



## Programme of future Events & Training

To help enlighten, educate and entertain the people of Northwich, the town plays host to numerous events, training courses and seminars throughout the year.

From Extravaganzas and Markets that provide fun and entertainment for the whole family to workshops and help sessions, there is always something to look forward to in Northwich.

For a full list of events, meetings, courses and workshops, please see right:

- **Northwich Summer Extravaganza** – Saturday 11th June 2016
- **Exceeding Customer Expectations Workshop** – Tuesday 14th June 2016
- **Northwich BID Group Meeting** – Tuesday 14th June 2016
- **Visual Merchandising Workshop** – Thursday 23rd June 2016
- **Window Dressing Masterclass** – Tuesday 5th July 2016
- **Northwich Teenage Market** – Saturday 9th July 2016
- **Social Media – Websites Workshop** – Tuesday 12th July 2016
- **Northwich Christmas Extravaganza** – Saturday 26th November 2016
- **Northwich BID AGM** – Thursday 1st December 2016

If you would like to book a place or enquire about availability on any of the above workshops, please email [Stephanie.leese@groundwork.org.uk](mailto:Stephanie.leese@groundwork.org.uk) or call **01606 723175** for further details.

## Greener and Cleaner helps transform Northwich

The Northwich BID is constantly working hard to help improve the town's image and ensure that visitors are left with a positive impression whenever they head into Northwich.

Positively, 2016 has already seen one major project completed to better Northwich's aesthetics thanks to funding secured by the BID and Cheshire West and Chester Council (CWAC) from Central Government.

Pocket Park, an area of land next to Imperial Buildings on the High Street, has been transformed into a peaceful and tranquil haven by Groundwork CLM's landscaping team.

What was once scrubland is now the ideal place for relaxation and contemplation with the Park featuring beautifully crafted timber benches, trees and ornamental shrub planting; it's perfect for escaping to during lunch or quickly catching up

with friends away from the hustle and bustle of the town centre.

Officially launched at an opening ceremony held on Thursday 28th April, Pocket Park has really helped revitalise that particular area of Northwich.



On top of this, the BID is set to help better the town's image further by carrying out floral planting around Northwich.

50 extra double sided hanging baskets are to be installed, adding splashes

of colour – these will be fitted by Groundwork CLM's Landscape and Build Team on behalf of the BID.

The aim is to provide yet more beautiful displays for drivers and pedestrians to enjoy.

Northwich BID Manager, Jane Hough, is pleased to be able to help with the continued improvement of Northwich's image.

“The Hanging and railing baskets that are already in place look fantastic and add a colourful dimension to the centre of town – these added pieces of flora will help enhance this offering further and will hopefully leave people with a positive impression of Northwich whenever they visit.”

Make sure you keep an eye out when you're in and around town for the new planting and landscape improvements.

## Summer Extravaganza set to be the best yet

Northwich is gearing itself up for a spectacular event later this month when the town hosts the Summer Extravaganza on Saturday 11th June.

Organisers the Northwich Business Improvement District (BID), along with partners The Market Co and Northwich Town Council, have some amazing entertainment lined-up for the whole family which will be taking place throughout town.

The Extravaganza will also run alongside the ever-popular Artisan Market too, guaranteeing a range of beautiful hand-crafted items will be on sale to complement the day's festivities.

Kids will be wowed by Princesses and Superhero characters who will be walking throughout town all day and they'll also have the opportunity to meet Northwich's brand new mascot, Mrs Salt.

Designed by 7 year-old Connie Shrieves, who won the Christmas Extravaganza Mascot Competition, Mrs Salt loves all things Northwich and will add fun and excitement to proceedings.



As well as this, a whole host of animals will be in town, bringing intrigue and wonder.

The Exotic Mini Zoo Exhibit will return to Weaver Square where you can 'Meet a Meerkat' and Pocket Park will be the location of 'Sam's Scales 'N' Tails Reptile Exhibit' where you can take a look at the terrapins and view a range of other quirky animals.

Gentle Donkeys will be on hand to transport people around Weaver Square and you will also get the chance to be transported back to prehistoric times with an interactive life-like dinosaur and hatching egg making the High Street their home for the day.

However that's not all as for the first time ever, Northwich will host its first ever music festival at an Extravaganza!

A full stage will be erected at the top of Witton Street and Meadow Street with a range of local artists and bands playing – it's guaranteed to get toes tapping.

And if that wasn't enough, celebrity chef Nigel Brown will provide cookery demonstrations throughout the day, while the ever-popular Arts & Crafts Tent returns outside Barclays once again.

With all of these amazing activities lined up, it's no wonder Northwich BID Manager Jane Hough is counting down the days until the event.

