



BID LEVY

2018/19



Chester BID

Shop | Dine | Play

WHO WE ARE

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.

Enclosed within this leaflet is your bill for the BID levy for the year 1st April 2018 – 31st March 2019. This is a statutory payment and you are legally obliged to pay the amount requested. The total payment requested is 1%, or 0.75% for a managed shopping centre, of the total rateable value of your property. The levy collected is being used to deliver the objectives set out in the CH1ChesterBID business plan, as voted for by you and other CH1ChesterBID members.

WHAT WE DO

- CH1ChesterBID deliver **integrated marketing campaigns** and **quality events** which **attract more visitors to increase spend, stay longer and repeat their experience** in our city.
- Working together with key city partners, CH1ChesterBID **invest in a wide and varied programme of maintenance and enhancements** that without BID funding could otherwise not take place.
- On behalf of all the BID members, **CH1ChesterBID provide one voice** to engage with the rest of the city and **raise the issues that are important to you** with key city stakeholders.



BID Income

	Actual Sept 17 – Jan 18	Budget Feb 18 – Mar 18	Budget April 18 – Mar 19
Income from BID Levy	152,916	61,166	£375,331
Grants Receivable	25,000	10,000	£35,000
Income from Commercial Bookings	4,830	2,000	£12,000
Income from Voluntary members/sponsorships	0	0	£3000
Other Income	2,250	250	£1500
C/F Balance	116,657	0	0
Total	£301,653	£73,416	£426,831

BID Expenditure

	Actual Sept 17 – Jan 18	Budget Feb 18 – Mar 18	Budget April 18 – Mar 19
Business Savings	£4,680	£2,070	£23,965
Marketing/PR	£54,259	£21,026	£95,861
City Centre Events	£35,826	£10,608	£100,654
Chester Welcome	£80,120	£21,412	£95,861
One City One Voice	£22,065	£8,336	£62,309
Operating Costs	£31,108	£8,762	£47,930
Contingency			£251
Total	£228,058	£72,214	£426,580

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 website.

05

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

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

#ExperienceChester

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