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Northwich BID Annual Report 2015/2016

About Northwich Business Improvement District

The Northwich Business Improvement District (BID) is a defined geographical area in Northwich. Within this area businesses collectively invest in, and enhance Northwich as a trading environment. The BID commenced on 1st September 2014 and will run until 31st August 2019.

The Northwich BID funds and delivers added value projects and services within the town which focus on creating a destination of choice for residents, visitors, employees, shoppers and service users to make Northwich a location where businesses and the community can thrive. The BID will not, and cannot be

used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in 2015/2016 are included in this annual report.

The added value projects and services that the BID enables is managed and controlled by the business community who part fund the BID. The entire project is business led, with the BID's funds coming from an additional, mandatory levy. For Northwich this levy equates to 1.5% of individual businesses rateable value on all businesses with a rateable value greater than £6,000.



Message from the Chair – Gaynor Sinar

As I reflect on the last year in Northwich, I have a real sense of pride of what has been achieved. The annual report for 2015/2016 is packed full of positive projects and services that have been delivered in Northwich. The fantastic Pocket Park project that was delivered in the spring of 2016 has created a peaceful, green area, which has been utilised by many. We can see a noticeable difference in the quality of the town's cleansing and planting schemes, all of which enhances our offer to attract additional footfall into Northwich.

The schedule of events we have seen throughout the year are consistent with what you would see in any city centre; a particular favourite of mine has been the introduction of the Northwich Teenage Market, which has supported a whole host of our young local entrepreneurs in showcasing their products and supporting them to learn new skills including how to run a business. You never know, they may become our Northwich independent traders in the future.

We have seen the Visit Northwich brand go from strength to strength through our very ambitious marketing strategy. You will very often see press releases in our local and regional media communications, link this with the social media campaigns, specific event promotion, e-bulletins and newsletters and we are certainly on

the right track with promoting Northwich as a destination of choice for shoppers and visitors alike.

The next 12 months will see the BID again deliver a very ambitious business plan with investments into new events and festivals, further development in Marketing and PR, improvements into a greener and cleaner town centre, support with improving public transport provision and further investments in crime prevention and security.

Finally, as we move forward into our 3rd year of delivery, I would urge all of our businesses in Northwich to get involved and support the BID team, together we can make Northwich a town to be proud of!



Gaynor Sinar

Owner of Curtain Magic & Chair of the Northwich Business Improvement District Executive Board.

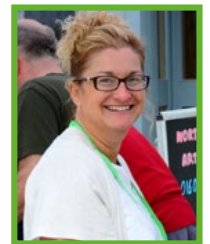
Message from the BID Manager – Jane Hough

2016 has been quite a year for the BID Team - when I look back, I can see there have been many significant challenges for our businesses in Northwich; the impact of major construction works, roadworks and changes to car parking provision has all had an impact on the town. However, there have also been so many positive changes and improvements to our town centre – we have quite simply “turned a corner”.

One of the biggest highlights over the last year has been the development of our relationships with Cheshire West and Chester Council, Cheshire Police and the local community, but the most positive impact has been our relationship with the Northwich Town Council Team (NTC). The relationship between NTC and the BID has allowed us

to add so much more value to Northwich, whether it is partnering to manage events like the Summer and Christmas Extravaganzas, lobbying for better services in the town centre or working together to provide enhanced planting schemes in Northwich, the relationship is setting the foundation for us to achieve the “very best” for our retail environment.

As we look to the future, there is still much to be done, but we are confident that with the support of the business community we can deliver on our promises and reach that all important vision for Northwich, which is quite simply to create a “destination of choice for residents, visitors, employees, shoppers and service users where our businesses and the community can thrive”.



How we deliver the BID

The Northwich Business Improvement District is governed by the Northwich BID Group. The BID group have elected an Executive Board to oversee the delivery of the Business Improvement District. The Executive Board work on a voluntary basis and are responsible for guiding and directing the Groundwork BID Team in the delivery of the projects and services contained in the Northwich Business Improvement District Business plan. The Executive Board in office covering the period 1st September 2015 – 31st August 2016 are featured below.

