



Chester Rows Business Guide

Welcome to our Business Advice Guide for Chester Rows

Having a vibrant city centre in Chester is something that Chester BID together with Cheshire West and Chester Council strives to achieve.

Chester Rows are a unique and living historic environment: nowhere else in the world can you find such extensive, historic two-tiered streets combining commercial, residential, and other uses dating back to the 13th Century.

Home to over 100 businesses, more than 70 households and attracting a large share of the 16.5 million shoppers and visitors coming annually to Chester city centre, the Rows help form the unique heart of Chester and form a key reason to visit our wonderful city.



Over the last two years Cheshire West and Chester Council, together with Historic England, have been investing significantly in the Rows as part of a 'High Street Heritage Action Zone' project. To date, we have invested over £2m in conservation led repair to the walkways, stallboards and other physical assets; funded cultural and University-led activities to broaden understanding; and supported a range of tourism focused activity from living characters and self-guided walks to social media, to help increase footfall and spend.

Of course, we couldn't do this without a partnership with local businesses, it is your investment and entrepreneurial spirit which is the beating heart of our city, and The Rows revival is very much led by your aspirations and hard work.

We recognise that working in such a unique environment can bring rules which may be confusing, and it may not be immediately clear where to get help. We are therefore really pleased to support Chester Business Improvement District (BID) with the production of this Business Guide and hope you feel it will enable you to better understand your role as a 'historic guardian', where you can access help and advice. We hope the guidance here will provide the foundations for businesses to thrive and prosper for many years to come whilst maintaining the significant conservation value attached to Chester Rows and securing their sustainable future.

Councillor Louise Gittins
Leader of Cheshire West and Chester Council



Introducing Chester Rows

Chester has always been an important trading post. The Romans arrived in 79 AD and since then the city has attracted a wide range of people from silversmiths to artificial intelligence developers.

Anyone who has been to Chester can attest to its charm. The centre of the city comprises an unusual mix of historic and modern buildings, the most striking of which are The Rows – several streets where commerce goes on both at ground level and above on the Row. All this makes for a unique ambience in which many independent businesses and smaller chains trade alongside national chains.

The Rows have been part of Chester for over 700 years, providing a truly unique place to do business, to live, work and spend leisure time. The Rows can continue to adapt to changing needs yet still retain their essential character.

Chester's Rows are a unique and ancient historic place. Some buildings date back to 1290 or earlier. Hiding behind a Victorian façade there may be a medieval house, beneath our feet there may be a stone vault as beautiful as any church.

The rich mix of historic buildings (the majority of which are listed), two-tier system of shops and complex web of walkways, steps and passages are a defining aspect of Chester city centre which is recognised in its conservation area designation.



What makes a business on Chester Rows so special?

There really is nothing quite like Chester's Rows anywhere in Europe or beyond. A few towns and buildings share some similar features, but there is nothing on the scale of the four streets of Chester with its continuous two-level arrangement of shops and covered walkways.

The Rows are continuous half-timbered galleries, reached by steps, which form a second row of shops above those at street level along Watergate Street, Northgate Street, Eastgate Street and Bridge Street.

The Rows are unique in the world to Chester, and nobody is quite sure why they were built in this way. Some original 13th century buildings, including the Three Old Arches in Bridge Street, have survived the ravages of time, but many of the impressive facades are Victorian copies. Nevertheless, they are still magnificent and greatly contribute to the beauty and character of Chester.



“We looked at other cities to open in, having worked in London for many years. Chester was by far the friendliest and most welcoming – and a champion of the independent restaurant scene.”

