

MAY 2019



Chester BID
Shop | Dine | Play

Business Plan out now

As I'm sure many of you are aware, the rules that govern BIDs in the UK state that, every five years, BIDs must produce a new Business Plan. This plan must then be presented to BID Members before asking if they would like the BID to continue for another term. The process of producing a new business plan every five years ensures that BIDs remain relevant to their members. Five years is long enough to deliver a program of initiatives, but not so long that a BID loses sight of its members' needs.

Last month saw the launch of the **CH1ChesterBID Business Plan 2019 - 2024**. Many months in the making, the document highlights the BIDs achievements over the last 5 years and sets out our plans for the future.

While we will continue to deliver many of the initiatives that both businesses and the public have come to expect from the BID, we have also set our sights higher. Amongst a number of new proposals, we have plans to improve the city's digital infrastructure by installing **free public Wi-Fi** to provide a data network that will future-proof the city. A project on this scale demonstrates just how far the BID has come in the last 5 years and shows our ambition for the future.

The process of deciding if the BID should continue takes place next month through a BID renewal ballot. **Voting papers will begin landing after 7th June before the ballot closes on 4th July.**

To find out more about the BID ballot and to view the CH1ChesterBID Business Plan 2019 - 2024, visit our website ch1chesterbid.co.uk.



Carl Critchlow,
CH1ChesterBID Manager

City Centre Management

WE'VE SPRUCED UP OUR CITY!

The Chester Spring Clean was a huge success in Chester!

- We deep cleaned over 5000m² of walkways and shop entrances
- Removed over 2000 pieces of chewing gum
- Cleaned 150 shop frontages
- Removed pigeon poop and installed pigeon deterrents to 50 locations
- A special thanks to staff from Chester Cathedral, McDonalds, Marks & Spencer, Tesco and Wilko who lent a helping hand on our joint community action days with Cheshire West and Chester Council.

In addition to our spring clean initiative that took place in April, we plan to do another mini clean in July! To get involved with this, please contact the CH1ChesterBID City Centre Manager, Nick White, on nick.white@ch1chesterbid.co.uk or call **01244 403680**.

If CH1ChesterBID is re-elected for a second term, we will undertake an additional deep clean in Autumn every year so there will be even more opportunities for businesses to take advantage of our additional cleaning programmes.



Open up this newsletter to reveal your Chester city centre calendar for June!

Marketing and Events

BID TO BID Benefits

Do you want to offer special promotions to other BID businesses and their employees? Well now you can! Our new '**BID TO BID Benefits**' website section on www.ch1chesterbid.co.uk allows you to promote your offer directly to other BID members.

If you would like to advertise a special offer for other BID members on our website, simply email our CH1ChesterBID Marketing Manager, Judy Tagell, on judy.tagell@ch1chesterbid.co.uk and send the offer details and an image.

SUMMER TRAIL

We are already signing businesses up to take part in our Summer City-Wide Trail!

The Trail is **FREE** to BID members and being part of the trail means that:

- Your business will be advertised on the trail sheet.
- Customers will be coming into your business to discover the trail item they are hunting for.

To take part, all you need to do is email Events Manager, Emily Ghazarian, on emily.ghazarian@ch1chesterbid.co.uk

STUNII

STUNii
The perks of being a student

Many of our BID members are taking advantage of advertising on the **Stunii App** at the moment, so we've linked up with App creator, Jordan Tew, so he can connect with our BID Businesses.

What can the Stunii App Offer my Business:

- Stunii has recently partnered with Chester Student's Union, therefore they can offer businesses a valuable and unique opportunity to advertise internally within the University.
- They host student events at different popular venues, at Fresher's Fairs and open days which attract approximately 8,000 students each time. At these events, along with the app, they promote their advertisers.
- The app also has many unique features which include push notifications and geo-location sensitive SMART notifications, these will ensure your offers are seen instantly.

Stunii offers a **FREE** and effective marketing service, to be featured on their app is a simple process.

For more information and to be listed on their platform visit their website: www.stunii.com or contact Jordan directly on jordan@stunii.com or **07793066332**.

Make sure you sign up to the CH1ChesterBID e-newsletter for regular updates by emailing info@ch1chesterbid.co.uk and asking to be added to the mailing list!



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JUNE 2019

**A CITY FULL
OF EVENTS**

To find out more about our events visit experiencechester.co.uk/events
Don't forget to send any offers, promotions or details of events you have to info@ch1chesterbid.co.uk

MON	TUE	WED	THUR	FRI	SAT	SUN
						DEVA TRIATHLON River Dee & Grosvenor Park 1
3	4	5	6	VOTE YES! CH1CHESTERBID BALLOT OPENS Voting papers begin arriving in the post 7	ANNUAL ROWING REGATTA River Dee 8	CHESTER DRAGON BOAT RACE River Dee 9
VOTING IS OPEN! 10	11	12	13	14	TASTE CHESHIRE FARMERS MARKET Town Hall Square CHESTER RACES Summer Saturday 15	FREE CAR PARKING Chester Racecourse & Linenhall Car Park FATHERS DAY 16
VOTING IS OPEN! 17	18	19	20	WHITE OAK UK POLO Chester Racecourse CHESTER HERITAGE FESTIVAL START 21	MID SUMMER WATCH PARADE 2pm WHITE OAK UK POLO Chester Racecourse 22	MID SUMMER WATCH PARADE 2pm 23
VOTING IS OPEN! 24	25	26	27	CHESTER RACES LADIES DAYS Chester Racecourse 28	CHESTER RACES SUMMER FETIVAL Chester Racecourse CHESTER HERITAGE FESTIVAL END 29	CH1 CHESTER COMEDY FESTIVAL STARTS!! Gary Delaney at Town Hall and Ralph Breaks the Internet at Grosvenor Museum FREE CAR PARKING Chester Racecourse & Linenhall Car Park CHESTER RAFT RACE River Dee 30

CH1ChesterBID ballot opens 7th June! Complete and seal your ballot paper. Contact the BID team to collect it.