

“The Chester BID offers a once-only opportunity to deliver real, lasting change in Chester. There is no alternative; no Plan B; no second chances.”

PAUL DANIELS | CH1 CHAIRMAN | THEBESTOFCHESTER



BID OR BUST?

Visit www.CH1ChesterBID.co.uk and hear Paul's message to city centre businesses.

The future prospects of Chester city centre hang in the balance today.

Its commercial fate lies in the hands of the 509 local businesses who will be asked to vote in the coming days on whether to set up a Business Improvement District (BID) in the city.

“We’ve done everything we can to get across the message that it’s now or never for the BID project and the

benefits it will generate,” said Paul Daniels, Chairman of CH1 Chester BID Company. “BID or bust: it could be that critical.”

“We can only hope that those who have any doubts that it’s make or break time for Chester will take note of the size and range of businesses who have already grasped what the BID can offer, and follow their example by voting ‘yes’.

“How else can the trading heart of

the city secure the level of funding that a successful BID vote will generate? £2.5 million can make a massive difference. We just can’t afford to turn our backs on that kind of money.”

He added: “Now is the time for local businesses to stand up and be counted.

“Without a BID, Chester simply won’t be able to compete with the larger cities in the North West, many of which have BIDs of their own.”

‘The tourists won’t keep coming’

BID supporter and board member Tim Kenney is urging undecided voters to ask themselves two questions:

Is Chester a better place to work, live, shop and visit than it was two years ago? And are we making the most of our assets and playing to our strengths?

Tim, founding partner of property consultancy kenneymoore, said:

“The answer to both those questions is plainly ‘no’.

“As a city, we’ve fallen way down every league table and we are continuing to fall.

“Some people think that just because we’re Chester, the tourists will keep coming. They won’t! Most of our competitor cities and neighbours are doing better than us at every level. Success won’t just land at our feet. We have to fight for it and the BID can win it for us.”

Just 12 months after starting a BID, Manchester recorded an increase of more than 40% in visitor numbers and a significant boost in retail sales. In Liverpool, 8 out of 10 local people now use the city centre to shop, compared to just 5 out of 10 before a BID was introduced.

BID levy – it’s a bargain!

BID area businesses are being asked to vote ‘yes’ to paying just 1% of their rateable value if it exceeds £18,000.

For many, that’s about the price of a cup of coffee a day. It’s also one of the lowest levies of any UK BID and one that will deliver massive dividends.

Contributions from the 509 businesses in the BID area will generate the £2.5 million over the next five years that will put the city centre back on its commercial feet. You can find out what your business will pay by visiting www.CH1ChesterBID.co.uk.

A significant number will have that

modest extra cost paid for many times over by savings delivered through the group procurement and discount scheme to be rolled out following a ‘Yes’ vote.

“It’s a small ask for some very big benefits,” said BID supporter and Watergate Street Gallery owner Alex Sharp.

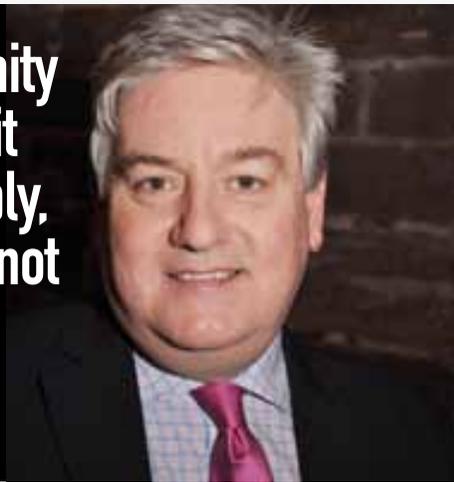
“Several of the big-name brands in Chester haven’t hesitated to back the BID even when they’ll be paying in some cases tens of thousands. They see what a BID can do for their future prospects. It’s an example that I hope undecided voters will follow.”

Read more about BID costs overleaf.

MAKE YOUR VOTE COUNT. POST YOUR BALLOT PAPER BY 5.00PM ON 27TH JUNE

“The BID gives us the opportunity to work together for the benefit of ALL traders in the city. Simply, it’s an opportunity that we cannot afford to miss.”

ERYL EDWARDS | PRIMARK



BID BALLOT UNDERWAY

POSTAL DEADLINE 5.00PM ON 27TH JUNE 2014

Ballot papers have been landing on city centre business doorsteps all week and each business within the proposed BID area has until 5.00pm on 27th June to cast its vote.

