

How **YOU** can help CH1ChesterBID to keep **Making Things Happen** in Chester

So, you know what we do, and you want to see us continue our work in Chester city centre. To do this, we need your help to ensure that we are re-elected and can continue supporting businesses in the city.

We need you to tell every business in Chester about the great work we've done in the city over the last five years.

To help you achieve this, we've put together some ideas for what you can do...

Give Us a Place in Your Business

In this pack, we've provided you with a poster that pledges your support to your city and your BID. If you can, please put this up in your businesses to show that you are supporting your Businesses Improvement District to get re-elected for a second term.

Wear Your Badge with Pride

We've also provided you with a CH1 Badge – wear it on your tie, collar or top and use it to spark a conversation.

Spread the Word and Talk to Other Businesses

We know this one seems basic but there is no better marketing than word of mouth. We need you to tell other businesses what we have done for you and why you think it's worth keeping us in the city.

Have you:

- Saved money through one of our business saving initiatives?
- Benefitted from a city centre clean up or seasonal planting initiative?
- Received social media and marketing support?
- Benefitted from a BID marketing campaign?
- Been involved with one of our city centre events such as The Watergate Street Festival or the CH1 Comedy Festival?
- Taken part in one of our seasonal city centre trails?
- Received help and support tackling city centre issues such as pigeon proofing, rough sleepers, anti-social behaviour or busking?
- Attended one of our consultation events to give your views on topics such as parking or the Northgate Development

Please, please, please – tell other businesses how we've helped you so that they know why we're here and what we can do for them.

Let's Get It Online

Social Media is one of the strongest ways you can show your support for CH1ChesterBID and we are asking you to publicly declare your support for your city and your BID over the coming months.

Have you:

- Benefitted from our Welcome Ambassadors providing you with news and information? Share it in a post!
- Been involved in a city centre marketing campaign? Share it and let other people know what we've done to help promote Chester city centre.
- Taken part in our city centre events or trails? Tell everyone that you're involved with a CH1ChesterBID initiative on your social media channels.
- Received advice and support from our City Centre Manager with a business challenge? Post it and let people know!

If you're telling people good things about the BID in person, please take the time to post them online. We need as many businesses as possible to know what we're doing for you on a day-to-day basis so that they will vote yes!

To help us find your posts, please use the hash tag **#CH1ChesterBID** so we can see them and re-share them!

What If I'm Not the Voter?

We understand that, if the allocated voter for your business is located in a Head Office and not in-store, it may not be your decision to vote yes or no; however, you can still make a difference! Please contact them via phone or email and tell them about the work we do in Chester and how we have helped **Make Things Happen**.

Finally, to give you some inspiration, here are just a few of our key achievements over the last five years:

- As a BID, we have **invested over £2.5 million** into Chester city centre over the last five years
- **£342,000** of additional income has been reinvested in Chester city centre via the BID
- **52,000 sq ft** of shop frontages have been cleaned for BID members
- Developed a programme of campaigns and events such as **Love Local** and the **CH1 Chester Comedy Festival** to drive consumer footfall and increase dwell times
- The BID has generated over **£5.5 million of PR** to promote Chester city centre and our businesses
- Our Welcome Ambassadors have personally greeted over **100,000 Chester visitors**
- Over **82,000 visitors** have come to the Christmas Lights Switch on Parade in the last five years
- Our consumer-focused website **experiencechester.co.uk** now attracts over **80,000 visits** each year

Over the coming months, we need you to be advocates of the great work we've all done in Chester so that we can continue to **Make Things Happen** for another five years.

Chester is **YOUR** city, this is the future of **YOUR** business and **YOUR** BID.

We need **YOUR SUPPORT** to help us secure a **YES VOTE**.