



Northwich BID

Spring 2018 News Bulletin

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 list of training courses, events and workshops over the coming months, please see below and right:

- **Emergency First Aid at Work** - Wednesday 20th June 2018
- **Northwich Festival of Arts** - July 2018
- **Northwich In Bloom** - July & August 2018

- **Northwich Christmas Extravaganza** - Saturday 24th November 2018

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

Town gearing up for second River Festival

The Northwich River Festival is set to return bigger and better than ever before this summer following on from the success of last year's event.

Organised by the Northwich Rotary Club, it will take place on Saturday 14th and Sunday 15th July with a number of attractions lined up across both days.

The aims of the event, as outlined on the festival's website, are to not only celebrate the town's two rivers and raise the profile of Northwich, but to raise funds for a number of charities including The Alzheimer's Society and the RNLI.

There are two events in particular which may be of interest to your business and there's no doubt that you'll make a splash!

Entry is now open for the Mighty River Weaver Dragon Boat Challenge which will see teams of 13 plus a drummer battling it out to dominate Northwich's waters.



A number of individuals from Northwich retailers took part last year and the BID even entered their own boat which did well in some of the races.

Organisers have also announced that applications are now being accepted for the River Festival Raft Race.

Teams of up to six can build their own raft to compete against others in what

promises to be a fun-filled afternoon on the Sunday.

For more information about these races or to simply learn more about the event in general, head to the Northwich River Festival website: <http://northwichriverfestival.org.uk/>



Northwich BID

Spring 2018 News Bulletin

Thousands attend Easter Extravaganza

Crowds packed into Northwich on Saturday 31st March as the town hosted the 2018 Easter Extravaganza.

Organised by the Northwich Business Improvement District (BID), Northwich Independent Retailers Association (NIRA) and Barons Quay, there were fun activities for all across various locations in the town centre, with the BID hoping to build upon the success of last year's event and also to increase footfall.

BID Manager Jane Hough was delighted with the number of people who came into Northwich to enjoy the Easter festivities despite the cold weather.

"Just under 19,000 people passed through the footfall counters on Saturday which was over 2,500 more than 2017's event.

"The Extravaganza also led to a 16% rise in footfall compared to Saturday

24th March and a 10.7% increase on the previous week in March 2018. It's great to see statistics such as these and it really shows how high the demand is for events of this nature in Northwich."

Activities organised by the BID at the Northwich Easter Extravaganza included arts & crafts, live art demonstrations, donkey rides, Vale Royal Falconry and petting zoos.

Barons Quay also organised giant Easter egg storytelling, roaming chicks and craft workshops in Barons Square, while The Great Easter Egg Hunt, run in conjunction with NIRA, also returned and Jane revealed just how popular it was.

"300 children took part in the Easter Egg Hunt. We ran out of forms by 1pm so we have taken the decision to increase this to 500 next year. It was amazing to see so many kids having fun in Northwich Town Centre and



hopefully it will make them want to keep coming back into the town."

Extravaganzas delivered by the BID in Northwich fall under their theme of creating a 'Vibrant and Co-ordinated Town.'

With this in mind, Jane has outlined a number of events set to come to town in the remainder of 2018 and has urged people to get some dates in their diary.

"The Northwich Easter Extravaganza is just the start of some great events coming to town in 2018 organised by the BID.

"This includes the 2018 Festival of Arts in July and Northwich in Bloom and we're also helping to promote The Charlatans takeover in May and the Northwich River Festival organised by the Northwich Rotary Club. There's so much to look forward to in the coming months."



Message from the Chair

Firstly, I'd like to take this opportunity to introduce myself to you all as your new Chair of the Northwich Business Improvement District.

Before I go on I would like to thank Gaynor for the amazing job she's done as Chair up to now. I certainly have a job on my hands to match her sterling work and feel proud to be able to follow in her footsteps.

Fortunately there's plenty to get stuck into over the next few months and lots to look forward to in Northwich which is sure to attract visitors to the town.

