

# NOVEMBER 2019

## Your City Newsletter



TAKE PART IN A

# Gingerbread

## CHRISTMAS IN CHESTER!

Help us make **Chester the  
Gingerbread capital** of the UK!

Join in the Gingerbread  
Window Display Competition

Dress up as  
Gingerbread  
people

Spice it up with  
a gingerbread  
store event

Create a Gingerbread  
model of a  
Chester landmark

Promote Gingerbread  
themed products



**Chester BID**  
Shop | Dine | Play




## CH1ChesterBID is working in partnership with businesses and organisations around Chester city centre to roll out a brand-new theme for Chester at Christmas: **Gingerbread!**

There are lots of ways your business can take part in this city-wide initiative to make Chester the Gingerbread-iest place in the UK this Christmas!

We would love for this to build year on year and grow as a joined-up vision of Chester city centre at Christmas. In order for that vision to become a reality, we need you to take part.




### Gingerbread Special Offers



If you want to offer a discount or run a special offer during the Gingerbread period, we will host it on [experiencechester.co.uk](http://experiencechester.co.uk) and promote it on our social media channels.

For example:

- 
- Free mini Gingerbread biscuit with any hot drink
  - Free Gingerbread biscuit cutter when you spend £25
  - 10% off Gingerbread jumpers

Send details of any Gingerbread offers or promotions you're running to [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk)



## Window Displays


Dress your Christmas Window with a Gingerbread themed display!

**COMPETITION TIME:** We will be showcasing all Gingerbread Window Displays on the CH1ChesterBID Facebook page from **22<sup>nd</sup> November** to **15<sup>th</sup> December** and asking the general public to like and share their favourite ones! The winning business will be announced on **16<sup>th</sup> December**.

We will have three categories for the Gingerbread Window Competition:

- Independent business (under 5 branches)
- Small National business (over 5 branches but under 30 branches nation-wide)
- Large National business (over 30 stores or more nation-wide)

The **WINNING** window in each category will receive:

- 
- A case of wine for the team (6 bottles)
  - Press release and blog featured on [experiencechester.co.uk](http://experiencechester.co.uk)

Sign up for the competition by sending a picture of your Gingerbread Window Display to [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk)

## Costumes/Fancy Dress

A simple, fun way to get involved is to dress as gingerbread people! Along with the Chester Elves, ChELFie and ELFie, we will have gingerbread people walking around the city at weekends during the festive period so why not continue the theme in-store?

Send your pictures to [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk) and we will push them out on the CH1ChesterBID social media channels to promote your business and the city centre.

**Promotion Opportunity!** Let us know when you are dressing up and we can arrange for ChELFie or ELFie stop by for a meet, greet and photo opportunity, adding to the growing collection of the photos of Chester's Gingerbread Christmas!

## Gingerbread Events

We will support the marketing of any special Gingerbread Events that you want to host. Things you could do are:

- Gingerbread Making Demonstrations
- Gingerbread Cocktail Masterclasses
- Ginger skincare masterclass to promote a range that uses ginger

Tell us what your event is, the times and date and we'll host it on [experiencechester.co.uk](http://experiencechester.co.uk) and promote it via our social media channels!

If you have an event that you'd like to share with us, email [emily.gazarian@ch1chesterbid.co.uk](mailto:emily.gazarian@ch1chesterbid.co.uk)



## Promote Gingerbread Products

### Food & Drink

If you are a food and drink business and you're selling ginger-based food and drink products, let us know! Gingerbread Lattes, gin, cocktails, cakes, cookies and desserts can all be promoted as part of Chester's Gingerbread Christmas!

### Retailers

If you're selling Gingerbread kits, jumpers with Gingerbread people on them, Gingerbread toys or treats – let us know!

We will add them to our website and showcase the range of Gingerbread products that can be found in the city centre!

Take some snaps of your brilliant items and creations and send them to [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk) and then share, share, share!

If you upload pictures of gingerbread products on your own channels, be sure to tag us in so we can re-tweet or share them for you!



## Any other Ideas?

If you have any other Gingerbread plans or ideas that you'd like to do, let us know!

Give us a call on 01244 403680 or drop into our office on 9 Lower Bridge Street to discuss how we can support each other to make Chester the Gingerbread-iest place in the UK at Christmas!



## Create a Gingerbread Sculpture

We want to create a festival of Gingerbread to grow year on year to bring visitors from far and wide to admire these majestic creations!

This programme is open to all Chester Businesses, organisations, schools, charities and community groups. You can create:

- Your store in Gingerbread
- A Chester landmark in Gingerbread
- Your staff team as Gingerbread people
- A special product in Gingerbread.



## Chester Cathedral 'Gingerbread' Tree Decoration



Each year, we take part in the Chester Cathedral Christmas Tree Festival.

This year we'll be handing out wooden Gingerbread people for you to decorate with your business theme, logo and products - whatever you want to do to promote your business on our CH1ChesterBID High Street Tree.

We will start giving these out at the end of October and collect them in the week commencing 18<sup>th</sup> November to give you plenty of time to decorate!

If you want a **FREE** wooden Gingerbread person to decorate for the tree, email [emily.ghazarian@ch1chesterbid.co.uk](mailto:emily.ghazarian@ch1chesterbid.co.uk) and she will arrange for one to be dropped into your business.



(Above left) The Grosvenor Hotel are creating their Hotel in Gingerbread  
(Above right) Mad Hatters are creating a WORKING Eastgate Clock  
(Left) @ShitChester is creating a gingerbread house in his Lego Chester exhibit at Chester Market.

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

# DECEMBER 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>SANTA DASH!</b> <b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b> <b>FREE FESTIVE FILM</b> 'Polar Express' CHI 2DD 
						1
			<b>WINTER WATCH PARADE</b> <b>LATE NIGHT SHOPPING!</b> <b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b> <b>FREE FESTIVE FILM</b> 'Frozen Sing-along' CHI 2DD 
2	3	4	5	6	7	8
			<b>WINTER WATCH AND SATURNALIA PARADE</b> <b>LATE NIGHT SHOPPING!</b> <b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b> <b>FREE FESTIVE FILM</b> 'Dr Seuss's The Grinch' CHI 2DD 
9	10	11	12	13	14	15
			<b>LATE NIGHT SHOPPING!</b> <b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b>	<b>STORYTELLING WITH SANTA</b> The Den, Storyhouse CHI 2AR <b>CH1 GINGERBREAD VILLAGE</b> <b>FREE FESTIVE FILM</b> 'Polar Express' CHI 2DD 
16	17	18	19	20	21	22
	CHRISTMAS EVE	CHRISTMAS DAY	BOXING DAY			<b>FREE PARKING</b> Chester Racecourse & Lineshall Car Park CHI 2DD <b>FREE FESTIVE FILM</b> 'Frozen Sing-along' CHI 2DD 
23	24	25	26	27	28	29
	NEW YEAR'S EVE	NEW YEAR'S DAY		<b>FREE FESTIVE FILM</b> 'Dr Seuss's The Grinch' CHI 2DD	<b>FREE FESTIVE FILM</b> 'The Polar Express' CHI 2DD	
30	31	1	2	3	4	

Cathedral Christmas Tree Festival

Christmas Markets

chElFie and ELFie in the city centre

Gingerbread Christmas & Festive Fun at the GSC

Park & Ride extended until 9pm