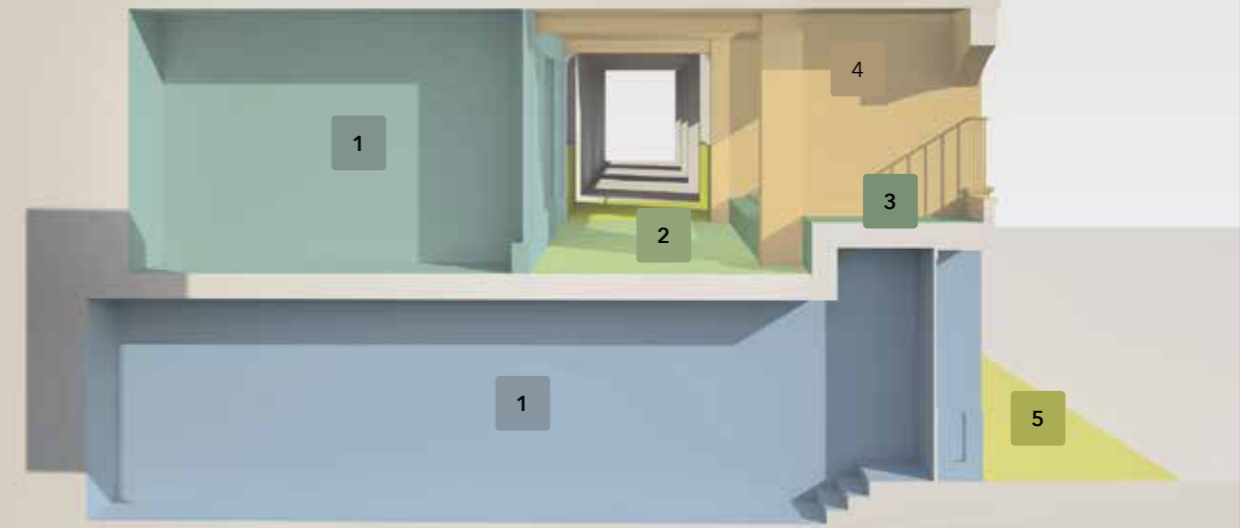
Giacomo Guido, Owner, Stile Napoletano



Rows Responsibility Diagram

Key

- 1 Row Level Shop - Business Responsibility
- 1 Street Level Shop - Business Responsibility
- 2 Walkway Floor - Council Responsibility
- 3 Stalls - Business Responsibility
- 4 Other parts of the walkway - Business Responsibility
- 5 Steps, Ramps, Bridges and Streets - Council Responsibility



Under the Cheshire County Council Act 1980, the Council can help to maintain and improve all parts of The Rows; however the legal obligation remains with the business/property owner for the areas shown.



