



# NORTHWICH BUSINESS IMPROVEMENT DISTRICT (BID2) PROPOSAL 2019-2024



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## OUR KEY AIMS FOR THE NORTHWICH BID

- 1 A vibrant, well promoted and high quality town centre
- 2 Safer and more secure
- 3 Cleaner and greener
- 4 A great place to do business
- 5 A Private Sector led added value investment in Northwich Town Centre



## MESSAGE FROM MICHAEL THOMAS CHAIR OF THE BID

I am delighted to present this proposal for a successor Business Improvement District (BID) for Northwich town centre. I am confident that this BID will provide a significant return on investment for all businesses through supporting our vision to be a vibrant town centre where visitors and consumers can enjoy what we have to offer.

There are now more than 300 BIDs across the UK, delivering great financial results for businesses large and small, supporting town and city centres to enhance their offer on a daily basis. This proposal for a successor BID for Northwich town centre is a unique opportunity for all businesses across the town centre to continue to support what we have achieved over the last 5 years and what we propose to develop post 1st September 2019.

Through the BID nearly £1 million of investment for our town centre will be delivered between 2019 and 2024, with the benefits from this investment clearly outlined within this proposal.

Looking at the national challenges that face the retail sector and our High Streets, I feel that with the BID in place we will continue to strive to embrace those challenges and really position Northwich as a destination of choice for shoppers and visitors.

This is our plan A - there is no plan B for the future management of Northwich town centre. I would therefore encourage you to review this proposal and vote 'yes' to a successor BID for Northwich town centre.



## MESSAGE FROM JANE HOUGH NORTHWICH BID MANAGER

When I look back over the last 5 years, when the business community voted 'Yes' to the first town centre retail BID in Cheshire, I take a real sense of pride in what the BID has delivered over that period. We now have an enviable events and festivals annual calendar, which many visitors take pride in, an ambitious destination marketing profile along with a fantastic social media presence in Visit Northwich and Northwich BID.

Many businesses often tell me that the town centre is cleaner, greener and more accessible to our visitors and they take pride in the floral arrangements and town dressing initiatives that the BID has funded since 2014 - what a year 2018 was when the town achieved Silver Gilt Status in the prestigious RHS North West In Bloom Awards!

The BID funded training courses have upskilled 405 members of staff over the last 5 years and we have provided support to the 25+ new independent businesses who have moved in to Northwich over the last 2 years.

The evening economy has developed with new, independent bars and eateries popping up across the town!

We have developed some excellent relationships with Northwich Town Council, Cheshire West and Chester Council, Barons Quay and community/charitable groups. These relationships have allowed us to deliver bigger and better projects and campaigns, the result of which saw Northwich come runner up in the "rising star" category in the coveted Great British High Street Awards in 2018.

Finally, we all know the extent of the challenges we face - lack of public funding, Brexit and the recent effect on retail - but I think with the backing of a successor BID, Northwich is ready for those challenges and we can continue to develop into a vibrant town centre.

