



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.

The new schedule of training courses will be agreed and announced in September 2017 but in the meantime

there are two further courses being delivered in Northwich over the summer – please see below:

- **Emergency First Aid at Work** – Wednesday 14th June 2017
- **Principles of Fire Risk Assessment** – Wednesday 5th July 2017

If you would like to book a place or enquire about availability on either of these training courses, please email Stephanie.leese@groundwork.org.uk or call 01606 723175 for further details.

For information on courses later in the year, keep reading the weekly Northwich BID E-Bulletins.

Vinyls installed in Weaver Square to showcase local artists and photographers

To help improve the look and feel of part of Weaver Square, the BID have teamed up with Visual Arts Cheshire (VAC) on a project to showcase talented artists and photographers from the local area.

The initiative has seen window vinyls introduced on a number of shop frontages within the shopping precinct to add colour and vibrancy.

The first set of visuals shine the spotlight on VAC and some of its artists while photography is the focus on the second set with Northwich POTM competition winners from 2016 taking centre stage.

These visuals feature winners over the course of the year and capture the essence of Northwich from its rivers and heritage to modern day developments.

Gaynor Sinar, Chair of the Northwich BID Executive Board, believes the



project is beneficial to the town on two levels.

“Not only do the visuals brighten and enhance that area of Weaver Square but they show off the talented work of the VAC artists and our POTM competition winners.

“It’s all part of the BID’s plan to fund a sustained programme of physical improvements in and around the town centre to improve the overall image of Northwich and enhance the visitor experience.”

Spectators line the streets for Tour Series event

The people of Northwich enjoyed fast-paced cycling action on Friday 12th May as the Tour Series, Britain’s leading team cycle race series, came to Northwich.

The event, which was organised in a partnership between the Northwich Business Improvement District, Northwich Town Council and Cheshire West and Chester Council, featured Women’s and Men’s races as well as fun activities throughout the town for the whole family.

Racing got under way at 5:30pm with the Women’s Matrix Fitness Grand Prix Series however community elements had kicked off earlier in the day at 2pm, setting the tone for the fun and exciting events to follow.

In two exciting races with wheel-to-wheel action, Emily Nelson won the Women’s race for Team Breeze while Enrique Sanz took the Men’s title for Team Raleigh.

Away from the cycling there were plenty of attractions for the whole family. Highlights included a T Rex and Triceratops on the High Street and a range of brilliant activities in



Victoria Car Park which comprised funfair rides, live music, a craft market and Northwich trader market stalls.

On top of this Donkey Rides once again proved a big hit with kids on Leicester Street and Pirates of the Caribbean characters were joined by Minions between the ODEON and M&S.

Earlier in the day, Northwich’s very own Burdett’s Barber & Shop had claimed the title in the business community race while kids from schools in the local area had enjoyed running and cycling part of the race circuit in an afternoon they won’t forget.

Thanks must go to the Vale Royal School Sports Partnership and Weaver Valley Cycling Club for helping to organise the community elements.

Chair of the Northwich Business Improvement District Executive Board Gaynor Sinar was in town for the whole event and thought it was great exposure for Northwich to host such a far reaching national event.

“It was brilliant for Northwich to host a national event and those who came into town to watch seemed to really enjoy the spectacle. The circuit made for really exciting races and it was great to hear the roar of the crowd on the home straight.

“With highlights shown on Eurosport and ITV4 it really helped put Northwich on the national stage.”

For a full gallery of photos from the day make sure you check out the Visit Northwich Facebook page: www.facebook.com/visitnorthwich/.



Message from the Chair

Summer is in the air around Northwich now and the town was really hotting up in May with a national event that really brought excitement and entertainment.

Professional cycling wasn't the only attraction at the Tour Series however as you probably will have read on the front page. It's a day local schoolchildren who got to run and cycle part of the race circuit won't forget.

So a successful event but everyone is of course looking to the future and the Barons Quay development continues to grow.

The ODEON cinema and Wildwood restaurant have both enjoyed success since opening and I'm sure there will be further positive news soon regarding new businesses.

I'm also looking forward to seeing additional hanging baskets and

planters in and around Northwich thanks to a partnership between the BID and Northwich Town Council.

