



# ANNUAL REVIEW

2016/17

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**Chester BID**  
Shop | Dine | Play

# CARL CRITCHLOW

BID MANAGER



It is with great pleasure that I am able to present to you the 2016-2017 CH1ChesterBID Annual Review. This document details the BIDs achievements over the last year and is testament to the hard work and dedication of the BID team who are committed to supporting you, the great businesses of Chester.

Year Three has been the BIDs most successful to date; by focusing on the projects and initiatives that directly benefit our businesses, we have made a real difference to our city. Personal highlights include:

- **'LOVE LOCAL'** - a marketing campaign dedicated to promoting those small and independent businesses that make Chester special and unique;
- **'TALKING WALLS'** - our city-wide trail that uses technology to bring Chester's history and heritage to life in a way never seen before;
- **BRINGING THE CheSTAR TO CHESTER.** Our 7-meter-high Christmas lighting installation helped put Chester on the international map as it was photographed by visitors from around the world.

Businesses deserve to be credited for the overwhelmingly positive experience visitors have when arriving in Chester. A yearlong Chester Visitor survey revealed that nearly **9 out of 10 visitors rated Chester as a friendly and welcoming place and would recommend the city to a friend.** In addition, the public rated **customer service in our shops, pubs and bars and restaurants at over 8 out of 10.**

The demands of the modern consumer are changing, and as we move into year four of the BID there is still a lot of hard work to be done to ensure Chester remains competitive. I encourage you all to get involved with BID initiatives and campaigns and take advantage of the unique savings available to BID members. **The team at CH1ChesterBID are here to help and support you and your businesses** so if we can help in any way please get in touch.

We look forward to working with over the next 12 months.



# ED OLIVER

## BID CHAIRMAN

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The last 12 months have been an extremely busy time for CH1ChesterBID as we continue to build on the achievements of the first three years. Moving forward into 2018, CH1ChesterBID will continue to invest in projects and initiatives which deliver the maximum benefit for our businesses.

The BID team has continued to evolve with a number of key changes and additions. Judy, our new Marketing Manager, has brought a fresh approach to the promotion of the BID and its activities, whilst Tom, our Social Media and Marketing Assistant, has enabled us to embrace modern methods of communication and raise the profile of both businesses and the city.

The future of Chester looks positive; footfall has continued to grow, bucking the national trend, and, with increasing levels of customer satisfaction, **the city is**

**more appealing to visitors than ever.** The demands of these visitors however are ever changing and the Board have challenged the BID team to re-engage with members to ensure we provide the support they want and need.

On behalf of myself and the BID Board, I would like to thank you for your support over the last 12 months and look forward to continuing to work with you in 2018 and beyond.

## MEET THE TEAM

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### BID TEAM

Emily Ghazarian	Events Manager
Judy Tagell	Marketing & Communications Manager
Louise Sullivan	Office Manager
Nick White	City Centre Manager
Tom Dorsett	Social Media and Marketing Assistant

### BID DELIVERY BOARD

Anthony Willder	Chester Cathedral
Barry Brown	Cheshire Constabulary
Bob Lelliott	Chester Against Business Crime
Caroline Sanger-Davies	Chester Zoo
Denise Bossons	Boots
Ed Oliver	Chairman
Eryl Edwards ( <i>VChair</i> )	Primark
Jane Makin	CWaC
Jason Ellison	Chez Jules
Jonathan Slater	Oddfellows Hotels
Julie Webb	The Grosvenor Shopping Centre

### WELCOME AMBASSADORS

Luka Morrell
Monica Roman
Siobhan Humphries

Kay Cook ( <i>Co. Secretary</i> )	Oliver and Co
Laura Hockenhull	Marks & Spencer
Nick Harding	Cruise
Peter Rosenfeld	Busy Bus
Phil Harris	University of Chester
Phill Elliott	Debenhams
Rachel McQueen	Marketing Cheshire
Roger Gorham	Bride Hall
Rupert Collis	Grosvenor Estate
Tim Kenney	Chester Business Club
Tony Kaye	Kayes Jewellers