Your Executive Board

Chairperson

Gaynor Sinar *Curtain Magic*

Vice-Chairperson

Mark Lever *mosshaselhurst*

Treasurer

Mark Baker *Santander*

Board Members

Andrew Cartwright	<i>Waitrose</i>
Marcia Jackson	<i>Sainsbury's</i>
Deborah Hughes	<i>Boots Opticians</i>
Wendy Batey-Gray	<i>Solutions 24/7</i>
Jason Hannon	<i>Bruschetta</i>
Carolyn Shepherd	<i>ArtWork Studios & Gallery</i>
Adam Prestage	<i>Witton Chimes</i>

Supporters/Advisors

Catherine Fox	<i>Area Programme Manager – Cheshire West and Chester Council</i>
Chris Shaw	<i>Northwich Town Clerk – Northwich Town Council</i>
Mark Simmons	<i>Senior Locality Officer – Cheshire West and Chester Council</i>
Inspector Dave Snasdell	<i>Northwich Police Unit</i>

“The BID partnership with the police is building all the time. The day to day contact means that any issues which come to the BID team from the local stores is communicated to the police straight away and we work closely with the BID team to try and resolve the problem. This has seen some good examples where we have resolved issues quickly - this can only improve the area as we move forward in exciting times with all the new developments.”

Inspector Dave Snasdell, Cheshire Police

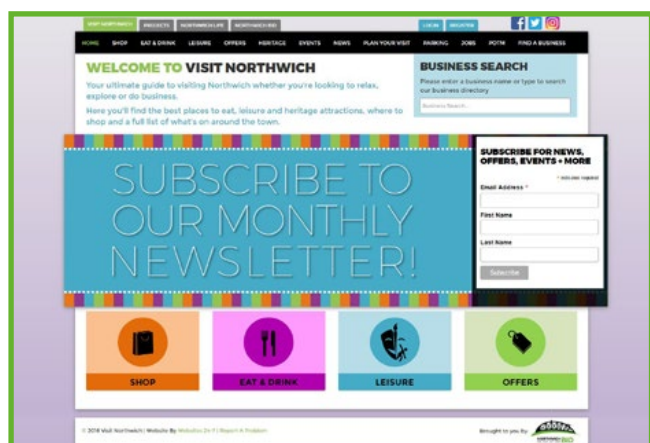


What we have delivered in 2015-2016

Theme One – A Vibrant and Co-ordinated Town

Investments in the marketing and promotion of Northwich

Website, Advertising, Communication and PR, Social Media, Consumer Competitions



The last 12 months has seen a whole host of PR & Marketing initiatives delivered by the BID. The Visit Northwich brand has gone from strength to strength with investments made in further developments to the Visit Northwich Website, social media presence and regular features in local, regional and national publications.

The Visit Northwich website www.visitnorthwich.co.uk has been the central point for users on “all things Northwich”, regular news features, dedicated sections to retail, leisure and culture have firmly seen Northwich promoted as a destination of choice. The website also features on the Marketing Cheshire website along with other partners.

The social media accounts hit an all-time high in the latter part of 2016 with Facebook achieving a reach of over 75,000 per week and Twitter hitting over 130,000 per month, with businesses reaping the benefits by promoting their events and offers on these important platforms.

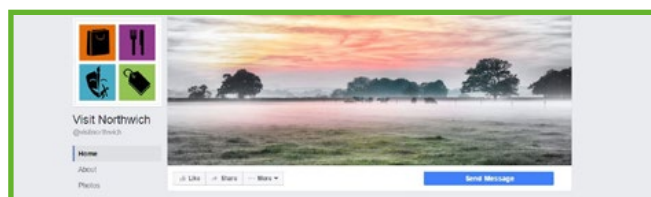
Regular news features appeared in the Mid-Cheshire Guardian Series, Mid-Cheshire Independent and Chester Chronicle. More recently, Northwich has featured in a number of news articles in the national place magazine, Revive and Thrive.

Northwich POTM

In late 2015, the Northwich Business Improvement District set out on a quest to find the best images of the town and surrounding areas as captured by the people of Northwich.

Since then, the BID have been completely blown away by the 100's of amazing images that have been sent in; they've been a brilliant advert for Northwich and have helped enlighten people as to the wonderful places here that are just waiting to be explored – again supporting our vision of Northwich to become a destination of choice.

The winning images from the POTM Competition have been utilised to create the Visit Northwich 2017 calendar which features our waterways, shots of unique projects and installations and also shines a spotlight on unique buildings, both old and new that help make Northwich the town it is today.