One event, the Easter Extravaganza, has already been held and I'm pleased to say it was well attended once again. It was great to see people of all ages enjoying the activities that had been organised and I was blown away by the amount of entries into the Great Easter Egg Hunt competition – we're going to have to order a lot more forms and eggs next year!

With spring in full swing, it's been lovely to see railing baskets in full bloom and bunting around the town which really adds a colourful vibe. They will stand Northwich in good stead for the RHS North West in Bloom competition later in the year – more of which you'll read about later in this edition.

You'll also read more about the Northwich Festival of Arts 2018 on page 3 which is set to showcase the town's creativity and artistic talent.

Taking place in July, the festival will incorporate existing planned provision such as Northwich Art Shop's Grand Day out, the Northwich River Festival and events at some of the town's bars and cafes. It's sure to be a spectacle!

Talking of spectacles, there's not long to wait until The Charlatans come home to play a series of gigs at the Memorial Court.

Alongside their concerts there will be loads of events all across Northwich between the 10th and 20th May and



Michael Thomas
Chair of the Northwich
Business Improvement District.

I'm sure the town will be buzzing. I can't wait!

In the meantime, I hope you all have a great spring and will hopefully see some of you soon!

Michael Thomas, Chair of the Northwich BID

Northwich to be in bloom thanks to the BID

Northwich will be alive with colour and vibrancy over the next few months thanks to a series of investments made by the Northwich Business Improvement District.

As part of their 'Greener and Cleaner' theme, the BID will be funding further floral displays around the town, have facilitated the installation of bunting and are also contributing to specific projects with schools, businesses and community groups.

These initiatives and investments will also tie in with the RHS North West In Bloom competition taking place in July and August later this year, with Northwich entering both the BID and Large Town Centre categories.

Northwich BID Officer Mark Henshaw is looking forward to seeing all of these projects come to fruition.

"Throughout spring and summer we are investing in new planters and railing baskets on Dane Street and

the corner of Venables Road, while beautiful hanging baskets will return throughout the town too.

"The BID is also contributing towards the Town Mayor's Arts project that local school children have designed which will be displayed throughout the subways in Northwich.

"Creating, developing and fostering a greener and cleaner Northwich is one of our key objectives and we've had some really positive feedback."

On top of this, the BID are currently developing a plan for North West in Bloom over the summer, which will see them working with Northwich Town Council, Cheshire West and Chester Council, businesses and community groups to deliver a complete entry for the town, as BID Manager Jane Hough has outlined.

"The BID has been hosting meetings since the turn of the year in preparation for this summer's competition and



we're excited to be involved with a national event of this nature.

"We can't wait to discuss ideas and initiatives with businesses and our many passionate community groups to give Northwich a colourful, vibrant edge and make the town bloom."

An update on the Northwich Festival of Arts 2018

As you are aware, this summer sees the Northwich Festival of Arts 2018 come to town throughout the month of July.

Organised by the Northwich Business Improvement District in partnership with the Northwich Art Shop, Visual Arts Cheshire and Cheshire West and Chester Council, the aim of the event is to attract visitors to the town while also showcasing the cultural and artistic talent that exists here.

A couple of months ago, the BID officially announced that they were accepting applications from artists,

groups and creatives to perform or exhibit at the event with a deadline set for entries on Friday 30th March.

Organisers have been pleased with the response and can confirm that they have received over 40 applications from a range of different creative industries including Dance, Theatre, Music, Art and Sculpture amongst many others.

They will meet early this month to discuss the different entries and see which ones will be the most suitable for the month-long event.

Northwich BID Officer Mark Henshaw is looking forward to the festival and can't wait to see the varied entertainment.

"The festival will bring different, unique acts to Northwich that people might have never seen before which is what makes the event so exciting.

"Make sure you come and check it out in July and support some of the town's most talented creatives – you won't be disappointed."