## WHAT WE HAVE ACHIEVED SINCE 2014

### BEFORE THE BID



### AFTER THE BID



**BID has funded 32 railing and over 60 hanging baskets**



**60 training courses over the 5 year term**



**Social media audience of over 13,000**



**Runner up in Great British High Street Awards 2018**

**The 2018 Events and Festivals in Northwich brought in an additional 29,000 visitors to Northwich**

# A SUCCESSOR BUSINESS IMPROVEMENT DISTRICT (BID) FOR NORTHWICH TOWN CENTRE

## REASONS TO VOTE 'YES' BETWEEN THE 23RD MAY 2019 AND 20TH JUNE 2019.

### WHAT THE SUCCESSOR BID WILL DELIVER FOR NORTHWICH TOWN CENTRE...

#### WITHOUT THE BID THERE WILL BE

- ❌ Cancellation of any future BID led town centre events including Extravaganzas at Christmas, Easter, Summer and Art Festivals. These draw record numbers of visitors to the town each year.
- ❌ 50% reduction in the level of Christmas lights and displays across the town centre.
- ❌ Significant reduction in the size and scale of any BID supported events.
- ❌ Ceasing of locally delivered BID training courses to upskill staff from the Summer of 2019.
- ❌ Removal of 92 BID funded additional planting features across the town including hanging baskets, railing flower displays and fixed planting displays.
- ❌ Immediate cancellation of £15k of non-statutory BID funded cleansing contracts across the town centre.
- ❌ Closure of websites and social media sites that deliver marketing to 100,000+ consumers annually - This will include the Visit Northwich ([www.visitnorthwich.co.uk](http://www.visitnorthwich.co.uk)) and Northwich BID websites and social media channels (Facebook, Twitter, Instagram).
- ❌ Withdrawal of dedicated marketing budgets to promote Northwich as a destination and cancellation of PR activities that currently support individual promotion of your business.
- ❌ Ceasing of a structured partnership approach with Cheshire Police and Cheshire West and Chester Council's CCTV operations which has reduced anti-social behaviour, shoplifting and street drinking.
- ❌ Closure of the dedicated BID Team that currently support you with co-ordinating issues and opportunities in the town centre.
- ❌ Ceasing of entries for Northwich town centre to regional and national events and awards such as RHS Britain in Bloom and the Great British High Street awards.
- ❌ Ending of the BID Executive Board and no further single dedicated body that will provide all Northwich businesses with a collective voice.
- ❌ Closure of business updates and news channels (Northwich BID e-bulletin and quarterly newsletter) that communicate important information about events, road closures, incidents and new developments.
- ❌ Ending of the BID's structured and constructive partnership working with Cheshire West and Chester Council, Northwich Town Council, Barons Quay and community groups and initiatives.
- ❌ Loss of dedicated capacity through the BID Team to attract additional private sector/grant resource and funding into town centre projects and initiatives.

#### NORTHWICH BID COMMITMENTS 2019-2024

- ✅ Retain our position as a go to destination for retail & leisure.
- ✅ Drive higher footfall and more customers through delivering high quality events and festivals.
- ✅ Pro-active marketing and promotion of Northwich town centre 365 days a year to residents and visitors both locally and regionally.
- ✅ Nearly £1 million added value investment in Northwich town centre.
- ✅ Continue to reduce crime and anti-social behaviour through pro-actively targeting issues in the town centre and supporting a vibrant evening economy.
- ✅ Delivery of added value investment in new projects and maintenance of existing services to develop our existing initiatives through our greener and cleaner campaigns.
- ✅ A single point of contact for your business to take forward opportunities for improvement and support for you to resolve business challenges.



# ABOUT THE BID FOR NORTHWICH TOWN CENTRE AND THE NORTHWICH BID TEAM

This plan has been produced by the Northwich BID Team and a team of representative businesses from across Northwich town centre who are determined to drive forward a sustained programme of investment and improvements that will benefit all.

BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful town and city centre locations.

All eligible businesses across the town centre will have the opportunity to vote in a postal ballot to approve the BID. For the BID to be approved a majority will need to

vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal. Once approved, the BID will introduce a small additional levy for eligible businesses / organisations, equivalent to 1.5% of the rateable value of a business premises.

**24p**

For the smallest eligible businesses: this is a daily equivalent cost of just 24p.

**£1.52**

The average levy daily equivalent cost is just £1.52.

**“ SINCE 2004 WHEN BIDS WERE INTRODUCED, MORE THAN 300 HAVE BEEN APPROVED ACROSS UK TOWN AND CITY CENTRES ”**



## THE NORTHWICH BID TEAM

The Northwich BID Team will continue to be provided by Groundwork as part of their role as the BIDs accountable body partner. This will ensure on-going delivery of BID management, communications, events and marketing through the team at Groundwork between 2019 and 2024.



