



# ANNUAL REVIEW

2017/18

---



# CARL CRITCHLOW

BID MANAGER

I am delighted to be able to share with you the 2017-2018 CH1ChesterBID Annual Review.

This document highlights the BID's achievements over the last 12 months and demonstrates the continued hard work and dedication shown by the BID team who are committed to supporting the businesses of Chester.

Year four has seen the BID continue to build on previous years' successes and deliver the most ambitious programme of projects to date. My personal highlights include:



**PURPLE FLAG** – The nationally recognised standard for a safe, clean, well-managed night time economy has helped change the perception of Chester after hours.



**CH1 CHESTER COMEDY FESTIVAL** – Chester's very first comedy festival brought 26 Comedians to 16 iconic Chester venues over 8 days this summer.



**TACKLING EMPTY UNITS** – Engaging with the local community to improve the appearance of the city's biggest eye-sores including the empty BHS unit on Foregate Street.

The last 12 months have been a challenging time for city centres across the country and Chester has seen its fair share of changes on the high street. Businesses are having to adapt to meet the demands of the modern consumer, so it is more important than ever that we work together to create a city where consumers want to shop, dine and play.

The city is seeing more independent businesses open than ever before bringing a uniqueness to Chester not found anywhere else. In addition, several larger brands we thought we had lost have relocated to other parts of the city demonstrating their commitment to remaining in Chester.

Looking forward, the BID is entering its fifth year and in 2019 businesses will be given the opportunity to vote on extending the BID for another 5 years. This is an important decision for businesses, so we will be consulting with you over the coming months to hear what you want from your BID in the future.

I encourage all businesses to engage with CH1ChesterBID and get involved in our campaigns, projects and initiatives to ensure you get the support your business needs and the maximum value from your BID. If there is any way the team at CH1ChesterBID can help, please get in touch.

I look forward to working with you over the next 12 months.





# ED OLIVER

BID CHAIRMAN

The last 12 months have been the busiest period yet for CH1ChesterBID. We have begun to develop a portfolio of initiatives that not only benefit our businesses but begin to change the perception of the whole city.

Moving into 2019, the BID is entering the most important stage of its lifecycle and in June there will be a new ballot asking businesses if they would like the BID to carry on for another term. The question for businesses is very straightforward: Do you want the BID to continue, building on the success of the last 5 years and retain all the initiatives businesses and consumers have come to expect? Or do you want the BID to end along with many of the the BID activities highlighted in this annual review.

To help businesses make that decision the BID board will continue to support the team over the coming year, challenging them to come up with ever more effective ways of supporting businesses. I would encourage all businesses to engage CH1ChesterBID at every opportunity to ensure your BID works for your business.

On behalf of myself and the BID Board I would like to thank you for your support over the last 12 months and look forward to working with you in 2019 and beyond.

# MEET THE TEAM

## BID TEAM

Carl Critchlow	BID Manager
Nick White	City Centre Manager
Emily Ghazarian	Events Manager
Judy Tagell	Marketing & Communications Manager
Louise Sullivan	Office Manager

## WELCOME AMBASSADORS

Luka Morrell  
 Monica Roman  
 Caroline Cookson

## BID DELIVERY BOARD

Amanda Reeve	Boots
Anthony Willder	Chester Cathedral
Barry Brown	Cheshire Constabulary
Bob Lelliott	Chester Against Business Crime
Caroline Sanger-Davies	Chester Zoo
Colin Potts	University of Chester
Ed Oliver	Chairman
Eryl Edwards (Vice-Chairman)	Primark
Jane Makin	CWaC
Jason Ellison	Chez Jules
Jonathan Slater	Oddfellows Hotels
Julie Webb	The Grosvenor Shopping Centre
Kay Cook (Co. Secretary)	Oliver and Co
Katie Jones	Weasel & The Bug
Laura Hockenhull	Marks & Spencer
Nick Harding	Cruise
Peter Rosenfeld	Chester Attractions
Michael Bracken	Debenhams
Katrina Michel	Marketing Cheshire
Nigel Driver	Grosvenor Estate
Tim Kenney	Chester Business Club
Tom Hughes	The Chef's Table
Tony Kaye	Kayes Jewellers

