



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.

The BID also funds and helps deliver a number of events within Northwich to bring visitors to the town and boost its profile.

For a full list of training courses, events and workshops over the

coming months, please see below:

- **Emergency First Aid at Work** – Monday 5th February 2018
- **Northwich Easter Extravaganza** – Saturday 31st March 2018
- **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

the above training courses, please email Stephanie.leese@groundwork.org.uk or call 01606 723175.



BID makes winter investments into town

Following investments into the image of Northwich town centre over the last two years, the Northwich Business Improvement District (BID) has once again funded initiatives to catch the eye of shoppers and visitors.

Not only have they invested into winter planters and hanging and railing baskets but they have also facilitated the return of solar powered Christmas trees, which are adorning lighting columns throughout the town and on the Hanging Basket stand on Leicester Street which is a key gateway to Northwich.

The trees, which are adding some sparkle to the streets in the run up to Christmas, were switched on at the Extravaganza on Saturday 25th November alongside the town's Christmas lights and motifs which the BID have also part funded.

These investments by the BID, in



particular the provision of winter plants, are all part of the objective to deliver a greener and cleaner Northwich which can be enjoyed by shoppers and retailers alike, and is the latest in a long line of projects delivered to this effect.

In the last two years alone they've been responsible for the re-development of Pocket Park, helped refresh the subway turret next to the Memorial

Court, overseen the installation of attractive vinyl on Witton Street and in Weaver Square, and also committed extra funds into the weekly cleansing of Northwich Town Centre.

On top of this, the BID carries out monthly audits throughout the year regarding the image and cleansing of the town too.

BID helps deliver a Northwich Christmas cracker

Visitors packed into Northwich on Saturday 25th November as the town hosted the 2017 Christmas Extravaganza.

Organised in a partnership between the Northwich Business Improvement District (BID) and Northwich Town Council (NTC), there was a real festive feel throughout the town as people enjoyed a wide range of attractions and activities.

Following the event, the BID reported that footfall was up by 50% compared to a normal Saturday in Northwich, which made the Extravaganza one of the town's busiest days of the entire year, a statistic that BID Manager Jane Hough was pleased with.

"When the Northwich BID was launched in 2014, one of our main objectives under the theme of a Vibrant and Co-ordinated Town was to make investments into the delivery of specialist events to promote Northwich and the amazing retail and leisure offer the town has.

"Alongside Northwich Town Council, we have grown the Christmas Extravaganza year on year to bring increased footfall into Northwich and also to showcase our businesses, their products and the diverse offering that the town boasts.

"We had an incredible response on social media both before and after the event, reaching well over 100,000

people and I think it was the best Extravaganza to date.

"Events of this nature leave a legacy and I'm sure visitors who came to the Extravaganza discovered new businesses and shops that they'll hopefully return to in the run up to Christmas and also in the New Year. Northwich is a town on the up and events of this nature are all about getting this message out there which I think we achieved."

Northwich Town Mayor Cllr Janet Myerscough-Illidge believed it was a great day and has praised both the BID and NTC for helping to make it a success.

"There were thousands of people in Northwich for the Extravaganza which helped create a wonderfully festive atmosphere. The mix of attractions meant there was something for everyone and even though the weather wasn't brilliant there were so many smiling faces which was great to see."

Chair of the BID, Gaynor Sinar, was in town for the Extravaganza and believes it was the best event yet.

"It was the busiest I have seen Northwich for a long time and when I went up onto the stage I simply couldn't believe the amount of people getting ready to watch the light switch-on and fireworks."

To see a full gallery of images from the event, head to the Visit Northwich Facebook page: <https://www.facebook.com/visitnorthwich/>



Message from the Chair

Well Christmas is just a few days away now and you can feel the festive spirit around the town. Many of our amazing retailers have lovely seasonal displays in their windows and it's been great seeing visitors checking them all out with smiles on their faces.

Talking of smiling faces, it's been a couple of weeks now since the Northwich Christmas Extravaganza and what a day it was.

The BID, alongside Northwich Town Council, worked hard once again to organise and deliver the event, and although it was a challenge to make it better than 2016's Extravaganza, I think we managed to achieve it.