Northwich Town Mascot – Mrs Salt

The Summer Extravaganza saw the launch of Mrs Salt, Northwich Town's very own mascot. Mrs Salt was created by local school girl Connie Shrieves through the Christmas Extravaganza 2015 competition.

The Northwich Business Improvement District (BID) tasked the town's kids with helping to design a new character that represented Northwich's history and heritage.

It was also imperative that designers thought about what makes the town unique and wonderful and Connie's design encapsulated it perfectly.

Mrs Salt was launched at the Summer Extravaganza and she has made regular appearances at the town's events throughout the year.

Footfall Counters

During 2016, Northwich saw the first footfall counters installed in the town centre. The first phase of the project has seen three counters installed at strategic parts of the town, including the Bull Ring, Mid-Witton Street and Higher Witton Street. The second phase of the project

will be completed in the New Year and will see a further two cameras installed, one on Leicester Street near the entrance of the Barons Quay development and the other will be installed at the key gateway into Barons Quay opposite Bratts.

Events and Festivals

Northwich Teenage Market

2016 once again saw the business community supporting the Teenage Market, with markets being delivered in February, May, July and at the Christmas Extravaganza. Running alongside the popular Artisan Market, this event has provided our local young entrepreneurs with the ability to showcase their own products and services, many of which continue to trade successfully at other venues across the region.

Easter, Summer and Christmas Extravaganzas

The Extravaganzas have now become much sought after events in the Northwich events annual calendar. The streets of Northwich have come alive with entertainment, live music, performance and live art, which has in turn attracted additional footfall into the town centre. Many of our businesses have reported the huge benefits of holding these events in Northwich, with independent stores reporting an uplift in sales by over 50% with our national retailers reporting increases of up to 40%.

Christmas Lights

Further investments into new Christmas Lights featured highly on the Business Improvement District's project plans. New Christmas Lights were installed on the gyratory system on Chester Way and cross street motifs on Witton Street, with the BID once again funding the Christmas Tree on Town Park, next to Town Bridge. These significant investments have placed Northwich as one of the top towns in Cheshire for Christmas lighting displays.

Your BID Team

Following a year of significant infrastructure works in the town centre, 2015/2016 saw a good deal to feel proud about in Northwich as a result of the support provided by the BID Team.

The team has acted as the first point of contact with a number of partners and agencies including Cheshire West and Chester Council Highways, Estates and Streetscene departments, Barons Quay developers Balfour Beatty, the Environment Agency, Cheshire Police, Cheshire Fire and commercial property agents.

The team are also responsible for delivering the projects and services contained in the 5 year Business Improvement District business plan; more details are contained in this report of what has been delivered in 2015/2016.



Theme One – An investment of £113,569 in 2015/2016

“Northwich Town Council (NTC) once again has been heavily involved with the BID team during the past 12 months, working hard to bring to Northwich some of the best events the town has seen, in particular the Northwich Christmas Extravaganza that once again was a huge success with even more additional lights being added to the town.

Improvements this year have seen NTC and the BID take over the planting and maintenance of the planters within the town centre and the introduction of over 50 hanging baskets which have created a wonderful display for all that visit and work in Northwich.



Other initiatives have been the introduction of additional cleaning which sees NTC staff in the town centre from 7.00 am each day making sure the town is always looking its best.

We will carry on working closely with the BID to make Northwich the most attractive, clean, welcoming town in Cheshire for all to enjoy. The team at NTC are looking forward to another successful 12 months”. ”

Chris Shaw, Northwich Town Clerk



Theme Two – A Supported Environment for Business

Training, Knowledge and Skills

A packed schedule of training courses was delivered by the Northwich BID throughout the second year, covering essential and beneficial topics for businesses in the town. The Quallsafe Level 2 Award in Emergency First Aid at Work training courses proved to be as popular and valuable to employers as ever, while the Social Media and SEO training course provided by the Northwich BID also highlighted to businesses just how important an online presence can be in generating sales. In addition, the Guide to Successful Retailing and Window Display Masterclass were both extremely popular topics, helping traders in the town first hand in improving their retail skills.

Northwich BID business delegates covering 55 businesses have received free training in the second



year of the Northwich Business Improvement District, with all First Aid Training Certificates validated by Quallsafe. This extremely high uptake demonstrates the real value that businesses in Northwich place in keeping their employees highly skilled and well-trained.

