



# **Board Papers**

**Thursday 18<sup>th</sup> May 2023**

## Agenda

### Virtual Board Meeting

#### Thursday 18<sup>th</sup> May 2023– 8am

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[Click here to join the meeting](#) Meeting ID: 388 013 363 137 Passcode: 8Xx9XA

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Time	Item	Lead	Reference
08:00am	1 Welcome and Apologies	TB	
08:05am	2 Declarations of Interest	TB	
08:10am	3 Minutes and matters arising from Board Meeting held on 1 <sup>st</sup> February 2023	TB	
08:15am	4 Board Matters <ul style="list-style-type: none"><li>- Recruitment update</li><li>- Business Overview &amp; LEP transition</li></ul>	TB	
08:45am	5 CEO Report	DC	(Board Paper 259)
09:15am	6 Company Finances <ul style="list-style-type: none"><li>- 2022/2023 Q4 Financial Report</li></ul>	IB	(Board Paper 260)
09:45am	7 A.O.B		
10:00am	8 Close		

**Minutes of a Meeting of the Board, held via Microsoft Teams  
On Wednesday 1<sup>st</sup> February 2023 – 8am**

**Present:** Trevor Brocklebank – Chair (“TB”)

Joe Manning (“JM”)

**Marketing Cheshire  
Directors**

Mark Goldsmith (“MG”)

Andy Lyon (“AL”)

Eleanor Underhill (“EU”)

Sarah Callander-Beckett (“SCB”)

Rob Charnley (“RC”)

Steven Broomhead (“SB”)

Jamie Christon (“JC”)

David Walker (“DW”)

Peter Mearns (“PM”)

Tracey O’Keefe (“TO”)

Philip Cox (“PC”)

**In Attendance:** Ian Brooks (“IB”)

Nicola Said (“NS”)

Sharon Pond (minute taker)

**Apologies:** Rob McKay (“RM”)

- **Opening by the Chairman and Welcome**

TB welcomed Board members and thanked them for joining the meeting. It was confirmed that apologies had been received from RM.

- **Declarations of Interest**

TB asked Board members to advise of any declarations of interest.

- **Minutes and Actions from the last Meeting**

The Board confirmed that the minutes from the meeting on the 15<sup>th</sup> December 2022 were correct.

NS advised that she had attended a meeting with the other Local Visitor Economy Partnership (LVEP) regional leads for Visit England and part of the discussions that took place were around how to improve data and intelligence and it was agreed that this will be picked up as part of the LVEP rollout over the next few years.

- **Recruitment update**

PC updated Board members on the recruitment progress for JM and NC roles advising that we will be creating a Managing Director role for MC which will encompass parts of Joe and Nicola’s roles.

Recruitment consultants, Odgers, have been appointed to recruit for the role, the advert will be circulated to Board shortly.

We will be going out to market for an interim MD in the next couple of days and this position will be filled prior to NS leaving MC. Discussions are taking place on the best way forward with the recruitment for the Head of Marketing.

**Action  
PC/IB**

## Comments from Board

Concerns over commercial income were voiced at a recent audit meeting and it was questioned whether we are looking for a Managing Director with commercial experience and operational expertise. PC advised that the aim is to recruit an individual that has experience across the whole spectrum and emphasised the importance of partnership engagement, delivery, and relationship building skills. It was agreed that the person will also need to have the ability to manage diversified income streams from public and private sources.

It was confirmed that JM leaves the business on the 7<sup>th</sup> Feb and NS leaves 9<sup>th</sup> March.

SCB stressed that the visitor economy collaboration and networking with MC is essential as our partners act as our PR agents for Cheshire therefore it is very important that they are not forgotten in the process. This includes the strength of both Destination Chester and Destination Cheshire.

With EU retiring assurance was sought on the future of the Destination Cheshire Group. NS advised that we will aim to arrange an additional meeting of the group at the end of February and confirmed that Destination Cheshire activities are written into the job role for the interim MD. It was emphasised how valuable the networks are and we will look to recruit a new chair from the existing Destination Group.

JC advised that he will remain as chair of Destination Chester until after the elections in May. We discussed opportunities for finding someone to chair Destination Chester in the future.

- **Board thank you**

TB thanked Eleanor Underhill for her 5 years' service on the board and Andy Lyon for his 6 years' service. Eleanor and Andy then gave their observations on their time served on the board.

- **CEO Report**

JM referred Board members to the report circulated within the Board pack and highlighted the following key items:-

- There is still a mixed picture within the Visitor Economy which remains a challenging environment. Footfall numbers are holding up well, the big challenge will be getting through the next quarter due to the difficulty of the operating environment with cost-of-living crisis, increasing energy costs, etc.
- The Christmas Market has had very positive reviews and high footfall. A testament to Nicola and the Team on how well the shift to a commission model has worked.
- Over recent months we have received very positive PR activity and we are starting to see real diversity in the coverage we are receiving. In particular the Time Out top 15 destinations coverage across the wider Cheshire area providing the Destination Cheshire network with validation of the work they are undertaking as individual organisations. Also, the responsible business PR around accessibility in Chester and Warrington was positive.
- Plans are developing for Cheshire Day and we will update the board further on this when plans are finalised.
- We are also planning for International women's day and the VIC are doing a fantastic piece of work on researching the leading women in Chester through the ages.

**Action  
NS/SP**

- **Draft Delivery plan**

JM ran through the delivery plan advising that the plan is a work in progress and the reason for bringing to the board meeting today is to provide further reassurance to the recruitment discussions. We have been working with our operational contacts in the Local Authorities and our partnership networks have been doing work on producing the plan to ensure the new MD will inherit a really strong delivery plan.

Before this comes to the Board for sign off, there is a need to ensure that the plan is fully integrated into the wider LEP's delivery plan and a workshop is taking place with the full LEP and MC teams to work together on the plan in the week commencing 6<sup>th</sup> February.

#### **Comments from Board**

- It was questioned whether commercial drivers are included within the plan. JM advised that commercial income is embedded into the partnerships and policy elements of the plan as well as draft KPIs. Commercial revenue for the Visitor Information Centre is also included. Line items such as the Tourism Business Improvement District could be a way to create significant income if this is something that we pursue. The Cheshire Science Corridor could also be a way to diversify by looking at sponsorship opportunities in the future. NS advised that the commercial income is included in the individual objectives for several of the MC team members and that she will be meeting individually with the team members to discuss this.
- Establishing MC as an LVEP will also contribute to MC's commercial activity.
- With regard to International Women's Day, it was questioned whether it would be possible to include Cheshire and specifically the Science corridor element. It was advised that we are looking at how we reposition the Science Corridor as a place to live, work and invest, concentrating on the innovative work people in the area are undertaking. We are aiming to hold a symposium event mid-June at Chester Zoo. IB advised that the LEP has invested into 2 Life Sciences funds and there may be examples where we can tie the investee companies into the International Women's Day campaign. It is about shifting the science corridor from land and property to be about the individuals in this industry. This does also link into the Visitor Economy with the Zoo and Jodrell Bank.

- **Visit Britain Priorities and DMO review.**

NS updated Board members highlighting the following key items: -

- Patricia Yates, CEO Visit Britain visited Cheshire on the 18<sup>th</sup> January. The visit included a tour of the Zoo, tour of Jodrell Bank and a roundtable with partners. We were very grateful to all our partners for helping to show the best of the county. Patricia also met the Chair of the Hospitality Association and the GM of the Chester Grosvenor as part of the visit. Patricia advised that the VE goal is to be more outward facing and we are one of the first places that Patricia has visited. At the roundtable Patricia updated on VE's priorities such as driving international visitors back to the UK and the importance of data and intelligence, getting more real time analysis. Another priority was, improving the structural England landscape for tourism policy, and implementation of the Government recommendations of the DMO review.
- We have submitted our Expression of Interest to become a LVEP and have been green lighted to take our application forward.

- VE are developing a new training platform for staff which will be accessible to the MC team members.

- **Company Finances**

TB introduced IB to give an overview of the company finances.

IB referred Board members to the current YTD report included within the board pack advising that the operating result is better than budgeted returning a small deficit and that operating reserves remain above the minimum required level. IB ran through the key elements of the report noting that the Audit Committee are comfortable with the cash position and use of reserves.

- **Approach to budgeting 2023/2024**

IB referred Board members to the report circulated within the Board pack and highlighted the following key items: -

- The purpose of the paper is to provide a working plan and reassurance to the board. Operational integration between the two organisations is part of the ongoing agenda and that financial integration with the LEP will continue into 2023/2024.
- It is proposed that the MD role will be on the LEP payroll and billed to MC as a management cost.
- We will target a balanced budget and maintain a level of reserves within the legal entity to allow focus on the strategic position of MC.
- The Local Authorities have emphasised the importance of MC and are supportive of further investment into MC from Enterprise Zone receipts, as well as renewal of their separate Service Level Agreements for grant funding.
- Discussions have taken place around other income sources, but these have not been budgeted as it was felt that this is something that we should be working towards in the future which means we have provided a balanced budget without these additional income sources.

### **Comments from Board**

- The formal governance of the structure was questioned and it was advised that when MC merged with the LEP there was a clear sense from BEIS that funds should not be spent on tourism. Now it is clear that place and visitor marketing are both very important to support the economy as a whole. It was confirmed that MC will retain its separate legal status from the LEP.
- Half of MC's expenditure is staff related and it was stated that we need to be seen to be an excellent employer and it is important that we develop and reward staff to ensure staff retention, for example through L&D activity.
- A discussion took place at the audit meeting around the risk register and it was agreed that we should increase the risk level around staffing with JM and NS leaving the business

- **Any Other Business**

JC advised that the Government have issued their environmental improvement plan 2023 which could have a positive impact for MC. JC to send the plan to SP to share with the Board.

**Action  
JC/SP**

EU asked who will be managing the MC Awards with NS leaving. NS advised that Fiona Bebbington, Head of Corporate Events, is managing the awards and we have sold approx. 90 tickets so far, but we do tend to get a lot of people buying tickets later on in

the process. MC Board members will be invited to attend the awards ceremony and meet our wider partner networks.

**Action SP**

Both JM and NS thanked the Board and staff for their support over the years and emphasised that MC is a fantastic organisation. NS will circulate details of her leaving party on the 8<sup>th</sup> March to the Board.

TB thanked JM and NS for all their hard work and dedication to the company and to Cheshire and Warrington over the years.

**Future Board Meetings**

Thursday 18<sup>th</sup> May 2023

Thursday 7<sup>th</sup> Sept 2023

Thursday 16<sup>th</sup> Nov 2023

Thursday 14 December 2023

Signature (Trevor Brocklebank, Chair)

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Date

**18<sup>th</sup> May 2023**

**Paper 259**

## **CEO update**

### **1. Introduction**

This is the first report since Nicola and Joe left their roles in February and March 2023. A consultancy team from Oneday Regeneration Ltd was appointed on 6 March 2023 on a six-month contract to provide interim support during the recruitment phase for their replacements. At the point of the board meeting, the team will be nearing the midway point of the contract and recruitment is progressing (see point 9) in line with the estimated timescales provided at contract start.

### **2. Visitor economy summary**

Footfall in Chester in March was almost 5% up on 2022 however, in line with other locations, it is yet to recover to 2019 levels. The New Chester Market continues to attract people to the city although a recent incident saw it closed for several days which may impact next quarter's footfall data. Full footfall data can be accessed on Chester BID's website [here](#).

Visit England's Domestic Sentiment Reports (January – April 2023) showed that the key factors influencing UK breaks remain unchanged and include the rising costs of living and holidays with secondary factors of the UK weather and personal finances also playing a part.

In February 2023, Chester saw the greatest increase in occupancy, up 9% to 76.8%. Chester outperformed Liverpool where occupancy decreased to 69.8% (2.7% down) and York (74%) while Manchester was similar at 77.8%. Year-on-year occupancy was 14% up February 2023-2022 for both Cheshire West and Cheshire & Warrington.