# YOUR BUSINESS IMPROVEMENT DISTRICT

- CH1ChesterBID is a **business-led initiative** that was **voted for by the businesses of Chester** in September 2014
- The first term of the BID runs for five years and means that, over the term, approximately **£2.5m will be generated and reinvested back into the city centre**, focusing on events, business savings, marketing, The Chester Welcome and working together as **one city with one voice**
- There are currently almost 500 businesses, with a rateable value of more than £18,000, situated within the BID designated city area
- Each of these members contribute a levy equal to 1% of their premises rateable value every year to fund a wide range of improvements identified by the businesses themselves and set out in the CH1ChesterBID business plan

**Every item of expenditure has contributed towards achieving our goals of better promoting the city, creating a warm city welcome and ultimately working together to make things happen.**



# OUR FOCUS

CH1ChesterBID will deliver **integrated marketing campaigns** and quality events which will **attract more visitors** to **increase spend, stay longer** and **repeat their experience** in our city.

Working together with key city partners, CH1ChesterBID will **invest in a wide and varied programme of maintenance and enhancements** that without BID funding could otherwise not take place.

On behalf of all the BID members, **CH1ChesterBID will provide one voice** to be able to engage with the rest of the city and **raise the issues that are important to you** with key city stakeholders.

# BUSINESS SAVINGS

Through our group of specialist preferred partners, we have committed to helping businesses drive down their costs.

## B&M

- BID businesses have signed contracts with our preferred waste collector, B&M Waste Services, to the value of £31,000, these contracts have delivered **savings of over £3,100**

## POWER SOLUTIONS

- Since its introduction businesses have saved over £50,000 using our preferred utility broker Power Solutions

## SHOP IN CHESTER

(Part of [www.visitchester.com](http://www.visitchester.com))

- BID members can register, at no extra cost, on the Shop in Chester subsite, which receives over 100,000 visits per month
- This service would usually cost each business £300 per year
- Over 400 BID businesses are already taking advantage of this

## ADVERTISING

- Subsidised advertising rates available within the subway and 40% savings on city centre commercial sites

## ARRIVA BUS SERVICE

- Up to 20% discount on travel to BID members and their staff on the Arriva Connect smartcard

## OUT THERE

- Free access to BID member employee scheme, offering your staff exclusive discounts with CH1ChesterBID businesses
- BID businesses receive a 25% discount on any advertising package with Out There

For full details of all the business savings available to CH1ChesterBID members, visit **[www.ch1chesterbid.co.uk/opportunities/business-savings](http://www.ch1chesterbid.co.uk/opportunities/business-savings)**

## SOCIAL MEDIA PROMOTION FOR YOUR BUSINESS



"We have joined up with CH1ChesterBID to provide discounts of up to 20% on travel for all CH1ChesterBID members and their staff. Arriva and CH1ChesterBID focus on providing outstanding service and value for money - it's a perfect match."

**MIKE KENT | B2B MANAGER | ARRIVA NORTH WEST AND WALES**



# THE CHESTER WELCOME

Nowhere welcomes people like Chester and we are proud to ensure that Chester City Centre provides a clean, safe and friendly environment for everyone that visits.

CH1ChesterBID works with key partners to ensure that every visitor to Chester receives a world class welcome that will encourage them to shop, dine and play in our great city and return time after time.

## KEY ACHIEVEMENTS IN 2016/17

### Floral Displays

To provide a tasteful, consistent floral display in the city centre, we installed a mixture of floral arrangements in Frodsham Street, Foregate Street and on the Chester Rows.

