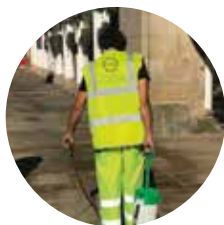


MAKING THINGS HAPPEN



BUSINESS PLAN COMING SOON

APRIL 2019

Your City Newsletter



Chester BID
Shop | Dine | Play

Making things happen

Over the last few weeks, both myself and the BID Team have been hard at work putting the final touches to the **CH1ChesterBID Business Plan 2019-2024**.

Titled 'Making Things Happen', the Business Plan will remind you of all the BID's achievements over the last five years and sets out our plans for the future. The process of pulling all the information together for the plan has highlighted the sheer amount of projects and initiatives that CH1ChesterBID has delivered over its first term. Promotional activities such as our websites, social media, PR, events and marketing campaigns have generated millions of pounds worth of coverage for our businesses and the city, whilst our city centre management initiatives and Welcome Ambassadors have improved the overall 'Chester Experience'.

The CH1ChesterBID Business Plan 2019-2024 is an important document as it lays out our plans for the next five years, providing businesses want the BID to continue for another term. These future plans not only include all the great initiatives we currently deliver, but also a range of new projects that we believe will make Chester a city fit for the future.

All our member businesses are invited to a launch event on Wednesday 17th April between 5pm-6.30pm at BarLounge on Watergate Street. This will be an informal event where businesses can call in to collect a copy of the Business Plan and meet the BID team and Board over a glass of fizz.

I look forward to seeing you there!



Carl Critchlow,
CH1ChesterBID Manager

City Centre Management

CHESTER CITY CENTRE SPRING CLEAN

During March, CH1ChesterBID organised a specialist cleaning company to clean the exteriors of over **75 businesses** in the city centre. Grime and chewing gum were removed from **1000sq metres** of surfaces and pigeon deterrents were installed in **10 locations**.

The next BID cleaning event is planned for July. If you would like your business frontage cleaned as part of the summer cleaning programme, please get in touch with Nick White, City Centre Manager on nick.white@ch1chesterbid.co.uk or call **01244 403680**.

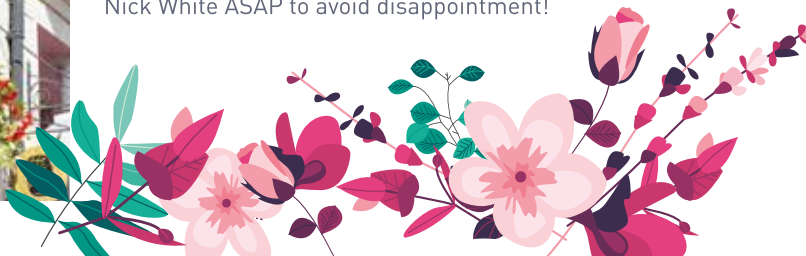


GET READY FOR CHESTER IN BLOOM

Our flower specialists are already busy planting up this year's floral displays! We have selected a 'rainbow mix' which incorporates the CH1ChesterBID colours and will also help the city to celebrate Chester PRIDE. This year, we are also including fragrant herbs and nectar rich species which are attractive to butterflies and bumble bees.

Once again we are offering subsidised hanging baskets for our BID businesses. Prices start **from only £11** for a 16 inch hanging basket packed full of beautiful summer flowers and herbs!

If you are planning on having floral displays on your business premises and would like to take advantage of this exclusive offer, get in touch with Nick White as soon as possible and he will send you full details. The final deadline to get involved with this initiative is **10th April 2019** so contact Nick White ASAP to avoid disappointment!



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

Marketing and Events

You're Invited

Bubbly and Business Plan Launch Event

Wednesday 17th April
BarLounge
Drop in between 5 - 6.30pm

*FREE glass of bubbly
or beer on arrival!*

This is your chance to connect with the BID Team, Board and your fellow city centre businesses to discuss how we can work together to make things happen in Chester. We will show you our business plan, which details the new initiatives CH1ChesterBID plan to bring to Chester over our next five-year term. If you want to help us make things happen in Chester, **vote YES this June!**

LOOKING FOR ANOTHER WAY TO PROMOTE YOUR BUSINESS?



If you're looking to promote your business to a wider audience, why not become an official sponsor of the **CH1 Chester Comedy Festival (30th June - 7th July 2019)?**

Packages start at £400 and include:

- A bespoke advert in 5,000 brochures
- Your logo on posters, banners, websites and social media
- Inclusion in press releases, as well as complimentary tickets for selected shows (which could be used as a customer giveaway)

For more information contact: Bren Riley at bigcomedyuk@gmail.com

SPREAD THE WORD



Don't forget, the Annual Easter Eggsplorer City Wide Egg Hunt is bigger and better than ever before.

More than 60 businesses are taking part and the trail is running **30th March - 28th April** (due to school holiday calendar).

Please encourage everyone doing the trail to share pictures on social media and use **#ExperienceChester**

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!

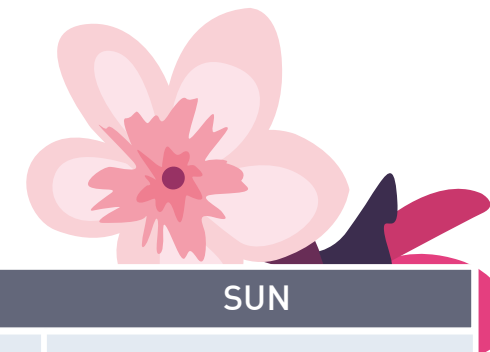


Chester BID
Shop | Dine | Play

MAY 2019

**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



MON	TUE	WED	THUR	FRI	SAT	SUN
		1	2	3	4	5
Bank Holiday		BOODLES MAY FESTIVAL Chester Racecourse, CH1 2LY	BOODLES MAY FESTIVAL Chester Racecourse, CH1 2LY	BOODLES MAY FESTIVAL Chester Racecourse, CH1 2LY		
6	7	8	9	10	11	12
13	14	15	16	17	TASTE CHESHIRE FARMERS MARKET Chester Town Hall, CH1 2EF	CHESTER ESSAR HALF MARATHON Chester City Centre
20	21	22	23	24	MBNA ROMAN DAY Chester Racecourse, CH1 2LY	FREE PARKING Chester Racecourse, CH1 2LY & Linenhall Street Car Park, CH1 2LP
Bank Holiday	Start of floral display installations for Chester in Bloom					
27	28	29	30	31		



Chester BID
Shop | Dine | Play

 **CH1ChesterBID**

 **@CH1Chester**

info@ch1chesterbid.co.uk | 01244 403680