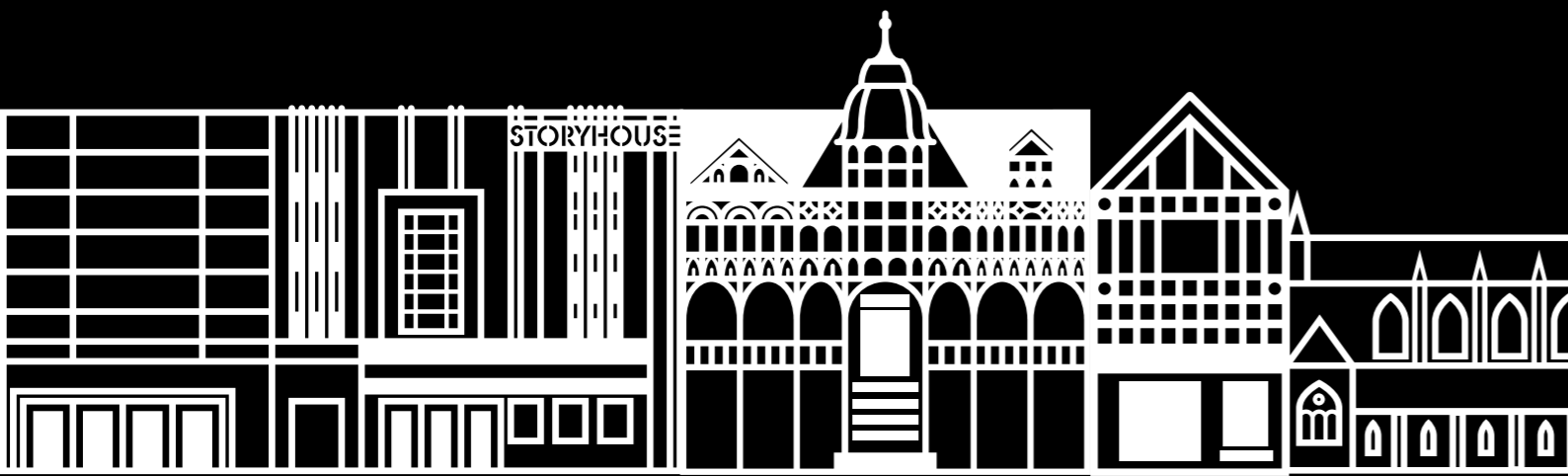
Maintaining standards on Chester Rows

Prevention of deterioration and decay, by keeping on top of running repairs, is a key task in managing all buildings, especially older ones. Protecting buildings against water damage is perhaps the single most important task. Carrying out simple, regular maintenance tasks will save money on expensive repairs further down the line, and allow us to live more sustainably.

A clean, well-maintained environment engenders local pride. It makes for an attractive place to live and work as well as appealing to visitors. CWAC and its partners can help to achieve this.

If you need to let us know about any issues with the Rows walkway or faults, then you can either report them online using the following link (under 'type of issue' please choose 'Chester Rows' from the drop down list): www.cheshirewestandchester.gov.uk/residents/transport-and-roads/highways/potholes-and-road-faults

OR you can use the 'Report It' app (see p.21); please include 'Chester Rows' in the description.



What resources are available to support my business on Chester Rows?

Chester BID is Chester's Business Improvement District (BID), a business-led initiative voted for by the businesses of Chester. The Chester BID Team are here to help you and your business survive and thrive in Chester city centre.

Key areas that you, our BID members, have identified for us to focus on are:

AREA	FOCUS
Enhancing	Encouraging more people to use the city centre is a multi-faceted challenge, but one of the cornerstones is creating an environment that residents and visitors alike can be proud of. Working together with key city partners, Chester BID is invested in a wide and varied programme of maintenance and enhancements throughout the city centre - from simple but effective measures, such as cleaning the Rows, to introducing Welcome Ambassadors to enabling visitors to gain the maximum benefit and enjoyment from their visits.
Promoting	<p>Chester BID develop integrated marketing campaigns and well-executed strategies to ensure that Chester is high on the visitor horizon and informs people about what the city centre has to offer. Our aim is to promote and deliver a positive visitor experience that will attract people to Chester, increase their dwell time, spending and encourage return visits.</p> <p>Chester BID develops and promotes a calendar of high quality city centre events that appeal to a wide range of visitors, creating a positive image for Chester and bringing real benefits to city centre businesses within the BID area.</p>
Representing	On behalf of all the BID members, Chester BID has become a key consultee for any major city centre. Changes and improvements within the city centre and report on any findings and outcomes. Chester BID provide the link between all businesses and key partners/agencies across the city and has successfully introduced a full time City Centre Manager to resolve daily issues that cause frustrations.

Get in touch:

www.chesterbid.co.uk hello@chesterbid.co.uk 01244 403 680



Business Growth Advice

The Business Growth Team (BGT) is committed to supporting local businesses to survive, thrive and grow and creating a prosperous business environment which encourages new business start-up and businesses to relocate to the borough:

- ▶ Help businesses to understand, navigate and access support
- ▶ Introductions into appropriate supply chains, networks, events and training opportunities
- ▶ Sites and premises search - working closely with commercial agents
- ▶ Recruitment and apprenticeship information and guidance
- ▶ Familiarisation visits to the area - particularly useful for businesses thinking of relocating
- ▶ Demographic information
- ▶ Where appropriate introductions into key businesses in the relative sector(s)
- ▶ Working with Cheshire West and Chester Council services to provide advice

Email: business@cheshirewestandchester.gov.uk Call: **01244 973 618**

Chester Growth Partnership

Chester Growth Partnership along with key partners will deliver a programme of improvements in Chester as part of the One City Plan. The plan was recently reviewed, leading to publication of an updated version which will guide the regeneration of Chester until 2045.

The plan has four themes: City Experience and Play; Connectivity and Accessibility; Thriving People and Communities; and Business Friendly Economy and Skills. A series of actions are being developed and implemented under each of those themes.