All the activities and attractions captured visitors' imaginations throughout the day and the spectacular firework display provided the perfect end to proceedings.

Footfall in Northwich was up 50% on the day compared to a normal

Saturday which meant that our businesses were getting plenty of exposure. Hopefully a few people discovered new shops and retailers which they'll return to check out over Christmas and in to the New Year.

Away from planning for the Extravaganza, the BID has also been working hard to deliver a range of projects and initiatives to help improve the town.

They have funded additional winter plants all around the town centre for example, and also invested in the solar powered Christmas trees which have been bringing festive sparkle to the streets from late afternoon into the evening.

The team have also been looking to the future too with a number of exciting events and initiatives in the pipeline for 2018. More information about these will be revealed in the New Year but let's just say it's going to be an exciting few months ahead.



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

I hope everyone has a great Christmas and a happy, prosperous New Year and enjoys the rest of 2017.

Gaynor Sinar,
Chair of the Northwich BID

New businesses open their doors

Northwich's vibrant independent shopping, retail and leisure scene has been enhanced over the last few months following a number of new businesses opening their doors in the town.

Over the past six months alone, five new businesses have started trading in Northwich, giving shoppers and visitors even more options when they're in town.

Two new bars, The Salty Dog and The Salthouse NW, have added a new dimension to Northwich's nightlife scene serving up drinks made both locally and around the world, and people are still flocking to them.

Frankie Howards Coffee, which is situated on Witton Street, has wowed customers with their amazing drinks, cakes and lunches, while Sunny BBQ has brought a new option to lunchtimes and evenings.

Family run Vitality Hearing has also opened within the last couple of months to bring yet another professional service to Northwich, and BID Officer Mark Henshaw is pleased that businesses are continuing to commit to a future in the town.

"Following the opening of a number of businesses in Northwich over the last six months, coupled with those that have opened since the start of

2016, it's clear that people are seeing the potential of the town and think the years ahead are going to be successful.

"With so many people moving to this part of Mid Cheshire, footfall is only going to keep increasing in Northwich and although Barons Quay is yet to reach full capacity, I don't think it will be too long until we start to see movement there which will bring an added boost to the town.

"Hopefully more businesses will choose Northwich as their base in 2018 and I can't wait to welcome more retailers to the town as and when they open."

Children's designs light up the town once more

Four Northwich schoolchildren's festive designs are up in lights this year after winning a Christmas competition.

The creations, which all have a yuletide feel, are featuring on Northwich Library as part of the town's Christmas Lights display and were turned on at this year's Extravaganza on Saturday 25th November.

The competition, which was run by the BID and Northwich Town Council in conjunction with Blachere Illumination, once again tasked kids with the challenge of creating a festive design to come to life in the town.

All those taking part knew that if their drawing won they would get to see it up in lights and as a result, the competition was fierce.

There could only be one winner from the four schools that took part though



so a huge well done to Eliza Ransom from Davenham Primary School, Eleanor Peake from Winnington Primary School, Lexi Fletcher from Rudheath Primary School and Jonathon Merton from Lostock Primary School for impressing the judges and scooping the top prize.

Eliza created a Christmas Pudding, Eleanor a Snowman, Lexi a stocking and Jonathon a Snowman's head – the festive creations are definitely a welcome addition to the rest of Northwich's Christmas lights.

Christmas competition winner revealed

A woman from Northwich can look forward to some tasty treats over Christmas after being announced as the winner of a Like & Share competition.

Launched in a partnership between the Northwich Business Improvement District and Hormbrey's family butchers, the competition offered one lucky person the chance to win a £150 meat voucher to spend in Hormbrey's and people jumped at the opportunity to enter.

Thousands of people liked and shared the competition post on the Visit Northwich Facebook page and in the end it reached over 70,000 people.

Those who entered faced a nervous wait until just before the Northwich Christmas Extravaganza on Saturday 25th November, but it was finally announced that Cheryl Covill was the lucky winner.

An understandably delighted Cheryl was in town for the Christmas Extravaganza and visited Hormbrey's to collect her voucher from Mark



Hormbrey who runs the Butchers with his dad George.

