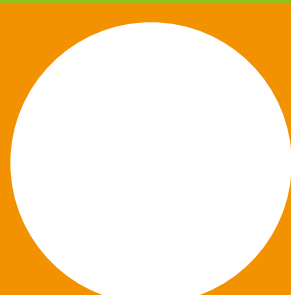
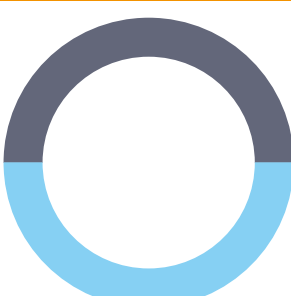
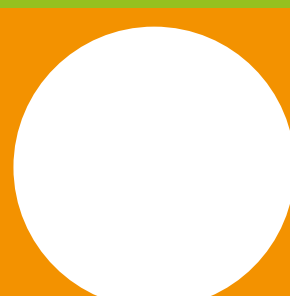
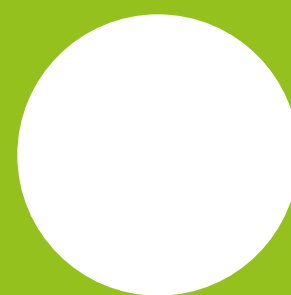
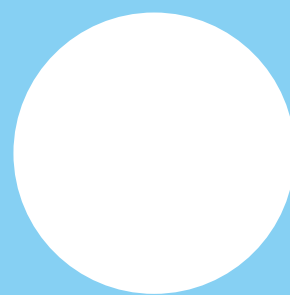
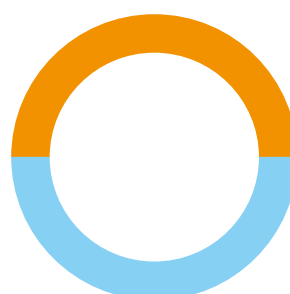


MAKING
THINGS
HAPPEN

Annual
Review
2018/19



Chester BID
Shop | Dine | Play



It gives me great pleasure to present to you the 2018-2019 CH1ChesterBID Annual Review.



This document highlights the BID's achievements over the last year and is testament to the hard work and dedication shown by the BID team, who are committed to supporting you, the great businesses of Chester.

I would like to begin with a thank you to all those businesses who demonstrated their support for CH1ChesterBID and voted YES in the recent BID renewal ballot with 84% of voters backing the continuation of CH1ChesterBID for another 5-year term. Your support will enable CH1ChesterBID to invest over £2 million in Chester City Centre, through a range of exciting new initiatives that will improve the Chester experience for both businesses and consumers.

2019 has been a busy time for the BID team; we have focused on supporting our members through a range of new campaigns and initiatives. In addition, the BID has continued to represent businesses to ensure your voices are heard by key decision makers. The next 12 months will be a challenging time for businesses in Chester: Brexit, the internet, the Northgate Development, anti-social behaviour – these are just some of the issues that will need to be tackled, however I can assure that CH1ChesterBID will do everything it can to support our businesses.

To ensure you get the most out of your BID, I encourage you to get involved with BID campaigns and initiatives, and don't forget to tell us your news so we can spread the word about all the great things happening in Chester!

I look forward to working with you all over the next 12 months.

Carl Critchlow, BID Manager

The last 12 months have been a busy time for CH1ChesterBID as we build on the success of our first term. The team successfully navigated the BID renewal ballot process with 84% of voters backing a second BID term. This show of support from businesses, at a challenging time for the high street, will allow CH1ChesterBID to continue to help businesses in new and innovative ways.



The challenges facing the high street are not unique to Chester. Pressure on the city's footfall is being driven by the internet and economic uncertainty around issues such as Brexit. In order to ensure the BID can tackle these challenges head on, I have undertaken a review of the BID's governance structure. A reinvigorated board, supported by focused working groups, will allow us to work closer with businesses to ensure BID initiatives deliver maximum benefit to our businesses.

On behalf of myself and the BID Board, I would like to thank you for your continued support, and I look forward to working with you in future.

