



Northwich BID

Autumn 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.

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

- **Leadership Skills and Management Training** - Tuesday 20th November 2018
- **Northwich Christmas Extravaganza** – Saturday 24th November 2018

- **Northwich Artisan Market Xmas Special** – Saturday 8th December 2018
- **Emergency First Aid at Work** - Wednesday 9th January 2019
- **Leadership Skills and Management Training** - Monday 14th January 2019
- **Risk Assessment** - Thursday 7th March 2019
- **Emergency First Aid at Work** - Tuesday 12th March 2019
- **Health and Wellbeing Day** – Saturday 16th March 2019
- **Northwich Easter Extravaganza** – Saturday 20th April 2019

- **Fire Risk Assessment** - Tuesday 30th April 2019
- **Leadership Skills and Management Training** - Tuesday 14th May 2019
- **Emergency First Aid at Work** - Monday 10th June 2019
- **Northwich Festival of Arts 2019** – 1st – 31st July 2019
- **Emergency First Aid at Work** - Tuesday 9th July 2019

To book on to a course or for further information, please email Stephanie.Leese@groundwork.org.uk.

Thousands attend Now Northwich festival

The first Now Northwich festival came to town at the beginning of October and thousands lined the streets to see a range of local, national and international acts performing.

Urban Astronaut and PUSH were a hit with visitors, while Saurus, performed by Netherlands-based 'Close Act', captivated crowds into the evening.

The performance featured dinosaurs roaming the streets with fire, light and music used to create an incredible atmosphere.

Community performances also took place, curated and led by Cheshire Dance and Fallen Angels, with event

attendees commenting on how busy the town had been.

Northwich BID Manager Jane Hough said: "Northwich truly came alive and it was amazing to see the town so busy and to also see so many smiling faces.

"The Northwich Business Improvement District was delighted to be involved in the organisation, planning and marketing of the event and we are pleased to report that there was a massive uplift in footfall on the day.

"Events like this really put Northwich on the map and I hope everyone is looking forward to the Christmas Extravaganza which comes to town on Saturday 24 November."



Councillor Louise Gittins, Cheshire West and Chester Council Cabinet Member for Communities and Wellbeing, said: "Many congratulations to all involved, performers, crew, organisers and especially the welcoming audiences for each performance."



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Winter wonderland coming to Northwich

There's not long left to wait now until the Northwich Christmas Extravaganza comes to town on Saturday 24th November.

A winter wonderland awaits visitors with a whole host of attractions and activities lined up for people to get into the festive spirit and kick off the yuletide season in style.

For example there will be a Snow Globe and Christmas Express Train in Barons Quay, a Christmas Bauble Trail on the High Street and a Balloon Nativity in Leicester Street opposite M&S.

There will be Christmas Markets and Street Food too at the top of Witton Street and in Barons Quay, while fairground rides, live art demonstrations, mosaic making, craft activities, face painting, glitter tattoos and balloon modelling will provide plenty of fun.

Further activities are listed on the Visit Northwich website and the event culminates with a School Lantern Parade, Lights Switch On and mesmeric firework display.

The whole event will run from 12pm-5pm throughout the town centre and you're sure to feel Christmassy after attending!

For more information, make sure you head to the Christmas Extravaganza hub on the Visit Northwich website.



Town awaits High Street Awards verdict

Northwich and the BID team are eagerly awaiting the verdict of the Great British High Street (GBHS) Awards judges as the town bids to win the Rising Star Award.

They visited the town on Thursday 11th October to tour Northwich and see how it shaped up compared to other locations around the UK.

Northwich's application, led by the BID, focused on the community spirit and engagement that exists in the town, with a spotlight shone on the many events, initiatives and projects that have been delivered in Northwich.

These included Northwich In Bloom, which saw businesses, local schools and organisations working together to bring colour to streets and buildings, the development of Pocket Park near



the Bull Ring and the installation of artwork in the subway below Chester Way.

On judging day, representatives from GBHS were told about the community cohesion in Northwich and visited a range of businesses including Northwich Art Shop, Abdas, Crate Hair and Crafty Stitches, to hear

directly from traders within the town. They also saw a number of finished projects first-hand.

