



Programme of future Events & Training

To help upskill, educate and train employees of Northwich BID businesses, the Northwich BID hosts a number of FREE training courses, workshops and seminars throughout the year.

From Health & Safety provision to management courses, a wide range of different sessions are delivered.

For a current list of training courses and workshops, please see right:

- **Emergency First Aid at Work** - Wednesday 29th November 2017 (currently fully booked)
- **Leadership Skills and Management Training** - Tuesday 16th January 2018
- **Emergency First Aid at Work** - Monday 5th February 2018 (3 spaces left)
- **Emergency First Aid at Work** - Tuesday 24th April 2018

- **Emergency First Aid at Work** - Wednesday 20th June 2018
- If you would like to book a place or enquire about availability on any of these training courses, please email Stephanie.leese@groundwork.org.uk or call **01606 723175**.



Flower power brings vibrancy to Northwich

Colour and vibrancy was in abundance throughout the centre of Northwich this summer thanks to a project being delivered by the Northwich BID.

On key gateways to the town such as Chester Way, the Bull Ring, the High Street and Witton Street, the BID funded the sourcing and installation of hanging baskets, railing baskets and brick planters to bring some flower power to Northwich.

The floral additions can also be found on Venables Road, London Road, Weaver Way and the trading estate on Old Warrington Road as the BID looks to further improve the town's image for residents and visitors alike.

The investment into these floral displays is all part of the BID's plan to create a greener and cleaner Northwich which is one of the organisation's key objectives as set out in their business plan.



Partnership working has also been involved to help bring colour to the town as Northwich Town Council have installed the floral additions on behalf of the BID and also made a financial contribution towards some of the hanging baskets.

Northwich BID Officer Mark Henshaw has been delighted with the flowers' impact and the feedback from people in the town.

"We're funding this project because we feel colourful and well-maintained floral displays can help add a vibrant, uplifting feel to the town centre.

"Greener and Cleaner is an objective we're really passionate about delivering on and we feel as though this summer's project has been successful so far.

"It's also been great to hear positive comments from people who've seen the variety of baskets and planters in the town centre. Many have said they brighten the place up and make the town centre a joy to walk around which was one of the main objectives of the project."

2017 Northwich Christmas Extravaganza set to be a cracker

Plans are gathering pace for the 2017 Christmas Extravaganza after the Northwich Business Improvement District (BID) and Northwich Town Council confirmed the full list of attractions for this year's event on Saturday 25th November.

The town is once again set to be transformed into a festive wonderland with a whole host of new, exciting attractions coming to Northwich alongside firm favourites from previous years.

For example there'll be a Gingerbread Man, Scooby Doo and Christmas Elf on Leicester Street which are sure to be a big hit with the kids, while a Christmas Land Train will transport people around Barons Quay, the ODEON cinema and Wildwood restaurant all day.

On top of this there'll be plenty of animal attractions for people to look forward to. Santa's trusty Reindeer will be back in Northwich while Birds of Prey and Donkeys are also returning.

Nativity Animals and a Wise Man's Camel will help spread festive cheer on the High Street and a Brass Band will add a yuletide feel in Weaver Square.

These will be joined by the prehistoric T Rex and Triceratops who are sure to captivate and excite the crowds throughout the day on Witton Street and in Barons Square respectively.

Tractor and Trailer rides, children's fairground rides and live music acts are also bound to be a hit with the visitors, as will Santa and his grotto.



Once again this year there will be a number of markets which are sure to capture the imagination of shoppers and creatives alike.

There will be art and Christmas markets at the top of Witton Street, a mini market in Barons Square and an Arts & Crafts tent in Brunner Court.

The latter will feature a wide range of fun activities including Christmas crafts, tattoo stencils, face painting, balloon making and gingerbread decorating.

You can also look forward to Christmas cooking with celebrity chef Nigel Brown who'll be rustling up some winter warmers on the High Street.

Following all of these great attractions the event will culminate with the School Lantern Parade, Christmas Light Switch On and Firework display, ensuring a magical finish to proceedings.

Marketing materials for the event, which will include a full list of locations and timings, will be released closer to the event date.

For all of the latest developments regarding the Christmas Extravaganza, make sure you like 'Visit Northwich' on Facebook and follow the Northwich BID on Twitter.



Message from the Chair

The nights may be drawing in and the temperatures might be dropping but there is still plenty of positive news coming out of Northwich this autumn.