***"The floral displays on Foregate Street really helped to brighten up the area - our customers love them and visitors are always commenting on how beautiful they are. It's great to see the BID making a real difference to the quality of the city centre environment."***

DENISE BOSSONS | STORE MANAGER | BOOTS

### Spring Cleaning

CH1ChesterBID led a series of Spring Clean events, which involved city centre retailers and council officers. The events helped to restore the sparkle to Chester Rows and we plan to build on this initiative going forward.

I'm Nick, your City Centre Manager. It's my job to make sure that Chester is a clean, safe and welcoming environment for shoppers and visitors. If you want to know more about the continual improvements we're making to the city centre, or you need to speak to me about an improvement that you think we should make, let me know.

NICK WHITE | CITY CENTRE MANAGER  
NICK.WHITE@CH1CHESTERBID.CO.UK



### Don't Drop It, Bin It

CH1ChesterBID participated in the national Keep Britain Tidy 'Don't Drop It, Bin It' campaign, which saw a 30% reduction in the amount of chewing gum being dropped

### Pigeon Proofing

Nick worked closely with businesses and the Council's Environmental Health Team to reduce problems caused by feral pigeons through a targeted pigeon proofing programme.

***"There had been an ongoing problem of pigeons roosting in adjoining properties to my restaurant creating a mess. I gave Nick a call and he worked with the Council, RSPCA and property owners to resolve the situation on my behalf."***

TOM HUGHES | PROPRIETOR | CHEFS TABLE

### Begging and Anti-Social Behaviour

We worked in partnership with the police to address issues around aggressive begging and associated anti-social behavior, providing evidence which enables the police to disperse or, in serious cases, arrest individuals whose actions cause distress to others.

### Pee Back

We worked with the Council on its 2017 anti-urination campaign, which included the use of a 'splash back' coating applied to various locations across the city. This was rolled out with a publicity campaign that was supported by Chester Pubwatch.

### CheSTAR and Christmas Light Installations

CH1ChesterBID commissioned the Christmas CheSTAR, a three-dimensional 7m light installation located in the Cathedral Gardens on St Werburgh Street.

***"We were delighted to work with CH1ChesterBID and host the CheSTAR. Not only was it a great attraction for the city, it helped double the number of visitors to the Cathedral over the festive period."***

ANTONY WILLDER  
OPERATIONS MANAGER | CHESTER CATHEDRAL

Hello everyone! We're Monica and Luka (although we're sure you know that already!).

It's our job to make sure we provide a warm Chester Welcome! We keep you up-to-date with CH1ChesterBID activities, news and events and inform you of any work going on in the city that may affect your business. We also report anything that may detract from the beauty of Chester to keep our city looking tip top at all times.

MONICA AND LUKA | WELCOME AMBASSADORS



## WELCOME AMBASSADORS

Building on the success of our resident Welcome Ambassadors, Monica and Luka, we provided an additional Welcome Ambassador, Siobhan, to ensure that there was a visible presence, seven days a week, to all visitors over the summer period.

Our Welcome Ambassadors:

- Speak an impressive seven languages between them
- Have strong relationships with BID businesses and keep them up to date with news and events
- Report anti-social behaviour, illegal street activity and environmental issues so it is dealt with quickly and efficiently

Customer Interactions	30,337
Intelligence Tallies Logged (eg. Chuggers, commercial waste, illegal street trading)	829
Courtesy Business Visits	6,208
Environmental Issues Reported	106
Cleansing Issues Reported	367
Anti-Social Behaviour Issues Reported	439



# MARKETING, PR & EVENTS

Since its launch in March 2016, **experiencechester.co.uk** has become the 'go to' website for where to shop, dine and play in Chester.

