

# Sparkle

IN CHESTER

*this Valentine's Day*

Chester's Jewellers are ready and waiting to  
help you choose the perfect gift!



**FEBRUARY 2019**

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**Your** City Newsletter

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**Chester BID**  
Shop | Dine | Play

# *FREE Sunday Parking*

I am very pleased to tell you all that CH1ChesterBID and Chester Racecourse Company have once again worked in partnership to offer **free parking throughout 2019**.

As part of a continued effort to boost city centre visitor numbers, shoppers will again be able to take advantage of free parking at **Chester Racecourse's 450-capacity car park** between 10am and 5pm on selected Sundays throughout 2019. For the first time, **Linenhall car park**, will also be involved in the initiative, creating a further 325 free car parking spaces in the city.

**From Sunday, 27<sup>th</sup> January**, free parking will be available on the last Sunday of every month until the 2019 race season gets underway in May, at which time free parking will be made available every Sunday that follows a Saturday race day to encourage additional city centre footfall.

It's a huge boost to the city that Chester Race Company have agreed to offer free parking again in 2019. The scheme has been a huge success over the past two years and it's fantastic to be able to provide visitors with an easy way to park their cars and visit our great city.

To communicate this great news with shoppers and visitors, we have issued a press release and have produced flyers for you to hand out to your customers.

For a full list of FREE Sunday parking days in Chester at Chester Racecourse and Linenhall Car Park, visit [experiencechester.co.uk/travel-and-parking](http://experiencechester.co.uk/travel-and-parking)



Carl Critchlow,  
*CH1ChesterBID Manager*

# City Centre Management

## PURPLE FLAG AWARD SUCESSFULLY RENEWED FOR 2019

Chester has had its prestigious Purple Flag status renewed in recognition of its evening and night time economy.

The Association of Town and City Management (ATCM) who manage the Purple Flag scheme stated: *"Chester continues to demonstrate good practice. Specific initiatives that stand out are: National Purple Flag Awards Ceremony, which was hosted by CH1ChesterBID at Chester Cathedral, as well as turning the city centre landmarks purple. The launch of the new night time initiative 'Safe Space' and the North West in Bloom award for the Purple Flag themed floral displays".*

I am delighted that Chester has once again achieved Purple Flag status for its great entertainment, exceptional hospitality and in providing a safe night out for visitors. Thanks to all of the organisations that supported the submission.



## CITY CENTRE SPRING CLEAN

**FREE cleaning offer!** Would you like the frontage of your business cleaned for FREE as part of the CH1ChesterBID Spring Clean? To take advantage of this offer, please contact Nick White, City Centre Manager on 01244 403680 or [nick.white@ch1chesterbid.co.uk](mailto:nick.white@ch1chesterbid.co.uk) by Friday 22<sup>nd</sup> February. Cleaning will be undertaken in April.

**Get involved in the Clean Up:**  
The CH1ChesterBID team are supporting the Keep Britain Tidy, Great British Spring Clean on Sunday 7<sup>th</sup> April and Sunday 14<sup>th</sup> April from 9.00am - 10.30am.

If you and your colleagues would like to get involved you can register your interest by contacting Nick at [nick.white@ch1chesterbid.co.uk](mailto:nick.white@ch1chesterbid.co.uk).

## CHESTER IN BLOOM

In 2018 we were awarded the Silver Gilt by RHS North West In Bloom. This year, our plans are for an even larger display of blooms across the city centre. We will be installing flower boxes on the Rows and barrier baskets on the streets.

### Subsidised hanging baskets for BID businesses:

Are you planning on having floral displays on front of your premises? Get 50% off top quality hanging baskets from Walkers Plant Centre.

For details please contact Nick White [nick.white@ch1chesterbid.co.uk](mailto:nick.white@ch1chesterbid.co.uk) or 01244 403680.



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

# Marketing and Events

## VALENTINE'S DAY AND MOTHER'S DAY OFFERS



We will be promoting all of your Valentine's Day and Mother's Day offers via our social media channels, special offers page on [experiencechester.co.uk](http://experiencechester.co.uk) and monthly B2C newsletter!

