



# Promotional opportunities in Chester

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# Promote your brand in Chester City Centre

CH1ChesterBID is the Business Improvement District for Chester and has been appointed by Cheshire West and Chester Borough Council to manage all city centre promotional and advertising spaces.

Due to the historic importance of Chester and its buildings promotional opportunities are severely limited, so this is a unique opportunity to promote your business to residents and visitors to Chester.

## WHY CHESTER?

Chester is one of England's finest historic cities and home to the best preserved walled city in the UK. It has an awe-inspiring eclectic mix of Medieval, Roman, Anglo-Saxon and Victorian buildings giving it a character unlike any other city in the UK.

Chester City Centre boasts a range of high quality tourist attractions including the unique two tiered galleried Rows, Chester Cathedral and the City Walls while its retail offer includes specialist shops and boutiques alongside established high street brands.



TOTAL FOOTFALL FOR CHESTER CITY CENTRE IS OVER **20 MILLION PEOPLE** PER YEAR.

CHESTER ATTRACTS OVER **8 MILLION TOURISTS** PER YEAR.

HOME TO THE UNIVERSITY OF CHESTER WHICH HAS OVER **18,000 STUDENTS** FROM 130 COUNTRIES.

THE LOCAL CHESHIRE AND WARRINGTON **ECONOMY IS WORTH £20BN** A YEAR.

**VOTED BEST PLACE TO LIVE** 2015 IN THE HOT HOUSING INDEX.

SUBWAYS ARE USED BY OVER **12,000 PEOPLE** PER WEEK.



# EASTGATE STREET



## EASTGATE STREET

PRIME CITY CENTRE LOCATION.

LOCATED ON CHESTER'S MAIN SHOPPING STREET.

CLOSE TO THE EASTGATE CLOCK AND 5 STAR CHESTER GROSVENOR.

## PRICES

Monday to Wednesday

£400 + VAT per day

Thursday to Saturday

£600 + VAT per day

- Outdoor Promotional Spaces are available Monday to Saturday
- Please contact CH1ChesterBID for weekly rates
- CH1ChesterBID members qualify for reduced rates



# NORTHGATE STREET



## NORTHGATE STREET

CENTRAL CITY CENTRE  
LOCATION.

CLOSE TO CHESTER CATHEDRAL  
AND STORYHOUSE THEATRE.

NEAREST TO THE VISITOR  
INFORMATION CENTRE.

