

Dear BID Member

A new season of racing at Chester will begin next Wednesday 8 May, with the Boodles May Festival. This three-day meeting is the most prestigious of our 15 fixtures and we are busy finalising preparations on-course to welcome racegoers.

We have established a good working relationship with CH1ChesterBID over the last three years and are delighted that they have offered us this opportunity to communicate directly to city centre business owners and retailers. This is the first in a series of correspondence that the racecourse will send to BID members, to ensure you are provided with relevant information regarding racedays at Chester.

We believe that racedays at Chester bring many benefits to the city and we want to work collaboratively with businesses and harness the opportunities available to provide support and a platform for you to talk directly to the 300,000 racegoers that visit the city each year.

This year the racecourse celebrates a milestone in its illustrious history, having raced continuously for 480 years. Last week the Guinness Book of World Records recognised the racecourse as 'The Oldest Horse Racecourse Still in Operation', a fantastic message of heritage that can be shared across all city centre stakeholders, enticing visitors to the city. **Click here to view and share a commemorative video that we put together to mark the occasion.**

In the first quarter of 2019, we offered BID members the opportunity to be part of a new initiative; a benefits pack for Chester Racecourse's annual members containing offers and discounts that can be redeemed at retail outlets, bars and restaurants in the city during 2019. Many BID members chose to take part and the new format has been well received by our annual members. We will also be working with CH1ChesterBID to promote www.experiencechester.co.uk, the BID's consumer facing website that promotes BID businesses and all the great activities happening in Chester. Ahead of racedays we will include promotional leaflets promoting the website in with our ticket packs and on racedays we use our digital displays to promote www.experiencechester.co.uk to thousands of racegoers.

We want to create many more opportunities and encourage businesses and retailers to join in and help us build a fantastic festival atmosphere around racedays. We will be offering packs of materials that can be displayed in windows, on websites etc. in advance of our Roman Day fixture on Saturday 25 May, in celebration of our Cestrian ancestors and roots.

As you may already be aware, the race company offers free parking each Sunday after a race fixture and on the last Sunday of the month at both the Racecourse and Linenhall Car parks in the city centre. The calendar enclosed is a reminder of those dates.

We are keen to liaise with members and discuss how we can work collaboratively in promoting the city of Chester and of course how we are all open for business whilst racing is on. Please email us with your suggestions and general feedback directly: shughes@chester-races.com

Finally, we would like to offer two complimentary tickets to each business owner/retailer for the opening day of the festival – City Day on Wednesday 8 May. Tickets could be used as part of a competition prize, a staff reward or however you see fit. Please respond to marketing@chester-races.com before close of business on Tuesday 7 May should you wish to take up the offer of two complimentary tickets.

I hope the following information is of use, thank you for your time.

Richard Thomas

CEO – Chester Race Company



CHESTER



2019

MAY



CITY DAY

Wednesday 8 May

Gates 11.30am
First race 1.50pm
Last race 5.05pm



LADIES DAY

Thursday 9 May

Gates 11.30am
First race 1.50pm
Last race 5.05pm



SPORTPESA CHESTER CUP DAY

Friday 10 May

Gates 11.30am
First race 1.50pm
Last race 5.05pm



MBNA ROMAN DAY

Saturday 25 May

Gates 11.30am
First race 1.45pm
Last race 5.15pm

FREE PARKING

Sunday 26 May

All day at Chester Racecourse & Linenhall Car Park

JUN



LIVERPOOL GIN SUMMER SATURDAY

Saturday 15 June

Gates 11.30am
First race 2.10pm
Last race 5.30pm

FREE PARKING

Sunday 16 June

All day at Chester Racecourse & Linenhall Car Park



LADIES EVENING

Friday 28 June

Gates 4.30am
First race 5.55pm
Last race 8.50pm



MATTHEW CLARK SUMMER FESTIVAL

Saturday 29 June

Gates 11.30am
First race 1.55pm
Last race 4.50pm

FREE PARKING

Sunday 30 June

All day at Chester Racecourse & Linenhall Car Park

JUL



LADIES & GENTS EVENING

Friday 12 July

Gates 4.30am
First race 5.50pm
Last race 9.00pm



SPORTPESA CITY PLATE DAY

Saturday 13 July

Gates 11.30am
First race 2.05pm
Last race 5.25pm

FREE PARKING

Sunday 14 July

All day at Chester Racecourse & Linenhall Car Park



STELLA ARTOIS MIDSUMMER MEETING

Saturday 27 July

Gates 11.30am
First race 2.00pm
Last race 5.25pm

FREE PARKING

Sunday 28 July

All day at Chester Racecourse & Linenhall Car Park

AUG



MBNA FAMILY FUNDAY

Sunday 4 August

Gates 11.30am
First race 1.50pm
Last race 5.50pm



SPORTPESA LADIES DAY

Saturday 31 August

Gates 11.30am
First race 2.05pm
Last race 5.35pm

SEP

FREE PARKING

Sunday 1 September

All day at Chester Racecourse & Linenhall Car Park



MBNA AUTUMN FESTIVAL

Friday 13 September

Gates 11.30am



SPORTPESA AUTUMN FESTIVAL

Saturday 14 September

Gates 11.30am

FREE PARKING

Sunday 15 September

All day at Chester Racecourse & Linenhall Car Park



SEASON FINALE

Saturday 28 September

Gates 11.30am

FREE PARKING

Sunday 29 September

All day at Chester Racecourse & Linenhall Car Park

FREE PARKING

After each Saturday Race fixture, there is free parking on the following Sunday all day at Chester Racecourse – CH1 2LY and at Linenhall Car Park CH1 2LP.

MORE INFORMATION ON FREE PARKING CAN BE FOUND HERE