



Chester BID
Shop | Dine | Play



Chester's Gingerbread City Theme for Christmas 2019 Business Engagement Pack

CH1ChesterBID is working in partnership with businesses and organisations around Chester city centre to roll out a brand-new theme for Chester at Christmas: **Gingerbread!**

This guide details all the different ways that your business can take part in this city-wide initiative to make Chester the Gingerbread-iest place in the UK this Christmas! We would love for this to build year on year and grow as a joined up vision of Chester city centre at Christmas. In order for that vision to become a reality, we need you to take part. The scope of this new creative concept for the city at Christmas depends on the city-wide buy in to support it.

Ok, the sell is over. Phhew! But really, it's a bit of fun during the festive season and there are so many ways for your business to get involved. You can do as little or as much as you like. Whether it's displaying your staff team made out of gingerbread biscuits, creating new gingerbread food/drinks on your menus, displaying a tiny gingerbread village, putting an elaborate gingerbread house in your window, featuring gingerbread-themed items in store and on displays or hosting gingerbread themed events.

This is what we've thought of, but if you have any ideas we'd love to hear from you too!

Contact Emily Ghazarian, Events Manager at CH1ChesterBID on 01244 403680 or emily.ghazarian@ch1chesterbid.co.uk to discuss how you can get involved. Participating businesses will be promoted alongside our integrated PR and Marketing campaign promoting Christmas in Chester.



Easy guide to taking part in Chester's Gingerbread Christmas

Quick & Easy

Go Big or Go Home!!

1. Window Displays



Dress your Christmas Window with a Gingerbread themed display. Get creative with the traditional gingerbread or dress your product with gingerbread theme e.g. brown fashion with white and red accessories, Hansel & Gretel books, baking goods, etc. You can go as modest or magnificent as you like!

Opportunity: We are also encouraging local charities, schools and community groups to engage with the city centre using this theme. You can partner with a local organisation to host displays that they have created i.e., gingerbread people, gingerbread paper chains, etc. *If you have any connections with your local Women's Institute this seems right up their street!*

Competition Time: Sign up for the CH1ChesterBID Gingerbread Window Competition! See Appendix 1 for details.



2. Gingerbread Sculptures



Does your business want to create a gingerbread sculpture for display in the city?

You can create your store in gingerbread, your staff team as gingerbread people, a special product in gingerbread, or perhaps a Chester landmark in Gingerbread. We want to create a festival of Gingerbread to grow year on year to bring visitors from far and wide to admire these majestic creations. This programme is open to all Chester Businesses, organisations, schools, charities and community groups.



Mad Hatters Window Display 2018



US Gingerbread Competition Winner



Duchess Bake Shop

Mad Hatters have already started on plans to create a large-scale replica of Eastgate Clock in Vegan Gingerbread with moving hands!



The Chester Grosvenor Hotel have pledged to create a large-scale replica of the hotel itself!

Zugers of Chester have plans to create a festive Gingerbread Christmas market!



3. Costumes/Fancy Dress



Have fun days with Staff dressed as Gingerbread! We will push out your photos on Social Media channels to promote your business and the city centre. If you let us know when you are dressing up, we can arrange for ChELFie or ELFie stop by for a meet and greet and photo opp, adding to the growing collection of the photos of Chester's Gingerbread Christmas.

Each year CH1ChesterBID have a team of elves spreading festive cheer across the city centre. This year, we will also have gingerbread maidens adding a little sugar and spice (costumes top left).



4. Special Offers



If you are a food and drink business, you could theme a drink: Gingerbread Latte, Cocktails, Cakes, Cookies, Desserts, etc. Retailers can have discount gingerbread kits, clothes, toys or treats. Take some snaps of your brilliant items and creations and share, share, share! Be sure to tag us or send us your images and info directly as we will promote your creativity directly on our Social Media channels. Use #ExperienceChester.

If you want to offer a discount or run a special offer during the Gingerbread period we will host it on experiencechester.co.uk and put it on Social. E.g. Free mini gingerbread man with a drink, Free cookie cutter when you spend £25, For every Gingerbread Cake sold £1 goes to a chosen charity, etc.



5. Promote Gingerbread themed products

Do you stock anything with gingerbread on it? Socks, scarves, Jumpers, Mugs, notebooks, earrings, keyrings, nightwear, ties, etc. Snap, snap and share, share, share!!! We want to promote ALL things gingerbread in Chester this Christmas as part of the City Theme.



6. Chester Cathedral Tree Decoration



Each year we take part in the Chester Cathedral Christmas Tree Festival. This year we'll be handing out wooden gingerbread people for you to decorate with your business theme, logo and products - whatever you want to do to promote your business on our CH1CHesterBID High Street Tree. We will start giving these out at the end of October and collect them in week commencing 18th November to give you plenty of time to decorate!

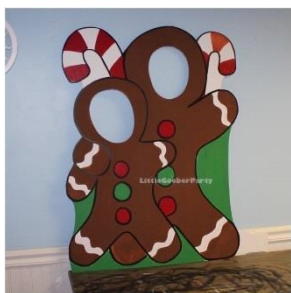
We will enhance the tree with additional gingerbread ornaments to make sure our tree is completely on theme! If you want to add to the decorations beyond your wooden person, do get in touch with Emily to discuss. The more the merrier!



7. Special Events



We will support the marketing of any special Gingerbread events that you want to host; Gingerbread Making, Demonstrations, Gingerbread Cocktail Masterclass, Gingerbread Comedy, Gingerbread Racing, Pin the Tail on the Gingerbread Man - whatever floats your Gingerbread boat!



You tell us!

If you have any grand gingerbread plans or ideas give us a ring to discuss how we can support each other to make Chester the Gingerbread-iest place in the UK at Christmas

Gingerbread Window Competition 2019



We invite all CH1ChesterBID members to spread festive cheer across the city centre this year by competing for the **Best Gingerbread Window!**

How it works:



There are **three** categories of entry:

- Independent business (under 5 branches)
- Small National business (over 5 branches but under 30 branches nation-wide)
- Large National business (over 30 stores or more nation-wide)



How to enter:

1. **Create** your Gingerbread Window display!
2. **Email** a JPEG photo to Judy.Tagell@ch1chesterbid.co.uk. Be sure to specify which category you are entering and include your business name, location and contact details.
3. **Share, share, share!** Gingerbread Window photos will be hosted on the CH1ChesterBID Facebook page. The winners will be the ones which receive the most votes/likes by the members of the public.



Key Dates:



- Closing date for entries is 5pm on **Thursday 21st November 2019**.
- Voting is open from **22nd November** to **15th December 2016**.
- Entry to the competition is exclusive to CH1ChesterBID members only.
- The winning businesses will be notified by **16th December**.

Promotion for your
business
throughout the
competition



The **WINNING** window in each category will receive:

- ★ A case of Wine for the team (6 bottles)
- ★ Press release and blog featured on ExperienceChester.co.uk



To discuss anything further contact the team on 01244 403680 or info@ch1chesterbid.co.uk