“The line-up for this year's Summer Extravaganza is bigger and better than ever before – it's shaping up to be a brilliant day.

“There is something for everyone too which means the whole family will have plenty of fun, please get Saturday 11th June pencilled in your diary!”

If your business would like to get involved with the event too you can – simply email [Stephanie.leese@groundwork.org.uk](mailto:Stephanie.leese@groundwork.org.uk) with news of any offers, promotions, activities or initiatives and we'll publicise these for you.

## Northwich Teenage Market a triumph once again

Northwich was transformed into a hub of crafts and music on Saturday 14th May as the town played host to the year's second Teenage Market.

15 traders manned stalls selling handcrafted items while performers from the Amplify Youth Music Project rocked Northwich yet again.

The event provided youngsters from in and around Northwich with the perfect opportunity to make a name for themselves while gaining some valuable real-life experience.

The previous markets held in the town centre have all been successful and May's followed suit with visitors floating from stall to stall, perusing and buying the unique items for sale

while enjoying the superb musical performances from Amplify.

Lots of planning and organising went into the day too and the hard work, determination and passion for promoting the town's talented youth by the main event organisers - The Northwich Business Improvement District (BID) and The Market Co - helped ensure the event's success.

Northwich BID officer, Mark Henshaw, was in town on the day and he was very impressed by what he saw.

"Once again I was blown away by the quality of the products and thoroughly enjoyed listening to the Amplify acts who played all day.

"I would just like to say thank you to everyone who traded, performed or



visited - they helped make another special event."

For the latest updates and information please check out the Northwich Teenage Market Facebook page: [www.facebook.com/NorthwichTeenageMarket/](http://www.facebook.com/NorthwichTeenageMarket/)

The next Northwich Teenage Market will take place on Saturday 9th July 2016 - get it in your diary!

## Town infrastructure updates

900 space multi-storey car park; it looks so impressive from the air in May's flyover drone footage.

At the southern edge of the site, on the banks of the River Weaver, the state-of-the-art five screen Odeon Cinema looks equally as eye-catching.

All the glass panels have been installed as well as the ornate black cladded brickwork, and steps up to the building are in the process of being erected; it's really starting to take shape now!

The outline of a spectacular outdoor terrace is also distinctly visible on the unit adjacent to the Cinema when looking from the air and this will no doubt be a very popular destination for the people of Northwich to enjoy views of the river while catching up

with friends and family.

On the approach to Barons Quay itself, works are currently taking place to transform the Public Realm on Leicester Street, with beautiful new granite paving being laid down.

The works, which will add a completely new dimension to that particular area of Northwich, will ensure that other areas of the town are in-keeping with the Barons Quay development, both in terms of functionality and aesthetics.

To keep up-to-date with the latest infrastructure updates from around the town, make sure you head to the Visit Northwich Facebook page: [www.facebook.com/visitnorthwich](http://www.facebook.com/visitnorthwich) and the Visit Northwich website: [www.visitnorthwich.co.uk](http://www.visitnorthwich.co.uk)

## Message from the Chair

As we tick into Summer, Northwich is a hive of activity with a range of projects having either been finished or edging towards completion; there has never been a more exciting time to live, work and socialise in the town.

The Business Improvement District (BID) Team have, as ever, been incredibly busy working on delivering a range of projects and events to help transform Northwich and ensure the town continues to develop and progress.

2016 has already seen a spectacular Easter Extravaganza bring excitement and increased footfall to the town and there has been vibrancy and creativity aplenty as a result of two Teenage Markets taking place which have provided the perfect platform for youngsters from around the area to trade and perform.

All of these events have helped to bring new visitors into the town and

they will hopefully have noticed some of the great projects that have been completed or are currently in the process of being created.

A Greener and Cleaner Northwich has seen the BID fund hanging and railing baskets along Chester Way and throughout town, adding beautiful splashes of colour, while image improvement works have been carried out near the Bull Ring in the shape of Pocket Park.

The area of scrubland that used to be there has been transformed into a peaceful and tranquil haven, with timber benches and trees filling the space thanks to funding secured by the BID and Cheshire West and Chester Council (CWAC).

As well as this, Public Realm works are currently being undertaken on Leicester Street on the approach to the £80 million Barons Quay project.



**Gaynor Sinar**

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

Developments are gathering pace there now and it looks extremely impressive; I can't wait to watch films here in Northwich again!

This, coupled with the Leicester Street roundabout works and extensive Flood Defence Improvements carried out by the Environment Agency, mean that Northwich is on the up and is really putting itself on the map.

Here's to a successful rest of 2016 - our town is on the rise!

Gaynor Sinar, Chair of the Northwich BID Executive Board