Visit: chester.westcheshiregrowth.co.uk

Conservation and Design

The Rows have been part of Chester for over 700 years, providing a truly unique place to do business, to live, work and spend leisure time. The Rows can continue to adapt to changing needs yet still retain their essential character. Our role is to be good stewards; to make wise use of the Rows for our own benefit and ensure we leave them in a better state for those who come after us.

Many of the buildings that make up The Rows are listed, and all are within Chester City Centre Conservation Area. To help you make changes in a way that preserves and enhances the character of your building and of the area, CW&C has developed the Chester Rows Design Guide.

The Design Guide covers all parts of the street-front of your building, including shop fronts, signage, the Row walkways and stallboards, and other things such as lighting and painting.

Consulting the Design Guide, and the CW&C Conservation and Design team, is essential in making sure that every small change moves the entire Rows one step closer to excellence.

The Council's Conservation & Design Team provide specialist advice on issues related to listed buildings, conservation areas and conservation generally. Email questions to: conservationanddesign@cheshirewestandchester.gov.uk For further information and to download the Design Guide, visit: www.cheshirewestandchester.gov.uk/residents/planning-and-building-control/total-environment/conservation-and-design/conservation-and-design

Planning and Building Control

Chester City Centre and its Rows are an internationally significant heritage site, with a history stretching back almost 2000 years. It is one of the best-preserved walled cities in the UK. It contains many listed buildings, which are protected against demolition and unauthorised works under national legislation and is also a Conservation Area, which means that all planning applications must be very carefully assessed to ensure they at least preserve or enhance the character and appearance of the area.

- ▶ Depending on the nature of the works you are carrying out, and if the property is listed, you might need to apply for one or more of planning permission, listed building consent and building regulations approval.
- ▶ If you want to talk about an idea or are just unsure, please do not hesitate to contact us. We operate proactively, working with businesses to achieve the right balance between preserving and enhancing the special historic character and qualities of the city, whilst encouraging a vibrant and successful economy. To chat with a planner, you can call our duty officer service on **0300 123 7027**.
- ▶ For more in-depth discussions, we have a pre-application service. Details of this are available on the Council website. Visit: www.cheshirewestandchester.gov.uk - search for 'planning application service'.
- ▶ Planning also deals with enforcement when works are carried out without permission. Whilst we do take action to deal with the worst breaches of planning control, we also work with developers to find solutions and to prevent breaches in the first place. If you are ever in doubt, please contact us first.

Contact the duty officer service on **0300 123 7027**



Expert business advice from your Council

The Council's aim is to help local businesses deliver a thriving, safe, fair and healthy work environment. These include offices, shops, warehouses and leisure activity centres. Bespoke advice from one of the Council's food safety, food regulations, licensing, pest control or health and safety professionals can make all the difference.

With years of experience including bespoke projects for large companies you can be sure of receiving trusted advice.

Book your visit now.

If you want to know more about the services and competitive rates, please speak to one of our qualified consultants, contact:
 Email: regulatoryservices@cheshirewestandchester.gov.uk
 Call: 01244 973 708

New Food Business?

START YOUR FOOD HYGIENE ON THE RIGHT FOOT

With our GET 5 scheme one of our expert officers will undertake coaching at your business premises so you can achieve the all-important 5 Food Hygiene Rating.

Receive a two-hour coaching visit from a food safety professional, followed by an additional 30 minutes of advice by email or telephone. They will tailor the advice to suit your business and provide a clear action plan. Please note there is a nominal charge for this service.

STARTING OR CHANGING A FOOD BUSINESS

Before opening or changing a business, there are a number of things you must think about. You may need to obtain planning permission and all food businesses must be registered with the Council at least 28 days before they open for business. You will also need to let us know if you intend to use your domestic kitchen as your registered food business address.

More information is available on the Council's website, visit: www.cheshirewestandchester.gov.uk and search for 'starting a food business'.

What can I do in the stalls outside my business?

YES, GO AHEAD

- ✓ Freestanding good quality tables and chairs.
- ✓ Freestanding shelves and units for display purposes.
- ✓ Freestanding planters, real or artificial.
- ✓ Additional Lighting.

