

2018 North West in Bloom Competition Entry

160

Floral displays in the public realm, including Chester Rows

60

Purple themed hanging baskets supplied to pubs and restaurants

Volunteers from McDonald's and Wilko helped with the installations on Foregate St.



Summer IN THE CITY

Bumblebees & Butterflies Summer Trail with more than **45 businesses** taking part

FREE Family Film Screenings attended by **1700 people**

Wildlife Workshops with **Chester Zoo** and **Wilder Things**

Watergate Street Festival involving **more than 40 businesses**



Sand Land at the Grosvenor Shopping Centre



Taste Cheshire Food Fiestas



Make & Take Workshops

CH1 **LOVE LOCAL**

NEW Monthly competition for independent businesses and their customers!

More than **60 businesses** participating

PR with **17 NEW** independent businesses generated **£6,675** advertising value equivalent

Chester Safe Space

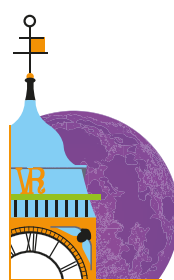
Chester Safe Space is a place where people can receive medical treatment, care and support to get them well enough to continue their night out or go home safely.

Located near the Eastgate Clock from 10pm – 4.30am **most Saturdays**

There are around **50 Safe Spaces** in the UK and counting

They can offset public sector costs by **up to £9.31** per £1 invested

In partnership with



CHESTER SAFE SPACE
Support for those in need on a night out.

CH1Chester Comedy Festival

8 Days

16 Venues

26 Comedians

"I always look forward to seeing what's changed in Chester – there always seems to be something going on! I was thrilled when I heard the city was launching its very own comedy festival and was really keen to get involved."

Comedian, Jeff Green, on performing at the CH1 Chester Comedy Festival



Signage in the City

We installed window graphics inside **four empty units** in Chester city centre to create virtual shops

Three of the virtual shops also featured directional signage, **signposting customers** to existing Chester businesses

We worked in partnership with local photographers to showcase some **independent businesses** on an empty BHS unit

Welcome Ambassadors



7,576

CUSTOMERS WELCOMED

1,324 Business Interactions
121 Intelligence Tallies

Public Relations



1,092,922

OPPORTUNITIES TO SEE

£35,235 Advertising Value Equivalent
£105,704 PR Value