


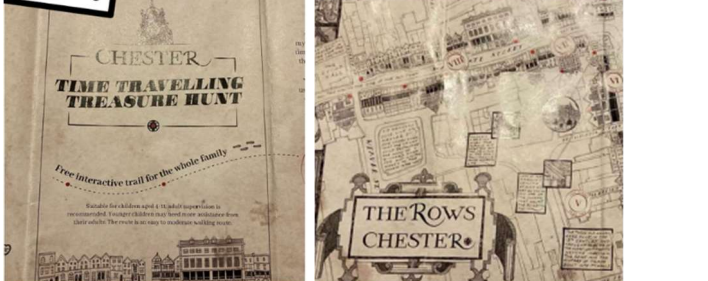
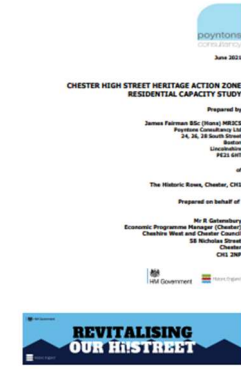


Appendix 3: HAZ Revenue Funding Activity

The aim of funding provided through the HAZ for revenue activity was to promote understanding of Chester Rows heritage, and to vitality and use of the Rows – this included activities to increase footfall into the city and specifically at Rows level as a means of supporting businesses as well as looking at opportunities to bring in new users into vacant or underused areas.

Activity	Image	Link
<p>Medieval Meet and Greet -aimed to provide opportunity for residents and visitor to meet a medieval character as a way of finding out about heritage of the rows and people who lived there. Over 400 days delivered</p>		
<p>Heritage Films 5 Heritage films, each circa 5 mins long, involving University experts, local businesses and volunteers give an overview of Chester Rows and unlock its history</p>	<p>Videos ▶ Play all</p>  <p>Revealing the Rows Episode 5 - Treasures of the Rows</p> <p>563 views • 5 months ago</p> <p>Subtitles</p>	<p>https://www.youtube.com/@chesterherifest</p>
<p>Seasonal Events Christmas Chiors, Window Trails and Row Level markets and children’s activities to help deliver vitality and footfall to support businesses</p>		
<p>Treasure Trail – family trail and audio trail= over 12,000 copies downloaded</p>		<p>https://www.visitcheshire.com/routes/discover-the-rows-p286971</p>

Upper Floor Study
A study looking at which empty upper floor units could be converted to residential use to share with freeholders to support applications for change of use and encourage occupation.



<https://chester.westcheshiregro.wth.co.uk/projects/heritage-action-zone/>

Roof Drone Study
Study of Rows' property rooftops to share with freeholders to understand potential repair works to heritage buildings



<https://chester.westcheshiregro.wth.co.uk/projects/heritage-action-zone/>

Photography to use on social media and delivery of increased promotion of Chester Rows as a must-see attraction



<https://www.visitcheshire.com/chester/rows>

Business Guide
Led by Chester BID, a guide for businesses operating on the Rows has been produced (for distribution early 2024)