NOT PERMITTED

- × Gas or Electric Heaters including devices used for cooking.
- × Flimsy Plastic Furniture.
- × Candles/naked flames.
- × Fabric coverings or tented structures.
- × Permanent fixings into the Rows architecture.
- × A Boards and additional signage (unless approved through the licensing scheme).
- × Chaining to prevent public access.

Discuss with us:

Got something on your list that we don't have on ours? Please share your idea with us and we would be happy to discuss it.

Business Rates

Business rates is a local tax that is paid by the occupiers of all non-domestic/ business property, in the same way that council tax is a tax on domestic property.

- ▶ Business rates are charged on most business properties such as shops, offices, pubs, warehouses and factories. However, the property doesn't have to be used for a business - if it is used for purposes which are not domestic, it is likely to be rateable. We will send you a business rates bill each year. Introductions into appropriate supply chains, networks, events and training opportunities.
- ▶ Check your business rates balance.
- ▶ You can access your business rates account online using our eCitizen self-service facility. You only need to register once to be able to manage any of your accounts including your Council Tax.

Get in touch:

Website: www.cheshirewestandchester.gov.uk/businesshub
Email: ndr@cheshirewestandchester.gov.uk
Call: 0300 123 7023
By Post: Revenues and Benefits, PO Box 187,
Ellesmere Port, Cheshire, CH3 94D



Street Entertainers

Cheshire West and Chester Council recognises that busking makes a valuable contribution towards cultural life in the city, making the streets more vibrant and exciting for visitors, businesses, and residents.

Buskers share the streets and open spaces of Chester with everyone who lives, works, trades and takes their leisure in the city. Inevitably, there is potential for conflict between all the different uses that people make of these shared spaces. The Guide to Busking aims to promote positive relationships between buskers and all those with whom they share the public spaces of the city.

A guide to busking, which explains how to positively engage with buskers and resolve any conflicts, is available on the Council's website.

Visit: www.cheshirewestandchester.gov.uk/businesshub and search for 'guide to busking'.
Email: chesterlocality@cheshirewestandchester.gov.uk



Promoting Yourself

Chester is a wonderful place, but its geographic situation means it is somewhat peripheral to many of the main media channels that cities such as Liverpool and Manchester enjoy.

There are few Chester-specific radio and news media options with good coverage including **Dee 106 Cheshire Live** and the **Chester & District Standard**.

Chester's proximity to North Wales and the Wirral and the relatively easy train journey to London can mean that these markets can be important for Chester businesses. So, for your business to thrive you will need to put together a marketing strategy that works for you and makes the most of what channels are available and then pursue it with determination.

Clearly, if you are both bricks and clicks (and many independent businesses in Chester operate successfully as both) your online presence and how the customer can find you via natural search, SEO and PPC is vitally important. Presence and tone of voice on social media is fundamental for independent businesses.

Customer database

Keeping a customer database is pretty much a "must do" for most independent businesses because it will allow you to analyse your customers, reward them and find more like them. Choose your data capture strategy to fit your business and be sure to be **GDPR compliant**. During the lockdown, many businesses were able to use their databases to keep in touch with customers 121 even though their premises were closed and to quickly generate footfall once lockdown ended. You can also work with other organisations such as **@visitchester** and **@chesterbid** to promote yourself.

Local media

The local media need a constant stream of PR content to keep relevant and lively, so if you are opening or expanding, have a new service, have won awards, have raised money for charity or done anything newsworthy, make sure to let them know with a pithy and upbeat press release - don't forget the photo. You will not always get coverage, but it is worth a try. Try the **Chester Standard** and **Cheshire Live**. Make a point of tuning in to the local radio - **Dee 106** and call them up if they are discussing a topic where you have an inside track.

Location

The border between England and Wales can throw up some marketing opportunities especially when the Welsh schools have different holidays than those in England and the odd message in Welsh might get you some attention.



Fire Protection on the Rows

Fire is the greatest single threat to the Rows - once established and without robust control, fire not only is a risk to life, but has the potential to destroy the historic fabric of our city as well as livelihoods, homes and businesses.