# Welcome to Chester

## YOUR BUSINESS IMPROVEMENT DISTRICT

- CH1ChesterBID is a **business-led initiative** that was **voted for by the businesses of Chester** in September 2014.
- The first term of the BID runs for five years and means that over the term approximately **£2.5m will be generated and reinvested back into the city centre**, focusing on events, business savings, marketing, The Chester Welcome and working together as **one city with one voice**.
- There are currently almost 500 businesses, with a rateable value of more than £18,000, situated within the BID designated city area.
- Each of these members contribute a levy equal to 1% of their premises rateable value every year to fund a wide range of improvements identified by the businesses themselves and set out in the CH1ChesterBID business plan.

Every item of expenditure has contributed towards achieving our goals of better promoting the city, creating a warm city welcome and ultimately working together to make things happen.



# OUR FOCUS

1

CH1ChesterBID will deliver **integrated marketing campaigns** and **quality events** which will **attract more visitors** to **increase spend**, **stay longer** and **repeat their experience** in our city.

2

Working together with key city partners, CH1ChesterBID will **invest in a wide and varied programme of maintenance and enhancements** that without BID funding could otherwise not take place.

3

On behalf of all the BID members, **CH1ChesterBID will provide one voice** to be able to engage with the rest of the city and **raise the issues that are important to you** with key city stakeholders.

# SUPPORTING OUR BUSINESSES

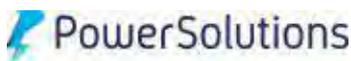
Through our group of specialist preferred partners, we have committed to helping businesses drive down their costs.

**Total business savings to date are now over £200,000.**



## WASTE SERVICES

FREE collections for their first four weeks



## UTILITIES

£50 cashback



## PEST CONTROL

10% discount



## BUSINESS SUPPORT

50% OFF first year's membership fees



## IT SOLUTIONS

FREE Evaluation and consultation  
40% discount for 6 months on monthly support costs.



## TRAVEL

20% of Travel with Arriva Bus on SMART cards



## LEGAL

FREE 30-minute consultation and 15% off the first bill



## HR AND HEALTH & SAFETY

- FREE HR and employment law advice line
- FREE Health and safety advice line
- Complimentary employment law documentation review



## MERCHANT SERVICES

£50 cashback



## INSURANCE

£25 discount on each policy  
Access to a business toolkit and free insurance review



## ACCOUNTANTS

FREE accountancy software package worth £288 per year



## PROMOTIONS

BID members can register, at no extra cost, on the Shop in Chester subsite, which receives over 100,000 visits per month.



## CLEANING SERVICES

10% discount

# ENHANCING OUR CITY

In Chester, we pride ourselves in providing a world-class city centre welcome. Each year, we look to develop new opportunities to enhance our city and ensure that Chester remains one of the most popular places to visit in the UK.

NICK WHITE | CITY CENTRE MANAGER | [NICK.WHITE@CH1CHESTERBID.CO.UK](mailto:NICK.WHITE@CH1CHESTERBID.CO.UK)



2017 and 2018 saw CH1ChesterBID City Centre Manager, Nick White, lead a year-long campaign to see Chester gain 'Purple Flag' status. The Purple Flag Award is given only to UK towns and cities that offer an 'entertaining, diverse, safe and enjoyable night out'.

Chester passed with flying colours, with judges describing it as a "clean, welcoming and vibrant city with an abundance of evidence of its historic past", whilst also recognising the "diverse range of options for families, young people and adults available during the day and night time economy."