Eryl Edwards, BID Chairman

BID Team

Carl Critchlow	BID Manager
Nick White	City Centre Manager
Emily Ghazarian	Events Manager
Judy Tagell	Marketing & Communications Manager
Louise Sullivan	Office Manager

Welcome Ambassadors

Luka Morrell	Monica Roman
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BID Board

Alex Brooker	Ellandi
Amanda Reeve	Boots Foregate Street
Andrew Lewis	Cheshire West & Chester Council
Carl Critchlow	CH1ChesterBID
Ed Oliver	Board Member
Eryl Edwards (Chairman)	Primark
Jason Ellison	Chez Jules
John Welsh	BarLounge
Jonathan Slater	A & R Committee
Katie Jones	Weasel & The Bug
Katrina Michel	Consultancy
Kay Cook (Co Secretary)	Oliver and Co
Nick Hodson	Nick Hodson Consulting
Nigel Driver	Grosvenor Estate
Rebecca Bradbury	Wilko

It's a YES for the 2019 renewal ballot!



In June, all CH1ChesterBID members had the opportunity to decide if they would like Chester's Business Improvement District to continue or to end by way of a BID Renewal Ballot.

The result was a resounding YES! 84% of businesses who took part in the ballot voted in favour.

This result means that CH1ChesterBID will continue to **Make Things Happen in Chester** for another five years.

The CH1ChesterBID Business Plan

As part of the BID Renewal process, we conducted a consultation exercise where we asked all BID members what they wanted their BID to focus on over the next five years. We asked for qualitative and quantitative data so we could get a full picture of what our BID members wanted to see happen in their city.

Using the information from the results of this consultation, we put together a **NEW CH1ChesterBID Business Plan for 2019-2024.**

84% of BID members that voted in the **2019 CH1ChesterBID Renewal Ballot** voted **YES!**

To find out more about the consultation results and the **CH1ChesterBID Business Plan for 2019-24**, go to: ch1chesterbid.co.uk/resources/bid-documents/

ANNUAL FOOTFALL

We measure the BID's campaigns, events and activities in various ways.

For detailed footfall statistics and other reports, please visit www.ch1chesterbid.co.uk

19m	20.4m	22.4m	21.8m	20.8m
Year End 2015	Year End 2016	Year End 2017	Year End 2018	Year End 2019

FINANCES

BID Income:

BID Income	2018/2019 Sept - Aug Actual	2019/2020 Sept - Aug Budget
Income from BID Levy	398,265	383,700
Grants Receivable	35,000	35,004
Income from Commercial Bookings	6,520	13,500
Income from voluntary members/sponsorship	8,220	1,500
C/F Balance	101,489	20,352
Total Turnover	549,494	454,056

BID Expenditure:

BID Expenditure	2018/2019 Sept - Aug Actual	2019/2020 Sept - Aug Budget
Promoting	233,649	188,732
Enhancing	161,093	154,622
Representing	51,140	37,483
Supporting	13,127	13,556
Operating Costs	70,133	57,235
Total Expenditure	529,142	451,628

Floral Displays and Chester in Bloom

In Summer 2018, CH1 ChesterBID entered Chester into the RHS North West in Bloom Competition for the first time. In November 2018, it was announced that **Chester won a 'Silver Gilt' award for the floral displays in the city!**

This Summer, we planted more flowers than ever before! **Over 180 planters and hanging baskets with over 5,000 plants!** The displays proved very popular with visitors who were often seen posing for photographs alongside them.

Brand-new for 2019 was a series of quality floral sculptures, which were displayed across Bridge Street, Eastgate Street, Foregate Street, Frodsham Street, Northgate Street, St Werburgh Street and Watgate Street. The sculptures include giant butterflies and bumblebees and were a key part of the city-wide summer trail.

Keeping our city clean

CH1 ChesterBID contracted additional cleaning in April and July 2019. The results were:

- We deep cleaned over **7,000m2** of walkways and shop entrances.
- Removed over **3,000 pieces** of chewing gum.
- Cleaned **200** shop frontages.
- Removed pigeon poop and installed pigeon deterrents to **70 locations**.

A special thanks to staff from **Chester Cathedral, McDonald's, Marks & Spencer, Tesco and Wilko** who lent a helping hand on our joint community action days with Cheshire West and Chester Council.

