

Member Briefing

Number: 1752

Title: Cheshire Day

Summary: Members are asked to help promote Cheshire Day and encourage residents and businesses to take part.

Background

Virtual celebrations will take place to mark Cheshire Day on 30 March. The first of what is hoped will become an annual event, this year's Cheshire Day will focus on social media activity to share what we love about Cheshire.

Recognising and celebrating the history, make up and traditions of a local area is an important part of understanding and enhancing community pride and celebrating that our historic counties can deliver real benefits for economic development and communities. Many counties in England now have a County Day, such as Cornwall, Yorkshire and Lancashire, and have grown in prominence in recent years with encouragement and interest in ways to develop commemorative days.

The 30 March has been selected for Cheshire as it was on this date in 1300 that the earliest surviving full text of the Cheshire Magna Carta was issued by Edward I.

Marketing Cheshire, the destination management organisation for Cheshire and Warrington, along with Cheshire West and Chester, Cheshire East and Warrington Councils is supporting and helping promote Cheshire Day through social media, aiming to raise awareness, mark the date and prepare for future annual activity.

What is happening

Marking Cheshire Day this year will be based on PR and social media activity, is designed to share positive messages about all things Cheshire and encourages everyone to celebrate in whatever way possible, rather than encouraging visits or travel at this time. Suggestions include, but are by no means limited to:

- sharing what you love about Cheshire
- voicing what you are looking forward to doing this year
- highlighting any hidden gems on our doorstep
- spreading the word of Cheshire Day (with the official assets if you want)
- businesses letting the public know when they are hoping to reopen
- enjoying a meal made with local Cheshire produce and uploading photos of this on social media.

When it is happening

The hashtag **#CheshireDay** is being used now on social media to raise awareness, with content and future posts being prepared for the 30th. Services across the Council including



Libraries and West Cheshire Museums are encouraged to post and share content leading up to and on the day. Cheshire Flags will fly from four Council buildings.

Action for members

Members are asked to help, raise awareness and share the images and posts across social media channels. Summary information and example resources can be found at <\\dortmund\PUBLIC\DEVELOPMENT\Cheshire Day 2021>

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Date: 24 March 2021