The Website:

- Receives over **4,000 visits** per month
- Received **30,000 visits** in its first year
- **30%** of visitors are regular users
- Over **60% of visits** are from **new visitors** to experiencechester.co.uk which helps to grow the CH1ChesterBID customer database
- Has dedicated **shopping, dining and events sections** giving all BID members an **enhanced online listing** and the **ability to promote offers**

If you would like to advertise your offer, event or promotion on **experiencechester.co.uk**, please email [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)

I'm Judy, your Marketing & Communications Manager. It's my job to provide you with additional marketing and PR support and to keep you up-to-date with all the latest news from CH1ChesterBID. Whether you need support on social media, help promoting an in-store event or you want to get involved with a CH1ChesterBID campaign, please get in touch and I'll be happy to help.

JUDY TAGELL | MARKETING & COMMUNICATIONS MANAGER  
[JUDY.TAGELL@CH1CHESTERBID.CO.UK](mailto:JUDY.TAGELL@CH1CHESTERBID.CO.UK)



## ENGAGING WITH CHESTER CUSTOMERS

**317**

Media cuttings including Chester Chronicle, Dee 106.3, and The Chester Standard

**£315,729**

Advertising Value Equivalent (AVE)

**£947,180 +**

PR Value

**13,269,026**

Opportunities to See (OTS)

Working together with Visit Chester and CWaC Council to support destination campaigns to promote the wider Chester events and initiatives

TV Coverage; CH1ChesterBID have been featured on ITV Granada, BBC North West Tonight, BBC Radio Merseyside, Smooth FM and Dee 106.3



**20% INCREASE ON 2015/16**



**2,706**  
FOLLOWERS  
**2,734**  
LIKES



**417**  
FOLLOWERS  
(LAUNCHED JULY 2017)



**1,412**  
TOTAL  
REACH OF  
FOLLOWERS

We will retweet, like, share and promote your business, contact [info@ch1chesterbid.com](mailto:info@ch1chesterbid.com) if you would like us to promote something for you.



I'm Tom, your Social Media & Marketing Assistant (and lover of emojis!). A lot of you will know me already from the 'Love Local' campaign and will have seen me out and about taking pictures for our blogs. I'm always happy to promote your business on social media so give me a shout and we'll create some magic!

TOM DORSETT | SOCIAL MEDIA & MARKETING ASSISTANT | [TOM.DORSETT@CH1CHESTERBID.CO.UK](mailto:TOM.DORSETT@CH1CHESTERBID.CO.UK)



# MARKETING CAMPAIGNS & EVENTS 2016/17

## AUTUMN

### Wales Rally GB

- We supported Wales Rally GB to bring the UK stage of the World Rally Championship back to Chester for the first time since 1991
- **10,000 people** attended Rally GB Chester 2016
- **Audience spend 150K** (based on a crowd survey)
- Live footage on **BBC and ITV news**

### Customer Service Awards

- Over **1,500 people** voted in the Customer Service Awards
- The top 3 business in each category received a **FREE** mystery shop and feedback
- **75** businesses were mystery shopped
- The Customer Service Awards evening was attended by over **65** businesses

I'm Emily, your Events Manager, and it's my job to organise and deliver a range of events and festivals that support the increase in footfall and increase dwell time in Chester. If you would ever like to get involved with one of our events, drop me an email or give me a call.

EMILY GHAZARIAN  
EMILY.GHAZARIAN@CH1CHESTERBID.CO.UK







Any plans for the Santa's workshop and story time with Santa this year? Every time we walk past the shop my little boy says that he hopes Santa will be back!

EMMA CAMPBELL  
SANTA'S STORYTIME VISITOR



## WINTER

### CH1ChesterBID Christmas Chester Light Switch On & Parade

- We invested £7.5k in the Chester Christmas Parade and supported with the organisation, management and delivery of the light switch on and parade
- Our CH1ChesterBID Christmas characters, ChELFie and ELFie, are always a focal point of the parade and gave away magic glasses to the children as they passed by

### CheSTAR & Additional Christmas Lights

- We also ran a #CheSTAR Instagram campaign that featured visitors from far and wide enjoying a #CheSTAR Christmas

