

DECEMBER 2019

Your City
Newsletter



Merry Christmas and a Happy New Year



Chester BID
Shop | Dine | Play

Merry Christmas and a Happy New Year

On behalf of myself and the CH1ChesterBID team I would like to wish all of our businesses a very Merry Christmas and all the very best for 2020, I hope you all have a successful Christmas period and we look forward to working with you over the next 12 months.

Chester at Christmas time is a truly magical place and this year we have added to the city's appeal by going 'Gingerbread'! Gingerbread themed activities can be found all around the City Centre and will help give Chester a unique Christmas appeal, setting us apart from the competition and driving footfall at this key time of year. Our Gingerbread Village in Frodsham Square and 'Storytelling with Santa' at Storyhouse are both exclusive seasonal events that can only be found here in Chester.

It's not too late for your businesses to get involved with the BIDs Christmas activities, to find out more email the BID office at info@ch1chesterbid.co.uk.



Carl Critchlow,
CH1ChesterBID Manager

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

City Centre Management

City Centre scoops North West in Bloom award again

We are delighted to report that CH1ChesterBID retained its prestigious "Silver Gilt" status at this year's North West in Bloom Awards, which took place in November.

Our displays featured over 180 planters with more than 5,000 flowers and giant cross street floral sculptures. It was our most ambitious exhibit to date.

We want to build on this success and plans are already underway to create a larger and more ambitious display for next year to help increase footfall and dwell time across the BID area.

Find out how you can get involved by contacting Nick White, City Centre Manager on **01244 403680** nick.white@ch1chesterbid.co.uk



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

Marketing and Events

CH1 Chester Food & Drink Week: 18th - 26th January

We want you to get involved in
CH1 Chester Food & Drink Week!

All you need to do is:

- 1 Send us details of any **offers, events or masterclasses** you are hosting (or could host!) between 18th-26th January. Be creative! ANYTHING Food & Drink can be included.
- 2 Send us an image to go with it.

We will then include your offer, masterclass or event in our integrated marketing and PR campaign that will encourage consumers into our city centre during January!

CH1 CHESTER FOOD & DRINK WEEK

Last year more than 37,000 people saw this campaign online and we want it to be bigger and better this year but we need your involvement to make that happen.

To register your interest, please contact Emily Ghazarian at
emily.ghazarian@ch1chesterbid.co.uk

Alternatively, you can call us **01244 403680**.



Sparkle IN CHESTER!

Valentine's Day Jewellers Promotion

Calling all jewellers in the city centre – we want to hear from you!

From 3rd – 16th February, we will have a dedicated page on www.experiencechester.co.uk to highlight the amazing jewellers in our city centre! We will also be doing blogs and PR about jewellers in the city to raise the profile of Chester city centre as a shopping destination for Valentine's Day gifts. Last year more than 27,000 people saw this campaign online.

To find out more, contact Emily Ghazarian at
emily.ghazarian@ch1chesterbid.co.uk or ring **01244 403680**.

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

JANUARY 2020

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
		BANK HOLIDAY HAPPY NEW YEAR 		FREE FESTIVE FILM <i>'Dr Seuss's The Grinch'</i> Grosvenor Museum 	FREE FESTIVE FILM <i>'The Polar Express'</i> Grosvenor Museum 	
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	FOOD & DRINK WEEK FARMERS MARKET Town Hall Square 	FOOD & DRINK WEEK 
FOOD & DRINK WEEK 	FOOD & DRINK WEEK 	FOOD & DRINK WEEK 	FOOD & DRINK WEEK 	FOOD & DRINK WEEK 	FOOD & DRINK WEEK CHINESE NEW YEAR BURNS NIGHT 	FOOD & DRINK WEEK 
20	21	22	23	24	25	26
27	28	29	30	31	