



Northwich BID

News Bulletin

Visit Northwich Website

Work on the town's new 'Visit Northwich' website is now in its final stages – with the grand go live date scheduled for July 6th.

Designed to give retailers, residents and visitors the low down on everything that's happening in the town – the website will highlight the town's growing retail offer, special offers and discounts, provide updates on Barons Quay and showcase the breadth of green spaces waiting to be explored.

Dan Bird from Solutions 24-7, who is developing the website in conjunction with the Northwich BID Team, says: "It's an exciting project to work on and we're taking the responsibility of creating a flagship site for Northwich very seriously.

The site will not only be a vibrant showcase of all things Northwich, it will also be the main point of reference for the Business Improvement District (BID) members.

Businesses will be able to upload offers and maintain their own brand visibility through the site as well as advertise jobs they have available. As July fast approaches, we're very excited to see the site taking shape."

Look out for further information on the Visit Northwich site over the coming weeks at www.visitnorthwich.co.uk



Your BID Team Delivering For You

Over the last few months, your Northwich Business Improvement District (BID) Team has been working relentlessly on your behalf. The team, which comprises of Jane Hough BID Manager, Mark Henshaw BID Officer and Stephanie Leese BID Administrator, has been responsible for bringing you a range of added value activities.

The huge success of the Northwich Christmas Extravaganza has paved the way for a year long program of events. The Easter weekend saw the team delivering an exciting array of activity in the town centre and the Northwich Summer Extravaganza promises to build on the experience gained to-date. The team are currently working hard to bring the Teenage Market to Northwich and deliver yet another new initiative into the town centre to increase footfall and spend.

It has not just been about delivering events; Mark Henshaw BID Officer has worked tirelessly with town centre traders to ensure concerns are addressed and improvements are made. Mark has also carried out a number of green audits around the town and ensured that baseline agreements with Cheshire West and Chester have been reached; as a result, a number of key areas in the town centre have had their profiles raised.

The Bid Team have also been working in partnership with Cheshire Police to reduce shoplifting and anti-social behaviour in the town centre. This has been made possible with the introduction of a dedicated PCSO working within the BID area and part funded by BID levy contributions. The new Visit Northwich website is now well under way and is on track for the go live date of the 6th of July.

The website will act as the first port of call for businesses, consumers and visitors alike and will be filled with all the latest news, information, offers and events taking place in Northwich.

The BID Team would like to thank all of you who have contributed ideas and feedback so far and look forward to delivering on agendas set out in the BID proposal over the next four years. There are many opportunities for BID members to become involved and if you feel you would like to have your voice heard, please contact the BID Team on 01606 723175 for more details.



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A Fire Eater, Unicyclist & Petting Zoo Promise Summer Family Fun

Northwich Business Improvement District is calling on a fire-eater, unicyclist, balloon artist, live music and a petting zoo to guarantee a Summer Extravaganza weekend full of fun.

Building on the success of Easter Weekend, which saw the town awash with festive-fun-makers, the summer event keeps the focus on family entertainment and takes place on Saturday 13th June alongside the popular Artisan Market.

There will be rabbits, chicks, ducks and meerkats aplenty when a petting zoo sets up in Northwich for the first time. Children will be able to get up close to learn more about their furry friends and a craft tent and face painters will keep even the most creative entertained.

A number of character princesses and superheroes will also be meeting and greeting their fans.

Shoppers can also enjoy a wide variety of musical acts with repeat performances from Cockney Carole and the Ageless

Ukes as well as debut turns from Northwich Pop Choir and a number of jazz and pop musicians too.

Jane Hough, BID manager said: "We've got another family-focused day of entertainment planned and timing it for the same weekend as Pedal Power seemed to be the perfect idea.

"The musicians will be spread across Northwich, with some of the acts at the top of Witton Street at The Quayside and Witton Chimes. We want the whole of Northwich to feel involved and we're hoping the addition of more musical acts will do that and broaden the Summer Extravaganza's appeal."

Activities will take place between 11am and 4pm on Saturday 13th June in Northwich town centre. The Summer Extravaganza is followed by Northwich's annual Pedal Power event on Sunday 14th June, which celebrates all things bike and promises a weekend full of outdoor activities.