Welcome Ambassadors

Monica and Luka are 'the faces' of Chester and they dedicate their time to welcoming visitors, logging environmental issues and reporting anti-social behaviour to the relevant authorities.

Total customer interactions: 19,953

Total business visits: 6,708



Night-time Economy

CH1 ChesterBID are active members of Pubwatch and led a multi-agency group to retain Purple Flag status in Chester. Purple Flag is an award given to towns and cities in the UK that offer an 'entertaining, diverse, safe and enjoyable night out.'

We have continued to work with BID members in the night-time economy over the last 12 months by:

- Updating the **Street Safe Manual** (best practice guide for licensed venues).
- Playing an instrumental role in bringing the 'Safe Space' to Chester.
- Funding the **Street Pastors**.
- Bringing the **CH1 Chester Comedy Festival** to Chester, which has now become an annual event in Chester.
- Creating a **'Food and Drink Week'** Marketing Campaign to help January sales.



Keeping Chester Safe

We have been working closely with Chester Against Business Crime to combat all aspects of crime that impact the business community.

We have also been working closely with Cheshire West & Chester Council, Outside In, ForFutures and the Police to tackle the challenge of rough sleeping in Chester and the associated anti-social behaviour that goes with it. Our City Centre Manager, Nick White, has set up a process for reporting anti-social behaviour and has dedicated countless hours to supporting businesses on a 1-1 basis with any challenges they have faced.

Business Savings

Don't forget that, as a CH1 ChesterBID member, you are entitled to a number of business savings with external agencies in areas such as Health & Safety, HR, Waste Management, Travel Costs and Utilities.

Visit: www.ch1chesterbid.co.uk/bid-focus/supporting/ for more information.



PROMOTING

Seasonal Promotions

Halloween:

- **City-wide Trick or Treat Trail** – This was our biggest and best yet with over 50 businesses taking part.
- **We handed out over 10,000 sweets.**
- **FREE Film Screenings** – we put on three FREE Film Screenings with 386 people signing up to watch.



"We only called in for a sweet and I ended up leaving £40 lighter! We had a brilliant time on the trail and managed to spend a little money too."

Mum of two talking about Mountain Warehouse

Customer Service Awards

- **1,334 public votes cast in 2018.**
- **Over 150 people attended the event** at The Chester Grosvenor Hotel, which was our largest Awards Ceremony to date.



Christmas

- **Storytelling with Santa** – our annual partnership with Storyhouse was a huge hit in Chester last Christmas! Over 3,476 children went to hear Santa's story!
- **12 Days of Christmas Parade** – once again, CH1 ChesterBID funded the annual Christmas Parade in Chester which brought in 17,000 visitors and featured the CH1 Elves, ChELFie and ELFie and, for the first time ever, a snow machine! Extreme Cake Makers filmed on the evening and ChELFie and Chester appeared on Channel 4!
- **Magic Glasses** – 10,000 pairs of magic glasses handed out throughout Nov/Dec.
- **ChELFie & ELFie WalkABOUTs** – the CH1 Elves were in the city meeting and greeting thousands of visitors for over 270 hours.
- **BIG Christmas Giveaway** – over 2,000 people entered and over 30 businesses put forward prizes in the BIG Christmas Giveaway and gained promotion on Dee 106.3! During the campaign, we gave away 21 prizes in total, including a Family Christmas hamper worth over £2,000. We also gained over 4,000 visits to the BIG Christmas Giveaway page on www.experiencechester.co.uk whilst the competition ran
- **Christmas Lights** – CH1 ChesterBID provided funding for additional lights in the city centre, including the CheSTAR outside Chester Cathedral and the additional Christmas Tree on Foregate Street.
- **Christmas Films** – we put on 10 FREE Film Screenings in total which resulted in 1,500 signing up to go along!
- **Advertising** – for the first time, we worked with Marketing Cheshire to put a 'Christmas in Chester' TV advert on Sky which reached over 130,000 people during its 4-week period on air! We also did a four-page newspaper wrap in The Chester Standard, a radio campaign with Dee 106.3, printed adverts in The Metro and adverts in local Chester publications.

"It was brilliant! Santa was so patient and great with the children. He took time to talk to each of them and his story was magical."

