



Northwich BID Winter News Bulletin



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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, help sessions and courses, there is always something to look forward to in Northwich.

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

- **Northwich Christmas Extravaganza** – Saturday 26th November 2016
- **Alive after Five** – Tuesday 13th December 2016
- **Leadership Skills & Management Training** – Monday 16th January 2017
- **Northwich BID AGM** – Tuesday 17th January 2017
- **Emergency First Aid at Work** – Monday 6th February 2017
- **Revive and Thrive Spring Conference** – Wednesday 22nd & Thursday 23rd February 2017
- **SEO & Website Training Course** – Wednesday 29th March 2017
- **Northwich Easter Extravaganza** – Saturday 15th April 2017
- **Emergency First Aid at Work** – Tuesday 25th April 2017
- **General Risk Assessment** – Wednesday 10th May 2017

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 or call **01606 723175** for further details.

Barons Quay ODEON opens this December

ODEON – Europe’s largest cinema chain – will bring its unique brand of entertainment to Northwich as part of an exciting new £80m retail and leisure development at Barons Quay, overlooking the River Weaver.

The new five screen, 707-seat ODEON cinema will open on Thursday 15th December in time for Rogue One: A Star Wars Story. Sitting at the heart of a thriving new retail and leisure quarter, the project is set to transform the entertainment and hospitality available to local film fans and families in Northwich.

The new cinema has created 40 new jobs with 90% given to those in the local area across retail, management and guest experience positions.

The cinema will feature the latest technology, including a state-of-the-



art ODEON exclusive ISENSE screen, allowing guests to enjoy blockbusters on the cinema’s largest ultra-high-definition screen.

Northwich BID Officer Mark Henshaw can’t wait for the cinema to open and believes it will provide a great boost to the town.

“It’ll be brilliant to watch films in

the town once again as a cinema is something Northwich has been missing since the Regal closed.

“It will bring people into the town from far and wide and opens Northwich up to a completely new demographic – I’m sure they’ll be impressed by the state-of-the-art facilities.”

2016 Christmas Extravaganza to be the best yet

There is not long to wait until Northwich is transformed into a winter wonderland for this year’s Christmas Extravaganza.

Taking place on Saturday 26th November, the town will come alive with festive cheer as a whole host of activities, attractions and stalls take over Northwich in what is set to be the biggest and best Extravaganza yet.

Funded and organised by the Northwich Business Improvement District (BID) and Northwich Town Council, the challenge will be to top 2015’s successful event however a whole host of new wintry wonders should help the day go one better.

Santa will of course be in attendance and he’ll be joined by magical Princesses and Superheroes, Stiltwalkers, live art displays and thrilling fairground rides.

There will also be an array of animals to see including majestic Birds of Prey and Penguins and there will be Donkey Rides in Weaver Square too.

However that’s not all as for the first time Northwich will have its very own Reindeer family for the day; it doesn’t get much more Christmassy than that!



Attendees can try their hand at Christmas Crazy Golf in Town Park, enjoy Arts & Crafts in Brunner Court, take Tractor and Trailer rides on Meadow Street, watch Christmas cookery demonstrations and even enjoy some live music which will be taking place on the library steps.

An artisan theme will run through the day too with visitors able to peruse a range of stalls and maybe find the perfect festive gift for friends or family.

A range of Northwich’s retailers and businesses will take to the streets alongside traders from the Northwich Teenage Market selling gifts, treats and bespoke Christmas items – make sure you check them out on Witton and Leicester Street as you never know what unique, handmade items you may find!

On top of this, firm favourites will also return including the Lantern

Parade and Lights switch-on before the event culminates in a spectacular firework finale.

Northwich BID Manager Jane Hough is really looking forward to the event and can’t wait for Saturday 26th November now.

“With the amount of new attractions and activities we’ve added this year to complement the favourites from previous events, it’s set to be the biggest and best Christmas Extravaganza to date.

“I can’t wait to see Northwich transformed into a winter wonderland and to see the people of the town really getting into the festive spirit.”

For information about the Extravaganza, including a map of activities, timings and more, please head to: www.visitnorthwich.co.uk.

Message from the Chair

Winter may be fast approaching but there is a real sense of excitement and anticipation around the town as elements of the Barons Quay development move closer to completion.

