## 2023 at Chester BID



SHOP FRONTS CLEANED PART-FUNDED FLORAL DISPLAYS FOR 23 BUSINESSES

10 COVERED WITH INTERACTIVE VINYLS

139.032 IN OUR CITY DISPLAYS FLOWERS PLANTED



COMPLETED BY OUR **BID MAINTENANCE** OPERATIVE TEAM



2681 **INTERACTIONS** 



PIGEON PROOFING, AND EXTERIOR SKIRTING BOARD REPAIRS



**BIKE RACKS** 

RENOVATED

**Promoting** 

ومي الم **OVER** 

**BOOKED TO** ATTEND OUR SANTAS **ENCHANTED GROTTO** 

1,100

ATTEND OUR DEE HOTEL HALLOWEEN **EXPERIENCE** 

SUMMER EVENTS

WATERGATE

DINO DAYS



**OVER** 

60

BUSINESSES

PUBLIC VOTES FOR OUR CUSTOMER SERVICE AWARDS

**OVER** 1.2 MILLION VIEWS FOR OUR #MORETHEMERRIER CHRISTMAS ADVERT

**GIFT CARD SALES** 

STREET

**FESTIVAL** 

63 PIECES OF PR **COVERAGE FOR** 

£122K

WORTH OF

SALES TO DATE

FEATURED IN OUR SPEND CHRISTMAS IN CHESTER GIFT GUIDE

THE GUIDE

CURRENTLY HAS **OVER 204K VIEWS** 

4000

FREE CAR PARKING SPACES IN THE LEAD-UP TO CHRISTMAS



**TRAILS** VISITS TO **BUSINESSES** ACROSS GENERATED FROM

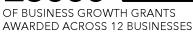
43 RHSINESSES OOK PART IN THE EASTER TRAIL WITH BUSINESSES VISITED OVER

40 WITH BUSINESSES VISITED OVER 2.300 TIMES

25 BUSINESSES COOK PART IN THE DING TRAIL WITH BUSINESSES VISITED OVER 5,700 TIMES

OUR TRAILS

£6000



**2051** BUSINESS INTERACTIONS

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



DEAF AWARENESS DEAF TRAINING



**FIRE SAFETY** 



**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

BUSINESS DROP-IN SESSIONS HELD FOR BUSINESS SUPPORT



**INCREASE IN OUR AUDIENCES** WITH NOW OVER 29K FOLLOWERS

**OVER 120 BUSINESSES** 

SIGNED UP TO ACCEPT THE GIFT CARD

**INCREASE IN REACH** WITH NOW OVER PEOPLE ENGAGED



EMAIL CONTACTS IN OUR DATABASE WITH 404 EMAILS SENT

2580 INVEST CHESTER PAGE VIEWS ON OUR CHESTER BID WEBSITE

**3 IN-PERSON EVENTS** 

PROMOTED CHESTER AT UKREIIF

COMMISSIONED REPORT ON SUBWAY REGENERATION