Mum on Facebook



PROMOTING

Food & Drink Week

NEW for January 2019 was Chester's first ever Food & Drink Week! It took over our website and social media channels and had a **total reach of 37,754 people** and **1,712 engagements!** 79 adverts for Chester city centre businesses were created as part of the campaign which aimed to raise the profile of Chester's varied Food & Drink offer.

CH1 CHESTER
FOOD & DRINK WEEK

Sparkle in Chester

NEW for February 2019, to showcase the range of jewellers available in Chester city centre, we created the 'Sparkle in Chester' campaign for Valentine's Day. **27,173 people** saw the online campaign and 444 people engaged online. The 'Sparkle in Chester' web page received 644 views during the campaign, and we wrote six blogs for Chester city centre jewellers.



Hunger Games

In February and March, we worked with GFN Chester to bring The Hunger Games to Chester city centre! The Hunger Games website was visited by over **2,000 people** during the 2-week campaign and the 'hunger game' was played over **14,500 times!**

CHESTER
HUNGER GAMES

Easter

- City-wide 'Eggcellent' Easter Egg Hunt with over 60 businesses taking part.
- More than **£400 in prizes won!**
- 8 FREE Film Screenings** with 836 people signing up to watch.

Summer

- CH1 Chester Comedy Festival 2019** – after the HUGE success of the first CH1 Chester Comedy Festival in 2018, we have now made this an annual event! **The festival ran over 8 days and hosted 26 comedians in 16 Chester city centre venues!** Tickets went fast with more than **5 SELL OUT shows** including the 'Godfather of British Alternative Comedy' Alexi Sayle, who performed closing night at Chester Town Hall!
- Watergate Street Festival** – the street festival took place on Saturday 17th August and was another huge success! Over **5,000 people** came to Watergate street that day, more than **40 businesses** took part as well as Chester Zoo who delivered wildlife workshops on the day.
- Blooming Brilliant Summer Trail – 57 businesses took part in the 6-week trail.** The theme supported our North West In Bloom application, taught nature lovers all about bees and butterflies and provided a unique way to meet our businesses, explore the city and see the beautiful flower planters.
- FREE Film Screenings – 8 film screenings were hosted with more than 780 people booked on.** 90% of attendees who booked on to free film screenings also spend time in the city centre shopping, eating/drinking or visiting an attraction.

Customer Service Awards Public Vote 2019

Our 'public vote' online campaign has received the highest number of votes in the five years that it has been running! 1,750 people have voted in the campaign and more than 30 businesses opted to have a 'vote for me' picture taken by us to support their own promotions!



Social Media

Twitter: 6,192 @CH1Chester
(9.9% increase on 2017-18)