At the beginning of October, work was completed on the Barons Quay walkway which now provides a vital link between the development and the High Street, while the BID revealed impressive figures with regards to the number of new businesses opening and vacancy rates falling.

You will read more about this later in the Bulletin however the statistics make for very interesting reading and show that the town is definitely heading in the right direction.

Speaking of the future and I'm once again looking forward to this year's

Christmas Extravaganza which is set to be the biggest and best yet.

With new attractions, favourites from previous years and guaranteed festive spirit, I'm sure visitors will have a great day – if it's anything like last year there'll be a lot of smiling faces no matter the weather.

The event is run in partnership between the BID and Northwich Town Council and they've also continued to team up on the hanging and railing baskets throughout the town centre to add vibrancy and colour.

They bring Northwich to life and I've heard so many positive comments regarding them.

I hope everybody enjoys the rest of this newsletter and has a prosperous and healthy end to the year.



Gaynor Sinar
Owner of Curtain Magic & Chair of the Northwich Business Improvement District.

Gaynor Sinar, Chair of the Northwich BID

Norwegian visitors impressed with Northwich Business Improvement District

The Northwich Business Improvement District (BID) has once again earned praise from European visitors after delegates from Norway visited the town to study the effectiveness of BIDs.

BID Officer Mark Henshaw was a member of the welcome party who took the visitors on a tour of the town centre and he received positive feedback regarding the projects, events and services delivered within Northwich.

“Delegates were impressed with the Northwich BID seeing the

importance of the environment and investments into the image of the town, and commented on how good Pocket Park looks.

“The cleanliness of the streets was also remarked upon, as was the number of independents which are on the traditional High Street alongside major national retailers.”

On top of this, visitors were also stirred by news of the town's seasonal Extravaganzas which draw in crowds in their thousands and the level of promotion for not only these events,

but for businesses and their products and services.

“All of the people who attended really liked the idea of running Extravaganzas and saw it as a great opportunity to bring the business community together,” said Mark.

“They were also shown our social media platforms and some of the marketing produced and they were blown away by the sheer amount of materials published and created on a daily, weekly and monthly basis.”

Positive retail and visitor figures for Northwich

The Northwich BID has reported positive retail and visitor figures for 2017 so far as the town continues to attract more footfall.

The number of empty units within the town centre has fallen when compared to 2016 and over ten new businesses have opened within the last 12 months too.

On top of this there has been a substantial increase in footfall within Northwich when compared to last year and total visitor movements are well up.

This was revealed by BID Manager Jane Hough who spoke at the Northwich Rotary Club meeting in September about the current landscape within the town centre.

“Over the last 12 months vacancy rates in the town centre have dropped by 23% and we've seen 13 new businesses open their doors over the same period too.”

Jane also revealed how more people than ever are now visiting Northwich for their recreational and shopping needs.

“Since January 2017, over 2.5 million people have been into the town centre



and Barons Quay development and footfall is up 85% when compared to the same time last year.

“The figures aren't surprising to me though when you look at all the great businesses we have here in Northwich and the improved offer in terms of leisure and recreation too.”

Northwich ODEON continues to be a success

Northwich's ODEON cinema is continuing to be a great success after ten months, with people still flocking there to see the latest blockbusters.

The cinema first opened just before Christmas in 2016 and the people of Northwich descended on the ODEON over the festive period.

It would be natural to expect a slight drop in attendance figures following this, however it has gone from strength to strength and Andrew Moore, who is the General Manager of the Barons Quay ODEON, has explained some of the reasons why he thinks it has remained so popular.

“ODEON Northwich has had a fantastic year so far, exceeding the expected attendance and market share by over a third.



“As more people are aware of the cinema, we are seeing an increase in attendance, which will only improve as the units become occupied. The cinema is performing excellently and I am incredibly proud of the beautiful site which offers amazing views of the River Weaver.”

Although there are numerous reasons behind the cinema's success, Andrew has outlined what he believes is

the main reason why people keep returning to see their favourite films.

“I strongly believe that the reason for the success is the people. We have a wonderful team, recruited locally, who have a connection to the area and a vested interest in seeing the success of the site.

“They endeavour to make everyone feel welcome and ensure that everyone wants to return. It is their work that has enabled our success and driven us to be the 2nd most highly rated ODEON site in terms of customer feedback.”

For more information about the Barons Quay ODEON, and for the latest screenings, head to the cinema's website: www.odeon.co.uk/cinemas/northwich_barons_quay/223/

