



RESPECT PROTECT *Enjoy*
#ChesterTogether

Supporting businesses and organisations across Chester city centre

#Chester Together

- ✓ focused on immediate needs of businesses recovery,
- ✓ consumer engagement connecting supply/demand,
- ✓ safety and welcome initiatives and comms plan to drive spend and footfall

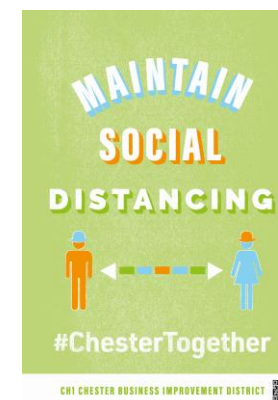
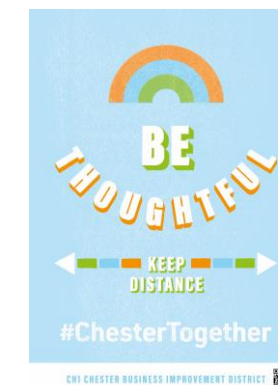


#ChesterTogether Campaign Deliverables	
Radio	6 week promotion featuring safety and welcome measures, digital high street, weekend sponsorship and giveaway from BID Member businesses (3852 airtime credits; 63,000 listeners)
Print	<ul style="list-style-type: none">A4 Poster Suite for BID MembersSocial Distancing Floor Dots for BID Member
Ads	<ul style="list-style-type: none">Full Page Ad Chester ChronicleFull Page Ad Chester Standard2 ¼ page feature in Chester Standard4 page leaflet drop to 15,500 households
Installations	Town Hall Square poster sites; banner across Town Hall; banner on railings at by the entrance to Chester Racecourse; Foregate Street (Former BHS unit; Former Pizza Hut; Former Nokia where Love St intersects). Digital Posters at Chester Racecourse; digital posters in Visitor Information Centre window.
Digital High Street Map	Links and information about how to remotely accessing/spending with city centre businesses – highlighting BID Member Businesses
Plan Your Visit Map	'Know before you go' messages: parking, queue management, hand sanitiser, face coverings, one way/keep left



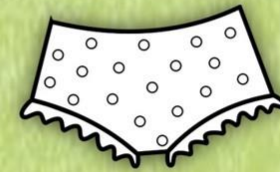


#ChesterTogether Campaign Outcomes	
PR	60 pieces of positive press coverage <ul style="list-style-type: none">• 10 radio interviews (BBC Radio Merseyside, Dee 106)• 2 TV features (ITV News, BBC Northwest)
Social Media Reach	975,000+ organically <ul style="list-style-type: none">• #ChesterTogether used in over 1000 posts• Chester Together Facebook Group
Website	67,000+ views on experiencechester.co.uk
Parking	800 FREE spaces daily, secured over 4 month period in partnership with Chester Racecourse
Footfall	Steady increase performing above UK average: July 2020 <ul style="list-style-type: none">• 85% increase month on month (performing better than UK average of 59% increase)• -37% decrease year on year (performing better than UK average of -47% decrease) August 2020 <ul style="list-style-type: none">• 19% increase month on month (performing better than UK average of 15% increase)• -27% decrease year on year (performing better than UK average of -38% decrease)





TREAT YOUR MASK LIKE UNDERWEAR



#ChesterTogether

1. Do not touch or adjust
2. Do not borrow or lend
3. Make sure fit is tight but comfortable
4. Make sure its CLEAN
5. Wear it the right side out
6. If it is damp, change it
7. Don't go **COMMANDO!**

