



Chester's Business
Improvement District

Chester BID

Voluntary Membership Pack

Enhancing, Promoting, Representing, Supporting

Experience
Chester
brought to you by Chester BID

www.chesterbid.co.uk

www.experiencechester.co.uk

What is a BID...

A Business Improvement District (BID) is a business-led partnership agreed by a ballot process to fund activities, services & improvements that benefit businesses and the place they operate.

Over 300 BIDs operate in towns and cities around the UK helping local areas thrive & grow.

BIDs run in five-year terms and are established when businesses within a designated area vote in favour of their creation. BIDs fund projects beyond the services provided by the local authorities (*BIDs do not fund projects that the local authority is statutorily obliged to fund*).

About Chester BID

Chester BID is the Business Improvement District for Chester City Centre funded by over 400 businesses. Now in its second term (2019-2024), 84% of voting businesses supported the continuation of the BID for another five years in the BIDs renewal ballot.

Chester BID's focus is to make Chester city centre the destination of choice for both business and consumers by driving footfall, increasing dwell times, and encouraging consumer spend.

Chester BID also provides practical support to its member businesses helping manage the city centre to ensure visitors experience a clean, safe, well managed city making them want to return time and again.

BID Membership

Businesses located within the BID area (see map) with a rateable value of £18,000 or over are mandatory members of the Chester Business Improvement District.

These members pay an annual levy equivalent to 1% of their premises rateable value which funds BID initiatives. They have voting rights during a BID re-ballot.

How can you join Chester BID?

For businesses that are in the BID area but fall below the £18,000 threshold or businesses located outside of the BID area we offer several voluntary membership options.

What did BID do during COVID?

On 16th March, in advance of the UK lockdown, Chester BID launched the #ChesterTogether campaign to support businesses and customers across the city centre. The outcomes of this campaign include: 60 pieces of press coverage (including ITV News, BBC Northwest and Radio Merseyside), social media reach of 975,000+ organically, experiencechester.co.uk received 67,000 visits, secured 800 FREE parking spaces daily for 4 months, saw footfall perform above the UK average. Campaign deliverables include: Digital High Street Map, Plan Your Visit Map, 6 week radio promotion with Dee 106.3, advertising in local press, door drops to 15,500 residents, poster suite and floor dots for businesses, and poster installations across the city.



Voluntary Membership types

Type 1 - For businesses located within the BID area with a rateable value below £18,000

Fees: £180 (+VAT) per annum

Membership Highlights:

1. You'll be able to accept the Chester Gift Card and get promoted as an outlet
2. You'll be in the know with what's going on in the city and what BID is lobbying on
 - o Inclusion in consultation meetings, BID Broadcast only WhatsApp Group, BID Business Newsletter
3. You can get involved in Marketing programmes and raise your profile
 - o Website and Social Media Promotion, Events & Seasonal Campaigns, Entry into Annual Customer Service Awards
4. You can make use of 3 FREE days on the city centre Promotional Street Spaces
5. You'll get Support from Chester BID City Hosts

Type 2 - For businesses located outside of the BID area but within the immediate vicinity of the city centre.

Fees: Between £180 (+ VAT) per annum capped at £750 (+VAT) per annum.

Dependent on location and rateable value. Contact carl@chesterbid.co.uk to enquire.

Membership Highlights:

1. You'll be able to accept the Chester Gift Card and get promoted as an outlet
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 - o Inclusion in consultation meetings, BID Broadcast only WhatsApp Group, BID Business Newsletter
3. You can get involved in Marketing programmes and raise your profile
 - o Website and Social Media Promotion, Events & Seasonal Campaigns, Entry into Annual Customer Service Awards
4. You can make use of 3 FREE days on the city centre Promotional Street Spaces

Please note. Due to the geographic focus of the BID membership is subject to approval.





What BID membership includes:

- ✓ Business profile on **www.experiencechester.co.uk**, go to website for shopping, dining, attractions and what's on in Chester city centre with **over 130,000 page views** annually.
Includes:
 - Promotion of your special offers
 - Promotion of partnership events or initiatives
 - News blogs about your business and products/services
- ✓ Profile listing on **www.visitcheshire.com** business database (**worth £300**)
- ✓ Directory listing on **www.chesterbid.co.uk** (**over 27,000 page views annually**)
- ✓ Receive Chester BID monthly newsletter with city centre news / issues that may affect your business and notice of initiatives you can get involved in
- ✓ Join Chester BID broadcast only WhatsApp group for immediate updates direct to your phone and first notice of initiatives you can get involved in
- ✓ Inclusion in two issues of the Experience Chester monthly e-newsletter reaching potential new customers through our rapidly growing consumer database (**over 3,500 local users**)
- ✓ Social media promotion on Twitter, Facebook, Instagram & LinkedIn (**over 15,500 followers**)
- ✓ Involvement in integrated Marketing & PR campaigns at key times throughout the year (i.e. Cheshire Live digital takeover for Christmas with 327,345 impressions; Love in Chester Valentines campaign with Dee and Silk radio reaching 3.5million people)
 - Annual PR generated for the city centre by Chester BID over 330 media cuttings with more than **4 million Opportunities to See (OTS)**
- ✓ 3 free days use on the city centre Promotional Street Spaces (**worth up to £1,800**)* T&C's
- ✓ Eligibility to take part in the annual Customer Service Awards
- ✓ Support from City Hosts to help promote your business to visitors and help report back on anti-social issues or concerns affecting your business (**Type 1 only**)
- ✓ Full membership of any BID business forums and events - this will include receiving agendas and minutes
- ✓ Consultation and involvement on city centre improvements and enhancements
- ✓ Savings and offers through procurement with our affiliate members
- ✓ Inclusion (subject to approval) on one of the 3 working groups should you wish to join:
 - Marketing & Events
 - Supporting
 - Enhancing

**For more information and to discuss membership contact
Carl Critchlow, BID Manager, carl@chesterbid.co.uk**

**Don't just take our word for it:
Here's what our Voluntary Members say**



"This is my fourth year as a voluntary member of Chester BID - their help, marketing advice and guidance has been invaluable, and I can see how their initiatives work to improve business in Chester. I highly recommend engaging with Chester BID and making the most of what it has to offer - as an independent business owner it works for me!"

Katie Jones, Owner of Weasel and the Bug Toyshop

"We reached out to Chester BID during lockdown (April 2020) after seeing the Digital High Street they created as part of the Chester Together campaign. We thought it was a great idea and have been really impressed with all the creative initiatives they've come up with to support the city centre and keep businesses and customers connected."

Jamie Moore, Whitmore & White, Food Hall & Wine Merchant



"As a business owner I joined Chester BID for their marketing support and to be better connected to the business community. Chester BID are incredibly responsive whenever I contact them about city centre issues and have been a huge help promoting my business. The Chester Gift Card is a great way to keep money on our high street and reach new customers. For me BID Membership is a no-brainer."

Laura Heywood, Owner of The Scented Garden Retreat, Salon and Shop

