



JUNE 2018

Your City Newsletter



Chester BID
Shop | Dine | Play



Ensuring your voices are heard

I have met with the council on several occasions over the last month to discuss issues around A-Boards and signage in the city. Following recent changes to the way the council manage A-Boards, several businesses have been in touch to tell me they had seen a negative impact on their business.

Part of Chester's appeal is the narrow streets and historic buildings, however we need to ensure that managing the city is not to the detriment of our businesses who need to be able to promote themselves to their customers.

As a result of these meetings, the council held a **Business Engagement Day** on **5th June 2018** in the Palatine Room, Chester Town Hall.

CH1ChesterBID aims to ensure that we are **one city, one voice** and we endeavour to represent your viewpoints in order to influence decisions that are taken in Chester city centre that you tell us have a direct impact on you and your business.



Carl Critchlow, CH1ChesterBID Manager

WORKSHOPS FOR INDEPENDENT BUSINESSES

From June - September 2018, CH1ChesterBID will be running a series of **three FREE workshops** in areas that you have told us you are interested in.

These workshops are designed as a set that work together and we strongly recommend that you **attend all three** to get the most out of these FREE workshops.

All sessions will be held at **Storyhouse** (*in the small meeting room on the first floor of the library*) and will run from **8am-10am**.

For further details and to register your attendance, call **01244 403680**, email **info@ch1chesterbid.co.uk**

- **Session 1 (Friday 22nd June):**
Marketing and Branding –
What's your brand?
- **Session 2 (Friday 13th July):**
Marketing Your Business
Online (social media)
- **Session 3 (Friday 14th September):** Follow-up
Surgery, Refresh
& Outcomes

Email **info@ch1chesterbid.co.uk** and ask to join our mailing list for regular updates.

City Centre Management



CHESTER CITY CENTRE SUMMER CLEAN

This July CH1ChesterBID will once again be organising extra cleaning within the city centre. Our main focus is going to be on Chester Rows, removing chewing gum and deep cleaning the steps. If you would like us to clean your business frontage, it's included with your BID membership so there are no extra costs! To find out more, please contact City Centre Manager, Nick White, on **01244 403680** or email **nick.white@ch1chesterbid.co.uk**

CHESTER IN BLOOM

Our floral displays were installed at the end of May and I hope you'll all agree that they have really brightened up the city.

A big thank you to Wilko and McDonalds, whose team members planted some of the barrier baskets on Foregate Street. Community involvement is a key element of the **North West in Bloom** award that we have entered, and their help was greatly appreciated.

In July, as part of the North West in Bloom award entry, we will also be helping the volunteers at Chester Cathedral by undertaking a gardening project. If you would like to get involved please get in touch with your City Centre Manager, Nick White, for more details.



Chester Welcome



CUSTOMERS WELCOMED:

1,964

BUSINESSES VISITED:

704

(figures from May 2018)

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

Marketing and Events



EXPERIENCE CHESTER WEBSITE

We have refreshed experiencechester.co.uk so please take a look and tell us what you think! The new website has been designed with the user experience in mind and we've utilised the latest technology to ensure that the navigation is easy to follow and that it displays well on a mobile platform.

All the CH1ChesterBID Businesses can be found under the 'Things to Do' tab. If you have any offers to go onto our 'Special Offers' section, please send them to info@ch1chesterbid.co.uk (please include an image, details, start and end date of your offer).

DO YOU WANT TO OFFER YOUR CUSTOMERS THE CHANCE TO WIN £250 TO SPEND LOCALLY?

To encourage shoppers to spend money in local, independent businesses, in July, we will be launching a 'Love Local' monthly competition!

If you are an independent business and would like to participate in our Love Local campaign, all you have to do is let your CH1ChesterBID Marketing and Communications Manager, Judy Tagell, know on **01244 403680** or email judy.tagell@ch1chesterbid.co.uk

ALL CUSTOMERS HAVE TO DO TO ENTER IS:

- ♥ Make a purchase in a participating 'Love Local' shop
- ♥ The Love Local shop will give them an entry card
- ♥ The customer fills in their basic contact information on the card
- ♥ The customer then puts it into the 'Love Local' box
- ♥ Every month, a winner is picked at random and revealed on the CH1ChesterBID social media channels

CH1 CHESTER COMEDY FESTIVAL



It's almost time!

Don't miss your chance to get tickets and to promote this to your customers. Tickets range from £5 for one of the Comedy Crawls up to just £16.50 for the internationally renowned Jeff Green. ch1chestercomedyfestival.com

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!



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MON	TUE	WED	THUR	FRI	SAT	SUN
						CH1 CHESTER COMEDY FESTIVAL 2:00pm Boss Baby (Film) @ Grosvenor Museum 8:00pm Tom Wrigglesworth & Andy Askins @ Chester Cathedral FREE PARKING All day Chester Racecourse, CH1 2LY
CH1 CHESTER COMEDY FESTIVAL 7:30pm Robin Ince & Gary Delaney @ The Church Bar & Rest 7:00pm Comedy Crawl No. 1 starting @ The Botanist	CH1 CHESTER COMEDY FESTIVAL 6:00pm Archie Kelly & Jamie Sutherland @ Olive Tree Brasserie (show starts at 9pm)	CH1 CHESTER COMEDY FESTIVAL 8:00pm Jo Caulfield @ MacDonald New Blossoms Hotel	CH1 CHESTER COMEDY FESTIVAL 7:00pm Comedy Crawl No. 2 starting @ The Shropshire Arms	CH1 CHESTER COMEDY FESTIVAL 8:00pm Paul Sinha @ The Grosvenor Hotel 8:30pm Justin Moorhouse + special guest @ Alexander's Live OPEN AIR THEATRE OPENING NIGHT 7:30pm Grosvenor Park, CH1 1QQ	CH1 CHESTER COMEDY FESTIVAL 11:00am Boss Baby (Film) @ Grosvenor Museum 8:00pm Glenn Wool @ Rosie's	CH1 CHESTER COMEDY FESTIVAL 7:30pm Jeff Green @ Town Hall Assembly Room RACE FOR LIFE 5K 9:00am Chester Racecourse, CH1 2LY
9	10	11	12	FRIDAY NIGHT COMEDY AT ALEXANDER'S 8:00pm 2 Rufus Court, CH1 2JW LADIES AND GENTS EVENING 5:00pm Chester Racecourse	CITY PLATE DAY 11:30am Chester Racecourse LAST DAY OF CHESTER MYSTERY PLAYS Chester Cathedral	FREE PARKING All day Chester Racecourse, CH1 2LY
16	17	18	TOM JONES IN CONCERT 7:00pm Chester Racecourse	FRIDAY NIGHT COMEDY AT ALEXANDER'S 8:00pm 2 Rufus Court, CH1 2JW	TASTE CHESHIRE FARMERS MARKET 9:30am City Centre BUMBLEBEES & BUTTERFLIES SUMMER TRAIL BEGINS	22
Flintshire Schools Summer Holiday Begins	24	CWaC Schools Summer Holiday Begins <i>(same for Wirral & Liverpool – religious schools may be different)</i>	26	Cheshire East Schools Summer Holiday Begins	CHESTER RACES MIDSUMMER MEETING 11:30am Chester Racecourse	FREE PARKING All day Chester Racecourse, CH1 2LY
23		25		27	28	29
30	31	A CITY FULL OF EVENTS To find out more about our events visit experiencechester.co.uk/events				

JULY 2018



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