In March 2023, Chester and Cheshire West's occupancy levels dropped marginally while Cheshire East and Warrington increased, as did comparison locations. Year-on-year occupancy increased by 9% in both Chester & Warrington.

Additional revenue (food and drink and spend outside the room rate) remains relatively flat (and in some cases dropped), potentially impacted by the increased cost of living and holidays.

**Local Visitor Economy Partnership (LVEP) Status and engagement with Visit Britain**  
Marketing Cheshire has achieved LVEP status and been announced as one of the first 15 destinations in the UK to do so. We have signed a Collaboration Agreement with Visit England which governs the relationship and lasts for one year. The status does not bring any funding



but will be an opportunity to engage with the national organisation across a number of activity areas and to, potentially, develop partnerships across the region.

Ongoing conversations are being held with the Regional Lead to maximise the status on behalf of Cheshire. We are required to produce a 'Growth Action Plan' by the end of June. This is a largely internal document which will set out our activity programmes and delivery objectives within the next 12 months. A further requirement is the production of a Destination Management Plan which will be needed by the end of 2023. The board will be kept informed of developments.

### **Tourism Business Improvement District (TBID)**

The feasibility study for a potential TBID in the Cheshire West and Chester area has been received.

Meetings are being held with Cheshire West and Chester Council (Caw), Chester BID and Destination Chester members to consider next steps. Once these meetings have concluded, the report will be circulated to the board.

### **Chester Visitor Information Centre (VIC)**

VIC sales rose by 28% compared to the same period in the previous year (January to March 2022), which saw revenue double. With the continued expansion of the VIC's own range of postcards, postcard sales increased six-fold over the first quarter of 2022. The VIC's range of in-house guides continue to sell well, and a new 'animal trail' around Chester has taken the range in a new direction.

To support Cheshire Historic Buildings Preservation Trust and CW&C, the VIC is hosting one of the Trust's contactless payment devices. This allows the public to donate to the conservation of the county's historic assets, including Chester's City Walls.

The VIC celebrated Cheshire Day on 30 March and have added a Cheshire pin badge to the growing range of badges on offer, another area of growth.

The VIC received a mention in February's National Geographic Travel magazine, as the starting point of the Women of Chester walking tour.

### **Visitor Information Review**

A brief for a review of the information service that Marketing Cheshire delivers on behalf of Cheshire West and Chester has been developed and will be issued in May via the LEP's procurement process.

The brief has been developed in partnership with council colleagues and is attached for comment (**appendix 1**). It covers all elements of the information service but will have a particular focus on over-the-counter services at Chester VIC. The study is expected to conclude in September.

### **3. Communications and Marketing**

Following the success of the Christmas Marketing campaign, we started the year with strong organic content promoting special offers, membership deals and 'value for money' days out. Transport for Wales confirmed a further partnership for spring summer 2023, enabling us to amplify the Chester marketing campaign, which is live and running until mid-June.

The Chester campaign centres around five key themes:

- History and Heritage Experiences
- Food and Drink
- Cultural Experiences
- Active and Outdoor
- The Rows

We have created tailored assets to promote each theme through a highly targeted social media campaign, with a Travel by Rail message. These adverts went live at the end of March and are currently performing extremely well. The campaign activity will continue as large-scale digital billboards go live imminently, across key geographical areas, mirroring the geo-targeting of the social media adverts. We are also keen to promote Chester as a base to explore further into Cheshire, and have included places such as Frodsham, the Sandstone Trail and Delamere within the campaign webpages. A further wave of social media adverts with a refreshed 'summery' creative are due to go live late May with a further burst of outdoor media to accompany them.

The Cheshire marketing campaign follows a similar structure, with seasonal themes and sub-themes under which partners will be featured with a range of digital advertising, such as targeted social media adverts, itineraries and blog posts and enhanced presence on the Visit Chester and Cheshire website. Campaign assets are currently in development and activity is expected to be rolled out imminently. Our current social media audience is 96,749 with total organic reach for the period of over half a million (532,735) up 7.5% on the previous period, which included Christmas.

#### **PR & Media coverage**

The purdah period began in March which resulted in a quieter than usual period for proactive PR activity (articles are down from 131 on the previous quarter which included the Christmas period). However, through our work with Traveltappers we continued to generate strong coverage.

In Q4 we achieved:

- 20 articles across print and online
- Print: 9 articles, audience 1.3m, impact 810.3k
- Online: 12 articles, audience 4.9m, impact 2.9m
- Overall audience: 6.2m
- Overall impact: 3.7m

New Chester Market continued to generate positive coverage which benefits the city including an article in National Geographic Traveller. The Guardian featured the National Waterways Museum in Ellesmere Port in its UK-wide feature on Easter day trips.

A deck showing highlights from the last quarter can be found in **appendix 2**.

## **Digital**

Between January and March 2023, the website had 265,184 visits with 563,635 page views (this is 1.65% up on pre covid 2019). During this period Chester content was the most viewed with 29,965 viewing the Chester homepage and 13,672 viewing the Chester What's On. Cheshire Oaks and Shopping in Chester were also popular as was Accommodation. Our outdoors content remains popular with Marbury Country Park, Macclesfield Forest, Delamere Forest and the Chester Walls Walk receiving over 3000 views each.

Themed sections were also very popular which included:

- February Half Term content viewed 2853 times.
- Easter 5784 times
- Mother's Day content 1391 times
- Family focussed content was viewed 9959 times.

Our blog had 29,775 page views with the most popular stories including; Where to take Afternoon Tea; Where to visit with children under 5; Top 25 things to do in Chester; Where to have Sunday Roasts and where the England football team spend their time in Cheshire. Referrals to the website from Instagram were up by 20.86% on the same period last year.

Our Spring Breaks in Chester campaign has just gone live and we are promoting staying in Cheshire for Eurovision with a whole celebration of music [here](#). We are also promoting Coronation events taking place in Cheshire and will be building a May Half Term section.

## **Cheshire Day**

Cheshire Day reached an impressive 4.2 million this year. It was a collaborative, cross-channel campaign that supported our live, work, invest and visit messaging. The theme for this year was "Your Cheshire Story" and how businesses and individuals contributed to the rich fabric of the Cheshire narrative. Two successful workshops and a webinar took place in February to promote the day, encourage engagement and to draw out future Cheshire Ambassadors.

The day itself saw businesses and individuals share over 200 Cheshire stories using the hashtag #CheshireDay which saw 10,000 social interactions, 9,200 likes. We also established a bespoke landing page and domain - [cheshireday.co.uk](http://cheshireday.co.uk) - to centralise activity which received 3,900 page-views between February and April. The stories submitted have been collated into a research report that will contribute to our work around the Cheshire place brand and narrative development.

## **Science Corridor**

The team are working with Social PR Agency to help shape the narrative of the Science Corridor, and with Thrive Agency on the case studies and marketing proposition for the rebrand.

The event planned for June 2023 has been rescheduled to 13 September at the Square, the new event space at Chester Zoo. The launch will comprise of 15 TED talks from representatives across the Science Corridor with a keynote speaker and a panel discussion.

The Science Corridor will have its own identity within the place marketing strategy for Cheshire.

## **4. Partnerships**

### **Destination Chester**

The Destination Chester Group will meet on 16 May. The agenda includes the One City Plan, LVEP, a Destination Chester Showcase event planned for 20 June. The board will be updated on the outcomes from this meeting.

There has been a longer gap between meetings due to the purdah period impacting the appointment of a new chair. Philip Cox is chairing 16 May meeting and the group need to propose how they will recruit a new chair in the near future.

### **Destination Cheshire**

The group last met on 4 May when the agenda included membership trends, LVEP status and events which have now passed including Cheshire Day and the Marketing Cheshire Awards. An update on these areas appear across this report.

### **Cheshire Events and Festivals Group**

A meeting was held at Chester Racecourse on 6 February, bringing together event organisers in Cheshire to establish how we can better promote and work together as a collective.

We are currently designing a master calendar of events to share with all partners and this will link to website improvements around event listings. An event will take place on 20 June at Bishop's Palace, Chester, to promote the event offering to Cheshire suppliers and accommodation providers to ensure they are equipped with the information that visitors may request.

### **Bids and Town Councils**

Meetings were held with Town Councils and BIDs across Cheshire looking at how we can better work together. This includes advising on how they can utilise our channels, update pages on the website, add events (both those they organise plus businesses in their area as added value), provide stories for the media and advertise within the Ultimate Map.

## **Visit Britain**

We hosted Katrin Hafliger, International Communications Manager on the 2 March. The visit included a round table with the team so that both sides could update on activity and how we can better engage with one another, plus showrounds at Chester Cathedral, Deva Roman Experience, Chester Market and a cycle tour of Chester in line with their current campaign 'See things differently' showcasing the UK's many unexpected experiences.

## **Research and Intelligence**

We have worked on a partner survey linked to the CRM to help gather market intelligence to understand our visitors and their perceptions. We will be monitoring tourism data and following trends in hotel occupancy, visits to attractions, visitor satisfaction and the economic impact of tourism. The research will help inform our own marketing decisions. This will be key to planning successful marketing campaigns and in helping our partners to see how their business performance sits within the bigger picture.

## **Travel Trade**

We have been looking at a refreshed approach to engaging with the Travel Trade. The aim being to increase group visits to Cheshire, increase dwell time and to promote the offer once visitors are here.

This work includes:

- Refreshed itineraries to reflect what's new, including experiences.
- Partnering with neighbouring regions on a Heritage FAM trip and itineraries
- Promoting Chester and incorporating England's Historic Cities, with FAM trip and itinerary
- Working with Liverpool on cruise visits and travel trade friendly packages
- Re-visiting Cheshire's Gardens with a targeted FAM trip and itinerary
- Increasing Christmas coach visits by engaging early with the trade via targeted e-shot including what's new, day-trip itinerary, special offers and incentives.

## **New rate card - (appendix 3)**

We have updated our rate card for 2023-24 showcasing the performance of our channels, partner opportunities and benefits. This year we have increased our prices by 10% and intend to increase rates by a further 10% next year as we look to commission a new website which will provide further benefits to partners. The rate is also being updated to show our LVEP status.

## **Ultimate Map for Chester & Cheshire**

We are producing a new DL guide with pull out map bringing together attractions and restaurants in the Cheshire area helping visitors make the most of their time here. With a 100,000-print run, the map will be distributed via our networks across Cheshire, Wirral, North Wales, Staffordshire, Liverpool, Manchester and Birmingham including large hotels, key gateway sites such as train stations, airports, motorway services, visitor information centres

and shopping centres. More details can be found [here](#). We've had a good selection of partners buy in to this and will continue to sell the last remaining spaces. We are expecting to distribute the map in June.

## **5. Business Tourism and Events update**

The team are continuing to engage with venues and we are building on the number of businesses that have meeting facilities, to have a presence on Meet in Cheshire website. There has been little opportunity for social media promotion due to the purdah period, however this activity will resume again from May.

Forthcoming corporate events include:

- UK Real Estate, Investment and Infrastructure Forum, (UKREiIF) 16-18 May 2023 in Leeds. Marketing Cheshire is leading on all stand and event logistics and a dinner for an invited group of guests on Wednesday 17 May in partnership with the three Local Authorities
- Science Corridor Symposium, Wednesday 13 September 2023 at Chester Zoo. We are working with the Growth Director of the LEP to launch the new brand for the science corridor.
- Local Enterprise Partnership AGM, September / October 2023. Initial venue scoping taking place currently for this event. Date, format and schedule to be defined in coming months as the future the LEP becomes clearer.

## **6. Recruitment**

45 applications were received for the Head of Marketing & PR role. A panel has been convened to conduct a two-stage interview process during May culminating with face-to-face interviews taking place on 19 May. An update will be provided to board members at the meeting as to the number of candidates going through to the final stage.

The Managing Director remains live; however, we need to understand the future structure of Marketing Cheshire to ensure candidates have the right type of experience to take the organisation forward.

