

#INVESTCHESTER

Objectives

- > Promote Chester as a city open to development and investment
- > Capitalise on the momentum created by the opening of Northgate Phase 1
- > Engage the regional property industry ensuring they are briefed and onside
- > Create a suite of assets that can be shared across a range of channels
- > Develop a sector focused database and communication strategy

Strategy

- > Deliver a campaign of targeted content across PR, social media and web to audiences in the property/finance/investor sectors
- > Host/support a series of property themed events that showcase Chester
- > Build an engaged database of potential investors and developers through promotional activity and collaboration with local property networks

Events

Campaign Launch - November 22 -- Knights Offices HQ

- > Attended by 30 stakeholders from the property and investment sectors
- > Presentations from Caroline Baker, Managing Partner for commercial property estate agents, Cushman and Wakefield and John Egan, Project Director at Vertex Hydrogen
- > [Chester BID Launches #InvestChester - Chester BID](#)



Speaker & Networking - Jan 23 - Whitewall Galleries

- > Attended by over 20 stakeholders from the property and investment sectors
- > Presentations from Property PR expert Kate Heatley, Director, Inform Communications
- > [PR Guru Kate Healey Leads City #InvestChester Networking Event - Chester BID](#)



Events

Tim Heatley - Feb 23 - Storyhouse

- > Over 150 registered attendees
- > Presentations from Property Developer & TV personality Tim Heatley, CEO of Capital & Centric.
- > Pre-event walkabout with a delegation from both public & private sector and private meeting with CEO CW&C.
- > [Property Guru Casts His Eye On Chester's Future - Chester BID](#)



Sponsorship

UKREiiF - The UK's Real Estate Investment and Infrastructure Forum attracted over 10,000 delegates from both the public & private sector. #INVESTCHESTER sponsored the Cheshire & Warrington LEP exhibition stand showcasing #INVESTCHESTER content promoting Chester.

The screenshot shows the UKREiiF website interface. At the top, it features the UKREiiF logo and the text 'THE UK'S REAL ESTATE INVESTMENT & INFRASTRUCTURE FORUM'. To the right, it says 'POWERED BY BE Built Environ Network'. Below the navigation bar, there is a section for 'The UK's Real Estate Investment and Infrastructure Forum' held from May 21st to 23rd 2024. A panel discussion is shown with several speakers. Below the panel, there are 'REGISTER' and 'SPONSORSHIP' buttons. At the bottom, a table lists various categories and their respective counts.

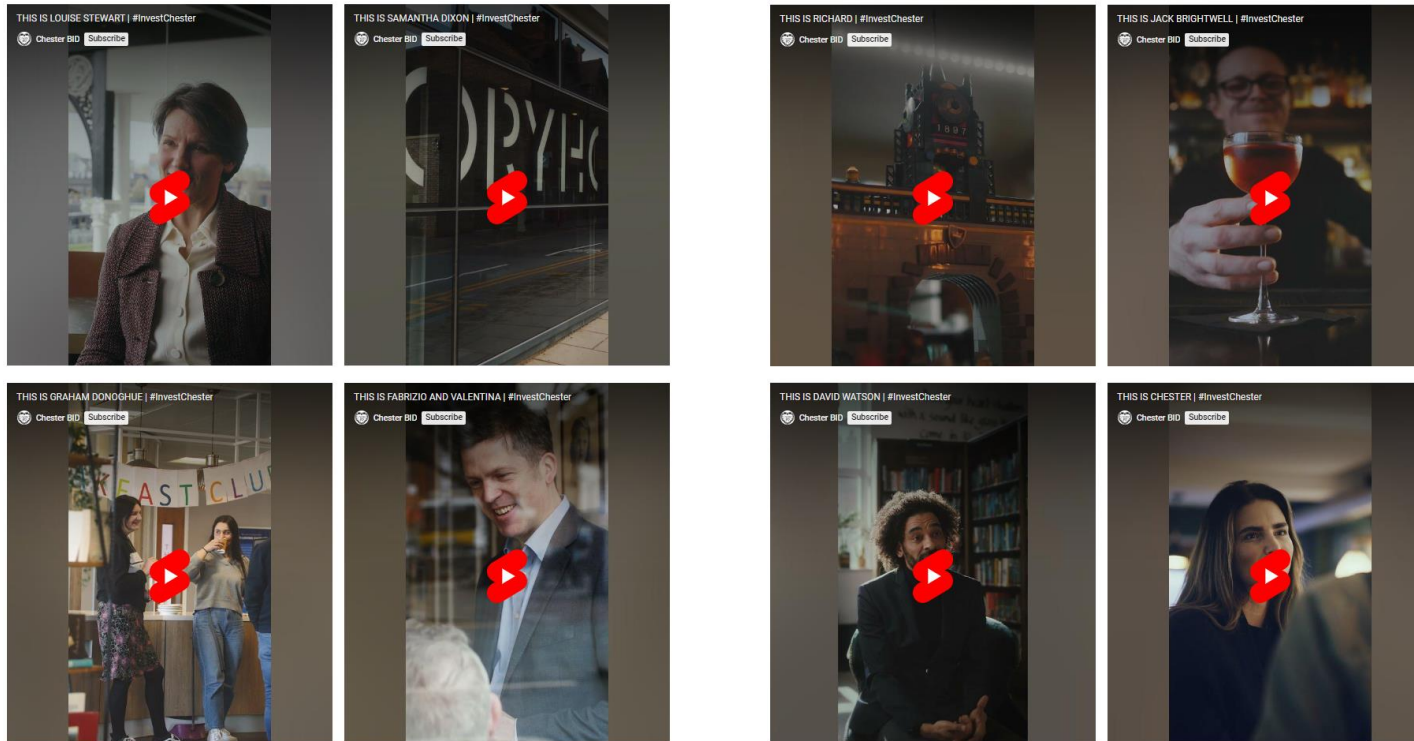
FRINGE ATTENDEES 1,500+	INVESTORS 750+	DEVELOPERS 750+	OCCUPIERS 500+	LOCAL AUTHORITIES 250+
EXHIBITORS 150+	SPEAKERS 700+	STAGES 20+	FRINGE EVENTS 75+	

