



EXCHANGE SQUARE

VENUE PACK



CHESTER'S PREMIUM SPACE

Exchange Square is the focal point of Chester Northgate - the city's new destination for eating, meeting and socialising. Designed as part of Chester's wider regeneration, the square connects Chester Market, Picturehouse Cinema, and a carefully curated mix of restaurants and cafés including Zizzi, Turtle Bay, Bridge Street Coffee, and Maray.

With 250 sq m of flexible, high-quality event space, Exchange Square provides a stylish backdrop for activations, markets, performances and brand experiences. Its design complements the heritage of Chester's historic core while offering a clean, modern canvas for event delivery.

AVAILABLE TO HIRE

Picture
house

MARAY



Turtle Bay
Caribbean social

Zizzi

CHESTER
MARKET



AT A GLANCE



Approx. 250 sq m of prime, usable event space



Surrounded by high-profile F&B and leisure operators



Pop-up power (16A / 32A / 63A) across the site



Fully accessible, contemporary urban setting



Covered by a Premises Licence for a range of event types



Supported by integrated marketing and PR through Chester Northgate channels



2M+ annual footfall per annum



Central location in historic Chester



Tiered pricing structure for inclusive



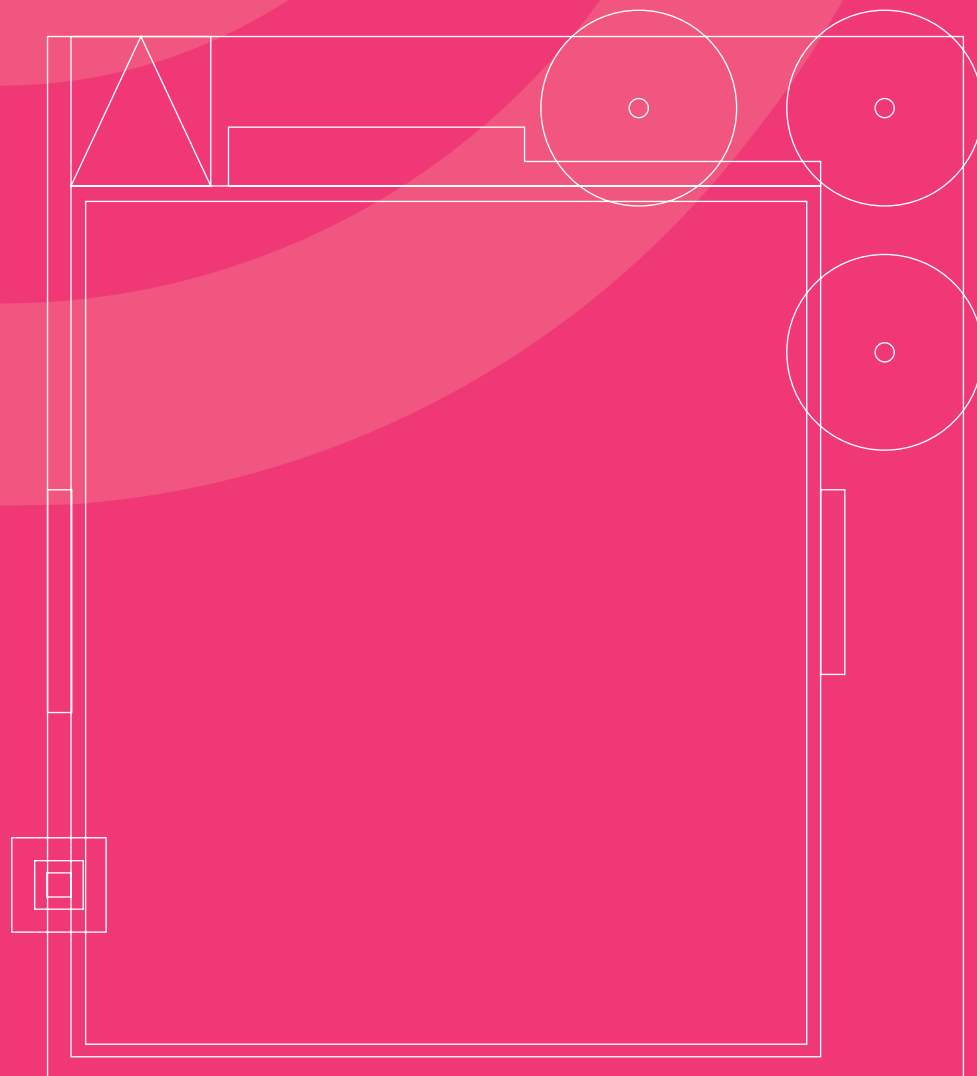
OPERATIONAL INFORMATION

Exchange Square sits between Chester Market and Picturehouse Cinema within Chester Northgate, accessed from Northgate Street and Princess Street.

