

ANTICIPATED EXPENDITURE AND PLANNED ACTIVITY	1ST FEBRUARY 2015 – MARCH 31ST 2015	1ST APRIL 2015 – MARCH 31ST 2016
<p><b>Business Savings: joint procurement initiative –</b></p> <ul style="list-style-type: none"> <li>Continue to provide savings to businesses through joint procurement initiatives.</li> </ul>	£2732	£14,379
<p><b>Power To Market :</b></p> <ul style="list-style-type: none"> <li>Develop the CH1 website to be more consumer focussed, to give every CH1 BID member a dedicated web presence</li> <li>Increase our social media share.</li> <li>Build the number of contacts on our business to consumer database contacts</li> <li>Increase our marketing and PR of the city and its businesses, extending our audience reach across all platforms.</li> <li>Produce relevant and targeted marketing material for consumers, visitors and businesses.</li> </ul>	£19,010	£95,861
<p><b>Events and Festivals : Upcoming events</b> We will continue to deliver and support quality events and festivals to drive footfall and spend to the city.</p> <p><b>Easter - Free kids film screening at the Grosvenor Museum.</b></p> <p><b>17th May 2015, Chester Half Marathon</b> main supporter working alongside Active Leisure to maximise the benefits of a city centre finish for all BID members.</p> <p><b>8/9th August, Rise above Sportive</b> supporting Mark Cavendish. With this unique two day cycle sportive welcoming over 3000 competitors starting and ending in Chester city centre.</p> <p><b>22nd May, CH1 BID funded event – ‘Chester Unlocked’ from May to January 2016</b> Further details of this bespoke and unique event will be provided to you at the end of March and how you can be involved with this unique event.</p> <p><b>31st October A CH1 family friendly Halloween event</b> will be staged in the city centre including family friendly activities such as pumpkin carving and fancy dress.</p> <p><b>Nov/Dec Christmas time in Chester:</b> An improved programme of activity including a market, parade, lights switch on and ChELFie the Christmas Elf. More details on the Christmas plans will be provided to you shortly.</p>	£40,632	£110,240
<p><b>Welcome Programme</b></p> <ul style="list-style-type: none"> <li>From April 2015 we will have in place a dedicated weekend ‘CH1 branded Welcome Team’ to welcome inform, assist and signpost our visitors.</li> <li>An enhanced cleansing, planting and maintenance service, over and above the statutory service provided by the council.</li> <li><b>Car Parks</b> - Trial a car parking initiative to provide a reduction in car parking fees to the individual by linking in with BID members wanting to offer full or part reimbursement on the customers parking ticket. We will actively promote free parking in Chester using the ‘Free after Three’ initiative and highlight any further agreed parking initiatives currently being discussed with CWaC.</li> </ul>	£19,097	£119,826

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<b>One City – One Voice</b> <ul style="list-style-type: none"> <li>• Distribute a CH1 business information pack to all BID members containing all the relevant information you need to know about Chester.</li> <li>• On behalf of the BID members we are a key consultant on all major developments to ensure the city works together as one. We will continue to update and keep you informed of any news and relevant information.</li> </ul>	£15,132	£57,516
<b>ANTICIPATED INCOME</b>	<b>£73,571</b>	<b>1ST APRIL 2015 – 31ST MARCH 2016</b>
<b>BID Levy</b>	<b>Nil</b>	<b>£479,303</b>
<b>Commercial sponsorship</b>	<b>£5833</b>	<b>£10,000</b>
<b>Grants</b>		<b>£55,000</b>

## F.A.Q'S

### Q. What is CH1ChesterBID?

A. CH1ChesterBID (Business Improvement District) is a defined commercial area within Chester City Centre.

### Q. What does CH1ChesterBID do?

A. CH1ChesterBID delivers a range of new and additional services and projects designed to boost the city centre's economic prospects.

### Q. How is CH1ChesterBID funded?

A. The BID's activities are principally funded via a BID levy charge of 1% (.75% for managed shopping centres) on the business rates which are applied to all hereditaments in the BID area with a rateable value greater than £18,000 fixed as at 1st September 2014 (but may be subject to change throughout the 5 year term of the BID). There are no exemptions from the BID levy payment of 1% or 0.75% This charge is collected by Cheshire West and Chester Borough Council on behalf of CH1ChesterBID.

CH1ChesterBID receives additional funds via voluntary member contributions, sponsorship and commercial activity as well as private and public grants which are used to pay the salaries of some of the BID team, reducing any financial burden on the BID levy to fund salaries. All standard operational costs are met through the BID levy.

### Q. How is CH1ChesterBID managed?

A. CH1ChesterBID Ltd is a not for profit limited organisation with a small city centre based team and a Board of Directors made up of voluntary local business owners, managers and a private sector chairman.

It is run in compliance with Business Improvement District (England) regulations 2004 and created with the sole purpose of supporting city centre businesses in Chester.

### Q. What is the duration of the CH1ChesterBID?

A. The BID came into being on 1st September 2014 and can operate for up to five years until 31st August 2019, where after a 'renewal' ballot may be held.

## GET INVOLVED

- Are you a new business in the BID area?
- Are you a new manager in an existing business in the BID area?
- Do we have your correct contact details?

If not, you may be missing out. We want to help you maximise a return on your investment of the BID levy you pay as a CH1 BID business. Please contact us with any suggestions and your most up to date details without delay and feel the benefits of the BID.

The CH1 Chester BID team and board members would like to thank you for your continued support. If you have any questions please contact the team on:-

t **01244 403680** or via **info@ch1chesterbid.co.uk**  
Follow **@CH1Chester** on Twitter and Like **CH1 Chester BID Company** on Facebook. Check out **www.ch1chesterbid.co.uk** for BID updates.