



merry Christmas

AND
HAPPY NEW YEAR

DECEMBER 2018

Your City Newsletter



Chester BID
Shop | Dine | Play



The most wonderful time of the year

On behalf of myself and the CH1ChesterBID team, I would like to begin by wishing all of our businesses a very **Merry Christmas and all the very best for the year ahead**, I hope you all have a successful Christmas period and we look forward to working with you in 2019.

The last 12 months have been a challenging time for businesses of all sizes and sectors but I am confident that by working together we can take advantage of the many opportunities Chester has to offer.

Christmas in Chester is a truly magical experience and this year we have tasked ourselves with telling as many people as possible why they should choose Chester over rival destinations.

CH1ChesterBIDs Christmas campaign this year has seen us diversify our marketing and promotions to reach as wider audience as we can across a range of different channels. In addition to a month long radio campaign, newspaper wraps, print advertising and social media we have, for the first time ever, a Christmas TV advert. Developed in partnership with our friends at Marketing Cheshire, the advert celebrates Christmas in the city and will be shown over 4 weeks on Sky TV.



Carl Critchlow,
CH1ChesterBID Manager

City Centre Management

WE WON! NORTH WEST IN BLOOM AWARD FOR CH1CHESTERBID

We are delighted to report that **CH1ChesterBID** were presented a **Silver Gilt Award** at the prestigious Royal Horticultural Society North West in Bloom Awards, which took place in November.

The judges said this is a fantastic achievement for a first-time entry and a testament to all the hard work by the BID and all those who supported the project.

It was our biggest floral display so far with over 160 hanging baskets, flower towers and barrier baskets across the city centre. Despite it being one of the hottest, driest summers on record the flowers looked magnificent throughout the season thanks to the care and attention given to them by our contractor and individual businesses who looked after their own displays.

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 or by emailing nick.white@ch1chesterbid.co.uk



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

Marketing and Events

CHESTER FOOD & DRINK WEEK: 12TH – 20TH JANUARY

If you are a Food and/or Beverage Retailer in Chester – we want you to get involved in CH1 Chester Food & Drink Week!

To get involved, all you need to do is:

- 📁 Send us some details of any offers, masterclasses, or events you are hosting (or could host!) during the week
- 📁 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!

To register your interest, please contact Marketing Manager, Judy Tagell on judy.tagell@ch1chesterbid.co.uk or Events Manager, Emily Ghazarian on emily.ghazarian@ch1chesterbid.co.uk. Alternatively, you can call us on **01244 403680**.

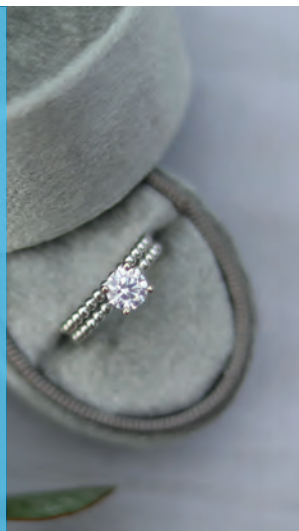
CHESTER
FOOD &
DRINK
WEEK

VALENTINES DAY JEWELLERS PROMOTION: SPARKLE IN CHESTER

If you are a Jeweller in the city centre – we want to hear from you!

From 28th January – 17th February, we will be having a dedicated page on experiencechester.co.uk to highlight the amazing jewellers we have in the 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.

To find out more, contact Marketing Manager, Judy Tagell, on **01244 403680** or judy.tagell@ch1chesterbid.co.uk



Make sure you sign up to the CH1 Chester BID e-newsletter for regular updates by emailing info@ch1chesterbid.co.uk and asking to be added to the mailing list!



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JAN 2019

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
	New Year's Day  1	FREE FESTIVE FILM SCREENING: POLAR EXPRESS 11am Grosvenor Museum, CH1 2DD  2	 3	 4	FREE FESTIVE FILM SCREENING: FROZEN SING-A-LONG 11am Grosvenor Museum, CH1 2DD  5	LAST DAY OF CHRISTMAS TREE FESTIVAL Chester Cathedral  6
7	8	9	10	11	CH1 CHESTER FOOD & DRINK WEEK City Centre  12	 13
 14	 15	 16	 17	 18	TASTE CHESHIRE FARMERS MARKET Town Hall Square  19	 20
21	22	23	24	Burns Night	25	26
 28	 29	 30	 31	KEY:  Christmas Tree Festival Chester Cathedral  Sparkle in Chester City Centre		