In recognition of the achievement, Chester was chosen to host the national Purple Flag presentation ceremony and key landmarks across the city were illuminated purple in celebration. Nick now leads a multi-agency **Purple Flag Steering Group** in the city which is continually working to ensure high standards in Chester's evening economy are upheld.



Everyone that works in Chester's night time economy has pulled together to help us achieve this award and it's something everyone should be really proud of.

FRANK MARNELL  
CHAIRMAN OF CHESTER PUBWATCH



## CHESTER IN BLOOM

In Summer 2018, Chester underwent a purple floral makeover with more than 160 flower towers, barrier baskets and lamp post displays being installed throughout the city centre. Choosing a purple colour scheme to further celebrate Purple Flag status, the displays were installed to kick off the official launch of Chester's entry into the 2018 North West in Bloom competition. Volunteers from McDonald's and Wilko helped with the installations on Foregate Street.



We've really enjoyed planting the floral displays in Chester and are pleased to see how stunning they look in the city centre. It's great to be able to share the beautiful blooms with Cestrians and visitors and we look forward to seeing what the North West in Bloom judges make of our efforts.

REBECCA BRADBURY | STORE MANAGER AT WILKO

## BEGGING AND ANTI-SOCIAL BEHAVIOUR

We continue to work in partnership with the police to address issues around aggressive begging and associated anti-social behavior. We report any incidents we see and provide evidence, which allows the police to disperse or, in serious cases, arrest individuals whose actions are having a detrimental impact on our businesses and their customers.

## BUSKING AGREEMENT

Chester has a thriving local busker scene and during the summer we were fortunate to attract buskers from around the globe. Most buskers in Chester recognise that they can impact nearby businesses if they play too loudly and will adjust the volume if requested.

Unfortunately, you told us that a small number of buskers were unwilling to turn the volume down, which was having a detrimental impact on your businesses. As a result, we met with Council Officers to create a busking agreement and signpost businesses to a body that can enforce the busking code of conduct.

## ADDITIONAL CLEANING PROGRAMMES

We undertook Spring and Summer cleaning programmes throughout 2017-18, in addition to the cleaning services that Cheshire West and Chester Council provide. CH1ChesterBID arranged for over 100 business shop-fronts and entrances to be cleaned overnight by a specialist contractor. The clean-ups also included the removal of chewing gum and installation of brand-new pigeon deterrents.



It's great to see a cleaning campaign taking place in Chester and we're really impressed with the work that's taken place outside our restaurant and across the city centre.

SAMUAL RIPARI | GENERAL MANAGER OF RISTORANTE SERGIO



## WELCOME AMBASSADORS

Our Welcome Ambassadors, Monica and Luka, are out in the city throughout the week. We also employed seasonal Welcome Ambassadors, Siobhan and Caroline, to ensure that there was a visible presence, seven days a week, to all visitors over the summer and Christmas period.

Customers Welcomed	26,171
Courtesy Business Visits	4,811

# PROMOTING OUR CITY

Experience Chester is the 'go to' website to find out where to shop, dine and play in Chester city centre.

- Receives over **5,300** visits per month during peak seasons
- Receives **32,000** visits per year
- **25%** are regular users
- **75%** are new visitors

If you would like to advertise your offer, event or promotion on [experiencechester.co.uk](http://experiencechester.co.uk), please email [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)

## ENGAGING WITH CHESTER CUSTOMERS

**276**

Media cuttings, including Chester Chronicle, Visit Chester, and The Chester Standard

**£133,249.18**

Advertising Value Equivalent (AVE)

**£399,747.54**

PR Value

**4,083,030**

Opportunities to See (OTS)

Radio coverage CH1ChesterBID has been featured on BBC Radio Merseyside twice and on Dee 106.3



**5,635**

FOLLOWERS

**6%**

INCREASE ON 2016/17



**3,319**

FOLLOWERS

**22%**

INCREASE ON 2016/17



**1,053**

FOLLOWERS

**156%**

INCREASE ON 2016/17



**2,034**

FOLLOWERS

**44%**

INCREASE ON 2016/17

We will retweet, like, share and promote your business – contact [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk) if you would like us to promote something for you.