The baskets and planters that we have recently enjoyed on Chester Way and throughout the High Street add colour and vibrancy and people have commented how much they enjoy seeing them.

Further colour has also been added to the town centre after bunting was installed all along the High Street and Witton Street.

Organised and funded by the Northwich BID, Northwich Town Council installed the bunting on the High Street and Witton Street and more will follow in June along with additional hanging baskets and planters – keep your eye out for them!

I hope everyone has a great summer and here's to an exciting, productive



Gaynor Sinar

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

and prosperous next few months.

Gaynor Sinar, Chair of the Northwich BID Executive Board

Explore your local department store

One of Northwich's oldest and most well-known businesses is still providing something for all the family over 150 years since it was founded.

Bratts, which is situated in the middle of town on Witton Street, prides itself on the numerous departments within the store as well the many national brands it stocks at competitive prices.

"Here at Bratts we stock major brands such as Weird Fish, White Stuff and Crew Clothing for Men and favourites such as Seasalt and Wallis for Ladies," said owner Tim Gray.

"On top of this we're proud to sell Dartington Crystal, Yankee Candles and major international brands such as Clinique and Estee Lauder."

However Bratts is not just about fashion, cosmetics and perfume as there are countless other departments which bring customers back.

This, coupled with the staff's expert knowledge and second-to-none customer service, makes Bratts a real destination shop.

"We think of ourselves as a real one-stop shop. You can buy birthday and Christmas gifts for all the family, find the perfect wedding present, buy toys and sort your kitchenware.

"All of our staff are experts in their departments too and if you pop in they'll be more than happy to chat to you about what you're after and help you pick out the perfect item."

After exploring the shop, many choose to visit the famous café which serves freshly prepared homemade food using locally sourced ingredients. They're also proud of their cream teas which feature some of the best scones around.

"The scone recipe has been passed down from generation to generation

and I'm sorry to say that it's completely secret," said Tim. "You'll have to pop in to store to try one," he added.

If you want to learn more about Bratts make sure you visit their Facebook page: www.facebook.com/Brattsonline/ and keep checking www.brattsonline.co.uk/ to view their new site once it goes live.



Easter Extravaganza draws in the crowds

Northwich came alive on Saturday 15th April when the town hosted 2017's Easter Extravaganza.

Organised in a successful partnership between the Northwich Business Improvement District (BID), Lion Salt Works, Anderton Boat Lift, Cheshire West and Chester Council and the Northwich Independent Retailers Association (NIRA), the Extravaganza built upon previous years as the town centre drew in more than 16,000 visitors.

Many children enjoyed the Easter Egg Hunt competition and were also wowed by attractions such as the Mini Farm, Birds of Prey, Arts & Crafts, Donkey rides and the presence of Easter Bunnies and Chicks handing out chocolates.



A free bus transported people between the town and the Lion Salt Works, Anderton Boat Lift and Marbury Park too – giving people the chance to explore our beautiful countryside, woodlands and heritage attractions.

Northwich BID Manager Jane Hough was delighted with how the event went.

"It was great to see Northwich packed with visitors enjoying the Easter festivities. Events and Festivals are key to supporting the town and we certainly saw visitors come out in their droves to support Northwich."

Northwich an inspiration for Scandinavian visitors

Northwich proved to be an inspiration for visitors from Scandinavia at the beginning of May as delegates from Norway and Sweden visited the town to look at the effectiveness of small and medium sized Business Improvement Districts.

The visiting party toured the traditional High Street before exploring the Barons Quay development which provided an example of how partnership working can bring about positive changes.

Following this, Northwich BID Manager Jane Hough gave a talk at the Memorial Court explaining the history and objectives of the BID.

Jane showed how the look and feel of Northwich has improved thanks to hanging and railing baskets, citing how partnership working between the BID, Northwich Town Council and Cheshire West and Chester Council has been valuable.

The visitors were also very impressed with the transformation of Pocket Park and took a keen interest in the walled garden hoarding in Witton Street.

Jane then explained how successful events such as the Extravaganzas had

been developed and grown bigger because of the additional investments the BID has provided and how resources such as a new website for the town have been implemented through the programme.

Delegates reported very positive feedback following their visit to Northwich and were suitably impressed by the successful partnership work and strategic development in the town.

