

SEPTEMBER 2019

Your City
Newsletter



Chester BID

Annual Customer
Service Awards



Save the date
for the awards!
22nd October



Chester BID
Shop | Dine | Play

Customer Service Awards

Preparations for the **5th Annual CH1ChesterBID Customer Service Awards** are now well underway with the public vote ending ahead of the ceremony which takes place in October. The three businesses within each category that receive the most votes will be put forward to be mystery shopped by an independent assessor with the winners announced on the night.

One of the main objectives of the public voting process is to give businesses an opportunity to engage with their customers, and this year has seen more businesses than ever promoting themselves both in store, and on social media. This interaction with customers not only helps to build relationships, brand loyalty and goodwill but also keeps businesses at the forefront of customers minds at a time when they may not necessarily be purchasing.

Sales Reporting

As we go in to our second term, we are changing the way we collect information on visitors to Chester. These changes mean that from **1st September 2019 CH1ChesterBID** will stop publishing monthly sales reports collected through Springboard.

The financial savings resulting from this change will be redirected and used to fund the new public Wi-Fi service in Chester City Centre as outlined in the BID's 2019-2024 business plan. The Wi-Fi technology will help us generate more accurate intelligence on visitor behaviour that we will share with businesses as soon as the service is up and running.



Carl Critchlow,
CH1ChesterBID Manager

City Centre Management

Anti-Social Behaviour (ASB) in Chester City Centre

CH1ChesterBID are working with Cheshire Police and the Council's Anti-Social Behaviour Team to reduce incidents of anti-social behaviour.

If your business or staff are being impacted by these activities, please report them directly to the police; this will alert them to the issue and help them direct resources to where they are most required.



How to report an incident:

999 – in an emergency, such as when a crime is in progress, there is danger to life or violence is being used or threatened.

101 – this is the non-emergency number and should be used to report all other types of incident.

Email - Where there is an ongoing issue that does not require an immediate response, but a longer-term solution please send details to Chester Police ASB Unit at chester.asb.unit@cheshire.pnn.police.uk ➔

Email info@ch1chesterbid.co.uk and ask to join our mailing list for regular updates.

What to include when you report an incident:

- Description of individuals involved and their names if known
- Details of the incident(s)
- When and where it/they occurred
- If it is an ongoing problem, please describe how long it has been happening and in what ways it is impacting your business, staff and customers
- If you are subject to harassment, alarm or distress, convey this in your statement
- The detrimental impact that you feel it is having on your business and the city centre community

This will help the police direct resources and act against persistent offenders to help reduce incidents of ASB in the locality.

Our City Centre Manager, Nick White, may also be able to help you. Nick can be contacted at nick.white@ch1chesterbid.co.uk or **01244 403680**.



Council to provide safe storage for rough sleeper's belongings at Hamilton House

A new initiative has launched to protect the public and look after the belongings of people sleeping rough in Chester.

People sleeping rough often leave sleeping bags and other items on Chester's streets. To avoid the potential security risk to Chester of unattended items being left on the city's streets, this summer the Council's outreach team, provided by Forfutures, have been encouraging people sleeping rough to leave their belongings at the city's Hamilton House Assessment Hub as a safer place to store their possessions. The result is that an increasing number of belongings are now being stored at the Hub.

In order to ensure that Chester's streets are more secure and pose less of a security threat in future, the Council's Streetcare Team will begin removing all remaining belongings which have been left discarded on the city's streets from 2nd September.

The ForFutures Outreach Team have been speaking regularly with the homeless community to ensure they understand the need to store their belongings safely at Hamilton House before this deadline.

The initiative is being managed by a partnership of local organisations working to solve the problem of homelessness, which includes Outside In, Cheshire West and Chester Council, ForFutures, CH1ChesterBID and Cheshire Police. 'Outside In' is a local collective of charities, voluntary groups, faith groups, businesses and the public sector.

For more information about how the Council is working to reduce homelessness visit www.cheshirewestandchester.gov.uk/residents/housing/housing-advice-and-homelessness/homelessness-specific-needs/rough-sleepers.aspx

Marketing and Events

SAVE THE DATE!

CH1ChesterBID Customer Service Awards & AGM

The Annual CH1ChesterBID Customer Service Awards & AGM will take place on 22nd October at Chester Town Hall.

Please add this date to your diary and invitations will be sent out shortly.

CH1 Spooktacular Returns to Chester city centre!

We're looking forward to a **Spooktacular Halloween in Chester** and we'll have a city-wide Trick or Treat trail on offer to entice shoppers into the city. This is the perfect opportunity to show off what your business has on offer for the Christmas shopping period!

How can you get involved?

- Sign up for the city-wide Trick or Treat Trail running 26th – 31st October. You'll be listed on the entry form and provided with sweets and spooky item to hide in store!
- Donate a prize for extra promotion
- Tell us what you're doing! If you're hosting a Halloween related event, activity or special offer we will promote it as part of this programme.

Christmas is coming!

Join us **Tuesday 17th September at 9.30am** (location TBC) to learn more about the new Gingerbread theme for Christmas in Chester, key dates, activities and how you can get involved!

Contact emily.ghazarian@ch1chesterbid.co.uk to RSVP or via **01244 403680**.

Make sure you sign up to the CH1ChesterBID e-newsletter for regular updates by emailing info@ch1chesterbid.co.uk and asking to be added to the mailing list!






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OCTOBER 2019

**A CITY FULL
OF EVENTS**

To find out more about our events visit experiencechester.co.uk/events
Don't forget to send any offers, promotions or details of events you have to info@ch1chesterbid.co.uk

MON	TUE	WED	THUR	FRI	SAT	SUN
						CHESTER MARATHON
				TASTE CHESHIRE FOOD FIESTA Grosvenor Shopping Centre	TASTE CHESHIRE FOOD FIESTA Grosvenor Shopping Centre	TASTE CHESHIRE FOOD FIESTA Grosvenor Shopping Centre
	CH1ChesterBID CUSTOMER SERVICE AWARDS & AGM Chester Town Hall				TRICK OR TREAT TRAIL!!!	TRICK OR TREAT TRAIL!!! FREE FILM SCREENING: NIGHTMARE BEFORE CHRISTMAS 3pm
TRICK OR TREAT TRAIL!!! FREE FILM SCREENING: NIGHTMARE BEFORE CHRISTMAS 11am	TRICK OR TREAT TRAIL!!!	TRICK OR TREAT TRAIL!!! FREE FILM SCREENING: NIGHTMARE BEFORE CHRISTMAS 3pm	HALLOWEEN FREE FILM SCREENING: NIGHTMARE BEFORE CHRISTMAS 11am			