### Chelfie & Elfie

- ChELFie and ELFie were present on the streets of Chester throughout the Christmas period to engage with shoppers and entertain children whilst mum and dad buy their presents

### Santa's Workshop & Santa's Storytime

- Santa's Workshop & Storytime was a huge success and well received by all who attended
- Located on Northgate Street, a vacant premise was transformed into Santa's Workshop, complete with animatronic Christmas bear and elves

- Within the workshop, children could do craft activities and write letters to Santa. It was hugely popular – **2,000 children** attended the craft sessions
- The format of the Storytime, as oppose to the traditional Santa's Grotto, allowed us to book in more children to see Santa, gave them a quality experience lasting 30 minutes and was a key decision maker for families to choose to shop in Chester City Centre
- **Over 1,000 children** booked to take part in the **FREE** Santa's Storytime event, showing that it is a clear reason to come into Chester City Centre

### Christmas Voices Music Festival

- We engaged with **eight schools, five community choirs** and the **Chester Victorian Choir** to deliver Chester Voice's
- **245 people** took part
- The city was singing in six different locations: St Werburgh Street, Eastgate Clock, The Cross, Northgate Row, The Grosvenor Shopping Centre (Bridge Street Entrance) and at the Heritage Bus on Eastgate Street

### Santa Dash

- ChELFie and ELFie went along to the Santa Dash to support the Countess of Chester Hospital Foundation Trust



# SPRING

## Mother's Day

- We ran a 'Mum's the Word' competition, where entrants submitted the best bit of advice given by their mum

## Easter

- Easter Eggsplorer City Wide Trail, which had **298 entries** and generated **139 unique emails** to add to our consumer database
- Easter Basket Making in Tilly's Sweet Shop
- FREE film screening at The Grosvenor Museum attended by 1,176 people

## Talking Walls

- 26 interactive walls across Chester City Centre
- 21 BID Businesses took part in the initiative
- TV Coverage on Granada Reports and North West Tonight



# SUMMER

## Style in the City

- In June we ran a five day, five prize giveaway
- Audience reach on Facebook: **27,077 impressions**
- Audience Reach on Twitter: **38,347 impressions**
- We also organised a Fashion Show in collaboration with the University of Chester, which **raised £1,305 in ticket sales** to help cover the costs of the event

## Chester Chilli Fiesta

- Chester hosted a 'Chilli Fiesta' on Saturday 12th August, which **increased footfall on Northgate Street by 12%** on the same Saturday in 2016

## Play with Chester Zoo

- We joined up with Chester Zoo, Chester Cathedral, Storyhouse, Chester Racecourse and other key city centre partners to bring PLAY! into the streets of Chester City Centre
- CH1ChesterBID provided FREE face painting to **300 children**
- **600 families** attended the event

## Head Out Not Home

- After a **22% increase** in footfall in 2016, we ran Head Out Not Home in 2017
- The campaign was ran to encourage customers to shop, dine and play in Chester between 5-7pm

- The campaign was advertised in The Standard, on Chester buses and via social media

## FREE Film Screening

- We Screened 3 different summer films at The Grosvenor Museum
- The free cinema screening were attended by 619 people
- **64%** of people who attended told us that they **came into Chester to shop** after watching the film
- **58%** of people told us that they **went to a café or restaurant** after watching the film

## Love Local

- Love Local was a campaign to promote the fantastic range of independent shops that we have here in Chester
- As part of Love Local, we organised a competition to collect stamps at independent retailers to be entered into a prize draw to win vouchers for Chester independent retailers
- During the initial campaign, we created blogs, video content and social media campaigns for **12 independent businesses**
- The promotion of independent businesses via blogs and video content has proved so successful for individual businesses that we will now be running it all year round

The Love Local competition is a great way to get people to explore new shops - I'm delighted to have won.