## **7. Marketing Cheshire and LEP Review**

In response to the Government's recent announcement regarding the future of LEPs, Marketing Cheshire have requested that the Oneday team (interim support in place already) identify the potential options available for the future governance and operational set up of Marketing Cheshire.

The project will be delivered in the form of an options paper to the LEP detailing the options available to Marketing Cheshire to consider:

- Benchmarking: Discussions with other organisations on their destination marketing delivery vehicles that reflect what Marketing Cheshire requires. This would include assessing issues of delivery, feedback from business, alignment with local economic strategies and broader governance considerations.

- Finance: work on the future sustainability under alternative arrangements
- Governance: a light touch review of the governance implications of alternative options
- The Strategic Delivery Model - How it might work: Comparing the options in practical terms, how could it work and what are the pros and cons of each option.

The paper will be delivered by 31 May and will complement the work already underway on the HR and legal aspects via Mills & Reeves.

**Diane Cunningham, Oneday Regeneration Ltd for Marketing Cheshire**

## **Invitation to Tender for a Visitor Information Review**

### **1. INTRODUCTION**

The Cheshire and Warrington Local Enterprise Partnership (the LEP) leads the growth of the Cheshire and Warrington economy through a powerful partnership between the private, public, and voluntary sectors to make the sub-region the UK's healthiest, most sustainable, inclusive and growing economy. As part of the LEP, Marketing Cheshire (MC) is the sub-region's Destination Management Organisation/emerging Local Visitor Economy Partnership (LVEP), responsible for positioning Cheshire as a great place to live, work, study, invest and visit, working in partnership with the sub-region's three local authorities and tourism and hospitality businesses.

One of Marketing Cheshire's responsibilities is to manage the Chester Visitor Information Centre (VIC), supported by Cheshire West and Chester Council (CWaC or 'the council'), and located in the council owned Chester Town Hall. Marketing Cheshire and the council are working together to deliver the review which is taking place within Marketing Cheshire's annual service delivery contract as a key component of the work programme.

### **2. BACKGROUND**

Face to face visitor information has undergone transformational change in the last decade, with many services closing or merging. A combination of: the rise of online information services (both those run by third parties and destinations' own efforts); changes in consumer behaviour; and the almost universal adaptation of smartphone technology have led local authorities/DMO's to consider the worth and viability of offering over the counter services. In addition, a challenging funding environment and an overall reduction of high street footfall have both given rise to closures of Tourist Information Centres.

Nevertheless, a number have remained and still thrive. This is particularly the case where the market for the destination still prefers face to face contact and over the counter discussions. In addition, visitor information services have shown a remarkable ability to adapt, becoming more commercial in their focus, adding or merging services (and locations) whilst retaining their core function of providing high quality, accurate and up to date, visitor information to customers.

### **3. REASON FOR REVIEW/CURRENT SERVICE DESCRIPTION**

Marketing Cheshire wishes to deliver a review of the information service it delivers on behalf of CWaC, but also for other stakeholders, both online and face to face. This is, in part, due to its commitment to ongoing innovation and ensuring its services are fit for purpose. In addition, there is a commitment to CWaC to deliver the review in the current contract year (to September 2023) and a potential need to consider the relocation of the service as the Town Hall may be required by the council for other purposes.



The information service is currently delivered in three primary ways:

- i. Via [dedicated pages](#) on the Visit Chester & Cheshire Website and official social media accounts
- ii. At the [Chester Visitor Information Centre \(over the counter and phone service\)](#)
- iii. At Cheshire's [other information centres](#) at Congleton and Macclesfield (delivered by Cheshire East Council and outside the scope of this review)

MC also supports the provision of visitor information through third parties via its media relations.

The Chester Visitor Information Centre currently welcomes approximately 280,000 people a year. The VIC is staffed by one manager, an assistant manager and five staff, the majority of whom are part time. Staff are supplemented by volunteers and work based learning placements.

The review is not primarily driven by financial necessity, more by a desire to examine the current service in line with market needs. Including wages and premises costs, but excluding central overheads and admin charges, the VIC is a profit centre within MC's overall budgets<sup>1</sup>. Any profit is recycled to support MC's wider destination management and marketing efforts. Nevertheless, there is a need to ensure the service delivers value for money, whilst continuing to provide a quality experience for customers.

There has been a clear focus on revenue generation in the last five years and merchandise includes some bespoke stock, exclusives, and commissioned items from local artists. Stock lines also feature city partners such as Chester FC.

The VIC also offers a full but not complete range of tours, venue and other agency bookings (see list at Appendix 2). Welcome packs are issued on request to both consumers and travel trade enquiries in advance of visiting Chester. Other services include: acting as the base and management point for the Town Crier; providing a donation point (PDQ machine) to support the Walls Heritage initiative; support for, and engagement with, local/community events; relationship with the BID including liaising with the City Host; and support for city centre animation

#### **4. SCOPE**

Through the scope outlined below we are seeking answers to two key questions:

- i. What are the key purposes of providing visitor information at destination level (now and in the next few years)?
- ii. The ways in which visitors would prefer to receive this information.

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<sup>1</sup> NB CWaC funding contains an allocation to support the VIC but is not included in these figures

In order to answer these questions, the review should cover:

- All parts of the visitor journey: pre & post as well as during (and after) the visit
- Consideration of Cheshire & Chester's market demographics and their information (delivery format) needs
- All information provided by Marketing Cheshire, (digital, any print and in person)
- 3<sup>rd</sup> party and partner online information e.g. Google, Trip Advisor, local transport authorities, local private sector providers, and any other appropriate website/social media feed e.g. [Experience Chester](#) (Chester BID's website), other local authorities etc.
- National and international best practice in visitor information
- Current over the counter operations including:
  - Opening Hours
  - Staffing levels
  - Services (Free to access & revenue generating)
  - Free written information (leaflets etc.)
  - Welcome Packs & Post Out service
  - Merchandise
  - Ticketing & Agency services including Guided tours
- Additional opportunities for both cost savings and income generation (including official branded merchandise)
- Location
- Potential delivery and funding partnerships with private and public sector partners (including, but not limited to, co-location)
- Stakeholder views and expectations of the service
- Back Office systems (EPOS, stock management, reporting and financial information, payments and invoicing)
- The role of the VIC as a 'hub' for the sector and potential additional roles including display & sales opportunities for local artists/craftspeople/makers
- The role & operational management of the Town Crier
- Appropriate KPI's and collection methods, reporting frequency etc.

## 5. TIMESCALES

We require this work to be completed in 3-4 months and by the end of September at the absolute latest. Interim milestones will be agreed with the appointed consultant. Deadline for submissions is **5pm Friday 9<sup>th</sup> June**.

## 6. ANTICIPATED WORK PROGRAMME & PROPOSAL REQUIREMENTS

We expect that the appointed consultant will deliver the following items. This list is prescriptive but not exhaustive

- Desk review of national and international best practice
- Mystery Shop Exercise
- Detailed operational review working with MC management, Oneday representatives, CWaC officers and VIC staff

- Stakeholder meetings and consultation (to be evidenced)
- Organisation, delivery and analysis of onsite consumer survey
- Client liaison and regular update to steering group
- Development of strategic options within a comprehensive interim assessment report
- Further discussion, consultation and development of agreed final proposal with clear recommendations & indicative costings

**Proposals should include:**

- Introduction (maximum 500 words)
- Detailed method statement (maximum 1000 words)
- Proposed timetable for production including key milestones (Table format - 1 page of A4)
- Demonstration of experience of providing similar services (maximum 1000 words)
- CV's of key personnel who will deliver the review (one A4 page summary per person)
- Financial proposal with daily rates and individual consultant day/time allocations

Proposals must be in an electronic format (e.g. MS Word/PDF) and emailed to : (email address) by (date and time).

Bidders must complete and return the Form of Tender (Appendix 1). All prices must be fixed and firm, please include an hourly rate which can be used for any subsequent contract variation. They should be quoted in pounds sterling and exclusive of VAT. Tenders should detail any ancillary costs and expenses included in the price. Proposals should not exceed £20,000 excluding VAT.

Payments for services covered by this invitation to quote will be on submission of appropriate invoices, subject to The LEP's standard payment terms. Invoicing arrangements will be agreed with the successful provider following the award of the contract.

**7. SCORING CRITERIA & WEIGHTING**

Each proposal will be scored against the following evaluation questions, weighted as follows:

<b>Evaluation question</b>	<b>Score</b>
Proposed methodology & approach to the commission	25
Experience of delivering similar studies	25
Knowledge and expertise of team	25
Price	25

<b>Total</b>	<b>100</b>
--------------	------------

Each evaluation question will be scored using the following scoring criteria:

<b>Scoring criteria</b>	<b>Score</b>
Failure to respond or irrelevant information which fails to meet the requirement	0
Response is inadequate, significantly failing to meet the requirements	1
Response is unsatisfactory partially meets the requirement	2
Response is acceptable and meets the minimum requirement	3
Response is good - better than merely acceptable	4
Response is excellent, exceeds the requirement and gives added value	5

## **8. CONTRACT**

A contract will be awarded to the tenderer whose proposal is deemed to be the most economically advantageous subject to agreement on conditions of that contract. Please note that the LEP reserves the right to cancel the tender process at any time prior to a contract being entered into. The LEP is not bound to accept the lowest price or any tender submitted.

## **9. FURTHER INFORMATION, QUERIES AND SUBMISSIONS**

If you have any specific questions concerning this document or the process for submission of your proposal, then please email through to: [tenders@cheshireandwarrington.com](mailto:tenders@cheshireandwarrington.com) no later than noon on **Friday 2<sup>nd</sup> June**. Only questions submitted to this email address will be answered. Queries received after this date will not be accepted and will not be responded to.

It would be most helpful if queries could be submitted in one email rather than piecemeal. If any question or request for clarification is considered to be of material significance, both the question and the response may be issued for review by all potential providers in a suitably anonymous form. All communication received from potential providers will be treated in strict confidence but are subject to this paragraph.

The closing date and time for the receipt of submissions is **16:00 hours (4pm)** on Friday 24<sup>th</sup> February. Late submissions will not be accepted.

Submissions will only be accepted if they are returned via email to [tenders@cheshireandwarrington.com](mailto:tenders@cheshireandwarrington.com) stating in the email subject which tender the submission relates to. Submissions sent by other means may not be accepted at the discretion of the Local Enterprise Partnership.

## **10. TENDER PROPRIETY**

### **10.1 Instructions to tenderers**

Bidders:

- Shall either destroy or return all documentation related to the tender process if The LEP so directs
- Shall ensure that tenders are both technically and arithmetically correct. Should The LEP discover any arithmetical errors in the bidder's tender prices then these shall be pointed out to the bidder who shall immediately correct the errors or they shall be asked to withdraw its tender or hold the prices submitted, at the discretion of The LEP
- Shall not alter the ITT documents. Tender proposals will be deemed to comply entirely with the terms stated therein unless the bidder states otherwise in writing. If any alteration is made or if these instructions are not fully complied with, the tender proposal may be rejected
- Will be deemed to have satisfied themselves as to the sufficiency of their tender proposal and to have included in it all costs which may be incurred in the delivery of the services. They shall also be responsible for satisfying themselves as to the accuracy of all information associated with the contract and that all eventualities have been included

The contract will be entered into on the basis of the total tender package (inclusive of VAT) which will be included as part of the Contract Documents including any amounts or additions made and agreed during the tender proposal assessment period. The LEP reserves the right not to contract or contract only in part with any bidder.