Specific courses that were delivered in 2015-2016 were as follows:

- Quallsafe Level 2 Award in Emergency First Aid at Work
- Fire Marshal Training (IFSM)
- Guide to Successful Retailing
- Window Display Masterclass
- Principles of Fire Risk Assessment
- Social Media and SEO Training
- LinkedIn Training
- Shoplifting Seminar
- Cyber Crime Prevention Seminar



“165 Northwich BID employees were upskilled through the BID training programmes in 2015/2016”

Joint Procurement Scheme

The Northwich BID's partnership with energy, voice and water consultants Invev (Intelligent Voice Energy and Water consultants) also continued in to year 2, helping Northwich BID businesses to take advantage of any cheaper prices or deals that might be available to them in terms of telecom, utility and water. Several Northwich businesses have seen the benefits that working with INVEW can provide, with Macouti, Northwich Art Shop, Fast Parts, Retros Music Bar, Temples, Flexim Instruments UK and Jack Gee Cycles all set to make a saving on their bills.



Brio Leisure Discount for BID Members

During year 2 of the Northwich BID, the popular partnership with Brio Leisure continued allowing Northwich BID businesses and their employees to take advantage of a 20% discount on full membership at any Brio Leisure centre. Extending to family members in the same household, the scheme gives Northwich BID business employees access to 12 fantastic Leisure centres with unlimited use of all facilities, and to date over 40 individuals have signed up and taken advantage of the offer.

Employment and Skills

As well as supporting getting local people in to local jobs, the Northwich BID Team have also directly provided work experience for local individuals, with Northwich based Liam Leach completing a 6 week placement in January as part of his college education. Helping Liam to gain a better understanding of the inner workings of the town centre, the BID Team also supported Liam during his placement to improve his skills and develop valuable practical experience in a workplace environment.



Northwich Business Improvement District Group

The Northwich BID Business Group met in July 2016. Full copies of minutes and associated papers from the Northwich BID Group meetings are available from www.visitnorthwich.co.uk. In addition to these meetings the Team have attended Northwich Independent Retailers Association meetings and initiated a National Retailers meeting, which is set to progress in the New Year. The meetings focused on the projects and services that could be delivered throughout the year.

Northwich BID Executive Board meetings were conducted on a quarterly basis throughout 2015-2016. Minutes of the meetings and associated papers from the Executive Board meetings can be found at www.visitnorthwich.co.uk.

Healthy High Streets Award

In July 2016 Northwich became one of only 100 towns in the UK to be accepted onto the Business in the Community - Healthy High Streets Programme. The aim of the programme is to revitalise High Streets across the UK.

The programme, which was first launched in 2014, is backed by some of the UK's biggest High Street brands – for Northwich this includes Boots UK, Marks and Spencer, Greggs and Santander.

Since the first inception meeting with the HHS Programme Manager back in August 2016, the BID team have been working with the dedicated High Street Champions to support businesses on a number of initiatives including the Alive after Five campaign, the image improvement project in Weaver Square and the recent Christmas Extravaganza.

The programme aims to increase footfall by 10%, reduce the number of vacant properties by 20% and stimulate the creation of new jobs.

Although Northwich is only in its second quarter of the programme, the town is definitely on its way to reaching the aims of the programme with Northwich seeing month on month increases in footfall in the town and a reduction in empty properties on the main High Street.

Theme Two – An investment of £5,919 in 2015-2016

“CUE Marketing wish to endorse Northwich BID who we have been working with in conjunction with Cheshire West and Chester Council on the new retail and leisure development Barons Quay. Northwich BID have been an invaluable support to CUE in promoting our marketing campaigns, including drone videos, images and a fly through animation which was viewed by over 16,000 in the first week of uploading to the Barons Quay website.

CUE have found the BID to be very efficient in their communications. We at CUE are looking forward to working with the team again in the future.”

Melissa Drummond, Cue Marketing



Theme Three – Safe and Secure

Dedicated Northwich PCSO & Cheshire Constabulary

The second year delivery of the Northwich BID saw dedicated Police Community Support Officer (PCSO) Robbie Stott continue to provide a committed service to Northwich Town Centre. Attending monthly Northwich BID Executive Board meetings, Robbie regularly reported back to the business community with crime updates and news, as well as producing a monthly report that was distributed to all businesses in the Northwich BID area through the e-bulletin. With Cheshire Police and the Northwich BID working together in an innovative partnership, their hard work has contributed to developing a safer and more prosperous environment for traders and consumers to work and shop in alike.

