



It's a  
**YES!**



JULY 2019

---

Your City Newsletter

---



**Chester BID**  
Shop | Dine | Play



# It's a **YES!**

On behalf of the BID Team and Board, I would like to thank all those businesses that supported the renewal of CH1ChesterBID for another 5-year term!

The high street is undergoing some of the biggest changes in a generation, so there has never been a more important time for businesses to work together for the good of Chester. Your YES vote will enable us to invest more than **£2million** over the next five years into the city centre to ensure that Chester continues to be recognised as a destination of choice for both businesses and consumers.

The hard work has already begun for the BID Team as our summer program is well underway. The second CH1 Chester Comedy festival has just finished and proved even more successful than the first, peaking with **400 comedy fans** packing out Chester Town Hall to watch comedy legend Alexei Sayle!

With more **trails, festivals** and **cleaning** lined up we are in for an eventful summer!



Carl Critchlow,  
CH1ChesterBID Manager

Email [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk) and ask to join our mailing list for regular updates.

# City Centre Management

## Floral Displays

This year we have planted more flowers than ever before!

There are over **180 planters and hanging baskets** with over **5,000 plants**. The displays have proved very popular with visitors who can often be seen posing for photographs alongside them.

Brand-new this year is a series of high-level floral sculptures, which have been strung across Bridge Street, Eastgate Street, Foregate Street, Frodsham Street, Northgate Street, St Werburgh Street and Watergate Street. The sculptures include giant butterflies, bumblebees and flowers. We're encouraging people to trek across the city and spot these floating sculptures for a chance to **win £100** to spend in Chester!

Our **Blooming Brilliant city-wide trail** will also run throughout summer holidays. Over 50 businesses are taking part and it aims to increase footfall and dwell time across the city centre this summer.

We are looking forward to welcoming the **North West in Bloom** judges on **15<sup>th</sup> July** and when the results are announced in Autumn, we will share them with you.



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

# Marketing and Events



To make **Summer in the City** the most successful to date, we need **YOUR** help!

We need you to tell all your customers about the fantastic things we have going on in the city this summer to encourage them to come back time and time again with their friends and family!

*We have the following amazing activities and events lined up:*



- A **FREE Blooming Brilliant Summer city-wide trail** from 25<sup>th</sup> July – 1<sup>st</sup> September. It's a great way to keep the kids entertained, its educational and there are some amazing prizes to be won!
- **FREE Family Film Screenings** in Chester's Grosvenor Museum. Films include *The Lorax* and *Over The Hedge*. Advance booking recommended!
- **The Watergate Street Festival** - head to Watergate Street for this unique summer party featuring giveaways, games, face painting, a treasure hunt, live music, and much more!
- **#BEEfriendlyCHESTER** (27<sup>th</sup> July – 1<sup>st</sup> September) that will inspire little nature lovers to join the BEE Friendly campaign to make Chester a BEE Friendly city! Featuring a Giant Bee art installation, soft play area with giant ball pool as well as eco-friendly giveaways, competitions and many more activities inside The Grosvenor Shopping Centre.
- **Taste Cheshire Food Fiestas** in The Grosvenor Shopping Centre where you'll find lots of local Cheshire producers showcasing their quality food, drink and artisan products!

- **Taste Cheshire Farmers Market** on Town Hall Square to discover the true taste of Cheshire with culinary delights and entertainment from local producers. Plenty of chances to try before you buy!
- **Make & Take Workshops at The Grosvenor Museum** where you can explore the galleries and get stuck into a series of themed workshops and activities about rainbows, beetles, miniature gardens, rainforest animals and much more!
- **Foodie Fridays at Chester Market** on Friday evenings for entertainment and loads of food from an award-winning Italian pizzeria, Thai noodles, street food, taco bar, artisan breads, Italian delights, deli, bistro, Caribbean, a traditional British market café, and a craft beer taproom and bottle shop.

- **The Deep LEGO® Exhibition at Chester Cathedral** - journey beneath the waves with the world premiere exhibition – The Deep – made with LEGO® bricks!



*Make sure you sign up to the CH1 Chester BID 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

# AUGUST 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 – 7 <sup>th</sup> Sept at Chester Cathedral	<b>#BEEFRIENDLYCHESTER</b> 27 <sup>th</sup> Jul – 1 <sup>st</sup> Sept at The Grosvenor Shopping Centre	<b>BLOOMING BRILLIANT! SUMMER TRAIL</b> 23 <sup>rd</sup> July – 1 <sup>st</sup> Sept in Chester city center	<b>MAKE &amp; TAKE WORKSHOP: MAKE YOUR OWN MASTERPIECE</b> The Grosvenor Museum	<b>FOODIE FRIDAY</b> Chester Market	<b>FREE FAMILY FILM SCREENING: OVER THE HEDGE</b> 11am, The Grosvenor Museum	<b>CHESTER RACES FAMILY FUN DAY</b> Chester Race Course
1	2	3	4	5	6	7
<b>MAKE &amp; TAKE WORKSHOP: HOBBY HORSES</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: RACE DAY HATS</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: SHINY BEETLE BAGS</b> The Grosvenor Museum	<b>CAFE CRAFTS</b> The Grosvenor Museum	<b>FOODIE FRIDAY</b> Chester Market	<b>CHESTER PRIDE</b>	8
9	10	11	12	13	14	15
<b>FREE FAMILY FILM SCREENING: OVER THE HEDGE</b> 2pm, The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: VICTORIAN PARASOLS</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: SHINY BEETLE BAGS</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: CUNEIFORM TABLETS</b> The Grosvenor Museum	<b>FOODIE FRIDAY</b> Chester Market	<b>WATERGATE STREET FESTIVAL!</b> Watergate Street, Chester city centre	<b>FREE FAMILY FILM SCREENING: THE LORAX</b> The Grosvenor Museum
16	17	18	19	20	21	22
<b>FREE FAMILY FILM SCREENING: THE LORAX</b> 2pm, The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: FAMILY PHOTOGRAPHS</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: 3D FAMILY TREE</b> The Grosvenor Museum	<b>FOODIE FRIDAY</b> Chester Market	<b>FREE FAMILY FILM SCREENING: OVER THE HEDGE</b> 2pm, The Grosvenor Museum	23	24
25	26	27	28	29	30	31
<b>FREE FAMILY FILM SCREENING: THE LORAX</b> 2pm, The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: MINIATURE GARDENS</b> The Grosvenor Museum	<b>MAKE &amp; TAKE WORKSHOP: RAINFOREST ANIMALS</b> The Grosvenor Museum	<b>FOODIE FRIDAY</b> Chester Market	<b>CHESTER RACES SPORT PESA LADIES DAY</b> Chester Race Course	26	27
28	29	30	31	32	33	34