EMILY GHAZARIAN | EVENTS MANAGER  
[EMILY.GHAZARIAN@CH1CHESTERBID.CO.UK](mailto:EMILY.GHAZARIAN@CH1CHESTERBID.CO.UK)

JUDY TAGELL | MARKETING & COMMUNICATIONS MANAGER  
[JUDY.TAGELL@CH1CHESTERBID.CO.UK](mailto:JUDY.TAGELL@CH1CHESTERBID.CO.UK)

# MARKETING CAMPAIGNS & EVENTS 2017/18



“

8 DAYS - 16 VENUES - 26 COMEDIANS

I always look forward to seeing what's changed in Chester – there always seems to be something going on! I was thrilled when I heard the city was launching its very own comedy festival and was really keen to get involved. Chester has a very special place in my heart.

COMEDIAN | JEFF GREEN  
PERFORMING AT THE CH1 CHESTER COMEDY FESTIVAL



## HAVE A SPOOKTACULAR HALLOWEEN IN CHESTER

- City-wide Trick or Treat Trail
- Spooky Halloween Characters
- FREE Film Screenings

HALLOWEEN EVENTS AND ACTIVITIES



- 75 businesses were mystery shopped
- Attended by over 130 people

# LOVE LOCAL WIN

CH1

- NEW Monthly competition for independent businesses and their customers!
- More than 60 businesses participating



- £7.5k invested in the in the Chester Christmas Parade
- 17,000 parade attendees
- 237,510 people saw the Christmas campaign on social media
- 240 hours of ChELFie and ELFie spreading festive cheer
- The return of the stunning, CheSTAR, a 23ft high 3D light installation located in the Cathedral Gardens on St Werburgh Street. In addition, we also added and new 21ft tree on Foregate Street.

● #CheSTAR and #SelfieWithAnElfie Competitions

- 2,500 people entered the BIG Christmas Giveaway

- 1,291 children attended Storytelling with Santa

- 25,000 Christmas flyers distributed in the city centre

- 600 people attended FREE Festive Film Screenings and 93% came into the city centre afterwards

- 2,147,002 visitors to Chester in December

- Winter on Watergate took place for the first time





# Summer IN THE CITY

21<sup>ST</sup> JULY - 2<sup>ND</sup> SEPTEMBER

- Bumblebees & Butterflies Summer trail
- FREE Family Film Screenings attended by 1,700 people
- Wildlife Workshops
- Watergate Street Festival
- Sand Land at the Grosvenor Shopping Centre
- Taste Cheshire Food Fiestas
- Make & Take Workshops



“

There is a real mix of businesses on Watergate Street and it was amazing to see everyone come together for this festival. Events like that can make all the difference to businesses like ours - we had two introductory activity gaming and painting tables out in the street, and so many people stopped to get involved and find out more! It's been a great way to encourage new customers.

PAUL BELLIS | MANAGER AT GAMES WORKSHOP  
TALKING ABOUT THE WATERGATE STREET FESTIVAL



# FALL IN LOVE

WITH **CH1** Chester BID  
Shop | Dine | Play

enter now to win

Valentine's Day, Random Acts of Kindness Day and Mother's Day, were seen by 35,000 on social media.



- FREE Easter Film screenings attended by 933 people
- Easter Eggsplorer city-wide Egg Hunt
- Footfall up by 2,100 people on Northgate street for Chilli Fest



Over 21,000 people called our **Talking Walls** during the one-year project



**WATERGATE STREET FESTIVAL**  
SATURDAY 18<sup>TH</sup> AUGUST

11am-4pm  
Rain or Shine  
Chester City Centre

There are more than 40 businesses taking part and all on street events are FREE!