Crime Prevention Partnerships

In addition to Cheshire Police, the Northwich BID has also sustained strong working relationships with both the Licensing & Enforcement department at Cheshire West and Chester Council and CCTV supervisor Keith Parsonage. These close links and relationships enable the BID Team to be kept well informed with regards to any criminal or unauthorised activity in Northwich, which in turn allows for information to be distributed to

businesses in a timely manner as well as generating a prompt response whenever assistance is required to uphold the rules and regulations in the town whenever a problem arises.

Rapid Text Service

The Rapid Text Service was also introduced and funded by the BID during year 2 - a 24/7 hotline that

traders are urged to report any suspicious activity to so the information can get disseminated to other businesses in the town. By increasing communication between retailers and Cheshire Police, the aim is to significantly reduce criminal activity in Northwich Town Centre and prevent businesses from becoming a victim of crime.

NORTHWICH BID RAPID TEXT SERVICE

If you see any criminal or anti-social behaviour which would be a police matter in **Northwich Town Centre** then please report it to 01606 866 616 where it will be reported to Cheshire Police and your neighbouring businesses.

Please also report to 101 and 999 where necessary.

Call 01606 866 616




Theme Three – An investment of £12,846 in 2015-2016



Theme Four – Greener and Cleaner

Theme Four – Image Improvements

Throughout the second year of the BID, the Northwich BID team have once again worked continuously to improve Northwich's image, constantly looking at ways to improve how both visitors and businesses perceive and view the town.



Image Enhancements

A number of image enhancement projects were undertaken to improve the aesthetics of the town centre during year 2, including the installation of the eye-catching walled garden hoarding around a plot of disused scrubland on Witton Street. Another popular landscape improvement project as funded by the BID was the work undertaken on one of the concrete turrets adjacent to the subway outside the Memorial Court, which saw the planting of several Himalayan Birch trees surrounded by a carpet of striking flowers, improving the area greatly and providing a touch of elegant beauty for visitors in Northwich to admire.



Pocket Park

In one of the most ambitious image enhancement projects undertaken by the Northwich BID to date, back in March 2016 the small piece of scrubland at the end of the High Street near the Bull Ring was transformed into a green oasis and attractive seating area, complete with ornamental shrub planting, box seats and two timber benches. In a joint venture with Cheshire West and Chester Council, the Northwich BID Team secured funding to complete the project from Central Government, and the work was undertaken by Groundwork CLM's Landscaping Team.



Floral Displays and Planting Schemes

The Northwich BID has also invested significantly to enhance the floral displays in the town centre throughout Year 2. In a partnership with Northwich Town Council, additional funding was provided to considerably improve upon the previous level of raised bed planting all throughout the town, and as a result Northwich was awash with colour over the spring and summer months.

The BID has also invested in 50 additional double sided hanging baskets that were installed during the spring, adorning lampposts throughout the town centre and up along Leicester Street which consequently saw Northwich blossom into a riot of colour. An extra 12 railing baskets were also funded outside the Memorial Court on Chester Way, further enhancing the aesthetics of the approaches and exits of the town, and there is scope to introduce more of both the railing and hanging baskets in upcoming years of the BID.



“Northwich BID have played a vital role in the communication with businesses in Northwich in relation to Highways works required for the major regeneration projects such as the Barons Quay development, Environment Agency Flood Alleviation scheme and Leicester Street roundabout improvement scheme.

We have a really good working relationship with the Northwich BID and their support is really appreciated.”

**Jamie Barron, Senior Highway Engineer,
Cheshire West and Chester Council**



Enhanced Cleaning

Throughout the second year the BID Team have also developed a partnership with Northwich Town Council to deliver an extensive and enhanced town cleansing programme, the results of which have been widely praised from the get go. Creating a noticeable

difference along Witton Street where the cleansing efforts have been taking place, the funding allows for daily litter picks and regular stone paving washing in addition to the previous baseline as set by Streetscene and Cheshire West and Chester Council.

Theme Four – An investment of £53,655 in 2015-2016

“ I can say first-hand the support from the BID Team has had a positive impact at the top end of town in relation to the additional investments in keeping the top end of town clean.

