

# City Management Newsletter

## Results of Christmas Campaign

**On street research conducted throughout the Christmas campaign has revealed:**

- the marketing campaign generated an estimated spend of £15million
- the return on investment was 200:1
- over 20% of those recalling the campaign indicating that it had influenced their decision to visit
- awareness of the campaign was the highest ever with over 30% indicating they had recalled some advertising.

A **big thank you** to the businesses who participated who can see that their contribution really does impact on the economy of Chester.

The presentation of the early findings can be found on [www.chesterccm.org](http://www.chesterccm.org). The campaign was co-ordinated by Chester City Council's Place Marketing team and Visit Chester and Cheshire.

## A Website for You [www.chesterccm.org](http://www.chesterccm.org)

**The Chester City Management site is now fully live with up to date information on what you need to know.**

The site which is exclusively aimed at business (not the general public) includes an extranet section where you can check the minutes of meetings, access documents and press releases, useful websites and named contacts. The site is growing in popularity and we are keen to work with you to develop the site and post up information which you will find useful as a business in Chester.

**For further information please contact** Alison Kelly,  
[a.kelly@chester.gov.uk](mailto:a.kelly@chester.gov.uk) or  
Roz Munslow,  
[roz.munslow@chester.gov.uk](mailto:roz.munslow@chester.gov.uk)



## A new 'SMILE' and a new goal

**I am delighted to represent, as Chairman, Chester City Management (CCM). You will know that we have now drawn a line under the past and are looking very positively at the future for our city.**

Our Smile Campaign, co-ordinated by Stephen Wundke, represents the first full retailer campaign, outside Christmas, for some time. The progress that has been made in such a short time is wonderful. We now have 50 retailers all making special offers, all contributing to this campaign and all making a difference to our city.

The campaign with the help of local media, The Chronicle, Dee 106 and Marcher radio, has the equivalent of £50,000 in spend and we believe will touch in excess of 2.5million people through 6 weeks of radio, two, four page lifts outs in the Chronicle, a 50,000 leaflet distribution, and much more.

We are doing everything we can to bring foot flow in to the city and boost your profits and if you have signed up to "Smile" then I hope you are "run off your feet" with voucher redemptions – you deserve it.

### Smile is just the start ... A year Packed full of Festivals and Events

After this we are working with the **Food and Drink festival**, which brings another 20,000 people to the city over Easter, we then have the newly formed **Chester Festivals**, and **Chester Performs**, working on summer programmes to bring more people to the city and create a real "wow" factor for our visitors. Chester Racecourse are soon to announce an **International Equestrian** event with Sky TV, and 20,000 people expected at the end of July for this event. The **Music and Literature festivals** are building in their profile and working to make events more accessible for your customers. In September our retail/**Fashion Festival** is just growing bigger and bigger,

by which time it will soon be Christmas again. A full year of City related events, all working together to make Chester a must see destination

### Working Together

We at CCM are working with every event to pitch retail at the very top of the City agenda. It is my job to represent CCM on the Renaissance board and I am canvassing the City Council to address the car parking problem, on your behalf.

I encourage you to, wipe the slate clean – as we have, give us a chance to make a difference and get involved.

### Our Goals

To all of you who have got involved in Smile – I say thank you. To those who didn't feel they could trust us to deliver just yet, I understand and just ask you, to watch this space. We want everyone involved and we need everyone to achieve our goals.

I am looking forward to meeting many of you and working for you over the next year.

**David Pickering**  
Chairman, Chester City Management

## Chester's Outdoor Markets

Come and hear about the results of the review of Chester's outdoor markets, and share your views on the proposals being developed.

**Tuesday 11th March, 5.45 pm**  
at Chester Town Hall, or see the review at  
[www.chesterccm.org](http://www.chesterccm.org) or  
[www.chester.gov.uk](http://www.chester.gov.uk)

### Please contact

Sally Williamson on 01244 402221 or  
email: [s.williamson@chester.gov.uk](mailto:s.williamson@chester.gov.uk)  
if you would like to attend.

## New Developments

The £1.5 billion Chester Renaissance programme, will make Chester a must see European city by 2015 and many projects are already underway. These include:-

- The HQ / Castle Gateway: A £50 million development overlooking the Roodie racecourse, including restaurants, flats, offices and a boutique hotel due for completion next year.
- British Waterways led development at Tower Wharf including canal-side homes, cafe-bars and offices. Completion in 2010.
- A £34m shops, apartments, offices and car park development at Delamere Street.
- The £15million transformation of Chester's magnificent Victorian Railway Station. Work on the station square is complete and work on the concourse is underway.
- The new Riverside Promenade from the Groves around the racecourse to Crane Bank will be complete by Easter and work continues on improvements to Brook Street and City Road.
- The Queen Hotel will complete a new development of luxury rooms by Easter and a Travel Inn is under construction on City Road.
- Oddfellows in Lower Bridge Street opens a new bar, restaurant and hotel soon and a major new nightclub.
- Cruise opens in St John Street along with a bar, restaurant wine bar over the next few months.