Prevention and early detection are key to stopping fire - and while protective technical measures and systems have a role, vigilance of people who are on The Rows on a day-to-day basis is critical.

Fire safety awareness needs to be everyone's responsibility and we all need to work together to reduce the risk of fire.

Three Ways Businesses can help:

- 1. Get a free fire safety inspection:** To protect the Rows, we ask businesses to let Chester Fire and Rescue Service assess your current fire protection each year. There is no charge for the 30 minute assessment and they could give invaluable advice.
- Inspect and remove combustibles every day. As a business, you or your staff are on-site each opening day and, in the same way that you check your premises, we would encourage you to expand this to the stallboards and walkways just outside your door. If you can remove any deposited rubbish - especially cigarette butts, paper or other combustibles - look out for litter wedged into small gaps in the woodwork - this will significantly reduce the risk of fire taking hold.
- Report fire hazards - such as loose wires, faulty lights or damage to the fabric of the building or public walkways. Contact your freeholder or Rows Fire safety officer.

For further information, contact **Chester Fire and Rescue Service**, visit: www.cheshirefire.gov.uk or call: **01606 868700**
In the event of an emergency, call: **999**

Highways

Everyone who lives, works or travels through Cheshire West and Chester makes use of the highway network in some way, every day.

- ▶ The Council's Highways service is responsible for over 1,400 miles of roads, 1,100 miles of paths and footways, 1,500 acres of verge, 215 sets of traffic signals, 45,000 lighting columns, 25,000 road signs, 20,000 trees, 76,000 gullies and 319 bridge structures, amongst other things.
- ▶ The Area Highway teams ensure roads and pavements are safe for the public to use, including spreading salt on 35% of the highway network during the winter months.
- ▶ Businesses in the city may wish to report a pothole, blocked drain, street light or road sign issue, roadworks or traffic congestion concerns, or icy footpaths in the winter; businesses may also need to request an al fresco licence (outdoor tables and chairs on the highway) or permit for scaffolding or a skip outside their premises - we can help with any matter regarding the public highway.

Visit: www.westcheshireyourstreets.co.uk and select the 'Road Care' tab from the homepage. Call: **0300 123 7036**

Traffic restrictions

Traffic restrictions for deliveries in the city centre:

- ▶ All deliveries within the core streets of the city must take place before 10.30am and after 4.30pm.
- ▶ These normally operate Monday to Saturday but the Bridge Street/Watergate Street restriction operates seven days a week.

A-Board and Al Fresco Licensing Schemes

Having a vibrant city centre in Cheshire is something Cheshire West and Chester Council works hard to achieve.

To ensure residents and visitors can move freely through the streets of the city centre and that the appearance of the city centre Conservation area is preserved, the Council has recently looked into the use of A-boards and Al Fresco dining areas.

Obstructions on the highway particularly cause difficulties for visually impaired people, those with mobility issues, wheelchair users and parents and carers with pushchairs.

Following an extensive consultation and the feedback generated from it, licensing schemes were introduced for both A-boards and Al-fresco dining areas. The arrangements strike a balance between the needs of both pedestrians and businesses in the city and maintain our status as the most accessible city in Europe.

More information and how to make an application can be found on the website.

Visit: www.cheshirewestandchester.gov.uk/businesshub

For more information on licensing advice, including alcohol events, taxi, animal or any other type of licence, please contact our Licensing team.

Email: licensing@cheshirewestandchester.gov.uk Call: **0300 123 7737**

Role of Communities and Engagement Team

The Council communities and engagement team are available to guide and support you through any queries you may have with the council. If you want to talk to one of our friendly officers to assist you in navigating your way through Council services and processes please get in touch: chesterlocality@cheshirewestandchester.gov.uk

We also host a regular collective meeting of businesses, if you'd like to be involved let us know.

Business Waste Collection

Correct storage of business waste is an important element of protecting the City Centre from pests, fire and other environmental issues.