CH1 CHESTER BUSINESS IMPROVEMENT DISTRICT





**Chester's Business
Improvement District**

**FREE
PARKING**

**AT CHESTER RACECOURSE
& LINENHALL CAR PARK**

#ChesterTogether



GROCERIES

**MEALS & DRINKS
TO YOUR DOOR**

ONLINE RETAIL

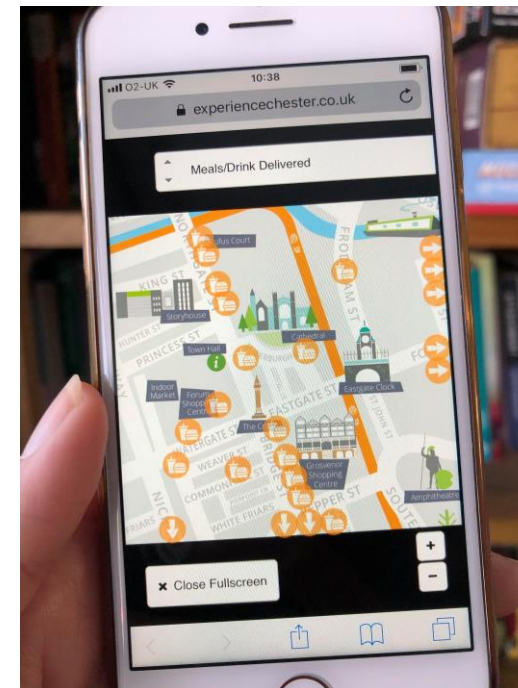
**VOUCHERS AND
EVERYTHING ELSE!**

Initial categories for the Digital High
Street Map



Digital High Street

‘Meals & Dinks to Your Door’
Pins

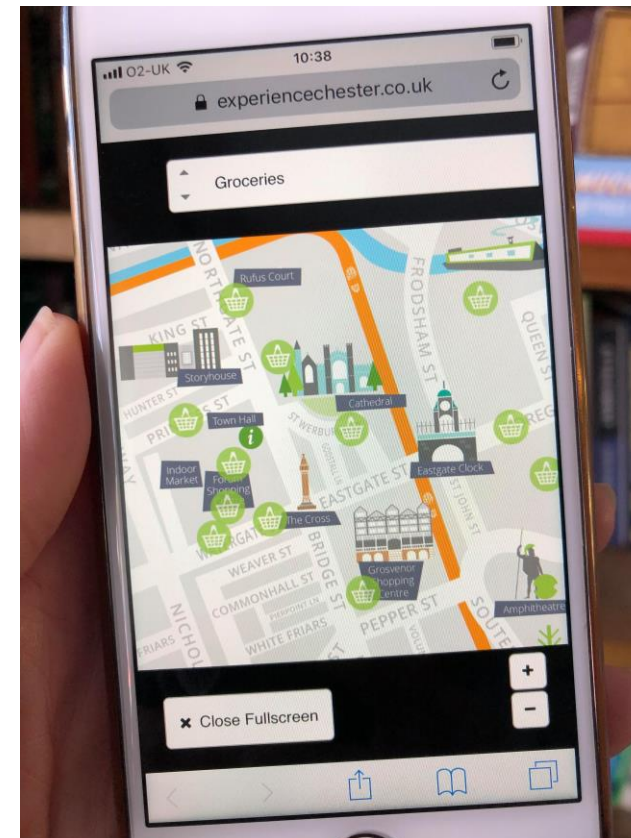


#ChesterTogether Digital High Street Map:



Digital High Street

'Groceries' Pins





Chester's Business Improvement District

Keep #ChesterTogether from home

Not quite ready to visit the high street? Let the high street come to you. Use the #ChesterTogether Digital High Street Map to access city centre services directly from your sofa. Online ordering, delivery services, phone consultations and takeaways galore!

www.experiencechester.co.uk

Support the city centre by sharing your photos and experiences using:
 #CH1ChesterBID @CH1ChesterBID @CH1Chester CH1ChesterBID

CH1 CHESTER BUSINESS IMPROVEMENT DISTRICT

#ChesterTogether WELCOME BACK to Chester City Centre

Free Parking

www.experiencechester.co.uk



Visit our Digital High Street

Keeping #ChesterTogether throughout this public health crisis and beyond.



PLAN YOUR VISIT

Over 300 businesses are open and ready to welcome you back to Chester city centre. New opening and booking systems, hand sanitiser stations, screen capacity limits, outside dining areas and more to help you feel safe and welcome.

Check opening hours and times before making a special trip to the city.

Expect things to be different including new service, dining options.

Book to dine at cafes, restaurants, pubs and clubs from new booking systems.

