

NEWSLETTER

PREVIOUS MONTH ROUND UP

With Covid-19 restrictions being eased and confidence in the high street slowly returning we look forward to what hopefully promises to be an exciting year.

It's been a very busy start to 2022 for the BID team with plans for additional support and collaborations well under way. We're also working hard behind the scenes planning the most ambitious calendar of events and initiatives the high street has ever seen.

On top of new inhouse events we're also working closely with carefully selected partners to make sure Chelmsford city centre features a year long offering of engaging and entertaining experiences - all with a heavy focus on increasing footfall, dwell time and spend. This year's events include:

CFY Radio
TourLGBTQ+
MonthBook
WeekThe
Mannequin
TrailCity Easter
Egg HuntConcrete
Canvas -
Street Art
FestivalCFY Family
River Boat
RidesThe
Chelmsford
FestivalFamily
Environmental
Awareness
FestivalMonster
Invasion -
they're back!Christmas
Light
Switch-onThe Selfie
Space

With all the events we're looking to involve levy payers as much as possible, and will be sending out relevant information throughout the year. However, if there is a particular event you would like to receive more information about please don't hesitate to contact the BID team.

Business Support

We're delighted to announce the BID are now working even more closely with Chelmsford City Council's Economic Development department, with the aim of making sure our levy payers are continuously updated on the new and ongoing support and services currently available to them. This information will be regularly sent to businesses via newsletters, e-bulletin's and on the APP. This month's information included Omicron Hospitality and Leisure Grants, Free FSB Membership and more.

Marketing Support

We're here to help you spread your word and now have a dedicated marketing person to help share your stories and news with the general public. We're looking for all content (promotions, offers, new staff, charity donations etc) you would like pushed through the Chelmsford For You marketing channels - social media pages, B2C newsletters and blogs.

We also broadcast the fortnightly Chelmsford For You **Podcast**, which brings to life the stories behind the city, from businesses to residents to local talent, with the aim of highlighting what makes Chelmsford a bright, lively and friendly city. This month's podcast was hosted by Hot Box and featured a round up of exciting up-and-coming news and events.

If you would like your business to be featured in a podcast, social media pages, B2C newsletters & blogs please email ryan@chelmsfordforyou.co.uk or call **01245 260009**.

Sara Tupper – BID Manager

Mandy Dillane – Office Administrator

Marc Miller – Events & Marketing Liaison

Ryan Mitchell – Social Media & Events Executive

DATES FOR YOUR DAIRY:

Monday 14th - Sunday 20th February

Chelmsford Book Hunt - returns to the high street during February half term. The hunt features books for all ages and is spread over 50 locations. We currently have 4 locations available if you would like your business/ premises to be included.

Wednesday 23rd February

Stronger Business Group meeting - open to all business managers and owners who would like a voice in the strategic planning of Chelmsford and on specific issues. Please contact the team if you would like to attend these meetings.

Thursday 3rd - Sunday 17th March

Mannequin Trail - currently looking for businesses who would like to be included in the trail and would be happy to feature one of the mannequins on their premises.

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

CITY CENTRE ISSUES & PRIORITIES

The BID team are continuing efforts to address the rough sleeping situation in the City Centre.

We're delighted to announce we now have a seat on the Chelmsford Homeless Forum. This provides us an excellent opportunity to connect with local authorities and charities where we discuss and learn what's happening with rough sleeping and anti social behaviour in the local community, with a particular focus on the High Street.

If you are experiencing rough sleeping or anti social behaviour please make sure you file a report via the One Chelmsford APP or on the Chelmsford City Council website.

Townlink - Business Watch Radio System

Chelmsford Townlink is an integrated radio system operated by Chelmsford City Council and DCRS. It connects the city centre CCTV to high street security officers and offers a real-time tool to identify criminal activity, with regular meetings to keep members informed.

If you would like your business to be part of Townlink or require further information please message the BID team or contact Ash Robinson from DCRS: ash.robinson@dcrs.co.uk or **01246 268600**.

And finally, we will soon be sharing our plans and dates for a range of new initiatives and plans to further support our city centre businesses. These include monthly Coffee Clinics with the BID Manager and directors, plus Drop In Sessions in partnership with Chelmsford City Council's Economic Development department.

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