

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

INTERACTIVE WINDOW VINYLING OF EMPTY UNITS

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



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 