Free Parking

FREE PARKING at Chester Racecourse (CH1 2LY) and Linenhall (CH1 2BD) car parks **until August!**

Linenhall spaces only from June, last entry 8pm. Cars must vacate by 8pm.

Top Tip RESPECT PROTECT Enjoy

RESPECT fellow shoppers and staff by being thoughtful. There is a new one-way system on The Rows and Chester is pedestrianised daily from 10.30-4.30 with pavements in use for queuing and roads for walking.

PROTECT yourself and others by wearing a mask or face covering, washing or sanitising your hands regularly, and keeping distance.

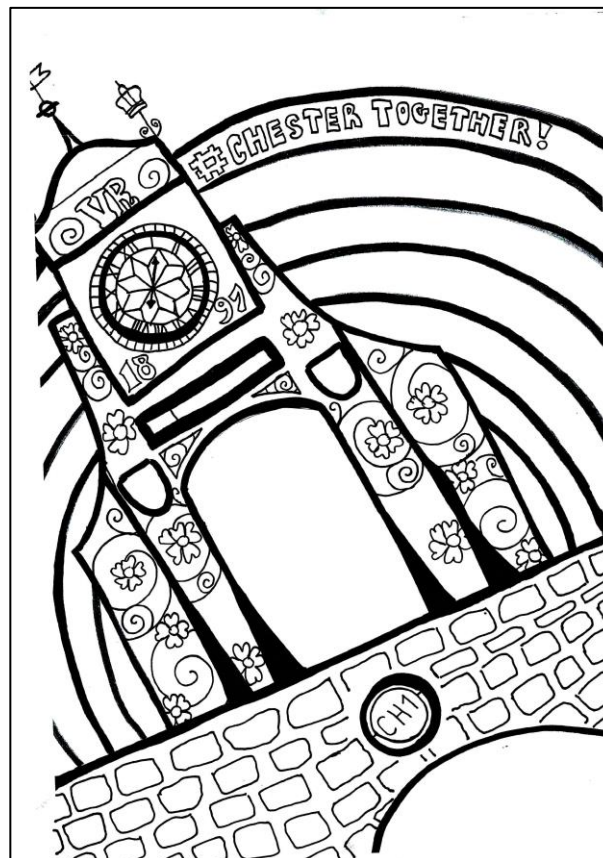
ENJOY Chester's independent shops, familiar brands and huge selection of food and drink establishments. Think about picking up a takeaway for your evening meal while you're in the city.



www.experiencechester.co.uk

hello@chesterbid.co.uk

FREE Printable colouring pages created by Chester BID City Host Luka Morrell



Evolution of campaign branding in line with black and white city



**Chester's Business
Improvement District**

RESPECT. PROTECT. *Enjoy!*
#ChesterTogether



Evolution of Digital High Street Categories



**Chester's Business
Improvement District**



Food & Drink To Go



Open During Lockdown



Shop From Your Sofa



Everything Else!



Quotes from Chester Together Community:

"Chester BID has been paramount in supporting, encouraging & promoting my business. Not only during the lockdown but also during the challenging times of our re-opening. I have found the team in Chester BID work tirelessly to promote our beautiful City and the businesses within it. From the lovely Luka who pops in with regular updates, to the what's app group with information on news and events in the city and engaging social media posts. Chester BID is an essential support network and the team have always been on hand to guide and direct with any business queries.

Chester BID have ensured my business now receives the local radio system, promoted my business on marketing platforms such as Cheshire Life, Dee Radio, BBC Radio Merseyside. A wonderful, essential and unique service that deserves a lot of recognition and praise for the work they do. Well done Chester BID!"

- Laura Heywood, Owner The Scented Garden Retreat, Northgate St Row





Quotes from Chester Together Community:

"The support from Chester BID has been priceless, from helping understanding restrictions and sign posting us to grants.

Having the Welcome Hosts Luka and Monica coming back into the city safely, was a nice slice of normalcy."

- Katie Jones, Weasel & The Bug, Watergate St (right)

"It was a great resource for finding up to date essential information, especially during uncertain times at the heart of lockdown"

- Jo Henwood, Member of the Chester Together FB Group

