

**AUGUST 2019**

**Your City  
Newsletter**



Chester BID

**Annual Customer  
Service Awards**

*Public vote opens  
5<sup>th</sup> August*

**Customer Service  
Awards 2019!**



**Chester BID**  
Shop | Dine | Play

# Get Ready for the Customer Service Awards 2019!

It's that time of year again when we ask the public to tell us which Chester business has delivered the best customer service!

There are 13 categories in the public vote:

1. Best Pub, Club or Bar
2. Best Coffee Shop
3. Best Restaurant
4. Best Food on the Go
5. Best Small Fashion Retailer  
(20 staff or less)
6. Best Small Retailer (20 staff or less)
7. Best Large Retailer (21 staff or more)
8. Best Independent Retailer  
(less than 5 branches)
9. Best Health & Beauty Services
10. Best Health & Beauty Retailer
11. Best Travel & Leisure
12. Best Hotel & B&B
13. Best Professional Services

The general public will get to vote for their favourite business in each category and then CH1ChesterBID will employ an independent company to mystery shop the top three businesses in each category to decide which will win the Awards in 2019!

We recommend telling your customers in-store to vote online and promote the Awards on your social media channels to get as many votes as possible!



Carl Critchlow,  
CH1ChesterBID Manager

**Voting will be open on Monday 5<sup>th</sup> August and your customers can vote online here: [www.experiencechester.co.uk/chesterstars](http://www.experiencechester.co.uk/chesterstars)**

The result of the public vote will help decide the winners of the **4<sup>th</sup> Annual CH1ChesterBID Customer Service Awards** which will take place in October.

Last year's event was our biggest so far, with over 150 members packing out the Chester Grosvenor Hotel for an evening of laughter and awards celebrating those hardworking businesses of Chester who go the extra mile to deliver an excellent customer experience.

The impact of a positive visitor experience cannot be underestimated, with good customer service being one of the main reasons for repeat visits and increased customer loyalty.

Over recent years we have seen consistently high levels of customer service reported by consumers who have visited our city and we want this to continue; it is the friendly welcome customers receive in Chester that helps set us apart from the competition.



# City Centre Management

## Chester in Bloom

Our floral displays are now in their absolute prime! Thanks to all the businesses who got behind this year's scheme, which features rainbow coloured flowers in support of Chester PRIDE. Judges from North West in Bloom assessed our entry in July.



Having attained a Silver Gilt in 2018, we are vying for a prestigious Gold Award this year. We have more planters than ever and have teamed up with Chester Cathedral, whose gardens are open all year round and The Grosvenor Shopping Centre, who are running a series of 'Bee Friendly' events this summer.

North West in Bloom entries are assessed across three key criteria: horticultural achievement, community participation and environmental responsibility.

Our project involved over **75 businesses** and **two hundred floral displays**, **community planting days** and **clean up events**.

Taking place during the school holidays is our '**Summer in the City**' programme, which includes the '**Look up Chester**' trail where visitors can win £100 to spend in Chester by answering questions about the floral sculptures which are hanging above Bridge Street, Eastgate Street, Frodsham Street, Foregate Street, Northgate Street and Watergate Street.

There will also be regular social media posts featuring photographs of the summer flowers and participating businesses.

We will have to wait until autumn to find out what the judges thought when the Royal Horticultural Society announce the results.



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

# Marketing and Events

## The CH1chesterBID Customer Service Awards are back!

### Vote for Me Photos

To help you push your business forward in this year's Customer Service Awards, our Welcome Ambassadors, Monica and Luka, will also be hitting the streets of Chester to take pictures of businesses with 'vote for me' signs!

If you want them to come to you, email Marketing & Communications Manager, Judy Tagell, on [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk) or call **01244 403680** and we will get this organised for you.

### Put Forward Your Star Employee

We are also bringing back our popular **Star Employee Award** in 2019 to reward individual achievements in Customer Service throughout the year - simply tell us about the employee you are putting forward from your business and why you are nominating them for an award to be in with a chance of winning!

You can nominate an employee for the Star Employee Award at [www.ch1chesterbid.co.uk/customer-service-awards-star-employee](http://www.ch1chesterbid.co.uk/customer-service-awards-star-employee)

### Watergate Street Festival

We will be having a street party in the city centre on Saturday 17<sup>th</sup> August from 10am-4pm!

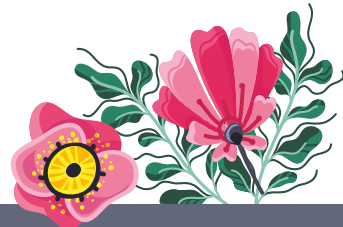
Head to Watergate Street for this unique summer party featuring: giveaways, games, crafts, competitions, live music, and much, much more!

### Summer in the City

Don't forget, our Summer in the City programme is in full swing throughout August!

We have our 'Blooming Brilliant' and 'Look Up Chester' city-wide trails, FREE Family film screenings at The Grosvenor Museum, Food Fiestas, The Watergate Street Festival, LEGO® Chester and much more!

Visit [www.experiencechester.co.uk/summer](http://www.experiencechester.co.uk/summer) for full info!



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!



**Chester BID**  
Shop | Dine | Play

# SEPTEMBER 2019

**A CITY FULL  
OF EVENTS**

To find out more about our events visit [experiencechester.co.uk/events](http://experiencechester.co.uk/events)  
Don't forget to send any offers, promotions or details of events you have to [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)

MON	TUE	WED	THUR	FRI	SAT	SUN
					<b>THE DEEP LEGO® EXHIBITION</b> 16 <sup>th</sup> July - 2 <sup>nd</sup> Sept at Chester Cathedral <b>CHESTER RACES -</b> <b>SPORT PESALADIES DAY</b> Chester Race Course	<b>LOOK UP CHESTER! TRAIL</b> Through 30 <sup>th</sup> Sept <b>FILM SCREENING:</b> <b>OVER THE HEDGE</b> 2pm, The Grosvenor Museum <b>FREE PARKING</b> Chester Racecourse and Linenhall
<b>GWAC Schools START!</b>					<b>LAST DAY OF THE DEEP LEGO® EXHIBITION</b> at Chester Cathedral	
				<b>CHESTER RACES -</b> <b>AUTUMN FESTIVAL FRIDAY</b> Chester Race Course 11:30-18:30	<b>CHESTER RACES -</b> <b>AUTUMN FESTIVAL FRIDAY</b> Chester Race Course 11:30-18:30	<b>FREE PARKING</b> Chester Racecourse and Linenhall
					<b>CHARITY DUCK RACE</b> River Dee <b>TASTE CHESHIRE FARMERS MARKET</b> 9:30-16:30 Town Hill Square	<b>FRESHERS WEEK: START</b>
				<b>FRESHERS WEEK: END</b>	<b>CHESTER RACES -</b> <b>SEASON FINALE</b> 11:30-18:30, Chester Race Course	<b>FREE PARKING</b> Chester Racecourse and Linenhall

