



THE CITY CENTRE
REVIVAL
 STARTS HERE!

VOTE 'YES'
 AND GIVE
 YOUR BUSINESS
 A 'BID' BOOST!

VISIT www.ch1chesterbid.co.uk
 EMAIL info@ch1chesterbid.co.uk
 CALL 01244 403680
 FOR MORE DETAILS

Chester City Centre is suffering from the economic downturn and the impact of on-line shopping: the stark reality is that Chester is now 59th in the CACI UK Retail Rankings.

With YOUR help, Chester CH1 BID Company can reverse the decline!

VOTE **YES** TO £2.5M

If you say **YES** to the **BID**, we pledge to deliver the improvements you want to see, making changes that create a more prosperous, exciting and vibrant City Centre.

These changes will **increase footfall** and **spend**, and include:

- ➔ DEDICATED MARKETING CAMPAIGNS FOR CHESTER
- ➔ MAKING VIBRANT EVENTS A REGULAR FIXTURE IN OUR CITY CENTRE
- ➔ MAKING CHESTER CLEANER AND SAFER
- ➔ DELIVERING REAL COST SAVINGS FOR BUSINESSES
- ➔ ENHANCING THE VISITOR WELCOME
- ➔ CREATING A GREENER AND MORE ATTRACTIVE CITY CENTRE

The CH1 Chester BID Company is made up of local business representatives, from small independents to large multiples, hoteliers, leisure operators, landowners and attraction operators.

Meet the team working together to help the city's commercial centre take control of its own destiny at...
www.ch1chesterbid.co.uk

CHESTER'S CH1 BUSINESS
 IMPROVEMENT DISTRICT (BID)
 – the best chance for a better
 future for our City Centre.

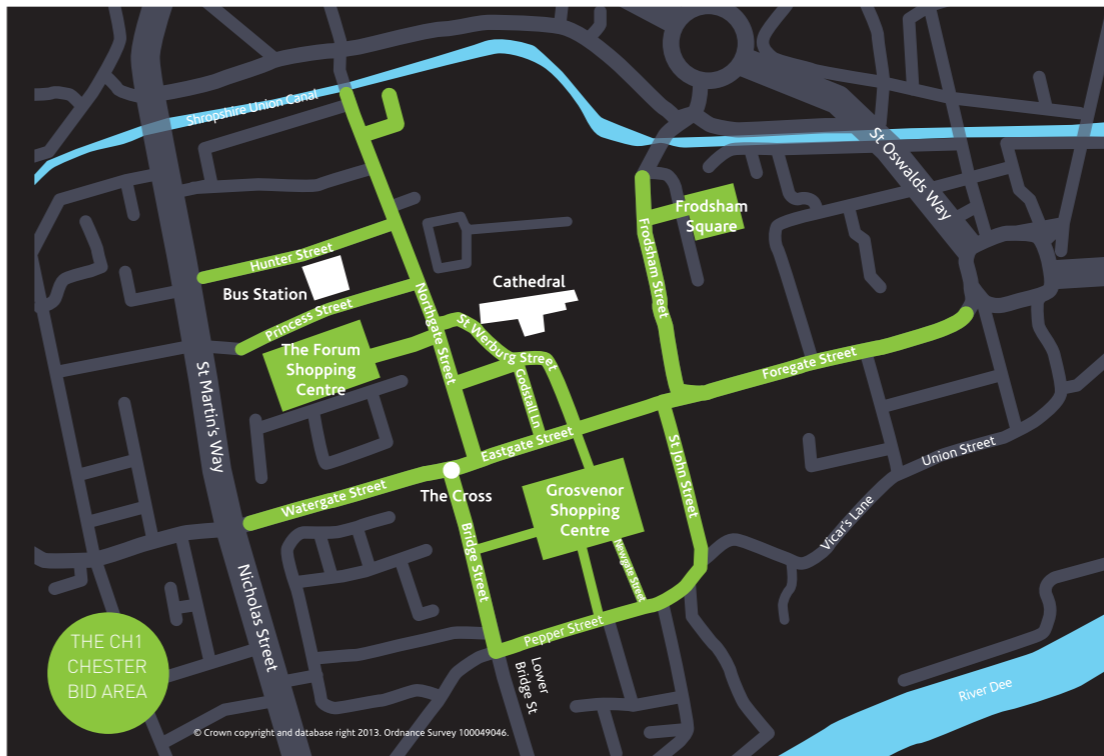
Businesses within the BID area (see map) which have a rateable value of £18,000 or more will be sent a ballot paper by post in early June 2014. You will have until 30th June to cast your vote.

IT'S YOUR VOTE
MAKE IT COUNT!

SAY **YES** TO SUCCESS.

More than 500 shops and businesses in Chester's BID area will be asked in June 2014 to vote YES, paying just a 1% levy on their rateable value.

Rateable Value £	Annual 1% Levy Cost £	Daily Cost £
<18,000	NIL	NIL
18,000	180	0.49
25,000	250	0.68
35,000	350	0.96
50,000	500	1.37
150,000	1,500	4.11
250,000	2,500	6.85
500,000	5,000	13.70
750,000	7,500	20.55
1,000,000	10,000	27.40



More than 170 UK towns and cities that have already set up a BID are reaping the rewards while Chester has fallen further behind. Now it's our turn!

Working together to create a successful private sector Business Improvement District (BID) will raise around £2.5m over the next five years for vital improvements to our City Centre.

THE TRANSFORMATION OF
OUR CITY CENTRE
 STARTS HERE!