The information supplied within this ITT and accompanying documents reflects The LEP's current view of the services required. Whilst the information in this ITT has been prepared in good faith, it does not purport to be comprehensive or to have been independently verified. This ITT is issued on the basis that:

- The LEP does not accept any liability, responsibility or duty of care to any tenderer for the adequacy, accuracy or completeness of this ITT or for anything said or done in relation to the procurement to which this ITT relates;
- The LEP does not make any (express or implied) representation or warranty either about the information contained in this ITT or on which it is based, or about any written or oral information that may be made available to any bidder;
- Nothing contained in this ITT constitutes an inducement or incentive in any way to persuade an interested person to pursue its interest, submit a tender proposal or enter into any contract;
- Neither this ITT nor any information supplied by The LEP should be relied on as a promise or representation as to its future requirements;
- This ITT is neither an offer capable of acceptance nor is it intended to create a binding contract nor is it capable of creating such a contract by any subsequent actions

The LEP reserves the right to suspend, cancel or withdraw the tender process at any time and will not be responsible for any costs incurred to potential suppliers.

## **SECTION 11 – Terms and conditions of tender submissions**

Please see below for the terms and conditions of this tender. Through submitting a bid on this tender, you are committing to meet and abide by these terms and conditions:

### **11.1 Confidentiality and Disclaimer**

This ITT is not an offer capable of acceptance, but represents a definition of specific legal service requirements and an invitation to submit a response addressing such requirements.

Neither the issue of the ITT to you, your preparation and submission of a tender, or the subsequent receipt and evaluation of your tender by The LEP commits The LEP to award a contract to you or any other bidder, even if all requirements stated in the ITT are met. The LEP is not responsible directly or indirectly for any costs incurred by your firm in responding to this ITT and participating in The LEP's procurement process.

All firms shall keep strictly confidential any and all information contained in this ITT, and other information or documents made available to it by or on behalf of The LEP in connection with this ITT. The firms shall not disclose, nor allow any such information to be disclosed. Submission of a formal response to this ITT will confirm your agreement to observe these confidentiality requirements.

Contact by the firms with The LEP during the bidding process should only be via the contact stated within this ITT. Respondents shall not offer or give any consideration of any kind to any employee or representative of The LEP as an inducement or reward for doing, or refraining from doing, any act in relation to the obtaining or execution of this or any other contract with The LEP.

### **11.2 Material Misrepresentation**

The LEP shall rely on the information provided by the bidder in relation to its offer. In providing the services as specified in the Invitation to Tender documents the successful bidder/tenderer shall comply with the contents of its offer as failure in this respect may constitute a material breach of contract.

### **11.3 Collusive Bidding**

Collusive bidding is unacceptable to The LEP. Any tenderer that is caught by The LEP to be circumventing rules or the law during this tender process will automatically be disqualified from the tender process.

This applies to any bidder who:

**a).** Fixes or adjusts the amount of his bid by or in accordance with any agreement or arrangement with any other person, or

- b).** Communicates to any person other than The LEP the amount or approximate amount of his proposal (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the tender for instance) or,
- c).** Enters into any agreement or arrangement with any other person\* that he shall refrain from bidding or as to the amount of any bid to be submitted, or
- d).** Offers or agrees to pay or give, or does pay or gives any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done, or causing or having caused to be done in relation to any Offer or proposed Offer for the Services or any act or omission will be disqualified (without prejudice to any other civil remedies available to The LEP and without prejudice to any criminal liability which such conduct by a bidder may attract)

\*NB Sub-contracting is permissible where the bidder believes that this will enhance their proposal, however this must be clearly stated.

#### **11.4 Bribery**

Bribery means any offence under the Bribery Act 2010 or related Laws creating offences in relation to offering, promising or giving a bribe or requesting, agreeing to receive or receiving a bribe

The Contractor agrees with the Client that this Contract will operate on the basis of zero tolerance being shown towards any Fraud and/or Bribery. The Contractor shall take all reasonable steps, in accordance with Good Industry Practice, to prevent Fraud and Bribery by Staff and the Contractor (including its shareholders, members, directors) in connection with the receipt of monies from the Client and with the operation of this Contract.

#### **11.5 TUPE**

The following provisions regarding TUPE are extremely important. Please ensure that you read them carefully.

The LEP expects that TUPE will not apply to this contract.

In cases of TUPE Tenderers are advised to seek independent professional advice on the effect of TUPE. Tenderers must be prepared to accept all liabilities which may arise as a consequence of the application of TUPE, should it apply. The LEP takes no liability in regards to inaccuracy of TUPE information provided in this tender.

When submitting a Tender, Tenderers are required to include all costs relating to TUPE in their submission.

#### **11.6 Data Protection Act Compliance**

The successful bidder must comply with the UK General Data Protection Regulations (UK GDPR) and all applicable law concerning the processing of personal data and privacy. Full contract terms can be found within the terms and conditions (see Appendix 5).

The LEP privacy notice can be found at: <https://cheshireandwarrington.com/privacy-policy/>

### 11.7 Social Value

The LEP's vision to be the healthiest, most sustainable, inclusive and growing economy in the UK, closely aligns to the Government's social value priorities.

Under the Public Services (Social Value) Act 2012 the LEP must consider:

- a) how what is being procured might improve the economic, social and environmental well-being of the area where it exercises its functions, and
- b) how, in conducting the process of procurement, it might act with a view to securing that improvement.

In addition, the National Procurement Policy Statement ([National Procurement Policy Statement.pdf \(publishing.service.gov.uk\)](#)) sets out the following national priorities that should be considered alongside individual local priorities:

- creating new businesses, new jobs and new skills;
- tackling climate change and reducing waste, and
- improving supplier diversity, innovation and resilience.

All successful suppliers must be willing to work closely with the LEP throughout the contract duration to assist them in achieving both their vision and their social value obligations.



**APPENDIX 1 - FORM OF TENDER – TO BE COMPLETED AND RETURNED**

**Declaration by Tenderer**

**ITT Title: Invitation to Tender for a Visitor Information Review**

1. I, *[insert name]*, certify that I am the person duly authorised to sign tenders for and on behalf of *[insert company name]*, the tenderer, and having read the documents, offer to supply the goods, services or works:
  - as set out in the specification and accompanying tender documents, samples and/or drawings
  - under the terms and conditions indicated
  - at the price (or prices) specified in the attached tender documentation
2. It is agreed that any or other terms and conditions of contract or any caveats, assumptions, reservations or exclusions that may be printed on correspondence emanating from the tender, or any Contract resulting from this tender, shall not be applicable to this tender or agreement.
3. I certify that this is a bona fide tender and that I have not fixed or adjusted the amount of the tender by, or under, or in accordance with any agreement with any other person. I have not done, and undertake that I will not do at any time before the hour and date specified for the return of the tender, any of the following acts:
  - Communicate to a person other than The LEP, the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the approximate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of the tender
  - Enter into an agreement or arrangement with any other person that he/she will refrain from tendering or to the amount of any tender to be submitted
  - Offer, or pay, or give, or agree to pay any sum of money or valuable consideration, directly or indirectly to any person for doing, or having done, or causing to be done in relation to any tender or proposed tender, for the said work, any act or thing of the sort described above
4. I further certify that the principles described in paragraph 3 have been, or will be, brought to the attention of all subcontractors, suppliers and associated companies providing services or materials connected with the tender and any contract entered into with the subcontractors, suppliers or associated companies will be made on the basis of the compliance with the above principles by all parties.
5. I understand that The LEP reserves the right, unless the tenderer stipulates to the contrary in the tender, to accept such portion thereof as The LEP may decide. The LEP is not bound to accept the lowest or any tender.
6. I have obeyed the rules regarding confidentiality of tenders and will continue to do so as long as they apply.
7. I can confirm that I accept that any breach of any of the conditions could lead to any tender being rejected or to the rescission of the Contract by The LEP.

Authorised Signatory	
Date	
Name in BLOCK LETTERS	
Job Title	
Telephone Number	
E-mail address	

Please ensure that the form is completed and signed before being returned with any other supporting documentation requested, by the due date and time.

**APPENDIX 2**

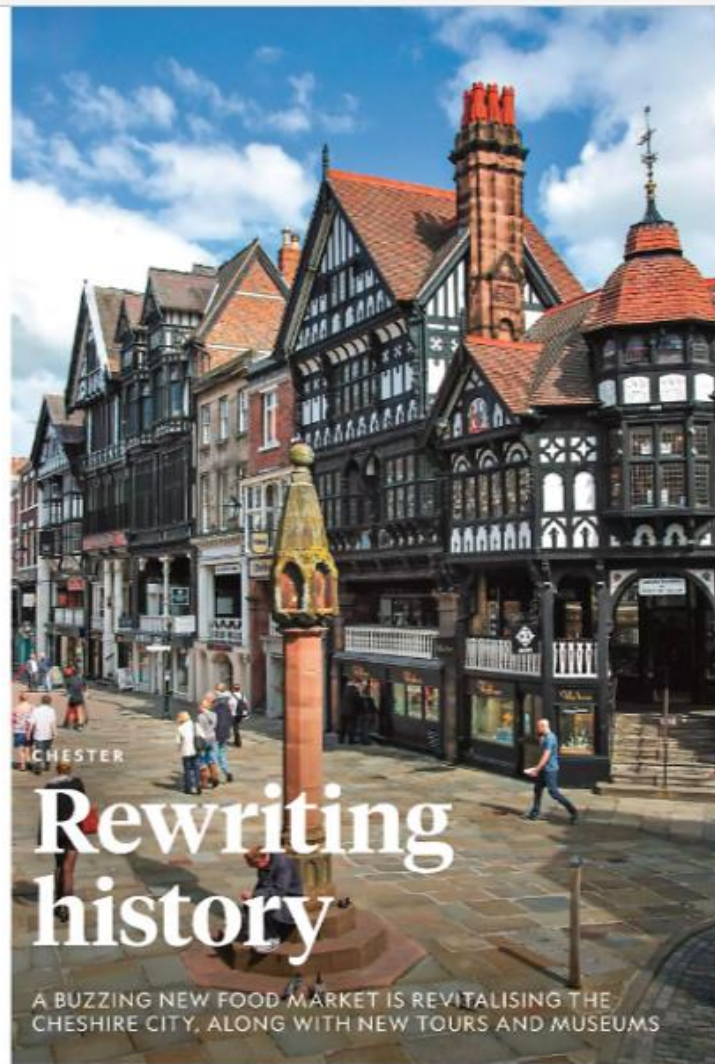
**CURRENT AGENCIES AND OTHER SALES AT CHESTER VIC**

- Chester Sightseeing Tours
- Roman Walking Tours
- Ghost Tours
- Taste Of Chester Food Walking Tour
- Chester Running Tours
- Boat Tours Of Chester
- Deva Roman Discovery Centre
- Chester Zoo Tickets
- Mountain Goat
- Busy Bus
- National Express Coach Services
- Women Of Chester Tours
- Dark Chester Tour
- Cathedral At Height Tour
- Heart Of Chester Tour
- Medieval Tour
- Cheshire Show
- RAF Cosford Air Show
- Chester Male Voice Choir
- Chester Operatic Society
- Sick To Death
- Tudor And Stuart Tours
- Chester Gift Card – Delivered By Chester BID
- Heritage Festival Events
- Photography Tours

# PR Coverage

Q4 2022-2023





## Rewriting history

A BUZZING NEW FOOD MARKET IS REVITALISING THE CHESHIRE CITY, ALONG WITH NEW TOURS AND MUSEUMS

Britain's oldest, longest and most complete defensive walls encircle Chester: a perimeter of ramparts dating back 2,000 years. But Chester isn't confined to history — Cheshire's county town excels at finding ways to explore its past, and its historic core is now seeing the fruits of a £72m regeneration fund.

As well as a major revamp of the Northgate bus station, the headline development is **Chester Market**, which hosts 39 stalls in an oak-beamed food court, including established vendors, beloved local brands and successful pop-ups in new permanent homes. Indulge in dairy and vegan confections from Cheshire Farm Ice Cream; site-roasted coffee from Bean & Cole; French patisserie from Pastry Pédaleur; and street food from the likes of Big Lola's Taqueria and Guroma — plus, designer pet treats, clothing and specialist kitchenware.

Meanwhile it's all change along **Chester Rows**, the historic shopping arcade, with new

restaurants and galleries taking over shops lost to lockdown. Don't miss the Art House Cafe for excellent coffee, big-plated brunches, and home bakes — plus workshops on everything from lino-cutting to letterpress in its 'makers space', set in the medieval crypt.