## PRICES

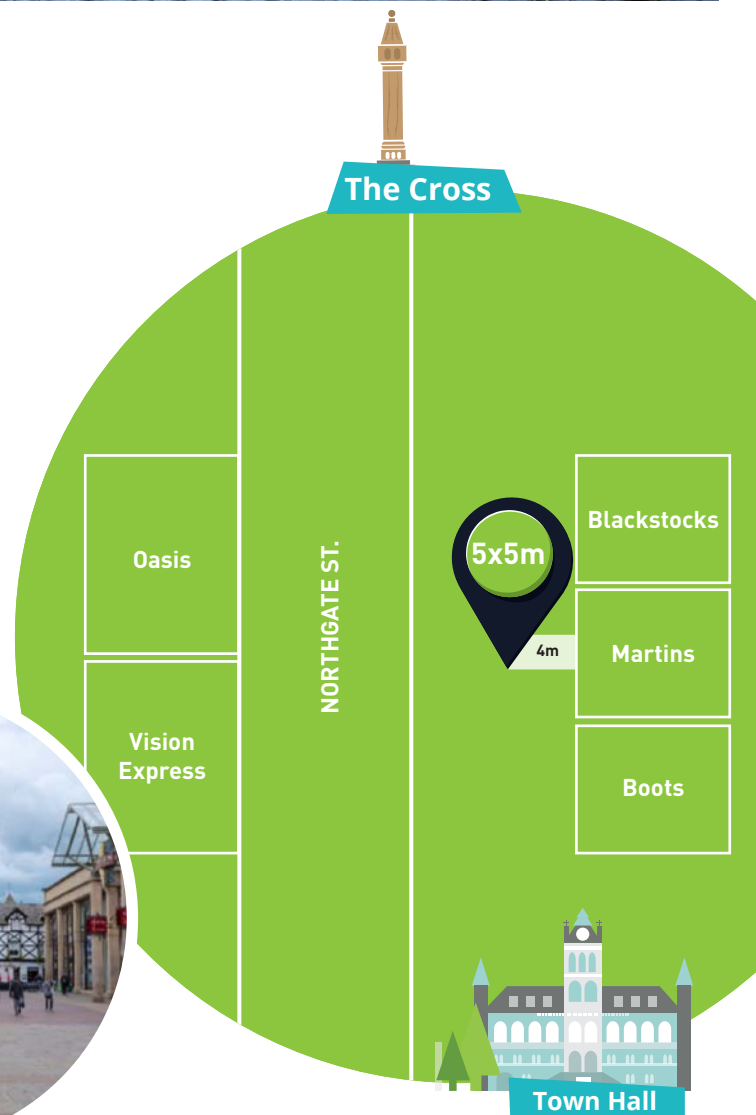
Monday to Wednesday

£400 + VAT per day

Thursday to Saturday

£600 + VAT per day

- Outdoor Promotional Spaces are available Monday to Saturday
- Please contact CH1ChesterBID for weekly rates
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# SUBWAY POSTER SITES



**OUR SUBWAYS ARE USED BY  
OVER 12,000 PEOPLE PER WEEK**

## Bars Roundabout Subway

Located on the main route into the city centre from Chester Train Station  
*(see main map)*

- 4 Large A0 (841x1189mm)  
Advertising posters in main subway

## Fountains Roundabout Subway

Located on the main thoroughfare to Chester Universities Parkgate Road Campus  
*(see main map)*

- 5 Large A0 (841x1189mm)  
Advertising posters in centre of subway

## PRICES

Non BID Members: **£150 (+VAT)** per poster per site for 2 months

BID Members: **£100 (+VAT)** per poster per site for 2 months

- Prices are inclusive of printing and installation
- Bookings can be made for a maximum of 4 months per booking
- A 10% reduction will apply for bookings of 4 months

# INFORMATION & CHARITABLE SITE



## OUTSIDE THE TOWN HALL

THE INFORMATION SITE CAN BE USED FOR PUBLIC AWARENESS, CHARITABLE INFORMATION AND GOVERNMENT INFORMATION.

## PRICES

RELIGIOUS NO CHARGE

REGISTERED CHARITY

£100 + VAT per day

GOVERNMENT

£80 + VAT per day



# KEY POINTS TO NOTE BEFORE BOOKING

- 1 Promotional activities should always help to improve the vitality of the City Centre and bring benefit to existing businesses and the public while causing minimal disruption.
- 2 Promotions must not conflict with the activities of existing city centre businesses.
- 3 Trading of any kind is not permitted.
- 4 Promotional sites are available Monday to Saturday.
- 5 Promotional sites are unavailable during the 6 weeks prior to Christmas.
- 6 There is no power at any of the promotional sites.
- 7 Artwork is to be provided by the advertiser.

For a full list of terms and conditions please refer to the promotional booking pack available at [ch1chesterbid.co.uk/opportunities](http://ch1chesterbid.co.uk/opportunities)

Terms and conditions apply to all promotional and poster sites.

## HOW TO BOOK A SPACE

For more information and to check availability please contact

### CH1 Chester BID Company

9 Lower Bridge Street | Chester | CH1 1RS

E. [info@ch1chesterbid.co.uk](mailto:info@ch1chesterbid.co.uk)

T. 01244 403680

[www.ch1chesterbid.co.uk](http://www.ch1chesterbid.co.uk)



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