POWER AVAILABILITY

- 6 × 16 A single phase
- 4 × 32 A single phase
- 2 × 63 A three phase

All accessed via pop-up units. Event organisers must provide their own cabling, ramping and distribution.



Operational information will be provided once you have applied for your event.

**CONTACT THE TEAM
FOR MORE INFORMATION**



HIRE RATES

Discounted rates are available for charities and community groups on a case-by-case basis.

Events must:

- Provide their own infrastructure, cabling, safety measures and staffing.
- Notify bordering occupiers/residents 14 days in advance.
- Supply overnight security for multi-day hires.
- Remove all waste post-event.

Exchange Square | Hire Rate Matrix

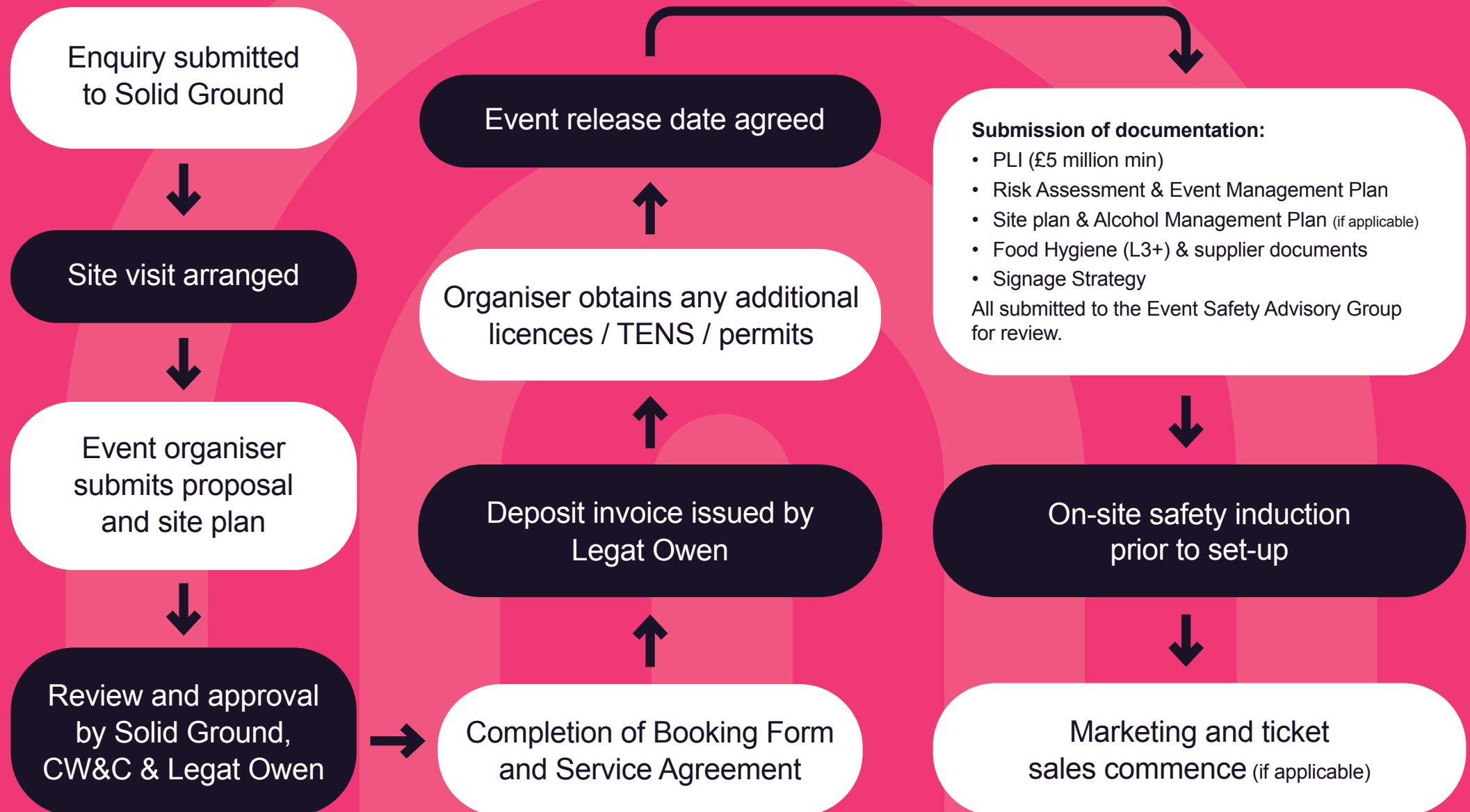
Category	Example Activities	Duration	Rate (ex. VAT)	Notes / Inclusions
Commercial Event Premium Brand	Product launches, brand activations, car displays, fashion showcases, experiential pop-ups	1 day	£1,200	Includes digital marketing support, access 8 am–9.30 pm, power charge, and standard post-event coverage. Additional charge for overnight security.
		Weekend (Sat–Sun)	£2,000	10% discount for two consecutive days.
Commercial Event Standard	Local business promotion, small corporate or retail activations	1 day	£750	Standard dry hire; additional £25/day for power; £250 refundable deposit.
		Multi-day (3–5 days)	£650 per day	For repeat-use events or exhibitions.
Community / Charity Event (Admin Fee Only)	Local school performances, community celebrations, cultural festivals, non-profit gatherings	1 day	£195 per day	Discounted on application. Includes marketing support via Chester Northgate channels.
		Multi-day (2–3 days)	£100 per day	Community rate subject to approval and alignment with site activity.
Film / Photography Hire	Filming, fashion shoots, TV production, media features	Full day	£500	Includes full site management, marketing liaison and access coordination.
Private / Corporate Hire	Networking events, receptions, business hospitality, ticketed evening use	1 day (until 9.30 pm)	£1,000	Subject to event licensing and catering approvals.