CAPP Annual Dinner - Established in 1949 Chester Association of Property Professionals was created to promote the interest of sector members in Chester.



Campaigns

'This is Chester' - A series of 10 short 1-minute interviews with partners, stakeholders and influencers talking about what Chester means to them. [This Is Chester Highlights City To Investors - Chester BID](#)



Campaigns

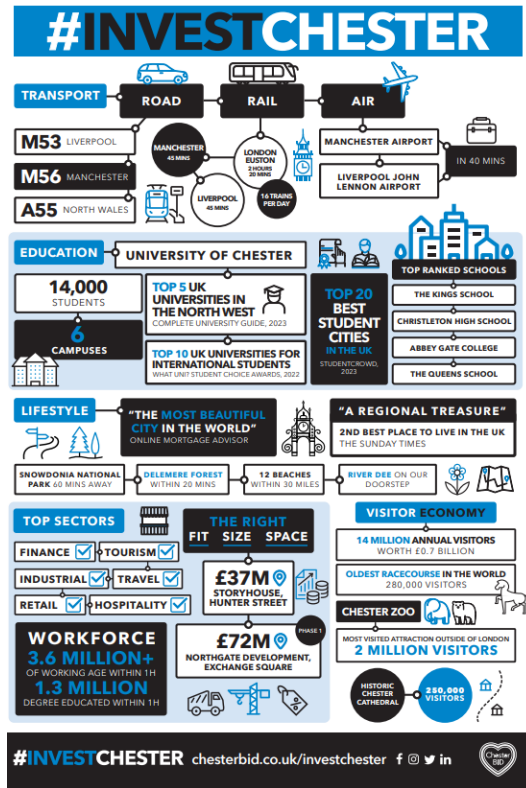
Place Northwest collaboration – A filmed roundtable discussion including Samantha Dixon MP; Cheshire West and Chester Council director Graham Pink; Legat Owen director Will Sadler; Donald Insall Associates chairman Tony Barton, Chester BID chair Katrina Kerr; and Chester Growth Partnership board member Andy Farrall discussing future opportunities in Chester.

The film was released on the Place Northwest website during MIPIM week to maximise coverage. [VIDEO | Chester is 'open for business' - Place North West](#)



Assets

#INVESTCHESTER Infographic
[Invest-In-Chester-A4-Poster PR-dragged \(1\).pdf](#)



#INVESTCHESTER Contact database with 227 contacts

Established #INVESTCHESTER hashtag used on LinkedIn, Twitter, Instagram & Facebook

#INVESTCHESTER newsletter template

Assets

#INVESTCHESTER aerial drone video highlighting Chester's range of transport, educational and lifestyle assets. [Why Invest in Chester... #InvestChester - YouTube](#)



#INVESTCHESTER dedicated sub-site on the chesterbid.co.uk website. [#InvestChester - Chester BID](#)