Teenagers Takeover - Northwich's First Teenage Market

Entrepreneurial teenagers will get their chance to make a mark on Northwich when the first Teenage Market comes to town this July.

The market will give mid Cheshire Teens the chance to put their ideas and dreams to the test, setting up stalls and selling to the public.

The first event, scheduled for Saturday July 11th, is one of four scheduled for the next year and has been organised by Northwich Business Improvement District, artisan market operators, The Market Co and The Teenage Market.

The Teenage Market was first established in Stockport by two teenage brothers and since then has been rolled out across the UK.



Jane Hough from Northwich BID said: "The whole premise of this market is to make young people feel more involved and engaged with the town centre and to

give them a taste of what being in business really means. This is a first for Northwich and a fantastic opportunity to bring new people and more vibrancy into our town centre. Who knows, some of our teenagers might be the shop owners of tomorrow."

Denise Valente from The Market Co said: "This is a fantastic opportunity for local young people from the surrounding colleges and schools to show off their work and gain valuable experience in how to market and sell their creative products as well as provide a stage for performances.



Julia 'Cleans Up' With Joint Procurement Scheme

Northwich Dry Cleaners will reduce its electricity bill by more than £1,000 over the next two years thanks to an initiative supported by Northwich BID.

The Joint Procurement Scheme enables businesses within Northwich BID to call on specialists to audit their business costs and identify savings.

Julia Edwardson from Northwich Dry Cleaners said: "Electricity is one of our biggest overheads so this saving is very welcome indeed.

It makes us more profitable and frees up money to reinvest in the business. We worked closely with the BID's joint procurement partner to identify the saving and would highly recommend it."

Mark Henshaw, Northwich BID officer said: "One of the BID's principle objectives is to help

members reduce their business costs and it's great to see just how sizeable those savings could be."

To find out more about the Joint Procurement Scheme email Mark.Henshaw@groundwork.org.uk



BID - Helps Businesses Get Smarter

Northwich businesses have been able to take advantage of free training, thanks to Northwich BID.

Since the start of the year Northwich BID has hosted three training workshops at its Navigation Road offices with more than 30 local businesses taking part.

The BID held its first social-media training course on Wednesday 20th May to introduce beginners to the world of Twitter, Facebook and Pinterest for business. The course outlined the basics so that attendees can create the right profile for their business.

Stephanie Humphries from Skipton Building Society said: "The whole event was quite an eye-opener. I now feel ready to have a go and see what social media can do for our business in Northwich. It was also nice to come together with other businesses who are trying to get the best from Social Media - I think we'll be able to help each other with hints and tips as we go."



Emergency First Aid at Work training also continues to be hugely popular with courses held in February, April and a further one planned for Tuesday 7th July.

The BID team is always looking at other training course topics to add to the programme and an updated schedule will be announced soon. The training is open to those organisations which pay the BID levy.

If you'd like to find out more about the free training on offer or to book a place please contact: louise.ashley@groundwork.org.uk.

Easter - Goes With A Bang In Northwich

Easter went with a bang this year thanks to a joint effort between Northwich Independent Retailers Association (NIRA) and Northwich Business Improvement District (BID).

The Great Northwich Easter Egg Hunt had the town in a festive frenzy as families followed the Easter egg trail around 15 of the town's independent shops.

A balloon artist, donkey rides, birds of prey, face painting, stilt walkers and jugglers were on hand to keep the children entertained.

Gaynor Sinar from Curtain Magic is the chair of Northwich BID and the founder of NIRA. She said: "This was NIRA's fifth Easter event and we're thankful for

support from the BID to help make this such a good fun family day out. It was wonderful to see so many people getting involved and enjoying a family day out together. The weather held out which definitely helped too."

Jane Hough Northwich BID manager said: "Easter weekend was definitely one of the town centre's best yet. Having spoken to several retailers there was a definite uplift in customers through the door, which is what it's all about. Events like this are exceptionally important for Northwich as it showcases what our town has to offer and demonstrates the commitment of the Business Improvement District and Northwich Independent Retailers Association to support our retailers and the local community too.