All you have to do to reach this local audience is send you offers to [judy.tagell@ch1chesterbid.co.uk](mailto:judy.tagell@ch1chesterbid.co.uk) along with an image and brief working of what you want to say.

## EASTER FILM SCREENINGS



We are screening Disney Classics of Alice in Wonderland and Pinocchio which will drive approximately 1000 people into the city centre! If you have any special offers or promotions, we can promote these directly to this audience digitally and in person so please let us know what you're planning in your store.

For more information email [emily.ghazarian@ch1chesterbid.co.uk](mailto:emily.ghazarian@ch1chesterbid.co.uk) or call 01244 403680.

## SIGN UP TO THE EGCELLENT EASTER CITY CENTRE TRAIL!

We're planning an egg-tra special Easter in Chester!  
**How can you get involved?**

- Sign up for the Easter Egg Hunt running throughout April. Your business will be listed on the entry form and you'll be provided with colourful eggs to hide in-store.
- Donate a prize for extra promotion alongside this activity.
- Tell us what you are doing! If you are hosting any in store activities be sure to let us know as soon as possible so we can promote them.

Our Halloween city centre Trail included 50 businesses and was incredibly popular so if you want to be involved, please contact us as soon as possible!

## RANDOM ACTS OF KINDNESS DAY 2019

Once again, our Welcome Ambassadors will be donning their 'Kindness Crew' caps and taking to the streets on **15<sup>th</sup> February** doing 'Random Acts of Kindness' for your customers. We will promote this on **17<sup>th</sup> February 2019** (Random Acts of Kindness Day 2019) on our social media channels so we can share what a kind and caring city Chester is with the public.

*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!*

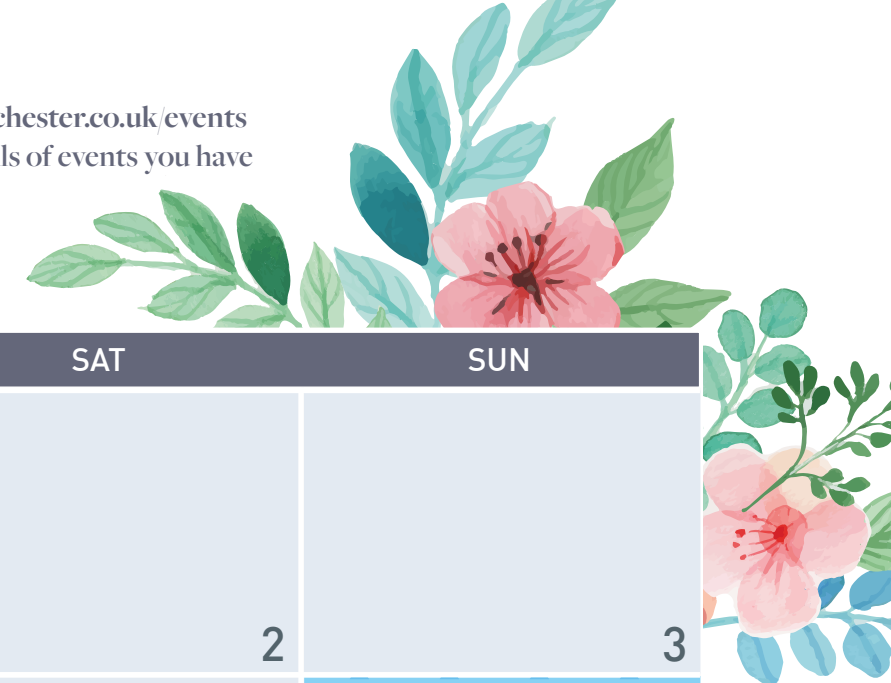


**Chester BID**  
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# MARCH 2019

**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
				1	2	3
4	5	6	7	8	9	<b>CHESTER 10K</b> City Centre (Road Closures)
11	12	13	14	<b>GRADUATION CEREMONIES</b> Chester Cathedral (Road Closures)	<b>FARMERS MARKET</b> Town Hall Square	St Patrick's Day
18	19	20	21	22	23	24
25	26	27	28	29	30	<b>FREE PARKING</b> Chester Racecourse, CH1 2LY Mother's Day
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