But perhaps the biggest movement in Chester's culinary scene is the arrival of executive chef (Billot III) at **Arkle**, the high-end dining spot at Chester Grosvenor Hotel, which held a Michelin star for 30 years until the departure of Simon Radley in 2021. A finalist in last year's National Chef of the Year competition, Hill now looks set to bring a starry accolade back to the Chester institution. [visitcheshire.com](http://visitcheshire.com); [newchestermarket.co.uk](http://newchestermarket.co.uk); [arkle.co.uk](http://arkle.co.uk); [chestergrosvenor.com](http://chestergrosvenor.com)

SARAH BARRELL

With a rooftop pool, chef Harry Guy and boutique rooms, **WILDES** hotel opens on the Chester Rows this summer. [wildeschester.com](http://wildeschester.com)



### SMART TRAVELLER

#### HISTORICAL HIGHLIGHTS

##### DISCOVER ROMAN CHESTER

After a year-long overhaul, the Deva Roman Discovery Centre has reopened, blending technology with ancient archaeology. Wander Roman-era streets and learn about everything from housing to hygiene via hands-on exhibits and ancient artefacts. [devaromancentre.co.uk](http://devaromancentre.co.uk)

##### STEP BACK IN TIME

A host of new, 90-minute walks led by Green Badge guides includes Women of Chester, following in the footsteps of the women who helped shape the city, and Dark Chester, delving into the city's eerier past. Tours cost £10 and depart from Chester Visitor Information Centre.

##### VISIT THE ROWS

A new audio guide takes you step-by-step along the Chester Rows shopping arcade, which is set along first-floor walkways in half-timbered buildings. Its mix of medieval, Tudor, Georgian, Victorian and contemporary architecture is home to England's oldest shopfront, as well as indie boutiques and silversmiths. Head to the Grosvenor Museum, where On Another Level further explores the Rows' rich history (until 30 April). [visitcheshire.com](http://visitcheshire.com)

From left: High Cross and the Chester Rows; fig and honey tartlet, part of the tasting menu at Arkle

## Wheelie accessible UK breaks: Don't let a wheelchair stop you exploring - some cities have never been more hospitable

- Paul and Erica Crompton test and rate UK towns and cities for their accessibility
- Below are wheelchair-friendly cities the pair single out on their site, Hope Zine
- The list includes the historic Scottish city of Perth and coastal Brighton

By ROB CROSSAN FOR THE DAILY MAIL  
PUBLISHED: 17:01 EDT, 13 January 2023 | UPDATED: 06:10 EDT, 14 January 2023

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City breaks and wheelchairs used to make for pretty appalling bedfellows — especially in the UK.

Not so long ago, 'accessible' used to mean little more than an annexe hotel room with no view, access to just the ground floor of historic buildings and eating outside at restaurants and pubs which don't have ramps.

While there's still a huge amount of work to be done before British cities can claim to be the equal of European leader (and multi-accessibility award winner) Barcelona when it comes to being wheelchair-friendly, things are improving.

Paul and Erica Crompton have been documenting the UK city break scene for wheelchair users over the past few years, and sharing their experiences on their website Hope Zine ([hopezine.com](http://hopezine.com)).

Paul became a wheelchair user 21 years ago after a car accident. He and Erica have been travelling the country ever since to test and rate towns and cities for accessibility. Here are five of the best...



While there's still a huge amount of work to be done, British cities are becoming more wheelchair-friendly (file photo)

### CHEERS FOR CHESTER



Paul and Erica Crompton have been documenting the UK city break scene for wheelchair users over the past few years on their website Hope Zine. They say that Chester (above) is one of the nation's most accessible cities

#### TRENDING

- Revealed: Sweden's top tourist attraction is a vast superstore **739 viewing now**
- Man who nearly died when his heart stopped shares his experience **26.4k viewing now**
- Chris Martin only eats one meal a day because of Bruce Springsteen **10.6k viewing now**

The first British city to win the European Access City Award, Chester does an admirable job of overcoming its Roman limitations for wheelchair users. Even the 'Rows' (Chester's unique half-timbered shops above street level) are accessible from four places.

One hour's drive from Chester, the observatory Jodrell Bank ([jodrellbank.net](http://jodrellbank.net)) impressed Paul and Erica by prioritising wheelchair users at its planetarium show. Carers also get free admission to the whole attraction.

**STAY THE NIGHT:** Crabwall Manor just outside the city excels with its wheelchair-friendly spa facilities including a hoist for people to access the pool and plentiful steps and rails. Doubles B&B from £108.90 ([crabwallmanorhotel.com](http://crabwallmanorhotel.com)).



## Review: Hotel Indigo Chester



By Karen Warren 4 February 2022 Hotels, United Kingdom 2 Comments

FACEBOOK TWITTER PINTEREST EMAIL

Disclosure: This article may contain links to products or services (including Amazon) that pay me a small commission. This is at no extra cost to you.

With a 2,000 year history, medieval architecture and the oldest racecourse in Britain, Chester is the perfect location for a short break, or for a longer stay to explore the surrounding countryside. The [Hotel Indigo Chester](#), a smart boutique hotel in the Grosvenor Park area on the edge of the historic centre, is ideally placed for an enjoyable visit.

Disclosure: The Hotel Indigo Chester provided a complimentary stay for myself and my husband in return for coverage on this site.

Contents
A Welcoming Atmosphere
Rooms At The Hotel Indigo Chester
The Forge Restaurant
Staying At The Hotel Indigo Chester
What To See And Do In Chester

### A Welcoming Atmosphere

As soon as you step through the door you are aware that you are in an Indigo hotel. From the distinctive contemporary décor to the comfortable communal seating areas, and the friendly and helpful reception, everything is arranged to create a welcoming atmosphere.

The building may be modern (constructed in 2019) but the hotel takes its inspiration from Chester's history and heritage. Rooms are designed around three different local themes: architecture, horse-racing and the Eastgate Clock. (If you're wondering about the latter, you'll see the famous clock as you walk through the city: it is apparently the second most photographed clock in England, surpassed only by Big Ben.)



The outside of the hotel (photo copyright Hotel Indigo Chester)

### ABOUT WORLDWIDewriter



WorldWideWriter is owned and managed by Karen Warren.

I have been writing and travelling for many years (almost 70 countries at the last count), and I've visited every continent except Antarctica. This website is my attempt to inform and inspire other travellers, and to share some of the things I've discovered along the way. [Read more...](#)

### FOLLOW ME



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### Rooms At The Hotel Indigo Chester

The hotel has 75 guest rooms on four floors. All rooms can be reached via the lifts.

I stayed on the top floor, in a racecourse themed room, quirkily decorated with pictures of horses and betting odds stencilled onto the bedside cabinets. The room was spacious and comfortable, with a desk and chaise-longue, and even a small walk-in wardrobe. An outdoor seating area with table and chairs looked out over an ornate row of Victorian Gothic houses.



The room had racing themed décor - note the betting odds on the bedside cabinet!

The room had everything we needed for an enjoyable stay, including a Nespresso coffee machine and a complimentary minibar.

### The Forge Restaurant

Breakfast is taken in the [Forge Restaurant](#), a stylish space with friendly staff. There is a self-service buffet and choice of hot food (I enjoyed the vegetarian cooked breakfast).

The restaurant is also open for lunch (Wednesday to Sunday) and evening meals, with an emphasis upon British and sustainable food. However vegetarians should note that their choices will be limited.



The comfortable bar area

### Staying At The Hotel Indigo Chester

- Room rates start at £119 per night
There are several car parks a short distance from the Hotel Indigo Chester. The hotel has an arrangement with NCP in Pepper Street for a reduced rate of £12 per 24 hours (show your ticket to hotel reception to get the discount)
There is an accessible parking space outside the hotel - check when booking.

### What To See And Do In Chester

There is a wide choice of things to see and do during your visit to Chester. For most visitors a highlight will be the old town, a short stroll from the hotel. Here you can discover Roman history, the medieval architecture and the almost complete city walls. Take a guided tour, shop in the famous Chester Rows, and explore the historic pubs, many of them reputedly haunted... (Read more about [discovering Chester's history on a guided tour](#))







Historic: Chester was the first British city to win the European Access City Award

## Wheelie accessible UK breaks

Don't let a wheelchair stop you exploring — some cities have never been more hospitable

**C**ITY breaks and wheelchairs used to make for pretty appalling bedfellows — especially in the UK. Not so long ago, 'accessible' used to mean little more than an annex hotel room with no view, access to just the ground floor of historic buildings and eating outside at restaurants and pubs which don't have ramps. While there's still a huge amount of work to be done before British cities can claim to be the equal of European leaders (and multi-accessibility award winner) Barcelona when it comes to being wheelchair-friendly things are improving. Paul and Erika Crumpton have been documenting the UK city break scene for wheelchair users over the past few years and sharing their experiences on their website [Hope.Zip.co.uk](http://Hope.Zip.co.uk).



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**CHEERS FOR CHESTER**  
THE first British city to win the European Access City Award, Chester does an admirable job of overcoming its Roman limitations for wheelchair users. Even the 'Rows' (Chester's unique half-timbered shops above street level) are accessible from four places. One hour's drive from Chester, the observatory Jodrell Bank ([jodrellbank.org](http://jodrellbank.org)) impressed Paul and Erika by prioritising wheelchair users at its planetarium show. Carers also get free admission to the whole attraction.

**STAY THE NIGHT:** Crabtree Manor just outside the city excels with its wheelchair-friendly spa facilities including a hot tub for people to access the pool and plentiful steps and rails. Doubles £425 from £165.95 ([crabtree Manor hotel.com](http://crabtree Manor hotel.com)).

**GOOD OLD YORK**  
ANTHONY Hoare's city which bears its medieval, Georgian and Victorian architecture, York offers a huge variety of wheelchair-friendly attractions. Level entrance access and lifts make the National Railway Museum ([www.nrm.org.uk](http://www.nrm.org.uk)) accessible, while Paul and Erika single out York Minster ([yorkminster.org](http://yorkminster.org)) for its wide ramp allowing wheelchair users to get into the building easily, plus clean and easy-to-find disabled toilets.

**STAY THE NIGHT:** Sandburn Hall, set among 1,000 acres of lakes and woodland outside York, has excellent disabled facilities including bathrooms with adjustable

to the bench level. If you need to hire a wheelchair, you can rent one here. For nightlife, many of the liveliest pubs and bars have wheelchair access, including North Lake Brewhouse.

**STAY THE NIGHT:** The Hilton Brighton Metropole has five accessible rooms, some with sea views. Doubles £425 from £38 ([hilton.com](http://hilton.com)).

**POWER TO PERTH**  
THIS historic Scottish city impressed Paul and Erika thanks to the accessibility of the town's famed Enchanted Forest walk ([enchantedforest.org.uk](http://enchantedforest.org.uk)) in beautiful Paskley Wood, north of Perth. It has a spectacular sound and light show in the evenings. Volunteers are set along the trail can help push wheelchairs in steep terrain.

**STAY THE NIGHT:** Hatmore Farm has two wheelchair-friendly cottages, with ramps between rooms. Parking is just outside the front door. From £300 for a two-night minimum stay ([hatmorefarm.com](http://hatmorefarm.com)).

**BELFAST'S SHIPSHAPE**  
THE museum devoted to the doomed Titanic ([Titanic Belfast.com](http://Titanic Belfast.com)) has fully accessible spaces and galleries plus numerous disabled toilets. Paul and Erika were also particularly impressed by Billy's Blue Badge Tours ([billysbluebadgetours.com](http://billysbluebadgetours.com)) where a black cab takes visitors around the Peace Wall and the murals of the Falls and Shankill Road. The cab is big enough to take wheelchair users inside itself rather than packing them into the boot.

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Day 2: Beverwijk to Zaandam, Netherlands.

Day 3: Zaandam to Enkhuizen, Netherlands.