- ▶ **Businesses that operate on the rows often have a smaller waste output than other larger premises across the city and as such your business may be suitable to have waste collected on a bag collection basis, which is often a more cost effective approach for smaller businesses.** To pursue this you can purchase a roll of commercial waste sacks from a chosen licensed waste contractor. These waste sacks will also come with the necessary documentation (often referred to as a 'Waste Transfer Note') which is used to satisfy your 'Duty of Care' over any waste you produce. Commercial waste sacks may only be presented within **Chester City Centre from the kerbside between 08:30 - 10:30am daily.** Should your waste failed to be collected by this time you must collect your bags from the point of collection until the next collection window and under no circumstances should any waste be left outside overnight where it is not within your control.
- ▶ **Alternatively if you believe that the waste you are likely to produce is not suitable for a bag collection scheme, such as food business establishments, then you may consider procurement of a waste receptacle a better route to pursue.** Storage for these receptacles in Chester is limited, so if you cannot store these internally or on your own land you will need to consult the Council on options for your business, contact details for this are contained below. This type of contract will also come with the necessary Waste Transfer Note(s) to satisfy your businesses 'Duty of Care'.
- ▶ **All Waste Transfer Notes must be kept for a minimum period of two years** as they are used to demonstrate to waste collection authorities that you are disposing of waste correctly and legally, which is a legal requirement of all businesses under the above legislation. Retaining these documents will prevent any subsequent enforcement action being taken against the business / its owners.
- ▶ **To procure a contract you must select licensed waste contractor that covers Chester,** which can be identified through a simple online search, or you may wish to consult other nearby businesses for feedback and contact details of their chosen supplier. There can be differences in pricing for these contracts, so it is worth contacting a number of contractors for quotations.

If you need any advice regarding business waste, or if you need to report any business waste related issues, please contact:
Cheshire West & Chester Council's Regulatory Services team.
 Email: RegulatoryServices@CheshireWestandChester.gov.uk
 Call: **01244 973 708** (Mon - Fri, 10am and 4pm)

Report it App

What can I do with the app?

Once you have downloaded and installed the app you will be able to report issues such as:

- ▶ Problems with roads, e.g. potholes, street lighting
- ▶ Fly tipping
- ▶ Dog fouling
- ▶ Full bins

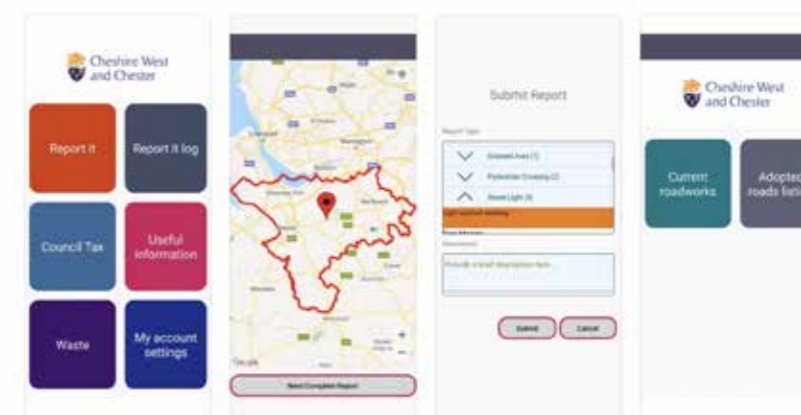


You can find out what else you can report to us in our 'Report it' section.

How do I download it?

The app is available for download on your device's app store. The app is called Cheshire West and Chester and can be found using the search function.

Once you have installed the app you will need to sign up with your email address and you will then be able to report issues.



How do I use it?

- ▶ When you open the app you will see six boxes.
- ▶ Select the box which says 'Report it'.
- ▶ The map will show with a red marker, you can move the marker by selecting the area on the map.
- ▶ Once you have selected the correct location, select the 'Next/ Complete Report' button.
- ▶ You will be asked if you want to submit a photo with your report.
- ▶ Select the report type from the drop down lists.
- ▶ Provide a description of the issue. Please write "Rows Walkway" in the description box for issues at this level and add further detail.
- ▶ Select 'Submit'.

If you have any technical issues email: digital.team@qwestservices.co.uk

Chester Against Business Crime

Crimes against the business community - what can you do?

