



Northwich BID

Summer 2018 News Bulletin

Training courses and events through the BID

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.

The latest training course schedule is now coming to an end with a brand new list starting in September 2018, which will include First Aid, Leadership Skills and Management and Fire Marshal training amongst others.

Over the last year, courses have been very well attended by representatives from businesses within the Northwich BID, who have been able to learn new skills and receive guidance and

advice on a range of important topics for free thanks to the BID.

Please see below for details of the final course running this July.

- **Risk Assessment** - Tuesday 24th July 2018

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

The Charlatans give Northwich a buzz

Northwich was in the national spotlight in May thanks to The Charlatans, with the town benefiting from an upturn in visitors both on the streets and online.

NorthbyNorthwich, which saw the famous band play a series of gigs alongside numerous activities across the town, drove a footfall increase of over 6% when compared to the previous week and significantly boosted evening visitors too.

Concert nights saw footfall rise by over 100% as people not only came into Northwich to watch the gigs, but also visited the town's bars, pubs and restaurants to enjoy live music, food and drink.

The BID also noted huge spikes on their social platforms over the ten day event, most notably on their Visit Northwich Facebook page.

Posts reached over 30,000 people while just over 11,000 Facebook users engaged with content over the course of the festival.

Over 15,000 people viewed videos from The Charlatans and various bands playing at venues such as The Salty Dog, The Salthouse NW, The Witton Chimes and Northwich Plaza, as the spotlight shone on Northwich.

The town even featured on regional television too as film crews rolled into Northwich to speak to the band, businesses and fans.

Northwich BID Manager Jane Hough has hailed NorthbyNorthwich as a huge success and believes the positivity surrounding the event will leave a lasting legacy.

"The vibe in Northwich throughout the whole festival was electric and it was great to see so many visitors coming to the town, experiencing everything Northwich has to offer and making memories they won't forget.



"As well as interacting with the public each and every day, the band really did everything they could to include the town's traders, as was shown by events and initiatives at The Seafarer, The Salty Dog, Barons Quay, The ODEON, The Salthouse NW, The Gladstone Club, The Witton Chimes and Northwich Library."



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Northwich to be blooming lovely this summer

Northwich will be filled with colour and creativity this summer as the town enters the North West in Bloom competition.

Partnership working between the Northwich Business Improvement District (BID), Northwich Town Council, Cheshire West and Chester Council, Barons Quay, Northwich Rotary Club, Grozone Community Garden, local schools and the Drastic on Plastic initiative has seen Northwich start to be transformed thanks to planting, activities and community engagement throughout July and August.

Hanging and railing baskets are being filled with vibrant plants, specially designed floral motifs have been laid and bedded in the town centre and events will take place at various locations in the town including Barons Quay.

To complement this, the BID are also liaising with retailers regarding a shop window competition, with businesses being encouraged to design and create their own unique displays to tie in with the 'In Bloom' theme.

Two retailers, Crafty Stitches and Northwich Art Shop, have already got involved in the competition, adding colour and vividness to their premises.

Crafty Stitches' staff and customers have knitted hanging baskets and a unique archway which are adorning the front of their shop, while the Art Shop has beautiful baskets outside their store too.

Northwich, which is entering both the BID and Large Town Centre categories, will be visited for judging on Monday 6th August, when representatives from North West in Bloom will be taken on a tour of



the town and sightseeing tour of the different elements included in Northwich's entry.

BID Manager Jane Hough is looking forward to helping co-ordinate Northwich's 'In Bloom' entry and seeing the town coming together once again to help raise its profile.

"After months of planning and preparation, it's great to start seeing sections of our activity coming together. There is going to be so much colour and creativity on show across the whole town for visitors, shoppers and residents to enjoy.

"This project is another great example of partnership working within the town between different organisations and our businesses too and I'm confident it will give the town's profile another boost. Hopefully we can secure a good score from the judges – we certainly feel as though we've got a comprehensive and well-planned entry."

To keep up-to-date with the latest developments regarding 'Northwich In Bloom', head over to the Visit Northwich website: www.visitnorthwich.co.uk



Message from the Chair

Summer is well and truly here but it's not only the weather that's hotting up in Northwich, as the town gets ready for a busy two months.