Day 4: Enkhuizen to Hoorn, Netherlands.

Day 5: Hoorn to Amsterdam, Netherlands to UK.

Book today  
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or visit [saga.co.uk/riverspirit-dm](http://saga.co.uk/riverspirit-dm)

**SAGA**  
Experience is everything

## EXPLORE

# Love at first site



**Wherefore art thou Romeo?**  
Fancy a bit of Beckham-style bling this Valentine's Day? Stay in a luxe log cabin where Romeo Beckham and his girlfriend Mia Regan spent a pre-Christmas break. The Rio and The Red are two bespoke boltholes that form part of the family-run in the Vale cabins near Kenwick in the Lake District. With private wood burning hot tubs and dramatic views over Blencathra, they are ideal for a romantic escape in rural surroundings. Wooden king-sized beds face huge bi-folding doors to maximise the panorama. Then room like Romeo on a visit to Catbells Fell and Derwentwater. From £102 pppn for a seven-night stay or £195 pppn for a two-night stay. [holidaycottages.co.uk](http://holidaycottages.co.uk)

**Wake up Maggie**  
Maggie is a beautifully furnished 1947 Streamline Rover caravan, in a private orchard with beautiful views near Wochurch village in Herefordshire. Create intimate dinners on the little stove inside and sip morning coffee on the outdoor decking space. Indulge in long romantic walks in the Brecon Beacons National Park and explore Hay on Wye or picturesque Hereford. £100 per night, two-night minimum stay. [independentcottages.co.uk](http://independentcottages.co.uk)

**Keep it classic**  
The Devonshire Arms Hotel and Spa is a Grade II listed former hunting lodge set on the Bolton Abbey estate near Skipton. Dating back to the 18th century, it is one of Yorkshire's finest country hotels, with an inglenook open fire in reception, sumptuous lounges, original artwork, two restaurants, including the acclaimed 3 AA Rosette Burlington, and a spa housed in an ancient barn. With prosecco on arrival and a choice of dining or spa treatments, couples can tailor their own Valentine's escape. Overnight stay on February 14 from £290, includes home-baked cakes in the afternoon, £40 meal allowance for

**Pop the question**  
Book one of three five-star barns at Wrenbury, near Nantwich, and you could add to the 100 marriage proposals which have taken place there. At these award-winning boltholes, romantic stays, anniversaries, honeymoons, birthdays and baby moons are a speciality - and the surroundings are simply the sweetest. Mezzanine bedrooms tucked up in the eaves of the barns look down onto cosy living areas with real fires. There are roll top baths, some in front of the fire, others are outdoors under glass canopies affording a view of the stars too. Pick from a range of VIP treats like the champagne candlelit arrival where you'll be welcomed by a flicker of candles, fire roaring, your favourite track on surround sound and a bottle of champagne on ice. Or go full-on Cinderella and hire a horse drawn carriage for a romantic ride through the Cheshire lanes complete with on-board picnic and champagne. From £399 to £699 for a two-night stay. [cheshireboutiquebarns.co.uk](http://cheshireboutiquebarns.co.uk)

**Go starry-eyed**  
Nothing beats a castle for a romantic retreat, surprise proposal or a honeymoon getaway. Stay anytime in February at Glenapp, a 21-bedroom fairytale castle on the Ayrshire coast, and get the romance package of two nights in a castle suite, bottle of champagne, cream tea, three-course dinner, rose-petal turndown and breakfast in bed. The hotel is situated beside Gallopway Forest Park, the UK's first Dark Sky Park and guests can experience the same expansive skies from the comfort of the castle's Victorian walled garden.





## TRAVEL

email [traveldesks@reachplc.com](mailto:traveldesks@reachplc.com)  
 twitter @TravelEdNigel @marjorieyue  
 @JaneMemmler @LissamanVicky  
 online [dailystar.co.uk/travel/](http://dailystar.co.uk/travel/)

# Love at first site



### Wherefore art thou Romeo?

Fancy a bit of Beckham-style bling this Valentine's Day? Stay in a luxe log cabin where Romeo Beckham and his girlfriend Mo'Nique spent a pre-Christmas break. The Red and The Red are two bespoke boltholes that form part of the family-run in The Vale cabins near Keswick in the Lake District. With private wood burning hot tubs and dramatic views over Blencathra, they are ideal for a romantic escape in rural surroundings. Wooden king-sized beds face huge bi-folding doors to maximise the panorama. Then roam like Romeo on a visit to Catbells Fell and Derwentwater. From £102 pppn for a seven-night stay or £195ppn for a two-night stay. [holidaycottages.co.uk](http://holidaycottages.co.uk)



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### Pop the question

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## TRAVEL

email [traveldesks@reachplc.com](mailto:traveldesks@reachplc.com)  
 twitter @TravelEdNigel @marjorieyue  
 @JaneMemmler @LissamanVicky  
 online [dailystar.co.uk/travel/](http://dailystar.co.uk/travel/)

# Love at first site



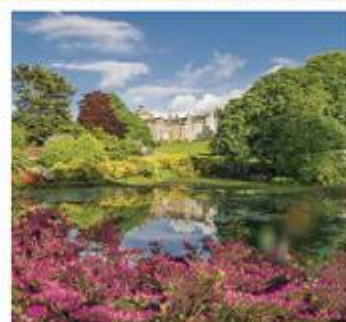
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TRAVEL

# MAGICAL WHIMSICAL AND CHARMING

February 2, 2023 by Liz Coggins [No Comments](#)

## THE ODDFELLOWS HOTEL CHESTER



Envelop yourself in a city full of history, culture, amazing architecture and romance - envelop yourself in Chester.

The city dates back to Roman times but it's a place that holds surprises at every corner.

But Chester isn't about antiquities and relics it's a vibrant place where boutiques, bars, restaurants and galleries abound- you can promenade up and down the riverbank, take a boat trip or have a flutter at the famous Chester races - this is the ultimate place for a weekend or short break or maybe a longer stay.

Chester is renown for its hotels and perhaps one of its best kept secrets is Oddfellows Chester a boutique hotel in Lower Bridge Street mid-way between the river and the shopping area.

We drove passed Oddfellows twice before we realised that we had arrived but that's part of the beauty of this historic listed building - there's no garish signs just a stone facade and entrance up a flight of stairs.

This charming 17<sup>th</sup> century Georgian listed building was once the town house of Lady Mary Calverley who demolished part of the city's rows to replacing it with the first building in Chester to be built in the classic style in 1676.

Through the centuries that followed the house was owned by the Attorney General before being used as just about everything from a school to a club.

Fast forward to the present day and after an award winning conversion this magical, whimsical and charming hotel was created.

You can feel the vibes of this place - it is just something special- as soon as you push open the heavy oak doors at the top of the stairs and enter into a Narnia where eclectic style meets quirkiness.

The dark oak polished wood floors and doors sit well against art deco style ornaments and artwork and the retro mirrored desk and furnishings add a dimension of style.

Search in site...

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Theatre News Food & Drink Art



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A FORCE TO BE RECKONED WITH by Liz Coggins - No Comment		

### NEWSLETTER

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United Kingdom holidays

## Arts, crafts, egg hunts, gardens galore ... great UK Easter day trips

Phoebe Taplin

Wed 29 Mar 2023 02:00 EDT



Like all five RHS gardens, Hyde Hall is hosting a giant Easter egg hunt. Photograph: Trevor Ray Hart/RHS

From woodland strolls in search of early bluebells to egg hunts, storytelling and sculpture parks, here's our pick of the best outings

### Egg hunts

All five RHS gardens have giant egg hunts among the April blooms, from delicate violets and alpine pear blossom at Rosemoor in Devon to hellebores and flamboyant camellias at Bridgewater in Salford (garden entry from £12.35 adult, £5.95 child). The daffs are blooming in the Derwent valley, where there's an Easter egg trail around the Heights of Abraham. Take a cable car up to the wooded clifftop park and explore two underground caverns, nature walks and epic adventure playgrounds (entry from £23.50 adult, £16 child). Arrive by train or bus and get 20% off.

Easter sees the annual boat gathering in Ellesmere Port, Cheshire, where the Manchester Ship and Shropshire Union canals meet. Historic boats from all over the country congregate at the National Waterways Museum over the April bank holiday weekend for a four-day festival featuring crafts, food and working steam engines. There are costumed musicians, morris dancers, water-themed activities, boat trips and - new for this year - the chance to ride a vintage bus to the museum's off-site old boat store, not normally open to the public (£11.75 adult, £8.50 child). England's £2 cap on bus fares has been extended until June, so a scenic bus ride can be a cheap way to get to places or a fun activity in its own right.

The vintage steam trains on the Gwili Railway near Carmarthen are running over Easter, giving visitors a nostalgic waft of soot as they chug through the blossoming Welsh countryside and along the winding River Gwili (£17 adult, £13 child). It's the perfect time of year too around the Bluebell Railway line, running from East Grinstead in West Sussex to Sheffield Park, East Sussex. Trackside woods overflow with flowers, and the 11-mile steam train ride takes in fields of sheep, Wealden views and viaducts. The line's four stations each have the distinctive style of a different era, from late Victorian to 1960s, and walks between them nearly all pass bluebell woods. Visitors arriving in East Grinstead by train can get two-for-one tickets on the steam railway.

### Most viewed

Trump, the ultimate media manipulator, may finally pay the price for his tactics *Margaret Sullivan*

Marjorie Taylor Greene calls New York City disgusting, filthy and repulsive

Rains bring California lake back from the dead: 'We're surrounded by water'



2022/2023

# Partnership and Advertising Opportunities

VISIT  
**CHESTER &  
CHESHIRE**  
BY MARKETING CHESHIRE



---

Impact across **32 pieces** of print and digital media across 2021.

**89,900,000**

---

Total social media reach and number of followers in 2020/21

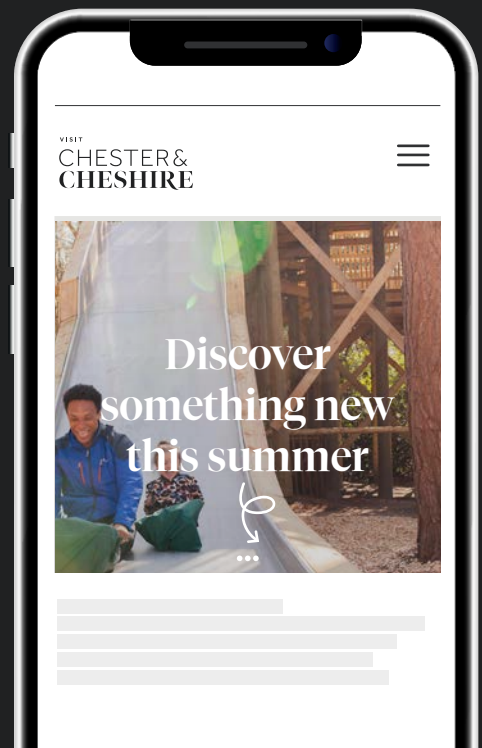
**5,473,737** <sup>^</sup> **30%**  
YOY

