

CH1ChesterBID: The Story So Far



Over £2.5 million invested into Chester city centre

£342,000 generated through grants and commercial activity

Chester Welcome

100,000
total customer interactions

15,000
total business visits

3,000
environmental issues logged

Our Welcome Ambassadors greet visitors...



52,000 sq ft
shop frontages
cleaned



1,700 hours
of cleansing



300 pigeon
deterrents installed
for Chester
businesses

...and our City Centre Manager supports Chester businesses



Chester was awarded
Purple Flag Status
in 2018

Hosted The Purple
Flag Awards 2018
at the Cathedral for
80 attendees from
12 UK towns and cities

3 x radio interviews
(with BBC Radio
Merseyside & Dee 106.3)

60
purple themed
hanging baskets
supplied to pubs
& restaurants

120
floral displays
in the public
realm, including
Chester Rows

Won a
Silver Gilt Award
in the BIDs Category
of North West
in Bloom
2018

Supporting businesses

Over 300 businesses have taken advantage of our Business Savings initiatives, **saving more than £200,000**



Experience Chester website and social media

Over
246,000
website views

23% of users are
from Chester

42.8% of users
found the website
via an organic search



Public Relations

Generated PR
valued at over

£5.5 million

with an advertising
cost equivalent of

£1.9 million

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Marketing campaigns

Food & Drink Week

37,754 people saw the Food & Drink Week campaign online

1,712 people engaged with the campaign online

1,875 people viewed the Food & Drink Week webpage which hosted individual BID Business offers during the two-week campaign

79 offers were received from BID Businesses

Hunger Games

30 businesses took part

Custom-made, interactive website visited over 2,000 times during the two-week campaign

Hunger Game was played over 14,500 times!

FOOD &
DRINK
WEEK

LOVE
LOCAL

Love Local

Over 50 businesses participate

Monthly prize draw for shoppers

Blogs, video content and PR provided to participating businesses

Sparkle
IN CHESTER

CHESTER
HUNGER
GAMES

Sparkle in Chester

27,173 people saw the Sparkle in Chester campaign online

444 people engaged with the campaign online

The 'Sparkle in Chester' webpage, which hosted individual BID Business offers, received 644 views during the campaign

21 Jewellers adverts / offers received from BID Businesses

City Centre events

FREE family
film screenings

Over 15,000

tickets booked for
FREE family film
screenings in the city

More than 90%
of attendees stay
in the city to visit
businesses
and attractions

Comedy Festival

Takes place
over 8 days

Hosted in
16 city
centre venues

26 comedians
from television
and radio in the city!

Trails

Regular seasonal city-wide
trails including Easter,
Halloween Trick or Treat
and Summer themes!

60+ businesses
regularly take part

Each trail reaches over
100,000 readers via ads
in Primary Times and
The Chester Standard



Chester BID
Annual Customer
Service Awards 2018

Annual awards event

15 business
categories

Customers
vote online

FREE
mystery shopper visit for
the shortlisted businesses
in each category

Christmas

Over 82,000

visitors have come to
watch the Chester
Christmas Lights
Switch On Parade

20,347

children have visited
Santa's Workshop and
seen Santa in Chester

Over 20,000

lights installed in
the city,
including the
CheSTAR

£647,423

PR coverage
has been
generated for
Christmas in
Chester!

TV commercial on
Sky in 2018 gained
130,000 viewers

Annual radio
campaigns
generate
1.8 million
opportunities
to hear

Print advertising
reaches over
250,000 people
every year!