LIVE MUSIC + ENTERTAINMENT + COMPETITIONS AND GAMES  
WILDLIFE WORKSHOPS FROM CHESTER ZOO  
CHILDREN'S GAMES + CRAFTS  
FACE PAINTING + TREASURE HUNT ON THE ROADS  
FOOD + DRINK + SHOPPING + AND MUCH MORE!

Don't miss out on the Taste Cheshire Food Fiestas on Town Hall Square all the same day.

Part of the Chester BID project in partnership with...

Taste Cheshire Chester Zoo Chester BID

# REPRESENTING OUR BUSINESSES

Ensuring businesses are kept up to date with the latest city centre developments is an important role for CH1Chester BID.

Over the last 12 months we have improved the way we communicate with businesses:

- We have revamped our newsletter delivering paper copies and via email.
- Publish quarterly infographics detailing the BIDs performance.
- Improving CH1ChesterBID.co.uk, our BID member website.

In addition, we work with a wide range of organisations to ensure the views of businesses are heard at a strategic level.

- Invited the council to give updates on the Northgate Development to BID businesses.
- Facilitated meetings on issues such as A-boards and planning.
- Contributed to the Chester Racecourse Economic Impact Study
- Installed virtual shop fronts and photography galleries on some of the city's empty units

“

I'm very happy that we're taking positive action to brighten up the front of an unused building and though a lot of people that live locally take the beauty of our city for granted, I really hope these images make people stop and take a second look as to what they have all around them.

**SAM RILEY**  
FOUNDER OF TORTOISE MAGAZINE  
FOUNDER OF MURMURATIONS  
AND OWNER OF CANTEEN CREATIVE PRODUCTIONS

Current groups we sit on include:

- Purple Flag Working Group
- Chester City Strategic Management Board
- Chester City Centre Improvement Group
- Chester City Night-time Economy Group
- Chester City Fire Board
- Chester Growth Partnership and Sub Groups
- Outside In group

**FREE SUNDAY PARKING AT CHESTER RACECOURSE**

**FREE parking** all day at **Chester Racecourse, CH1 2LY** on the following Sundays throughout 2018:

Sun 28 Jan	Sun 29 July
Sun 25 Feb	Sun 2 Sept
Sun 25 March	Sun 16 Sept
Sun 29 April	Sun 30 Sept
Sun 27 May	Sun 28 Oct
Sun 17 June	Sun 25 Nov
Sun 1 July	Sun 30 Dec
Sun 15 July	

Visit [experiencechester.co.uk](http://experiencechester.co.uk)

CH1 Chester BID CHESTER

“

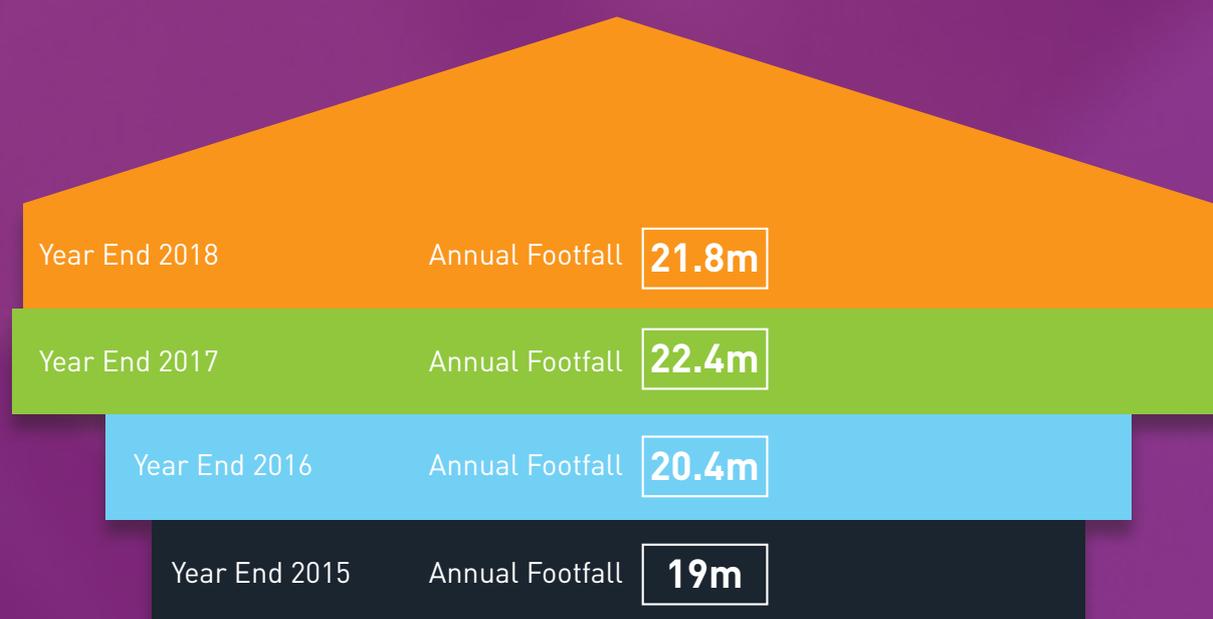
Incredible strides have been made as a group of organisations working together to make Chester safer and more secure for residents, families and city visitors. It's important we continue to find ways to reduce crime and anti-social behaviour, so our work doesn't stop here.