Sweepers ensure the whole area is clean especially after the weekend and more recently as winter approaches, removing leaves has also had a noticeable impact

Witton Chimes recently won the coveted Enterprise Inns Pubs in Bloom award for the North West Region. I am positive the support in ensuring the whole area is maintained had an influence on me achieving this prestigious award.

Furthermore I have enjoyed the continued support from Mark Henshaw, especially his tireless devotion to ensuring all areas of the town are kept updated with all aspects of developments with the town including the difficult period with road closures and car parking which has ensured I can keep my customers engaged in a positive way as Northwich continues to develop.

I look forward to working closely with Mark and the team over the coming years to ensure we all contribute to making this wonderful town a better and safer place to live. ”

**Adam Prestage, Landlord,
Witton Chimes**

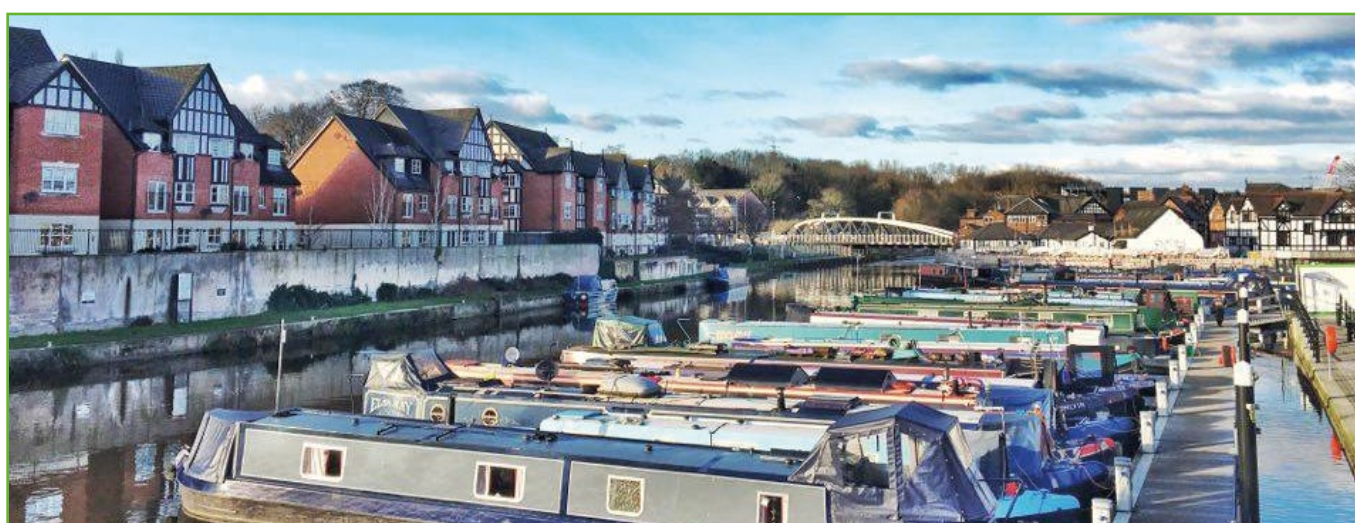


Income and Expenditure

BID Income	Budget – Year 2 September 2015 – August 2016	Actual – Year 2 September 2015 – August 2016
BID Levy Income	£174,000	£188,000
Income from Voluntary Members	£5,000	£517
Grants/Fund Match (Financial)	£65,000	£27,364
Bank Interest	Nil	£89
Surplus (Year 1) +/-		£51,132
Total Income 2015 - 2016	£244,000	£267,102
BID Expenditure	Budget – Year 2 September 2015 – August 2016	Actual – Year 2 September 2015 – August 2016
Theme One – A Vibrant and Co-ordinated Town	£90,106	£113,569
Theme Two – A Supported Environment For Business	£21,000	£5,919
Theme Three – Safe and Secure	£56,000	£12,846
Theme Four – Greener and Cleaner	£37,000	£53,655
Project Management & Administration Costs	£30,000	£36,386
Accruals – Annual Audit		£250
Total – Expenditure 2015 – 2016	£234,106	£222,625
Actual Surplus +/-		£44,477

Note: In addition to the financial income received by the Business Improvement District in 2015-2016 there has been additional investments made of £44,000, which have supported the dedicated BID PCSO, Christmas Campaign, Summer Extravaganza, Image Enhancements, Training Courses and Seminars. This additional investment has been secured through Cheshire West and Chester Council, Cheshire Police and Northwich Town Council.