Add-Ons & Additional Charges

Power use	All events	Per day	£25	Flat rate per booking.
Overnight Security	Multi-day events	Per night	£250 – £300	Depending on supplier and duration.
Storage / Early set-up	Pre/post event	Per day	£100 – £150	For infrastructure left on site outside hire window.
Marketing Asset Creation	Optional	Per campaign	£150 – £350	Includes Solid Ground design, copywriting, and paid social coordination.



BOOKING PROCESS





MARKETING SUPPORT

All approved events receive integrated marketing support through Chester Northgate channels.



Pre-promotion via social media, newsletter and website “What’s On” section



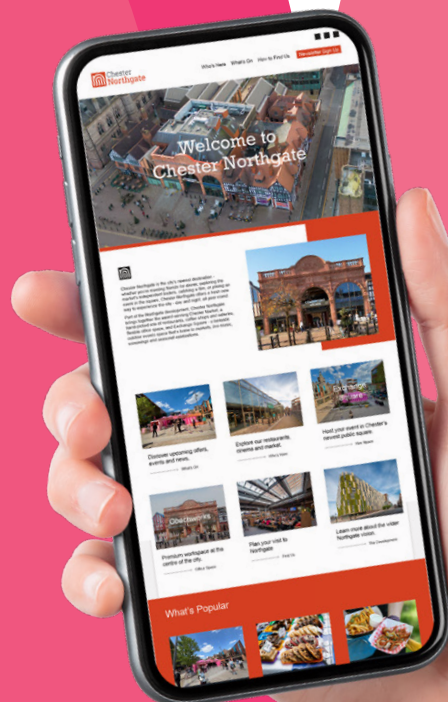
Press liaison and local page promotion (subject to relevance)



Content capture during the event (imagery / video) for live and post-event coverage



Coordination of creative assets between organisers, Solid Ground and CW&C for approval prior to posting



SITE LIMITATIONS

- Hard-standing surface - protective matting required for cooking / generator use.
- Event organisers must supply waste-disposal plan; linkage to Veolia system available on request.
- Contractors must wear hi-vis and fence off work areas.
- Cooking subject to approval due to proximity to market and restaurants.
- No single-use plastics permitted.
- Music permitted subject to review (max 60 dB(A) at residential boundary).
- Operating hours: 9 am – 9.30 pm (site clear of people by 9.30 pm).
- Set-up: 6 am – 10 am; de-rig: by 10 pm.
- Events must be inclusive and accessible for all audiences.



River Dee

LOCATION

- Located within Chester's new leisure quarter - part of the city's strategic regeneration framework.
- Adjacent to major cultural venues and visitor attractions.
- Serviced by a 750-space multi-storey car park, strong pedestrian links and cycling facilities.
- Central to Chester's heritage, retail and tourism core, attracting both residents and day-trippers.

EXCHANGE
SQUARE

STAY UP TO DATE WITH THE LATEST NEWS AND EVENTS FROM CHESTER NORTHGATE:

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CONTACT US:

info@thissolidground.com

Exchange Square is managed by Solid Ground, in partnership with Cheshire West and Chester Council and Legat Owen, as part of the wider Chester Northgate estate. All venue-hire enquiries are reviewed through a joint approval process to ensure activity complements the destination's premium positioning and supports surrounding occupiers and residents.

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