Asda launches on Monday 28th November and the state-of-the-art five screen ODEON cinema will open its doors to the public on Thursday 15th December.

People in the town are already talking about the cinema and how excited they are to watch films in Northwich again and I'm no different; it'll be brilliant to see the latest blockbusters here.

The whole Barons Quay development looks better by the day too and I'm really looking forward to the retailers and restaurants being announced in due course; Northwich's social, economic and leisure landscape is going to be transformed.

During the past few months, the Northwich BID Team have remained very busy, working hard to deliver a range of projects and initiatives while also planning for future events.

The start of November saw an emotive poppy visual, which was funded by the BID, unveiled in Pocket Park to commemorate Remembrance Sunday, while the BID has also teamed up with Hardcastle Investments and City Dressing to install a unique walled garden hoarding on Witton Street.

We are now just days away from this year's Christmas Extravaganza too which takes place on Saturday 26th November. The attractions and activities lined up sound amazing and I'm looking forward to Northwich being transformed into a winter wonderland for the day.

We'll even have families of Reindeer and Penguins this time, does it get much more festive than that?

Plans are also in place to make the town 'Alive after Five' on Tuesday 13th December – this festive initiative, which will see a range of businesses keeping their doors open until 7pm, provides a great opportunity for the people of Northwich to get some Christmas shopping done after work.

I hope everybody enjoys the rest of 2016 and goes on to have a brilliant



Gaynor Sinar

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

Christmas and New Year, these are exciting times for Northwich!

Gaynor Sinar, Chair of the Northwich BID Executive Board

Still time to be Alive after Five

The Northwich Business Improvement District is constantly looking at ways in which it can help, promote and support the traders and shops in town.

It is also the BID's intention to make this Christmas the best trading season in Northwich yet.

With this in mind, the 'Alive after Five' initiative will return to town for one night only, giving traders in Northwich the opportunity to open their doors for late night festive shopping.

The event, which will take place on Tuesday 13th December, will see the doors of participating stores remaining open until at least 7pm, giving people the opportunity to head into Northwich after a day at the office.

So far, numerous businesses including

major national retailers have signed up to take part in the initiative but there is still time for you to get involved!

Simply email Stephanie.leese@groundwork.org.uk if you want to feature and we will then share news relating to your business on social media in the run up to the day.

It is hoped that this year's 'Alive after Five' will be even more successful than 2015's and as such, the BID is providing a few attractions to encourage people to come into town and check out the stores opening late.

Santa and his sleigh will be present on Witton Street between Café Viva and Clarks while there will be Donkey Rides for children too on the High Street from Kanya Café.

Add to this a brass band on Leicester Street and Carol & Folk singers by

Northwich Art Shop and in Pocket Park and it's shaping up to be a fantastic festive evening!

The more businesses that are open that evening until 7pm, the greater the chances of having a higher amount of Christmas shoppers visiting your businesses and the town.



Visit Northwich charity calendar goes on sale

The Visit Northwich charity calendar is now on sale in the town, showcasing some of the brilliant environments, landscapes and structures we have on our doorstep.

Over the last year, the BID have worked closely with amateur photographers to enlighten people as to the wonderful places here in Northwich that are just waiting to be explored, and have been blown away by the sheer quality of the entries.

Proceeds from the calendar, which costs £5, will be split between fantastic children's cancer charity The Joshua Tree and the BID, who will reinvest the money back into projects within Northwich.

Making the perfect stocking filler, the calendar is on sale at the following locations: The Joshua Tree, Matalan, Marks and Spencer, Northwich Library, Weaver Hall Museum, The Lion Salt Works, Curtain Magic and Northwich Town Council.

It will also be for sale at the Northwich Christmas Extravaganza on Saturday 26th November.

The 2017 calendar 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.

Wendy Batey Gray, Vice Chair of the BID Executive Board and Director of Northwich based Marketing and PR Agency Solutions 24-7, has urged people to support the calendar.

"The calendar features some really fabulous photos of Northwich and I think people will be surprised by just how many amazing locations there are in the town.

"And what's more, proceeds from the calendar will be helping a brilliant local charity too so make sure you get yours while stocks last!"

