

2023 at Chester BID



Enhancing

351
SHOP FRONTS CLEANED



000
PART-FUNDED
FLORAL DISPLAYS
FOR 23 BUSINESSES



10 EMPTY UNITS
COVERED WITH
INTERACTIVE VINYLs

139,032
FLOWERS PLANTED
IN OUR CITY DISPLAYS



12
MAINTENANCE
JOBS
COMPLETED BY OUR
BID MAINTENANCE
OPERATIVE TEAM



INCLUDING
PIGEON PROOFING,
PAINT TOUCH-UPS,
AND EXTERIOR
SKIRTING BOARD
REPAIRS

2681
VISITOR
INTERACTIONS

**SUMMER
SPRUCE UP**

150
BOLLARDS PAINTED

17
NEW BENCHES
INSTALLED

16
BIKE RACKS
RENOVATED

Supporting

3
TRAILS

ALMOST
10,000
VISITS TO
BUSINESSES ACROSS
THE CITY WERE
GENERATED FROM
OUR TRAILS

£6000
OF BUSINESS GROWTH GRANTS
AWARDED ACROSS 12 BUSINESSES



43
BUSINESSES
TOOK PART IN
THE EASTER TRAIL,
WITH BUSINESSES
VISITED OVER
1,992 TIMES

40
BUSINESSES
TOOK PART IN THE
HALLOWEEN TRAIL,
WITH BUSINESSES
VISITED OVER
2,300 TIMES

25
BUSINESSES
TOOK PART IN
THE DINO TRAIL,
WITH BUSINESSES
VISITED OVER
5,700 TIMES

150
STAFF ATTENDED
14 BID-FUNDED
TRAINING COURSES

REPRESENTED
BUSINESSES AT OVER
60 COUNCIL MEETINGS
INCLUDING THE BEING
IN CHESTER GROUP
AND CHESTER AGAINST
BUSINESS CRIME
WEEKLY MEETINGS

2051 BUSINESS INTERACTIONS

INCLUDING:
FIRST AID



**DEAF
AWARENESS
TRAINING**



**CUSTOMER
SERVICE
TRAINING**



FIRE SAFETY



9 ENHANCEMENT
WALKABOUTS
WITH POLICE
AND COUNCIL
STREETCARE TEAM



FACILITATED
2 SESSIONS
OF COMMUNITY WORK
TO AID BUSINESSES WITH
THEIR CSR OBLIGATIONS
INCLUDING A SPRING
PLANTING MORNING AND
PAINTING ANTI-GRAFFITI
VARNISH ON THE
SUPERTREES MURAL

26 BUSINESS
DROP-IN
SESSIONS HELD
FOR BUSINESS
SUPPORT

Promoting

OVER
4000
BOOKED TO
ATTEND OUR SANTAS
ENCHANTED GROTTO



**WATERGATE
STREET
FESTIVAL**

**DINO
DAYS**

**MINI
MURAL
MAP TRAIL**

32,364 PUBLIC VOTES FOR OUR
CUSTOMER SERVICE AWARDS

OVER
1.2 MILLION VIEWS
FOR OUR #MORETHEMERRIER
CHRISTMAS ADVERT

63
PIECES OF PR
COVERAGE FOR
CHESTER

OVER
60
BUSINESSES
FEATURED IN OUR
SPEND CHRISTMAS
IN CHESTER GIFT
GUIDE

THE GUIDE
CURRENTLY HAS
OVER 204K VIEWS

1,100
BOOKED TO
ATTEND OUR DEE
HOTEL HALLOWEEN
EXPERIENCE



GIFT CARD SALES

OVER 120 BUSINESSES
SIGNED UP TO ACCEPT THE GIFT CARD

£122K
WORTH OF
SALES TO DATE

4000
FREE CAR PARKING
SPACES IN THE
LEAD-UP TO
CHRISTMAS

Social

20%
INCREASE IN OUR AUDIENCES
WITH NOW OVER
29K FOLLOWERS

20%
INCREASE IN REACH
WITH NOW OVER
3.25 MILLION
PEOPLE ENGAGED

#INVESTCHESTER

#INVESTCHESTER IS A CAMPAIGN CREATED TO ENGAGE INVESTORS AND DEVELOPERS AND TO HIGHLIGHT CHESTER AS A DESTINATION TO INVEST, LIVE, WORK AND VISIT

- 1.6 MILLION** PEOPLE REACHED ACROSS DIGITAL CHANNELS
- 7 NEWSLETTERS** REACHING 1624 READERS INCLUDING PROPERTY DEVELOPERS, INVESTORS, AND PROFESSIONALS
- 234** EMAIL CONTACTS IN OUR DATABASE WITH 1404 EMAILS SENT
- 3 IN-PERSON EVENTS** WITH OVER 200 ATTENDEES
- 2580** INVEST CHESTER PAGE VIEWS ON OUR CHESTER BID WEBSITE
- PROMOTED CHESTER AT UKREiF**
- COMMISSIONED REPORT ON SUBWAY REGENERATION

