If walls could talk, what would they say?
City Centre Context

• Chester is a:
  • Walled city with rich architecture
  • Heritage and History city
  • Contemporary city with a big cultural offering

• 2017 city centre culture and arts boom
  • Storyhouse opening
  • The Cathedral – *something big!*
What do we want to achieve with events and campaigns?

Animate the city centre to bring history & heritage (our USP) to life in order to:

- **Celebrate!**
  - History
  - Heritage
  - Culture
  - Iconic Figures

- **Connect people with surroundings**

- **Increase Footfall, Dwell Time & Spend**

- **Capture Data**

- **Promote BID Member businesses:**

- **Raise city centre profile:**
  - National & International Press Coverage

- **Longevity**

- **Engage with the public:**
  - Competitions
Learning from our experience

Chester Unlocked

• History & Heritage, USP
• Hoots Route
• Deva Codex
• Fringe Events
Learning from others Experience

• **Talking Statues** proven model by *Sing London*

• A unique development piloted in London and Manchester in 2014, travelled to Chicago summer 2015 and to Leeds summer 2016.

• Working with leading writers and actors from each city to bring the statues to life. The project has engaged over 200,000 listeners and generated extensive media coverage across the world: [www.talkingstatues.co.uk](http://www.talkingstatues.co.uk)
IF STATUES COULD TALK, WHAT STORIES WOULD THEY TELL?
Talk about Talking Statues – PR coverage
ACROSS MANCHESTER THE STATUES ARE TALKING!

To hear what’s on their minds, you’ll need to pay them a visit. Pass a Talking Statue, swipe your phone across a nearby tag and presto - you’ll get a phone call from Lincoln, Lowry or Queen Victoria!

Public Writing Competition

One statue still awaits the gift of speech. Deep in Manchester Museum, old T Rex is longing to speak for himself. We believe he goes by the name of Stan! Can you give him a voice?
Write a short monologue - up to 400 words - to tell us what he’s thinking. The winning piece will be recorded by a known actor and included as part of Talking Statues. Stan will be ready to chat in time for Christmas.

Send your entries to competition@talkingstatues.co.uk

For more information go to www.talkingstatues.co.uk
TALKING WALLS of CHESTER

If walls could talk what would they say...

Chester city centre does not have a lot of statues,

but...

...it does have a wealth of historic buildings with stories to tell!
Next Stop: Chester!

Chester’s walls are about to get chatty!

- Combining drama, humour and mobile technology, Talking Walls will offer a new way to experience the city.

- Pass a Talking Wall, type in a short URL or swipe a QR code and presto: you get a call from one-time residents, landlords and shop assistants!

- Each wall has a story to tell: together they tell Chester’s story. Some texts will be funny, others dramatic and others revealing.

- Breathe new life into the buildings that surround us all
Benefits for Chester’s tourism and cultural institutions

• Reaches new audiences
• Generates new interest in old buildings
• Promotes Chester’s heritage status as a walled city
• Enhances tourism initiatives
IF WALLS COULD TALK, WHAT STORIES WOULD THEY TELL?

FIND OUT MORE
TALKING WALLS of CHESTER

- A new way of telling Chester’s story
- Highlights Chester’s status as an historic walled city
- Fosters a connection between architecture, heritage and local businesses
- Creates interesting walking trails across the city
Which walls deserve the gift of speech?

- Good footfall
- Storytelling possibilities
- Space for signage

Choose me!

What about me?
Who could be involved

Talking Walls of Chester is a citywide project that supports a range of cultural and tourism institutions as well as local businesses, including:

• BID Member businesses
  • If you think your building has a story to tell let us know!
• Local theatres, museums, libraries, tour guides, historians, actors and story tellers.
  • Each Talking Point offers a follow on cultural link where visitors can find out more
  • Partners for publics writing competitions
  • Voices for the monologues at the Talking Points
  • Venues for creative writing workshops, reading lists and displays
  • Specialised tours – in Chicago tour guides now offer a Walking Statues Tour
  • Support gathering Chester’s stories so we can bring them to life!
• Other city centre stakeholders
  • Sponsorship opportunities for writing competitions, online branding on map and website, inclusion in integrated Marketing & PR campaign

Haven’t you heard?
A city-wide project: Chester takes ownership
The City of Chicago takes ownership...

Statue Stories Chicago was delivered in partnership with Chicago’s major theatres, museums and libraries.
Delivery – provisional timeline

- **November 2016**
  - Identify which walls "deserve to speak"

- **December 2016**
  - Commissioning and casting; call-out to shops

- **January 2017**
  - First wall pieces recorded

- **February 2017**
  - Recording complete; creative writing programme developed; launch plans agreed with partners; press release

- **March 2017**
  - Signs installed; website goes live; project launch

- **April 2017**
  - Ongoing promotion; writing workshops; close of competition; winning monologues announced and recorded

- **May 2017**
  - Winning monologues launched; ongoing promotion

- **June 2017**
  - Ongoing project monitoring; evaluation

- **March 2018**
Scope and Timeframe

• Up to 30 Talking Walls across the city centre

• Launch Spring 2017

• Bespoke website linked to the Talking Statues website benefiting from existing web traffic linking

• Public writing competition aspect

• Run for at least one year with evaluation/review to extend and add new talking points and/or competitions
To get involved and for more information...

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THANK YOU!

A BIG THANK YOU TO...

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CH1 Chester BID
Shop | Dine | Play