KATHY SZEPUTI  
LOVE LOCAL COMPETITION WINNER

# ONE CITY ONE VOICE

Supporting businesses on the issues that matter to them, whilst ensuring they are kept up-to-date with the latest city developments, is a key role for CH1ChesterBID. We work with many organisations in Chester to ensure BID businesses views are raised at a strategic level.

Current groups we sit on include:

- Chester City Strategic Management Board
- Chester City Centre Improvement Group
- Chester City Night-time Economy Group
- Chester City Fire Board
- Chester Growth Partnership and Sub Groups



As CH1ChesterBID Manager, it's my job to make sure that myself and my team represent your views and work with you to achieve successful business in Chester City Centre. Everyone at CH1ChesterBID is committed to working with you to make sure that your voice is heard at a higher level and that you have the power to influence decisions that impact Chester City Centre.

If there is anything that you would like to discuss, my door is always open. This is your BID and we're here to help you, so please call on us for help and support at any time.

CARL CRITCHLOW | BID MANAGER  
CARL.CRITCHLOW@CH1CHESTERBID.CO.UK

This year we've worked directly with you to give additional training opportunities that you told us you wanted, such as Project Griffin and Dementia Awareness Workshops. If you would like to attend a future training course, or have a suggestion for training that could be useful to your business, please let us know.

NICK WHITE | CITY CENTRE MANAGER  
NICK.WHITE@CH1CHESTERBID.CO.UK



## WHAT

### Project Griffin: Counter-Terrorism Awareness Training

## HOW DID IT HELP MY BUSINESS?

CH1ChesterBID delivered Project Griffin in partnership with Chester Against Business Crime and Cheshire Police. The course raised awareness among the business community of measures that can be taken to counter the threat of terrorism. This increased staff awareness of how best to reduce and respond to the most likely types of terrorist activities, suspicious behaviour and security challenges.

### Dementia Workshops

We organised a FREE event, sponsored by CH1ChesterBID and Chester Pubwatch, which was aimed at managers and front-line staff working in the hospitality sector.

The course developed:

- Skills and confidence to identify consumer vulnerabilities
- Understand customers' circumstances improve their confidence in managing customer contact

### Parking Consultation

In response to Cheshire West and Chester's parking consultation, we held an event at The Blossoms Hotel to give you the opportunity to raise questions and issues about the council's proposals. We then raised your views to Cheshire West and Chester Council.

### Chester Against Business Crime (CABC)

We are proud to be part of an award-winning partnership between the local business community, the local authority and Cheshire Police. The partnership works to combat all aspects of crime and anti-social behaviour in Chester that would impact on the business community.

### FREE parking at Chester Racecourse

To assist with the parking challenges in Chester City Centre on Race Days, we have worked with Chester Racecourse to provide FREE parking on a Race Day Sundays. This equates to **15 days FREE parking** for Chester customers per year.

### City Map Installations

We designed, created and installed City Maps around the city to improve directional signage for shoppers and visitors. We also gave BID businesses the opportunity to advertise themselves on these maps.

### Voluntary Members

We are delighted that the success of CH1ChesterBID is spreading and are happy to say we now have 11 voluntary BID members.

### Small Business Saturday

In December, CH1ChesterBID and CWaC Council worked together to ensure Chester took part in 'Small Business Saturday', which encourages people up and down the country to go out and support small businesses in their communities on that day and all year round. As part of the event, small business owners were provided with free marketing packs and information about how to get involved in the campaign.

## Weasel and the Bug

This is my second year as a voluntary member at CH1ChesterBID – their help, marketing advice and guidance has been invaluable and I can see how their initiatives work to improve business in Chester. I highly recommend engaging with the BID and making the most of what it has to offer – it works for me!

