

NEWSLETTER

Happy New Year and welcome to the first Chelmsford For You newsletter of 2022.

After what has been an extremely difficult year for the majority of businesses, we're now looking forward to what will hopefully be a prosperous and less challenging year ahead for Chelmsford city centre.

NEW YEAR, NEW SUPPORT

To enhance the help we provide businesses, particularly in the current climate, the CFY team have been busy behind the scenes and are now delighted to be offering an even more robust level of support.

This year, alongside a range of new *family friendly events* and *environmental initiatives* to bring in more footfall, we also have the introduction of our *Coffee Clinics* and *Business Support Sessions*; to help navigate covid, available funding, and other high street trading concerns. We're also planning to bring back our *Dementia Friends* sessions, plus introducing regular *face to face* meetings aimed at business owners and managers.

We'll be keeping an eye on government guidelines and introducing the above as soon as we feel safe/ appropriate to do so, in the meantime please get in contact if you wish to chat to the team about any issues.

MARKETING FOR YOU

We're also increasing the marketing support we provide our BID members by offering additional coverage on our social media platforms and website, plus the introduction of regular newsletters and blogs aimed at consumers.

These will work alongside the Chelmsford For You podcast in promoting your business and what Chelmsford city centre has to offer. Whether you've got an exciting upcoming event, new offer, product launch, seasonal menu/ specials, job offers and anything in between we want to hear about them and help get these messages out to the public.

If you have something you would like us to help promote or would just like to hear more about what we can offer please don't hesitate contacting the team:
ryan@chelmsfordforyou.co.uk or call 01245 260009.

The BID team are:

Sara Tupper – BID Manager

Mandy Dillane – Office Administrator

Marc Miller – Events & Marketing Liaison

Ryan Mitchell – Social Media & Events Executive



WHAT'S COMING UP

MEETING DATES FOR YOUR DAIRY:

Wednesday 12th January - Destination

Focuses on events, marketing and animating the public realm.

Wednesday 19th January - Operations

Working with local partners to make sure Chelmsford remains clean, safe & accessible.

Wednesday 16th February - Stronger Business

Ensuring a voice for business, data monitoring and business communications.

**If you would like to attend any of the above meetings please contact the team:
info@chelmsfordforyou.co.uk**

(All events will go ahead in line with government guidelines at that time)

CITY CENTRE ISSUES & PRIORITIES

Prior to the festive break the Chelmsford For You team attended a city council workshop focused on reinventing the high street. It was a fantastic meeting attended by some of the leading cultural figures in the community. We will be keeping you up-to-date with all developments and future plans.

We're also continuing our focus on the issues around rough sleeping and anti-social behaviour and have plans in place to work even closer with the local authorities and charities to tackle the situation. Please don't hesitate contacting one of the team if you have any concerns or questions.

The development of Tindal Square at the top of the High Street is now underway and due to be completed in October 2022. Full details of work can be viewed on the Essex Highways website.

**We would love to hear your thoughts on anything you would like to see or feel would help the high street during the coming year. Please forward any suggestions to:
marc@chelmsfordforyou.co.uk**

   **CHELMSFORDFORYOU.CO.UK**

 **INFO@ONECHELMSFORD.CO.UK**  **01245 260009**