As I'm sure you'll have seen advertised online and around the town, the Northwich Festival of Arts is running throughout the whole of July and there is a great mix of workshops, activities and displays to look forward to across a range of creative mediums.

It will also encompass some great events that are sure to be a big hit with visitors such as Northwich Art Shop's Grand Day Out, the Northwich River Festival and the Northwich Art Trail which is organised by Visual Arts Cheshire. You can learn more about this on page 3.

We're also really looking forward to being involved in the North West In Bloom competition over the coming weeks with the BID entering the town into both the Large Town Centre and BID categories.

Planting has already been taking place around the town with some great partnership working between the BID, Northwich Town Council, Cheshire West and Chester Council, Barons Quay and Northwich Rotary Club amongst others.

Businesses have been, and will be, getting involved with the project too and it's been fantastic to see their creativity and ingenuity on show.

Looking back for a minute and the town was buzzing in the middle of May when The Charlatans came to town. Northwich's evening economy received a huge boost as did the BID's social media, with all statistics, including page views, impressions and total reach, rising significantly across Facebook and Twitter.

There was also good news at the end of May regarding Barons Quay when the council revealed that a major fashion brand had exchanged contracts. This will hopefully pave the way for further announcements over the coming months to keep the momentum going.



Michael Thomas

Chair of the Northwich
Business Improvement District.

The traditional high street has seen new businesses opening too and more are set to follow soon; it's an exciting time to live and work in Northwich.

I hope you all have a great summer.

Michael Thomas, Chair of the
Northwich BID

Festival of Arts unleashes town's creativity

Creativity and artistic talent is on show at the Northwich Festival of Arts 2018 this July.

Main organisers Northwich Business Improvement District (BID) have compiled a varied and extensive list of performers and activities, with the event aiming to showcase and celebrate the culture, art and diversity present in Northwich.

BID Manager Jane Hough has revealed what visitors throughout the month-long event can look forward to.

"Everything kicks off on Sunday 1st July when the Northwich Art Trail, organised by Visual Arts Cheshire, launches across the town and this is followed on Saturday 7th July by Northwich Art Shop's Grand Day Out at the Memorial Court.

"Later in the month, the Northwich River Festival is guaranteed to wow the crowds too and having seen what the Northwich Rotary Club has got lined up for the weekend of the 14th and 15th July, it's definitely worth popping in the diary."



As well as these events, the Northwich Festival of Arts also comprises a wide range of shows, exhibitions and workshops, shining the spotlight on talented individuals and organisations from Northwich and wider Mid Cheshire, as Jane explains.

"Following many different applications to perform at the festival, we are very pleased with the line-up which includes activities from the creative mediums of art, music, dance, poetry, sculpture and writing, with different elements for people of all ages.

"The BID wanted to ensure this event

brought something a little different to Northwich and I believe visitors and residents will enjoy the variety of what has been lined up."

To help visitors to Northwich see what's on and when throughout the Festival of Arts, an event hub has been created on the Visit Northwich website featuring the official What's On Guide for people to download.

Not only does this include timings and locations but event descriptions too. Check out the landing page now: www.visitnorthwich.co.uk/northwich-festival-arts/

Northwich River Festival set to make a splash

The countdown is now well and truly on to the Northwich River Festival which takes place on Saturday 14th and Sunday 15th July.

Following on from last year's success, event organisers the Northwich Rotary Club have compiled a jam-packed list of events and entertainment to bring in the crowds.

The hugely popular Dragon Boat racing will return, alongside raft races, but this year's event will also see the addition of concerts in Barons Quay's riverside park which opened at the end of June.

'Party in the Park' will feature performances by Abba NOW and Heart and Soul while there will also be a 'Proms in the Park' with the Vale Royal Youth Orchestra and songs from Welsh soprano Rhian-Carys Jones.

Last year's event drew in visitors across both days, and with this year's line-up eclipsing 2017's in terms of what's on, it's sure to be a great weekend of activities in Northwich.

Everything you need to know about the event can be found on the River Festival's website: www.northwichriverfestival.org.uk and on the Visit Northwich Facebook page: www.facebook.com/visitnorthwich