See below to find out more about the ballot process.

BID costs will pay for themselves

Retailers, restaurateurs and drinking establishments, with a rateable value of up to £50,000, could be given a £1,000 discount thanks to a government rate reduction scheme now operating in Chester.

Almost 200 businesses in the BID area stand to benefit from the discounts and, combined with the cost savings and increased footfall and profit the BID will deliver, the slashed rates will have a significant positive impact on city centre bottom lines.

But BID board member Eryl Edwards believes that many businesses still haven't got the message.

“We’ve been on the streets talking to the business owners of Chester, and there still seems to be a lack of awareness of the kind of discounts available to them.” he said.

“If you take into account the potential savings these cuts will generate, plus the fact that the BID levy, already one of the lowest in the country at just one per cent, is set to put more than £2.5 million of new money back into the city, the cost becomes negligible and voting yes becomes the only option.”

“The business owners and retail businesses I represent want to see improved economic growth and vitality in the city centre. The BID is the only way we’re going to achieve it and that’s why I’ll be voting ‘Yes’.”

**JULIE WEBB
GENERAL MANAGER
OF CHESTER’S GROSVENOR
SHOPPING CENTRE**



If the BID fails, this is what we’ll lose...

The CH1ChesterBID business plan lists out all the key things that a BID in Chester will deliver with a £2.5 million fund. With those improvements comes a unique opportunity to achieve lasting change and improve our economic prospects, successfully and sustainably.

If the vote fails, we’ll lose the resources to achieve change in five key areas. These plans just won’t happen:

1. Group procurement and discount scheme

A free ‘one-stop shop’ service with access for all BID members to better deals on energy (electricity/ gas/ water), telecoms (phone and

broadband), waste/recycling, printing, stationery and much more.

2. Marketing campaigns

A fully integrated, high-quality annual marketing strategy that will include better marketing, the sharing of consumer databases, effective communication and the use of social media to benefit all BID businesses.

3. City centre events and festivals

The BID will proactively support, improve and deliver a range of high quality events and festivals encouraging a greater number of visitors.

4. Improving Chester’s welcome

A world-class welcome for city visitors that makes them want to come back time and time again.

5. One Voice / One City

A dedicated City Centre Manager to act as a point of contact for all BID businesses and better business to business communication, ‘joining up the dots’ for all businesses through regular, up-to-date business newsletters, key statistics on the health of the city’s economy and business forums.

Please read your business plan for more information or contact the CH1ChesterBID team if you have not received your copy.

This is the best opportunity we have ever had to deliver real change in Chester and it won’t come around again. There are no second chances.

The BID blueprint is a tried and tested formula that has revived the fortunes of more than 180 other towns and cities in the UK

The vote

Your ballot envelope will contain: the ballot paper on yellow paper, a return address envelope and instructions for casting the vote.

Voters have three options when they receive their papers:

- 1 Vote ‘Yes’
- 2 Vote ‘No’
- 3 Abstain

- Papers must be posted by 5.00pm on 27th June. The results will be announced on Tuesday 1st July.
- Abstaining does not require the voter to send their form back but importantly means that they are excluded from the results and won’t count as a ‘Yes’ or a ‘No’.
- Ballot papers can be re-issued if they are lost or damaged by contacting the BID team. Replacement papers will be issued only once and all of these will be delivered on 24th of June.
- Please note: only votes cast on official ballot papers will be counted.
- Please contact the CH1ChesterBID team if you have any questions about the voting process.

‘No’ just isn’t an option for Chester

Whether you’re an independent business owner, manager of a large multiple, hotelier, leisure operator, landowner or attraction operator, your vote is critical to the future of Chester city centre.

“We have 509 businesses eligible to vote for the BID so every vote counts,” says Jason Ellison, owner of Chez Jules restaurant and CH1ChesterBID board member.

“BID voters can’t just sit around and rely on the votes of others, we have got to take control of our own destiny. There will never be a more timely opportunity for positive change. This could be our last chance.”

He added: “We are on the brink of something that could change the face of our city centre and our businesses for the better; we just need everyone to show their support now by making sure their vote is counted.”

Chester’s BID will only get the green light if two conditions are met:

51%
of the eligible businesses that vote say ‘YES’

51%
of the total rateable value of eligible businesses that vote say ‘YES’

WHO SAYS YES...



Want more information about CH1ChesterBID? Just contact us using the details below:
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FOLLOW THE BID...
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