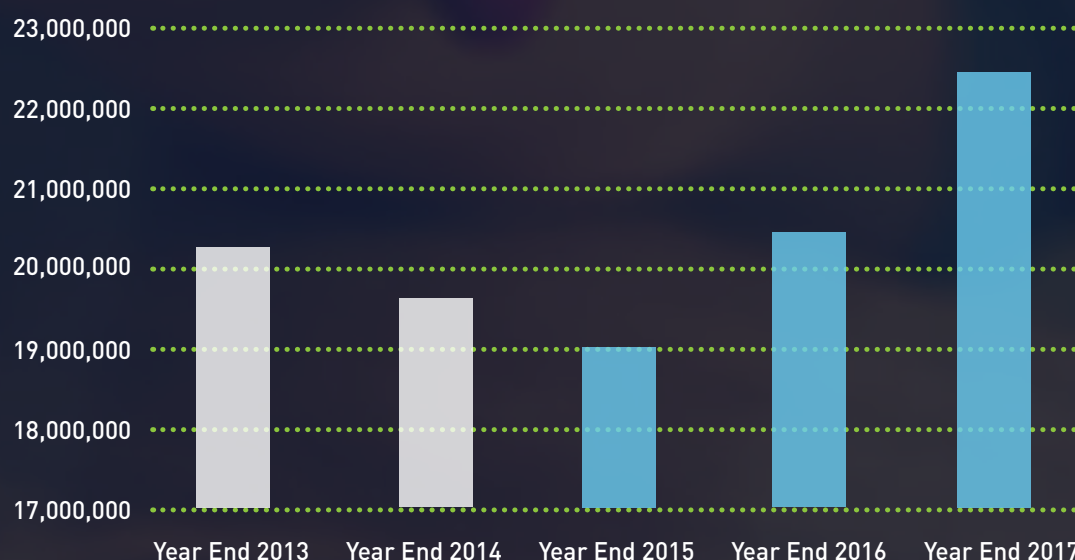
KATIE JONES  
OWNER | WEASEL AND THE BUG TOYSHOP



# TRACKING THE IMPACT

In 2016/17 the BID's events, campaigns and activities will continue to be evaluated through the methods adopted in the first three years. Footfall statistics and other reports can be found at [www.ch1chesterbid.co.uk](http://www.ch1chesterbid.co.uk)

## ANNUAL FOOTFALL CHESTER CITY CENTRE



## How we invested in Year 3 and looking ahead what we plan to spend in Year 4

### BID Income

2016/17

2017/18

Sept – Aug  
Actual

Sept – Aug  
Budget

Income from BID Levy	442,193	375,331
Grants Receivable	75,415	49,585
Income from commercial bookings	14,560	10,000
Income from voluntary members/sponsorships	3,901	1,500
C/F Balance	54,000	116,657
Total Turnover	590,069	553,073

### BID Expenditure

2016/17

2017/18

Sept – Aug  
Actual

Sept – Aug  
Budget

Business Savings	12,495	12,575
Marketing/PR	121,942	132,246
City Centre Events	107,810	83,067
Chester Welcome	129,063	164,624
One City One Voice	51,958	51,468
Operating Costs	50,144	57,317
Contingency		51,776
Total Expenditure	473,412	553,073



# KEEP CONNECTED

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Thank you to Chester's local businesses, for saying YES to your Business Improvement District.

**This is your BID.** Together we want to create and promote a thriving city centre and with your help we can really make things happen!

01

## CHECKLIST

Make sure that your contact details are current and up to date so that we can keep you informed of the latest news and updates in the city centre that affect your business.

02

Send us your news, events and offers to promote your business to our e-database of engaged consumers.

03

Get involved and sign up to our high-quality city centre events and marketing campaigns to help drive potential new customers through your door.

04

Encourage your customers to find out everything they need to know about Chester via the [experiencechester.co.uk](http://experiencechester.co.uk) website.

05

Find out more about how our business saving initiatives can help save your business money.



# CONTACT US

The CH1ChesterBID team are always on hand to speak to you about how you can get involved.

For an informal chat please contact us on **01244 403680** or via email **[info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)**

**#ExperienceChester**

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