

# 2023/2024 at Chester BID



Chester's Business Improvement District

Businesses voted in favour of extending Chester BID for a further 5 years. **96% of businesses voted YES!**



## Enhancing



**444**

SHOP FRONTS CLEANED FOR BUSINESSES LIKE **PENHALIGONS, SHRUB, AND THE ENTERTAINER**



**OVER 20 MAINTENANCE JOBS** COMPLETED FOR BUSINESSES SUCH AS **THE BODY SHOP, COTSWOLDS OUTDOORS AND HOWDEN INSURANCE**

**2536** VISITOR INTERACTIONS

**CITY IMPROVEMENT WORK UNDERTAKEN INCLUDING**

**PAINTING PHONE BOXES AND POST-BOXES**



**DE-WEEDING**

**225,721**

**CITY FLOWERS ON DISPLAY**



**PART-FUNDED FLORAL DISPLAYS** FOR **20 BUSINESSES** SUCH AS **POPCORN, CINDERBOX AND THE COMMERCIAL**

**JET-WASHED ALFRESCO SPACES, PAVEMENTS, AND AWNINGS** FOR OVER **60 BUSINESSES** SUCH AS **ARTEZZAN, LEONARDO HOTEL AND JAX ON THE SQUARE**

**INTERACTIVE WINDOW VINYLING OF EMPTY UNITS**



## Supporting

**9 BUSINESS GROWTH GRANTS WORTH £4,500**

WERE AWARDED TO BUSINESSES LIKE **THE ARTHOUSE, THE COACH HOUSE AND THE EATERY**

**2384**

**BUSINESS VISITS AND INTERACTIONS**



PROVIDING **DIRECT SUPPORT FOR YOU AND YOUR BUSINESS**

**3**

**TRAILS**

**EASTER TRAIL**



**HALLOWEEN TRAIL**



**DINO TRAIL**



**160**

**STAFF BOOKED ACROSS 10 TRAINING COURSES**

INCLUDING: **FIRST AID**



**DEAF AWARENESS TRAINING**



**CUSTOMER SERVICE TRAINING**



**FIRE SAFETY**



**SUPPORTED CITY EVENTS**

- CHESTER PRIDE
- CHESTER ARTBEAT
- STORYHOUSE DISABILITY PRIDE

**25** BUSINESS DROP-INS HELD FOR

**DIRECT BUSINESS SUPPORT, INCLUDING JOINT DROP-INS WITH STORYHOUSE AND CHESHIRE POLICE**



GENERATING OVER

**5000**

**ADDITIONAL VISITS TO BUSINESSES**



## Promoting

2023 GROTTO BOOKINGS  
**4000+**



**35,191\***  
PUBLIC VOTES FOR OUR CUSTOMER SERVICE AWARDS 2024  
\*NEW RECORD ACHIEVED!



## SPEND IN CHESTER GUIDES

### CHRISTMAS



204K IMPRESSIONS

63 BUSINESSES

44 PRODUCTS

INCLUDING BUSINESSES SUCH AS PARS KAHVE, POUR MOI AND LOAKE

### SUMMER



245K IMPRESSIONS

62 BUSINESSES

47 PRODUCTS

INCLUDING BUSINESSES SUCH AS ARTEZZAN, NEIGHBOURHOOD BAKEHOUSE AND DEVA TRAVEL



**CHESTER GIFT CARD**  
SEPTEMBER 23-24

**£20,147**  
WORTH OF GIFT CARDS BOUGHT

**£18,837**  
REDEEMED IN PARTICIPATING BUSINESSES



## Social



**UP 30%**  
WITH NOW OVER  
**37K FOLLOWERS**  
ACROSS ALL DIGITAL CHANNELS



**2.9 MILLION**  
PEOPLE REACHED WITH  
**3.4 MILLION**  
ENGAGEMENTS

## #INVESTCHESTER

#INVESTCHESTER IS A CAMPAIGN CREATED TO ENGAGE INVESTORS AND DEVELOPERS AND TO HIGHLIGHT CHESTER AS A DESTINATION TO INVEST, LIVE, WORK AND VISIT

**1.8 MILLION**  
PEOPLE REACHED  
ACROSS DIGITAL CHANNELS



**3159**  
EMAILS SENT  
TO INDUSTRY PROFESSIONALS  
AND PROPERTY DEVELOPERS