Reach

Social Media/YouTube/Website

> 'This Is Chester' videos- 679,000

> Aerial Drone Video - 267,011

> Place Northwest MIPIM- 6,453

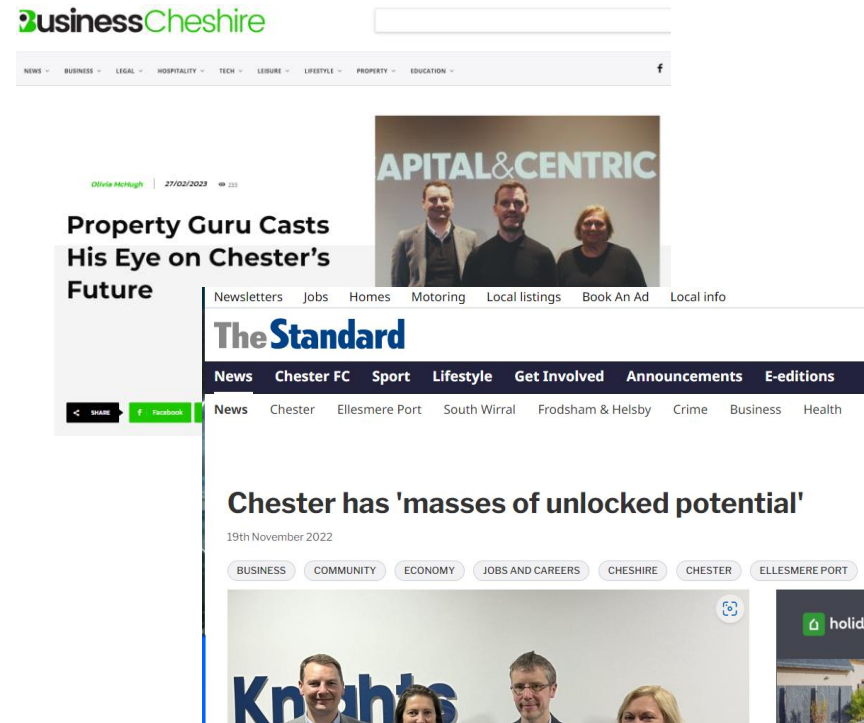
> General #INVESTCHESTER- 223,908

> Mailchimp e-newsletters - 681

> Website Views - 1,264

Total Reach = **1,177,636**

PR – 10 PR articles in local and regional publications



CONTENT LINKS

#InvestChester Landing Page - <https://chesterbid.co.uk/investchester/>

Press releases

Press release for launch event - <https://chesterbid.co.uk/chester-bid-launches-investchester/>

Press Release for Kate Healey PR event - <https://chesterbid.co.uk/pr-guru-kate-healey-leads-city-investchester-networking-event/>

Press Release for Tim Heatley event - <https://chesterbid.co.uk/14596-2/>

Press Release for PNW Discussion Panel - <https://www.placenorthwest.co.uk/video-chester-is-open-for-business/>

Video Content

Place Northwest discussion panel - <https://www.youtube.com/watch?v=Gcl6D2cp03E>

Why invest in Chester promotional drone film
<https://www.youtube.com/watch?v=C9HCdPFNFZM&t=7s>

Social Content

#InvestChester Infographic -
<https://chesterbid.co.uk/download/14632/?tmstv=1678823564>

This is Chester

Ian Chester BID 'This is Chester' Reel 1 - <https://www.youtube.com/shorts/tgvhY4EreUU>

Dawn Chester Boutique 'This is Chester' Reel 2 -
<https://www.youtube.com/shorts/OOfBRASfUGo>

Matt Baker 'This is Chester' Reel 3 - <https://www.youtube.com/shorts/NOClmhTJFIQ>

Harnessing Chesters Rows with Tony Swindells -
<https://www.youtube.com/watch?v=c8kNOjNH87U>

David Watson Storyhouse Chair Reel 4 - <https://www.youtube.com/shorts/ViCL3mUfsoA>

Richard 'Shitchester' Reel 5 - <https://www.youtube.com/shorts/-JyuCwIT9jA>

Fabrizio & Valentina - Da Noi, Augusto & Krum Owners Reel 6 -
<https://www.youtube.com/shorts/q-P9FghroFk>

Graham Donoghue - Sykes CEO Reel 7 - <https://www.youtube.com/shorts/pjgtD6etHds>

Jack Brightwell - General Manger of BarLounge Reel 8 -
<https://www.youtube.com/shorts/zg28mmViBN0>

Louise Stewart - CEO Chester Racecourse (Reel 9 - <https://youtube.com/shorts/6clv3nk3Zt8>

Samantha Dixon - MP Chester Reel 10 - <https://youtube.com/shorts/3o3glzZqgG4>