Chester is a lovely welcoming city and relatively crime free. However, it is a sad fact that almost all shops will be targeted by shoplifters at some time.

The good news is there is something we can actively do to deter the thieves and protect your stock together. The other good news is Chester has one of the best business crime reduction partnerships in the country (National Association of Business Crime Partners).

Any retailer in the city can join. The size of your store will determine the cost.

Benefits of joining:

- ▶ A radio linking to the city-wide CCTV and patrolling police officers and PCSOs.
- ▶ Weekly intelligence sharing sessions.
- ▶ An exclusion scheme - a person banned from one is banned from all.
- ▶ Access to the DISC app on your smart phone, showing who you should be looking out for before they enter your store.

We can provide training to your staff on:

- ▶ Preventing shoplifting - top ten tips to deter the thieves.
- ▶ Suspicious behaviour to look out for.
- ▶ Common tactics used in the past.
- ▶ Taking positive action.
- ▶ Detaining a shoplifter - what to do.

Email: chesterabc@btinternet.com Call: 0300 999 1111

Anti-Social Behaviour:

Anti-social behaviour (ASB) is categorised as any behaviour that could reasonably cause harassment, alarm or distress to a group or individual. Public Order offences are defined as crime which involves acts or threats of violence or harassment towards someone else in a public place.

An example of ASB that would fit into this category would be a group of youths verbally abusing members of the public or using threatening behaviour.

Lighting

Cheshire West and Chester Council, has a responsibility to ensure that street lighting is kept in working order and as the Rows walkways and stairs are a public right of way, they fall within the Council's maintenance responsibilities, including the lighting.

The council owned lights within the Rows are inspected regularly and any faults reported for repair. However, if you notice any issues with the lighting, you can report it either via the Council website or the Council app by choosing the 'Chester Rows' dropdown option (see the section of this guide on 'How to report issues to the Council?')

Please note the Council is only responsible for the lighting along the main walkways and stairwells. Any other lighting, such as shop displays and signs, is the responsibility of the property owner.

Local Living Wage

Employers across West Cheshire are being urged to make a stand against poverty by paying staff the Local Living Wage, making west Cheshire a place where everyone can earn a decent living.

- ▶ As the cost of living increases, many families are struggling to pay for the basics - to heat their homes or put enough food on the table. The Local Living Wage is currently set at £9.50 per hour for employees aged 18 or over in west Cheshire, a rate based on the real cost of living for employees and their families in the borough. This is assessed annually and implemented in April.
- ▶ Paying a fair day's pay for a fair day's work is a serious start in the fight against poverty. It is good for society and will boost the local economy as residents have that little bit extra in their pockets to live well.
- ▶ Cheshire West and Chester Council pays all its staff at least the Local Living Wage and hopes to make west Cheshire a Local Living Wage borough - with your help.
- ▶ The Local Living Wage rate is different from the National Living Wage of £8.91 per hour for people aged over 23, a mandatory rate set by government and formerly known as the minimum wage.
- ▶ Paying the Local Living Wage is voluntary. It is a statement that you back west Cheshire and want its people and its economy to thrive.

Visit: www.cheshirewestandchester.gov.uk/LLW

Vacating a premises

If you are vacating a premises, please leave the building in a good condition to ensure the preservation of the Rows. Please do get in touch and inform Chester BID when you will be leaving.

Get in touch:

www.chesterbid.co.uk hello@chesterbid.co.uk 01244 403 680

Other Resources

As part of the Chester Rows High Street Heritage Action Zone, a number of studies have been produced that may be of interest:

- ▶ An Aerial drone film of The Rows' roofs (so owners can see the current condition from a bird's eye view).
- ▶ Paying An Upper Floors Study which looked at 197 buildings across the city centre, and identified their current (above Rows) usage and made an assessment as to whether these spaces were suitable for conversion to residential use.

All these resources and other information can be found on:
chester.westcheshiregrowth.co.uk/projects/heritage-action-zone/





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Chester's Business Improvement District

Hi! REVITALISING OUR Hi!STREET

Supported by the
High Street Heritage Action Zone



Making things happen
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