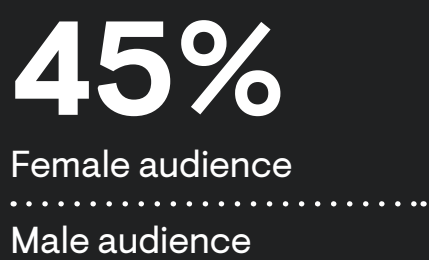
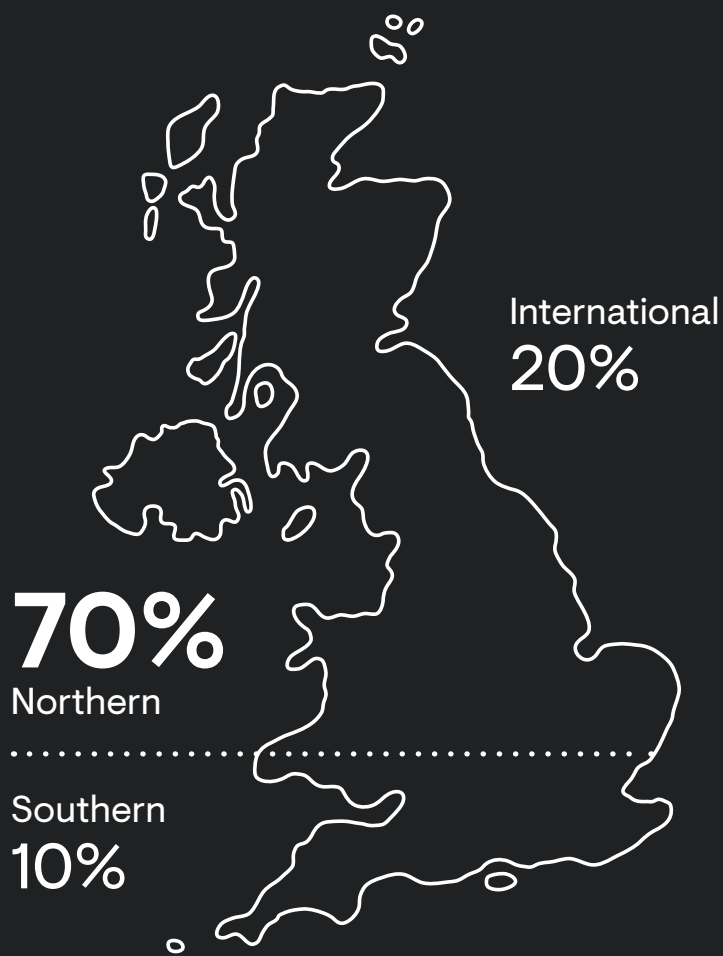
**93,879** <sup>^</sup> **4%**  
YOY

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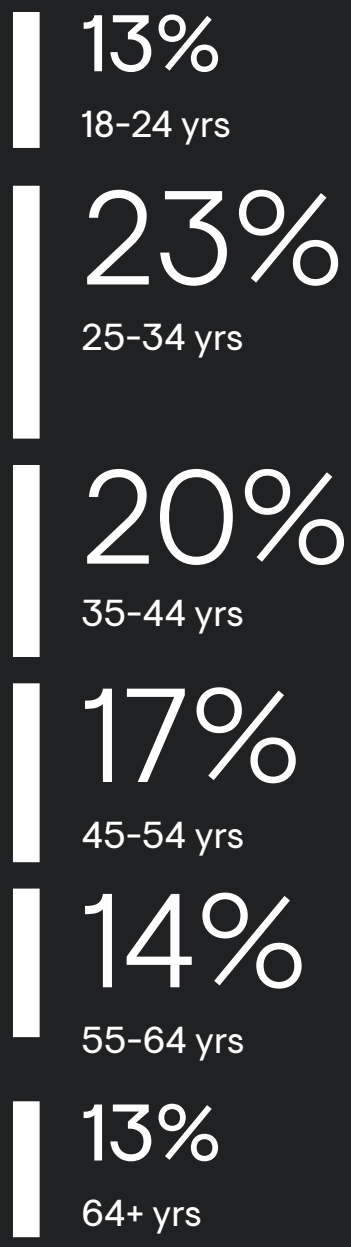
Unique page views at [visitcheshire.com](http://visitcheshire.com) with “What’s On” the most visited page.

**3,036,337**





WEBSITE DEMOGRAPHICS



## Partnership Opportunities

# Our Commitment to Partners

Following on from a successful year, Chester has been named “One of the top places to visit this year” by TimeOut and National Geographic featuring “Why historic Chester should be on your radar this year”.

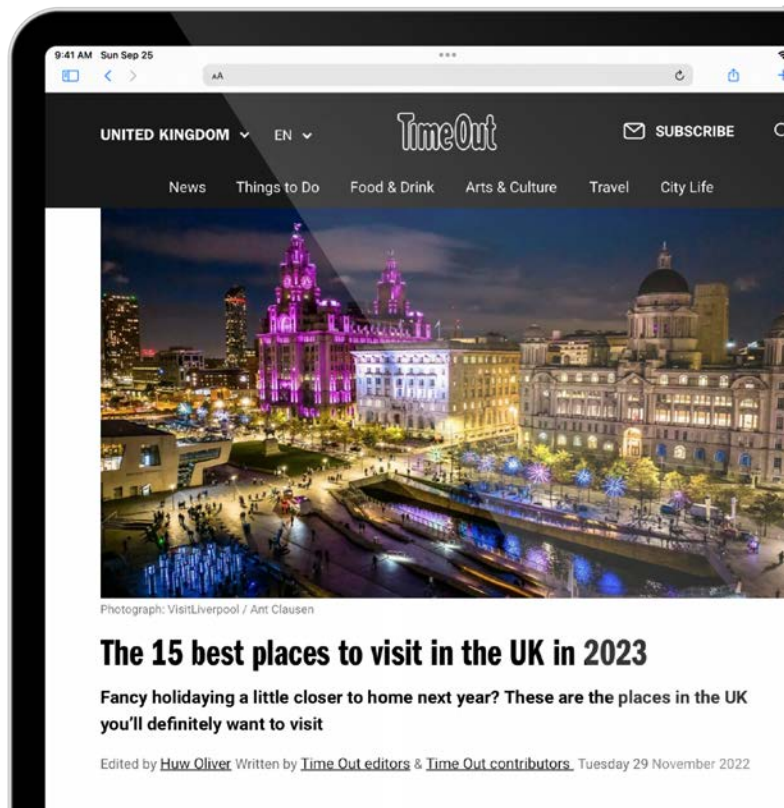
*We have worked on national campaigns with Visit England, built strong strategic partnerships with key transport providers and our website and social media channels are growing from strength to strength.*

What’s new this year: We have applied to become an accredited LVEP (local visitor economy partnership), supported by Visit England. This will align us to national priorities, sharing of best practice and learnings, including accessibility and sustainability. We will gather more research and intelligence from our businesses to better shape and understand the visitor economy in Cheshire. This will provide an evidence-based approach for our future activity and campaign work. The research will help inform your own marketing decisions and to see how your business performance sits within the bigger picture.

2023 will see a refreshed approach to engaging with Travel Trade, with an overall aim of increasing group visits to Cheshire, increasing the dwell time and promoting what’s on offer once in the county.

We will be working with partner destinations, creating fresh itineraries and content, and organising showcase events. Our campaign work will focus on seasonal, thematic bursts and will profile our audiences in line with our themes. We will focus on where we create impact and add value, where we have knowledge and expertise and bring forward the Best of Cheshire in all we do.

**Ashley Shacklady**  
Head of Sales, Marketing Cheshire



## Partnership Opportunities

# Products and Services

---

### Marketing and Promotion

Promote your business on **visitcheshire.com**  
There are various package levels to choose from.  
Add your own offers and events to enhance your promotion on our website.

### Awards

Enter the prestigious Marketing Cheshire Tourism Awards Ceremony for a chance to put your business in the spotlight.

### Discounts and Offers

Promote your own offers and discounts on visitcheshire.com. Upload your offers onto the dedicated pages of the website.

### Networking and Webinars

We host a range of events to inform you of current trends, industry updates and Marketing Cheshire activity.

### Press Releases

Opportunities to be included in press visits, influencer visits and editorial/blogs where relevant. Send in your press releases/news updates for inclusion on the corporate website, corporate social channels and consumer channels where appropriate.

### Tourism Exchange GB (TXGB)

Sell tickets for your attraction or event via visitcheshire.com by using TXGB, a digital marketplace, brought to you by VisitEngland. It offers tourism businesses the opportunity to choose from a selection of distribution channels, domestically and internationally, all in one place. These range from niche operators, to OTAs, and – most importantly – destination websites like ours! It also allows you to make your own website bookable, if it isn't already.

### Research and Intelligence

We will be gathering market intelligence to understand our visitors and their perceptions. This is key to planning successful marketing campaigns. We will be monitoring tourism data and following trends in hotel occupancy, visits to attractions, visitor satisfaction and the economic impact of tourism. The research will help inform your own marketing decisions and to see how your business performance sits within the bigger picture.

### Keeping in Touch

The team are on hand to assist with your queries and information you may require, including website statistics and maintaining your page on the website. Our regular partner communications will share what's new, any additional opportunities and links to any events or webinars hosted by Marketing Cheshire. (Please see end page for contact details).





## Partnership Opportunities

# What our partners are saying

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*We have been a partner of Marketing Cheshire for many years and cannot speak highly enough of the work they do for the destination and their partners. They are a skilled and professional team and always a pleasure to work alongside.*

*They have so much enthusiasm, passion and knowledge for all things Cheshire,*

*and the visitor economy. Their marketing campaigns are varied, interesting and well executed. But that is not all, they have also been an excellent source of useful knowledge and are always happy to advise and help us when needed.*

**Lucy Nelson**  
Nelson Hotels



---

*Marketing Cheshire and their team have been a great support over the past 12 months. They have enabled me to connect with like-minded people with one main aim to work together and showcase Cheshire at it greatest! They have provided a platform to promote my business and a friend on the end of the phone through the pandemic. Thank you!*

**Denise Bridge**  
Crowne Plaza/Doubletree



---

*Being a brand-new attraction to the area, Marketing Cheshire have supported BeWILDerwood Cheshire since day 1.*

*They have helped promote and get the word out there, helping share the story and magic of BeWILDerwood.*

*As well as always being on hand with local knowledge and guidance. We've really enjoyed getting to know the Marketing Cheshire team and look forward to growing this relationship.*

**Lydia Sharkey**  
Bewilderwood



---

*Marketing Cheshire provide an intrinsic link to my marketing strategy enabling me to take control of my bookings. Not only do they showcase us on their various platforms, but they also provide invaluable business information and support keeping us update with topics of relevance. The team are knowledgeable and supportive and always go above and beyond to help with our success.*

*During the pandemic their undeterred support helped get us through a difficult period.*

*Working together means the future is much brighter. I highly recommend working them, they have helped us grow both as a business and myself professionally.*

**Suzanne Miller**  
Pitch & Canvas







Partnership Opportunities

# Partnership Packages

Advertising on [visitcheshire.com](https://www.visitcheshire.com) will help promote your business to potential visitors. Partnerships are available to suit your budget and your individual page statistics and data can be measured.

Includes VAT @20%



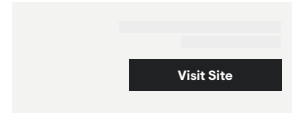


# Nelson Hotels



← Header

## Nelson Hotels



← intro

Your own  
inspiration area



## Inspiration



## Partnership Opportunities

# Platinum Partnership

Our ultimate partnership, Platinum allows for your very own microsite, and priority mentions in our social media and PR activity. You'll feature in relevant blog content and we'll include your business in relevant influencer and media trips we host.

You'll also have multiple listings across other applicable categories. Each listing features full panoramic images, or you can make it interactive and add video! Appear in the drop-down navigation link under the relevant category where your business will be promoted first. You can also feature in the 'Inspiration' section (1 of 9 to be featured) and keep it real with a live social media feed.

Annual Commitment **£1,375.00** +VAT

## Cholmondeley Castle Gardens

[Redacted text]

*Contact details and link* →

Visit Site

Book Now



### About Us

[Redacted text]

← *7 images included*

*B60*

## Partnership Opportunities

# Gold Partnership

Our best value partnership, Gold features full panoramic images on your listing, or make it interactive and add a video.

Feature in the 'Be Inspired' section (1 of 9 to be featured). Stay relevant with a live social media feed and add additional listings to other categories.

**Annual Commitment £825.00 +VAT**

## River Dee Kayaking

[Redacted text]

[Redacted text]

Visit Site

*Contact details and link*



### About Us

[Redacted text]



*Bio*

#### Silver Partnership

#### Bronze Partnership

Bio (Unlimited words)

Bio (50 words)

4 Images

2 Images

Upload availability

-

Contact details, link to your website

Contact details

Annual Commitment £330.00+VAT

Annual Commitment £165.00+VAT

#### Need more listings?

Feature in additional categories with a duplicate or tailored listing from £75.00+VAT.