The surplus generated in Year Two of the BID will be utilised to deliver a number of added value projects and services in the town centre above and beyond the current baselines delivered by the public sector.



What we plan to deliver in Year 3

Theme One

Marketing and Promotion

- ✓ Further developments to the Visit Northwich Website to include:
 - Introduction of the “Northwich Life” section of the website
 - Completion of the Visit Northwich App
 - Development of the news, events and offers sections
 - Development of an interactive Visitor Guide
- ✓ Continuation of the weekly and quarterly news bulletins
- ✓ Continuation of the Visit Northwich Monthly Consumer Bulletin
- ✓ Increase the presence of Northwich in regional and national publications, including newspapers, magazines and newsletters
- ✓ Finalise and distribute a hardcopy Shopper/visitor guide
- ✓ Dedicated Marketing support for Northwich events and festivals to include
 - Christmas Extravaganza, Alive after Five, Teenage Market, Easter Extravaganza, Summer Extravaganza and other events and festivals that drive footfall into Northwich
- ✓ Completion of the Footfall Counters project on Leicester Street and Barons Quay
- ✓ Continue to host monthly competitions to raise awareness of Northwich and collate consumer data

Current 2016/2017 Events and Festivals

- ✓ Northwich Christmas Extravaganza – Saturday 26th November 2016
- ✓ Northwich Teenage Market – Saturday 26th November 2016
- ✓ Northwich Alive after Five – Saturday 13th December 2016
- ✓ Northwich Teenage Market – Saturday 11th February 2017
- ✓ Easter Extravaganza – Saturday 15th April 2017
- ✓ Summer Extravaganza – Friday 12th May 2017 (Evening)

BID Team

The BID team will continue to be a central point of contact for your business, for any issues or opportunities that may arise in Northwich. In addition to providing support, the team will be responsible for the delivery of the projects and services contained within the business plan and exploring opportunities for bringing additional external funding into the Business Improvement District.

Town Centre Wardens – Meet and Greet

With the ever changing size and economic landscape of our town centre, the BID will look at the feasibility of introducing “Meet and Greet” wardens in the town. The Town Wardens could be the first point of contact for our visitors in Northwich, with the aim of guiding and directing visitors to the town’s main shopping areas, parking and leisure facilities as well as our Heritage attractions and open green spaces.



Theme Two

Current 2016/2017 Training Courses and Seminars

- ✓ **Qualsafe Accredited -**
Defibrillator Awareness – Level 2
Friday 16th September 2016
- ✓ **Qualsafe Accredited -**
Emergency First Aid at Work
Wednesday 21st September 2016
- ✓ **Individual Window Dressing Consultations (In Store Training)**
18th, 19th, 20th October 2016
- ✓ **Qualsafe Accredited -**
Emergency First Aid at Work
Tuesday 15th November 2016
- ✓ **Leadership Skills and Management Training**
Monday 16th January 2017
- ✓ **Qualsafe Accredited –**
Emergency First Aid at Work
Monday 6th February 2017
- ✓ **SEO and Website Training Course**
Wednesday 29th March 2017
- ✓ **Qualsafe Accredited –**
Emergency First Aid at Work
Tuesday 25th April 2017
- ✓ **General Risk Assessment**
Wednesday 10th May 2017
- ✓ **Qualsafe Accredited –**
Emergency First Aid at Work
Wednesday 14th June 2017

Additional investments will be made throughout the year in Training Courses and Seminars dependent on Business requirements. This information will be collated through our client feedback forms and surveys that we periodically conduct with the business community. New course dates will be communicated to businesses as and when they are released through email and e-bulletin campaigns.

Joint Procurement Schemes

The BID will continue to work with INVEW to help reduce the costs of telecom, utility and water bills that Northwich traders are paying. In addition to this service, the BID will continue to explore the feasibility of introducing other joint procurement suppliers; these could include trade waste, pest control and handyman services.