**DAVID KEANE**  
CHESHIRE POLICE AND CRIME COMMISSIONER

# TRACKING THE IMPACT

In 2017/18 the BID's events, campaigns and activities will continue to be evaluated through the methods adopted in the first three years. Footfall statistics and other reports can be found at [www.ch1chesterbid.co.uk](http://www.ch1chesterbid.co.uk)

## ANNUAL FOOTFALL



## How we invested in Year 4 and looking ahead what we plan to spend in Year 5

BID Income	2017/18	2018/19	BID Expenditure	2017/18	2018/19
	Sept – Aug Actual	Sept – Aug Budget		Sept – Aug Actual	Sept – Aug Budget
Income from BID levy	411,724	394,115	Business Savings	12,237	13,173
Grants Receivable	49,584	35,004	Marketing /PR	118,329	111,328
Income from Commercial Bookings	14,975	10,000	City Centre Events	78,179	105,783
Income from voluntary members/sponsorships	3,820	1,500	Chester Welcome	162,661	169,535
C/F balance	116,657	101,489	One City One Voice	58,080	54,379
Total Turnover	596,760	542,108	Operating Costs	65,785	61,371
			Contingency		26,539
			Total Expenditure	495,271	542,108

# KEEP CONNECTED

Thank you to Chester's local businesses, for saying YES to your Business Improvement District.

**This is your BID.** Together we want to create and promote a thriving city centre and with your help we can really make things happen!



## CHECKLIST

01

Make sure that your contact details are current and up to date so that we can keep you informed of the latest news and updates in the city centre that affect your business.

02

**Send us your news, events and offers to promote your business to our e-database of engaged consumers.**

03

Get involved and sign up to our high-quality city centre events and marketing campaigns to help drive potential new customers through your door.

04

**Encourage your customers to find out everything they need to know about Chester via the [experiencechester.co.uk](http://experiencechester.co.uk) website.**

05

Find out more about how our business saving initiatives can help save your business money.



# CONTACT US

---

The CH1ChesterBID team are always on hand to speak to you about how you can get involved.

For an informal chat please contact us on **01244 403680** or via email **[info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)**

---

**#ExperienceCheste**

**f** CH1ChesterBID

**in** CH1ChesterBID

**🐦** @CH1Chester

**📷** CH1ChesterBID



**Chester BID**  
Shop | Dine | Play

CH1ChesterBID | 9 Lower Bridge Street | Chester | CH1 1RS  
T. 01244 403680 E. [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk) [www.ch1chesterbid.co.uk](http://www.ch1chesterbid.co.uk)