#### Make it interactive

Add a video from only £25.00+VAT per video.



## Travel Trade

A refreshed approach to engaging with Travel Trade, with an overall aim of increasing group visits to Cheshire, increasing the dwell time and promoting what's on offer once in the county.

---

What we're doing:

- Creating refreshed itineraries to reflect what's new, including experiences suitable for the trade and package options.
- Partnering with neighbouring regions on a Heritage FAM trip and itineraries
- Promoting Chester and incorporating England's Historic Cities, with FAM trip and itinerary
- Working with Liverpool on cruise visits and trade-friendly packages
- Re-visiting Cheshire's Gardens with a targeted FAM trip and itinerary
- Increasing Christmas coach visits by engaging early with the trade via targeted e-shot including what's new, day-trip itinerary, special offers and incentives.
- Refreshing Travel Trade section on **visitcheshire.com** to reflect the above

*Partners will be included where relevant and there may be a charge for some activity to offset costs*

## Business Visits and Events

We will continue to maintain contact with conference organisers and third party event booking agents to promote Cheshire & Warrington as a meetings and business events destination.

---

What we're doing:

- Venues each have their own page on **meetincheshire.com**
- Promotion of partner conference and event offers via Meet in Cheshire social media channels
- Creating an ambassador programme as part of Cheshire's place marketing strategy, working alongside leading academics, researchers, scientists and business leaders to promote Cheshire and Warrington's sector strengths, to attract national and international conferences to the destination
- Supporting Meet England with campaigns and trade exhibitions to promote Cheshire and Warrington as part of England's meetings and business events offer
- Maintaining contact with conference organisers and third party booking agents via e-communications and social media to promote Cheshire and Warrington as a meetings and business events destination



## Digital Opportunities

# Banner Ads

Banner Ads feature across our site, and on average receive 6,977 impressions per month, with an average click through rate of 0.8%. Well above the average click through rate for banner adverts online generally, which is 0.05%. *Applies to internal pages only ie. Accommodation & Things to Do. Monthly Subscription at £150.00 or for best value;*

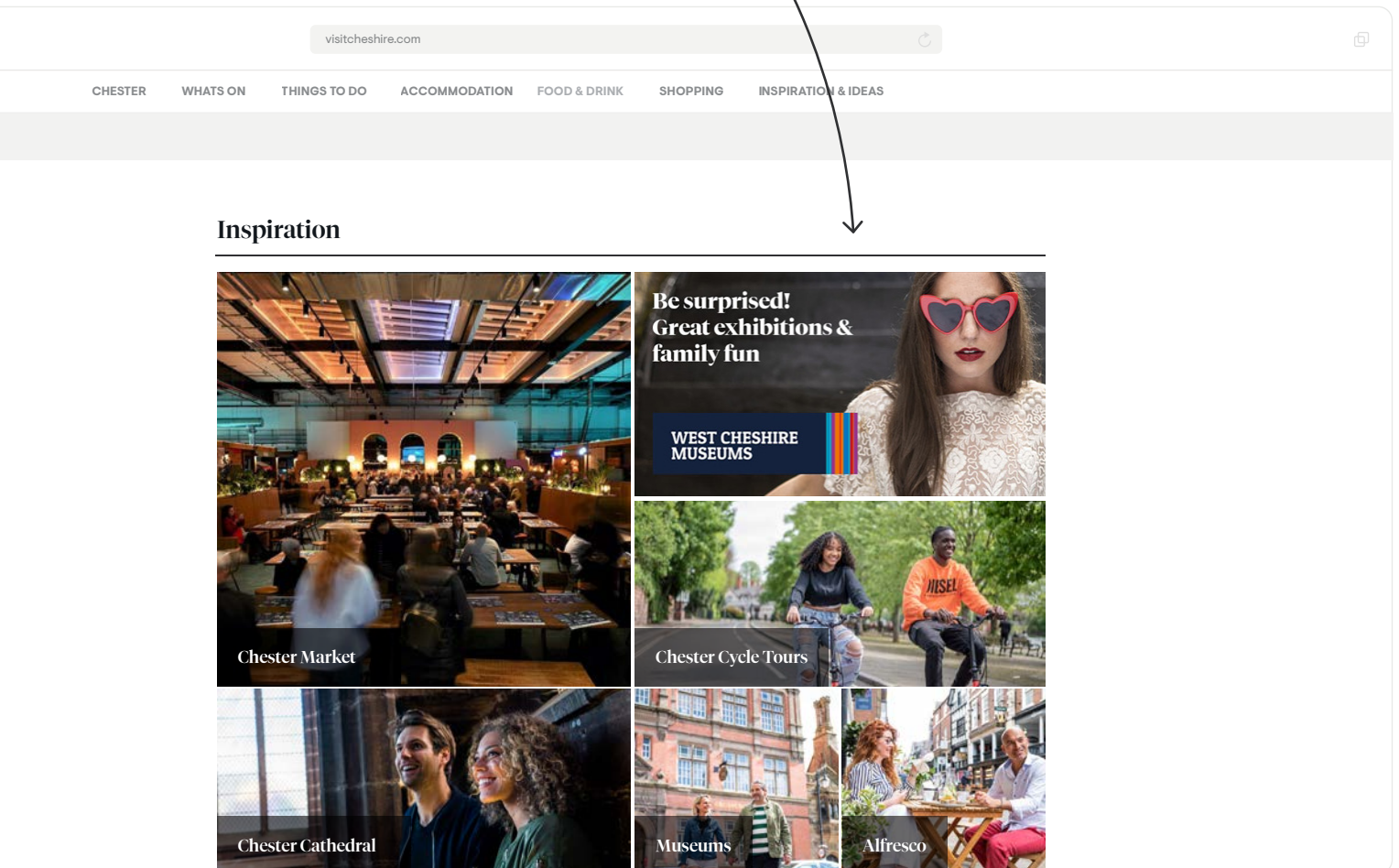
Average monthly impressions

# 5,373

1% Average click through rate

Quarterly Subscription £350.00-VAT

*Feature*

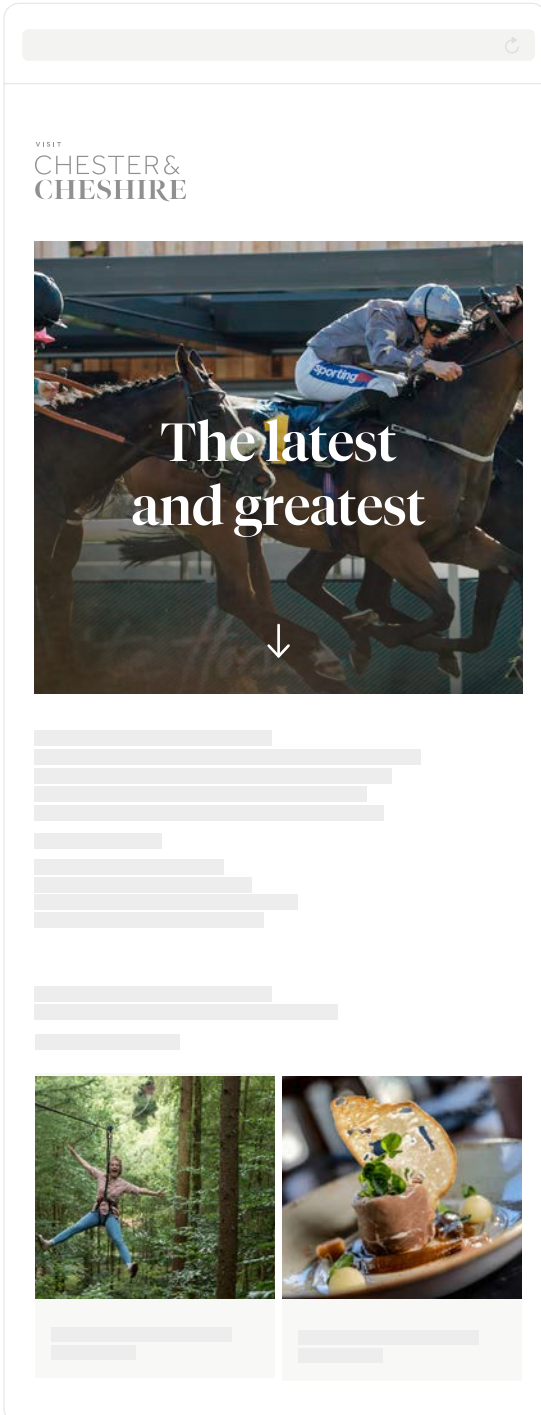


## Digital Opportunities

# E-newsletter

Participate in one of our E-newsletters and have your links, copy and images, distributed to our database of 10,200 unique email addresses.

E-newsletter Feature £150.00+VAT  
Bespoke E-newsletters £350.00+VAT



Feature  
←

Open rate of  
**37.76%** <sup>▲</sup>  
**13.5%**  
Higher than industry standard

Click through  
rate of  
**3.4%** <sup>▲</sup>  
**3.75%**  
Higher than industry standard

<sup>1</sup>Statistics from MailChimp 2022, correct at the time of publishing and may vary.

## Digital Opportunities

# Social Media

Consumers are looking for authentic, reliable content online, and we know that our social media channels are a trusted source for visitors to begin planning their trip. We inspire them to visit, influence their itinerary and keep in touch afterwards, encouraging repeat visits to our destination.

All of our followers are gained organically, so we know that our audience is already engaged with Chester & Cheshire and its proposition to visitors.

We run a targeted paid social media campaign on Facebook and Instagram for a minimum of two weeks from our trusted, recognisable brand which promotes your business to a targeted audience .

Social Media audience of

# 94,861

200,000 Average organic reach across all channels

*Working with partners*



Tis the season to experience festive markets across our network. #VisitChester



11 December 2022



All activity will be tagged/geotagged. Please supply high resolution imagery/video content with no text, logo or graphic overlay.

Price on request.

## Campaign Opportunities

# Campaign Packages

	Headline Partner	Supporting partner	Theme partner
	£4000 <sup>+VAT</sup>	£2000 <sup>+VAT</sup>	£500 <sup>+VAT</sup>
Seasons	All Seasons	All Seasons	1 Season
Sub-themes	8 Sub-themes of choice	5 Sub-themes of choice	1 Sub-theme of choice

## Campaign Opportunities

# Campaign Themes

	Spring/Summer	Autumn/Winter	Christmas
<b>Sub-themes</b> Each include: 1 x Consumer Enewsletter 1 x banner advert Inclusion within itineraries and blog content Social media promotion Landing page on the website linking to the theme and your event/promotion	Special offers Membership packages Free days out Historic houses/gardens Market towns – shopping and F&B Live music events/festivals Easter Holidays May Half Term Summer Holidays	Culture and Heritage Countryside: dog friendly, pubs October Half Term Spa breaks Halloween	Festive Events and Attractions Christmas Gift Guide Shopping Vouchers/experiences Twixmas

\*exclusive of VAT @20%



## Campaigns

# Audience Profiles



*Over 50+*

### Country-loving traditionalists

- Average income bracket
- Empty-nesters
- Traditional values and enjoy countryside breaks
- Looking for good quality, secure accommodation
- Likely to have taken a short break in England in the last 12 months
- Culture, history and heritage



### Free and easy mini-breakers

- Average income bracket
- Pre-nester couples/friends
- Looking for short breaks
- Most likely to be looking for a city break for 1-3 nights, prefer hotel accommodation

*Age 25-45*

*Under 50+*

### Aspirational family fun

- Higher income bracket
- More likely to take a longer holiday than other segments
- Festivals, music, sporting and cultural events





**Marketing Cheshire** is the agency for promoting **Cheshire and Warrington** nationally and internationally to investors, business and leisure visitors and those that live and study here. We are the agency that champions Cheshire and Warrington

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