The results are set to be announced on Thursday 15th November so make sure you keep your eye on the Visit Northwich Facebook page for the latest news.

Message from the Chair

Winter may be just around the corner but there hasn't been a cooling off period in Northwich.

A range of events and initiatives have been delivered over the last couple of months and there is plenty more to come as we head towards the festive period.

Recently, we have had two different sets of judges come to the town to cast their eye over a couple of project entries organised by the Northwich BID.

The first was for Northwich in Bloom as judges checked out the numerous floral displays and pieces of artwork that had been installed across the town, and the second was for the Great British High Street Awards where Northwich had been nominated for the Rising Star award.

At the time of writing we are waiting for the results, but whatever happens it was great to see businesses and the community coming together to celebrate the town's great retailers and the teamwork and spirit that they show week in, week out.

I'd like to say thank you to all the businesses who helped promote the 'Vote for Northwich' campaign and to everyone who commented via social media to try and give the town the upper hand on competing locations.

In October, the town continued to add to its reputation as a great place for events and festivals when Now Northwich came to the streets.

It was amazing to see local, national and international performers wow the crowds and it was so pleasing to see the sheer amount of people who came into Northwich to see what was going on. There were so many smiling faces!

Going forward I'm sure there will be many more when the Northwich Christmas Extravaganza takes place on Saturday 24th November.

The BID team have been working hard over the last few months to make sure everything is in place for another winter spectacle and having seen the line-up, I'm sure it will be a hit with visitors once again.

Don't forget to check out the Christmas section on the new Visit Northwich



Michael Thomas

Chair of the Northwich
Business Improvement District.

website for all the information you need. In case you haven't already seen, the site has been refreshed to make it easier for people to discover everything great about the town, from retail and leisure to green spaces, parks and heritage attractions. Simply type in www.visitnorthwich.co.uk.

Have a great autumn and I hope to see you in Northwich soon!

New Visit Northwich website launched

A new Visit Northwich website went live at the beginning of October to create a more user friendly experience and to help people discover the best things about the town.

Featuring a completely new layout, design and colour scheme, the website aims to make it easier to learn about latest events, plan days out and read up-to-date news, as well as discovering the brilliant retail offering within in the town.

The website also features two new tabs. 'Inspire Me' sets out to give visitors inspiration and ideas for what to do if they have some leisure time, while the campaigns tab gives people the opportunity to learn about the latest projects and initiatives taking place in Northwich.

As a business, you can interact with the site too by uploading any events you have coming up via the 'Submit An Event' section.



Maybe you have a flash sale coming up, or you might be running a coffee morning – here it's easy to fill out the necessary details and it will then be added to the 'What's On' section of the website and promoted via social media.

Northwich BID Manager Jane Hough has said: "We have developed this new Visit Northwich site so that people from the town and surrounding areas can more easily discover everything that's on their doorstep."

"After discussions with partners we also wanted to include a section that users could visit to gain inspiration. Mid Cheshire is blessed with amazing countryside and natural beauty so we wanted to raise awareness of this while also promoting events in Northwich and our wonderful businesses."

Check out www.visitnorthwich.co.uk today to take a look around the website and maybe gain some inspiration for shopping, leisure and days out.

The latest news from Barons Quay

There has been plenty of positive news regarding Barons Quay over the last couple of months with a number of major national retailers confirmed for the multi-million pound development.

In October, H&M opened its doors to the public with a grand launch and the people of Northwich queued all the way to the Barons Quay ODEON to be the first in and to take advantage of the offers that the store put on.

The first 200 people for example received 25% off purchases, while

everyone through the doors on the day got their hands on goodie bags. They also enjoyed some live music courtesy of an in-store DJ who had been booked specially for the launch.

Earlier in the year, at the end of August, the town received a further boost when Cheshire West and Chester Council announced that Sports Direct and toy shop The Entertainer would be opening in Barons Quay too.

The stores will boost Northwich's retail offering and are bound to be busy in the run-up to the Christmas shopping period.

Further announcements are likely to be made in the coming months regarding Barons Quay retailers so make sure you keep checking the Visit Northwich website and Facebook pages for the latest news.