### Other initiatives being developed include:

- Developing a master-plan to make better use of the Cathedral Quarter. This covers 20% of the city centre and contains some of Chester's finest buildings.
- Working on a Rows management plan to help businesses improve performance and play a full part in Chester Renaissance.

**For more information go to [www.chesterrenaissance.co.uk](http://www.chesterrenaissance.co.uk)**

## Combating Crime

**Chester Against Business Crime, works with partners to reduce crime, the fear of crime and anti-social behaviour that affect the business community.**

We want people to feel safe when they visit Chester and its unacceptable that shop staff should suffer crime or abuse at work.

### We do this by

- working in partnership with the police,
- supplying a radio linked to the CCTV, and
- patrolling Community Safety Wardens
- exchanging information on prolific

offenders with the police and the business community

- operating an exclusion scheme whereby anyone arrested for an offence in or near members businesses, subject to certain safeguards, have their right to shop in member stores withdrawn.

We have 156 businesses as members, with more we can achieve greater success.

**Contact the Business Crime Manager, Bob Lelliott on 01244 403615 for more information or see [www.chesterccm.org/safety.html](http://www.chesterccm.org/safety.html)**

## How clean are our streets?

**Chester's roads and streets will get a major boost if the City Council's budget proposals are ratified at the end of February. £65,000 has been earmarked towards an improved street cleansing programme.**

Money will be invested in extending the cleaning programme to a seven day a week operation, use of a mechanical sweeper and reinforcing the cleansing teams to meet the council's aim of improving the standard of cleanliness in the city and making provision for more recycling litter bins.

Also, by working with property owners and managing agents CCM are encouraging action to improve the neglected areas and properties in the city centre.

Chester City Council Executive member for the environment, Councillor Neil Ritchie said: "These budget proposals continue our "Clean Chester" campaign and reflect our determination that Chester should be known as a clean District and one which regains its position as a leading council for recycling."

**To report vandalism, litter or damage  
Tel: 01244 402477 or  
Email: [callcentre@chester.gov.uk](mailto:callcentre@chester.gov.uk)**

## Performance Monitor

**A new free service has been set up to confidentially report performance figures on a week by week basis. The aim of the performance monitor is to compare retail performance with other key sectors such as car parking and hotel occupancy.**

By measuring % change only and not cash figures the data won't be commercially sensitive. The more stores that participate the more we can analyse and report trends, provided we have enough businesses taking part.

Provided jointly by Chester City Council and

Cheshire County Council, the results will only be made available to those stores who submit their figures. The results should help to guide actions both by retailers and public bodies to maintain the vibrancy of the retail sector in Chester.

Supporters of the performance monitor include WH Smith, Boots and M&S and 10 independent stores have already signed up.

**For more information contact Alison Kelly on 01244 402525 or download a form and information on [www.chesterccm.org](http://www.chesterccm.org)**

## Car Parking Review

Chester City Council is hosting a meeting to discuss the recent car-parking review and as part of this would like to hear city businesses views and ideas.

The meeting will take place on **Wednesday 19th March** at 5.45pm in the Council Chamber, Chester Town Hall.

**If you would like to attend, contact** Roz Munslow on 01244 402331 email: [roz.munslow@chester.gov.uk](mailto:roz.munslow@chester.gov.uk) or Amanda Bloomfield on 01244 402344 email: [a.bloomfield@chester.gov.uk](mailto:a.bloomfield@chester.gov.uk)

## Useful Contacts

### Chester Customer Contact Centre

*Litter, graffiti, fly tipping, pigeons and community safety issues*

T: 01244 402477

E: [customer.contact@chester.gov.uk](mailto:customer.contact@chester.gov.uk)

### Chester Against Business Crime

T: 01244 403615

E: [r.elliott@chester.gov.uk](mailto:r.elliott@chester.gov.uk)

### Chester City Management

T: 402331/402525

[www.chesterccm.org](http://www.chesterccm.org)

E: [roz.munslow@chester.gov.uk](mailto:roz.munslow@chester.gov.uk)

### Police

T: 0845 458 6384

### Chester City Council Building Design & Conservation

*Help and advice for signage, repairs and conservation issues.*

T: 01244 402327

### Chester City Council Community Safety Wardens

T: 01244 402477

E: [customer.contact@chester.gov.uk](mailto:customer.contact@chester.gov.uk)

### Chester City Council Licensing Team

T: 01244 402138

E: [licensing@chester.gov.uk](mailto:licensing@chester.gov.uk)