



MARCH 2020

Your City
Newsletter

Spoil your Mum

THIS MOTHER'S DAY



Chester BID
Shop | Dine | Play

It's crucial that the BID communicates with member businesses and we are constantly looking for new ways to keep in touch.

Last month we launched the CH1ChesterBID WhatsApp group that will enable us to quickly share the latest BID news and opportunities as well as relevant city information. If you haven't already joined please get in touch info@ch1chesterbid.co.uk, providing your phone number and business details and we will add you to the group.

The communication theme continues as we organise the first Northgate Development business briefing of 2020. The Northgate Development will be one of the largest developments Chester city centre has ever seen so it is important that businesses are kept up to date with its progress. The business briefing will take place on Thursday 5th March, 8.30am at Chester Town Hall and is open to all BID businesses. If you haven't already booked your place contact us 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 Spring Clean

The BID clean team are back! We still have a few spare slots if you would like your business frontage to be cleaned. Please email nick.white@ch1chesterbid.co.uk no later than 20th March.

In support of Keep Britain Tidy's "Great British Spring Clean" 20 March - 13 April we're running three clean up events that you and your colleagues can get involved in.

Mon 6th April 9.30 - 11.00: Pierpoint Lane (off Bridge St) - tidying up the pocket park and a litter pick in conjunction with Chester Residents Associations Group (CRAG)

Tue 7th April 9.30 - 11.00: Bars subway, Foregate St – cleaning walls, removing cobwebs, graffiti, etc.

Wed 8th April 9.30 - 11.00: Fountains subway, Northgate Street, cleaning walls, removing cobwebs, graffiti, etc.

The Council's Streetcare Team will be providing cleaning equipment, materials and the community jet wash. We will be taking photos of the events and issuing a media release that acknowledges the involvement of all partners. If you would like to take part please contact Nick on **01244 403680** or nick.white@ch1chesterbid.co.uk with the date and number of team members that would like to take part.

Anti-social behaviour survey

Our Anti-Social Behaviour survey closed at the end of February. The results are being collated and will be sent to the police and the council in early March. We will share the results in April.

Busking in the City Centre

The BID regularly receives complaints from businesses and the public about insensitive buskers who play at excessive volume and for prolonged periods of time with no consideration for nearby businesses. Towards the end of last year, we undertook a busking survey. While 59% thought that busking added to the vibrancy of the city, a significantly higher proportion believed inconsiderate buskers were having a detrimental impact on the city centre, with 67% stating that buskers were frequently or always too loud.

We have sent the full results of the survey to the Council, and they have agreed to review their "Guide to Busking".

We want a city that works for businesses, buskers and visitors. The following recommendations have been made to the Council:

- Introduce clear rules and conditions that control the volume of performances and the length of time that buskers are permitted to stay in one location.
- For the Council to proactively engage with the busking community so buskers understand what is and isn't permissible, particularly around volume, repetition and length/breaks between performances.
- To have a regular presence of suitably trained staff with enforcement powers between the core hours of 11.00 - 16.00 to ensure the code is being adhered to.

In the coming weeks the Council will be holding meetings with the BID and buskers' representatives including the Musicians Union and Keep Streets Live to finalise its new busking policies with the aim of the new "Guide to Busking" being in place for May.

Marketing and Events

MOTHER'S DAY COMPETITION

We are running an online Mother's Day competition for a chance to win an overnight stay at Oddfellows, a £50 voucher for Mococo and a meal for two at the newly refurbished Dutton's in Godstall Lane.

We are asking you to send us any Mother's Day offers so we can promote them on our social media channels, customer newsletter and Experience Chester websites.

Send details to
info@ch1chesterbid.co.uk



Easter Egg Trail

This year's Easter Egg Hunt runs from 3rd – 19th April with eggs hidden in more than 50 locations!

This is FREE so be sure to promote this to your family friendly customers and share using **#ExperienceChester** and handing out Easter Egg Hunt forms.

Promote your business!

ONLINE COMPETITIONS

We are always working to grow our customer audience through our social media channels and newsletter. We are running regular competitions to promote BID Member businesses while increasing our likes, follows and sign ups.

If you can donate a prize then you can be promoted! Please contact emily.ghazarian@ch1chesterbid.co.uk to add a prize to the competition calendar.

FREE FILM SCREENING PROGRAMME

Since we started the Free Family Film Screening programme at Grosvenor Museum more than 20,000 tickets have been booked! 90% of people who attend the films told us that they use the city centre either before or after the showing.

This programme runs during Easter, Summer and Halloween school holidays as well as the six-week festive period at Christmas. If you want to promote your business to this audience by either offering vouchers or discounts please contact emily.ghazarian@ch1chesterbid.co.uk. It could be as simple as 'show your cinema ticket for 25% off' and would be included on the film booking pages, reminder and follow up emails, as well as on the pre-show presentation before the film begins.

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!
























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APRIL 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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		APRIL FOOL'S DAY  1		EASTER EGG HUNT STARTS TODAY from 1 st to 10 th POLICE SURGERY 6.30-7.30pm Chester Market  3	THE LION KING [2019] Free Film - Ham Grosvenor Museum  4	POKÉMON DETECTIVE PIKACHU Free Film - 2pm Grosvenor Museum  5
THE LION KING [2019] Free Film - Ham Grosvenor Museum  6	POKÉMON DETECTIVE PIKACHU Free Film - Ham Grosvenor Museum POLICE SURGERY 1-2pm Chester Market  7		THE LION KING [2019] Free Film - Ham Grosvenor Museum CAMPERFEST Chester Racecourse  9	GOOD FRIDAY CITY PASSION EVENT Starts 10.30 Eastgate Clock, ends 11.30am Chester Cathedral CAMPERFEST Chester Racecourse  10	POKÉMON DETECTIVE PIKACHU Free Film - Ham Grosvenor Museum TASTE CHESHIRE FOOD & DRINK FESTIVAL CAMPERFEST Chester Racecourse  11	EASTER SUNDAY TASTE CHESHIRE FOOD & DRINK FESTIVAL CAMPERFEST Chester Racecourse  12
EASTER MONDAY TASTE CHESHIRE FOOD & DRINK FESTIVAL CAMPERFEST Chester Racecourse  13		POLICE SURGERY 3-4pm Town Hall Police Station  14	POKÉMON DETECTIVE PIKACHU Free Film - Ham Grosvenor Museum  15	THE LION KING [2019] Free Film - Ham Grosvenor Museum  17	FARMERS MARKET Town Hall Square POLICE SURGERY 10-11am Tesco Cafe  18	EASTER EGG HUNT ENDS TODAY  19
POLICE SURGERY 1-2pm Town Hall Police Station  20			ST GEORGE'S DAY PARADE  23	POLICE SURGERY 6.30-7.30pm Chester Market  24		FREE PARKING Chester Racecourse & Lichenhall Car Parks  26
	POLICE SURGERY 1-2pm Town Hall Police Station  28					
27	28	29	30			