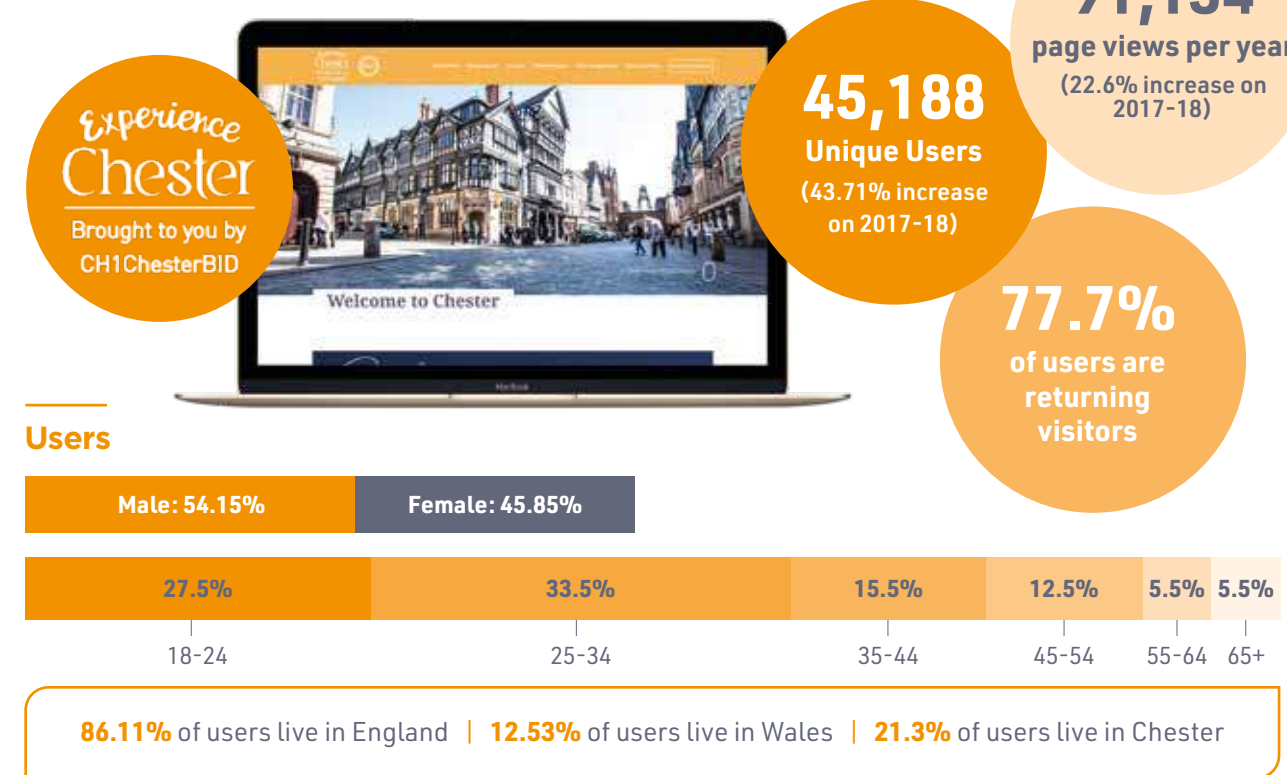
Facebook: 3,893 @CH1ChesterBID
(14.7% increase on 2017-18)

Instagram: 1,374 @CH1ChesterBID
(30.4% increase on 2017-18)

LinkedIn: 2,285 BID Team and BID page
(10.9% increase on 2017-18)

Contact info@ch1chesterbid.co.uk if you would like us to share something on our social media channels for you.

ExperienceChester.co.uk



If you would like to advertise an **offer, event or promotion** on experiencechester.co.uk, please email info@ch1chesterbid.co.uk

REPRESENTING

We have ensured that businesses are kept up-to-date with the latest city developments and have the opportunity to meet with decision makers, we have organised meetings on:

- Northgate Development** – multiple presentations and Q&A sessions in 2018/19.
- Meet the Leaders** – meetings with the Council Leader, Chief Executive and MP for Chester, the Police & Crime Commissioner for Cheshire and the Chief Constable of Cheshire Police.
- C.A.T. Walk** – walks around the city with the Community Action Team to highlight issues that our businesses face.
- Business Engagement Day** – facilitated an event in November, which provided businesses with opportunities to meet with senior council officers.
- Empty Units** – we have begun to tackle the issue of empty units around the city, covering them with mock shop fronts and using them for directional signage to highlight the locations of our businesses.

Public Relations

Media Cuttings 333

including **The Chester Chronicle**, **Visit Cheshire** and **The Chester Standard**

£143,758

Advertising Value Equivalent (AVE)

£431,274 PR Value

4,103,374 Opportunities to See (OTS)

Radio Coverage on BBC Radio Merseyside and Chester's Dee 106.3



CH1ChesterBID covers a defined area of the city centre representing almost 500 businesses to create an enticing overall visitor experience and ensure continued investment in the city centre.

Our aim is to make Chester a retail, business and leisure destination of choice where people are proud to live, work and visit.

- CH1ChesterBID is a business-led initiative that was voted for by the businesses of Chester in September 2014 and July 2019.
- The second term of the BID will run for five years and will invest over £2 million into Chester city centre. We will focus on four key areas: **Enhancing, Promoting, Supporting** and **Representing** in order to '*make things happen*' in Chester.
- There are currently almost **500 businesses**, with a rateable value of more than £18,000, situated within the BID designated city area.
- Each of the members contribute a levy equal to 1% of their premises rateable value to fund a wide range of initiatives as identified by businesses and set out in the CH1ChesterBID Business Plan 2019-24.
- All BID expenditure contributes towards achieving our goals of better promoting the city, creating a warm city welcome and ultimately working together to make things happen.



Get in touch, 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



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