUARY

Are you a food and Beverage Retailer in Chester? Want to get involved the CH1ChesterBID Food & Drink Week?

Send us details of any offers, masterclasses or events you are hosting (or could host!) so we can include them in the integrated marketing and PR campaign encouraging foodies into our city centre during January!

To register your interest, please contact Judy Tagell (info above) or Events Manager, Emily Ghazarian at [emily.ghazarian@ch1chesterbid.co.uk](mailto:emily.ghazarian@ch1chesterbid.co.uk) or call 01244 403680



*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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# DEC 2018

MON	TUE	WED	THUR	FRI	SAT	SUN
				<div> DON'T MISS THE SANTA DASH!  Sunday 2<sup>nd</sup> Dec at 10am  Chester City Centre </div>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR Small Business Saturday 1	<b>FREE FESTIVE FILM SCREENING: POLAR EXPRESS</b> 2pm   Grosvenor Museum, CH1 2DD <b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 2
3	4	5	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>WINTER WATCH PARADE</b> 7pm   City Centre 6	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 7	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>FREE FESTIVE FILM SCREENING: FROZEN SING-A-LONG</b> 11am   Grosvenor Museum, CH1 2DD 8	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 9
10	11	12	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>SATURNALIA AND WINTER WATCH PARADE</b> 7pm   City Centre 13	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 14	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>FREE FESTIVE FILM SCREENING: ELF</b> 11am   Grosvenor Museum, CH1 2DD 15	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 16
17	18	19	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 20	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>THE SNOWMAN TOUR SHOW</b> Chester Cathedral (until 22 <sup>nd</sup> Dec) 21	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR <b>FREE FESTIVE FILM SCREENING: POLAR EXPRESS</b> 11am   Grosvenor Museum, CH1 2DD 22	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse, CH1 2AR 23
<b>Christmas EVE</b> 	<b>Christmas day</b> 	<b>Boxing DAY</b> 	<b>FREE FESTIVE FILM SCREENING: FROZEN SING-A-LONG</b> 11am   Grosvenor Museum, CH1 2DD 27	28	29	30
<b>NEW YEAR'S EVE</b> 					<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> Don't forget to send any offers, promotions or details of events you have to <a href="mailto:info@ch1chesterbid.co.uk">info@ch1chesterbid.co.uk</a>	
31	<b>Christmas Tree Festival</b> Chester Cathedral	<b>Christmas Market</b> Town Hall Square	<b>ChELFie &amp; ELFie giving away magic glasses!</b> City Centre	<b>Santa's Grotto</b> Grosvenor Shopping Centre		