Networking Events

March 2017 will see Revive and Thrive bring their two day Place Management Conference to Northwich. The focus of this national regeneration event is to gather BIDs, Councils, town practitioners, businesses and passionate people together to look at the work of our inspirational Local Legends and the essential need to engage and work in partnership with existing stakeholder groups. The event will be hosted at Vale Royal Abbey Golf Club on Thursday 2nd and Friday 3rd March 2017.



Theme Three

Dedicated PCSO

The BID will continue to invest in additional PCSO resource, above the statutory baseline in the Town Centre. The partnership between Cheshire Police and the Business Improvement District has supported with reducing shoplifting and anti-social behaviour (ASB) during the day time and increasing the safety of our community through our night time economy. Over the next 12 months the partnership will focus on supporting the police in ensuring Northwich is a safe destination of choice for shopping, eating and leisure.

Crime Prevention Partnerships

As we enter a new economic landscape in 2017 with the completion of Barons Quay it is important for the BID to build on new and existing relationships with key partners to support with keeping crime low in Northwich. The BID will work with Cheshire Police, Cheshire West and Chester Council Licencing/Enforcement Team and CCTV team and the new Managing Agents Savills at Barons Quay to ensure that retailers and business owners are kept informed and updated on key issues that affect the town.

“ This year we’ve seen so much happening in Northwich and the BID have been a huge part of the changes.

We’ve seen a number of ‘grot spots’ that have had a new lease of life, especially the hoardings across from our shop, which now make our end of town a much more pleasant place to be.

We’ve also attended a course on window dressing, which was fantastic. Helen then popped into the shops to discuss Christmas window planning and it’s been a very worthwhile spend from the BID.

Once again the Christmas Extravaganza has been a success and being able to show our wares to the public always helps put a few extra pennies in the pot.

There’s so much more to do, but so far, things look good for Northwich - with the help from the BID team, we can do anything. ”

Louise Hough, Owner, Crafty Stitches



Theme Four

Landscape, Cleanliness and Signage Improvements

2017 will see further investments into planting and signage schemes across Northwich Town Centre. Although in its infancy, the BID is working up plans to install 8 poles and banners to a key gateway into the town centre on Chester Way. The masts will promote the town, its events and festivals and will enhance the area by creating a boulevard effect.

In addition to the planting schemes in the town centre, further investments will be made into enhanced planting and hanging baskets schemes on Leicester Street, Upper Witton Street and Albion Road.

A number of “grot spot” areas have been identified around Northwich where improvements can be made. A clear action plan will be drafted and the Business Improvement District where possible will work with key partners to enhance these areas.

Townscape Heritage Initiative (THI) Project

The BID will continue to work in partnership with Cheshire West and Chester Council to deliver the

THI project in the town centre. The funding has been allocated to develop and support conservation works to the older timber framed buildings through a grant support programme.

It has also supported with heritage activities including heritage talks and tours, family days, special history sessions for local schools, workshops on the management and maintenance of the timber framed buildings, a website, which is currently being developed and the development of a heritage app to support residents and visitors wanting to explore the history of the town and other Heritage Lottery Fund supported projects in the area.

Weaver Square

January 2017 will see the BID work in partnership with Visual Arts Cheshire (VAC) to deliver an arts project in Weaver Square. Artists will illustrate their work in the form of shop window vinyls in the unoccupied premises in Weaver Square. This project will give a much needed boost of colour and vibrancy while the Council finalise their plans for the area in the future.



“ When I joined the store in February 2016, the BID team were in place and having not worked within a BID town before I was unsure what to expect.

In due course I met key members of the BID team and started to hear about the programme of investments made and how we can work together to help build a better town in Northwich.

Since the successful application for the Healthy High Streets Programme in August 2016 I have worked closely with all members of the BID team attending meetings and events giving us the opportunity to discuss how we can tackle three key areas of increasing footfall in Northwich, reducing empty units and returning pride to the town.

Throughout the experience I have found the BID team and Healthy High Street Partners to be supportive, encouraging and a key contact for information; this has then given me a greater insight into the future of Northwich and how we can work together to tackle the key issues.

It is so beneficial to be able to have this support network and be able to work closely together to discuss key issues which affect the town, my team and my customers.

I feel that the relationship I now have with the BID team , HHS team and key partners has helped to create awareness, key learnings and I look forward to the future where we can all work together to make a better Northwich. **”**

Michelle Cash, Store Manager, Boots



Northwich BID works with a number of partners and Stakeholders



Northwich
town council



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