***The Northwich BID has been fundamental to the development of our town. Not only have they hosted events, which continue to increase footfall to the town and therefore our business, they have harboured a growing relationship with all local businesses and will always strive to help us. I could not be prouder to work closely with the BID, as they have done wonders for Northwich and local businesses.***



*Abda Obeid, Abda's Cafe*

## THE NORTHWICH BID EXECUTIVE BOARD MEMBERS

Michael Thomas – McDonald's (Chair of the Board)

Carol Simms – Marks and Spencer (Vice Chair of the Board)

Ann Johnson – Santander (Treasurer)

Gerry Rooney – mosshaselhurst Solicitors

Wendy Batey-Gray – Solutions 24-7

Chris Mundie – Salty Dog

Lina Higueta – Barons Quay Management

Ian Massey – Sainsbury's

Phil Bower – Northwich Art Shop

Odeon Cinemas – Andrew Moore

Sergeant Kevin Davies – Cheshire Police

Cllr Andrew Cooper – Northwich Town Council

Catherine Fox – Cheshire West and Chester Council

Chris Shaw – Town Clerk, Northwich Town Council

Mark Simmons – Cheshire West and Chester Council

# THE BID AREA

The BID area is represented by the roads in yellow.



Watling Street  
 Leicester Street  
 Weaver Way  
 Apple Market Street  
 High Street  
 The Bull Ring  
 Meadow Street  
 Barons Quay Road  
 Timber Lane  
 Market Way  
 Sheath Street  
 Witton Street  
 Venables Road  
 Brockhurst Street  
 Heber Walk  
 Albion Road  
 The Arcade  
 Wesley Place  
 Town Square  
 Old Warrington Road  
 Crum Hill  
 Tabley Street  
 Ash Street  
 Oak Street  
 Dane Street  
 Forest Place  
 Witton Walk  
 Theatre Court  
 Crown Street  
 Timber Court  
 Market Street  
 Weaver Square  
 Shopping Parade  
 River Park Walk  
 Post Office Place  
 Brooke Street  
 Barons Quay  
 John Street  
 Weaver Point Way

Chester Way (Partial to Leicester Street Roundabout). London Road (Partial to the railway line). Church Road (Partial). Castle Street (Partial).

## CONSULTATION

During 2018/2019 the BID invited over 300 businesses across the town to share their views about the projects and services that could be delivered through a successor BID. We have heard back from 45% of businesses, who have provided their ideas and thoughts on what is needed to continue to support Northwich town centre. Businesses have responded online, through face-to-face meetings, and through written responses.

This consultation work has formed the basis for developing this plan for a successor Business Improvement District for our town centre.

**91% OF BUSINESSES RATED THE BID FUNDED TOWN CENTRE EVENTS AND FESTIVALS AS GOOD OR EXCELLENT**

**81% OF BUSINESSES THOUGHT THE MARKETING OF NORTHWICH WAS GOOD OR EXCELLENT AND 51% REPORTED THAT THEY WOULD LIKE TO SEE FURTHER INVESTMENTS IN THIS AREA**

**MORE THAN 84% OF BUSINESSES RATE THE THEMES FOR THE BID PROPOSAL AS EITHER **IMPORTANT** OR **VERY IMPORTANT** TO THEIR BUSINESS**

**94% OF RESPONDENTS RATED THE NORTHWICH BID TEAM AS GOOD OR EXCELLENT**

**88% OF BUSINESSES FELT THAT THE CLEANLINESS AND THE ATTRACTIVENESS OF NORTHWICH HAD IMPROVED SINCE THE INCEPTION OF THE BID IN 2014**

## FROM THIS CONSULTATION WORK, THE KEY OPPORTUNITIES AND CHALLENGES FROM BUSINESSES HAVE BEEN:

- It is essential to continue to market Northwich as a destination of choice.
- The festivals and events programme has developed to a full annual calendar of activity in the town centre to attract local residents and new visitors. We need to retain and develop this offer.
- The quality of the visitor experience has improved but there is much more that could be done through investment in the town centre.
- We need to get better at the sharing of "intelligence, information and news".
- Businesses value the BID Team as a go-to body to manage town centre improvements.
- Safety and security is good, however, issues do exist, for which additional investment is needed to resolve these challenges.
- Businesses would like to see the BID funded training courses sustained and developed to upskill their employees.



*The BID have been instrumental in our business being so successful. They are our first port of call for any problems we may have, and so far they have helped us with every request. The difference they have made to the town centre is immeasurable, from bringing businesses together, to the huge festivals and events.*

Zoe Corker, Obeid Galleries



# WHAT WE AIM TO DELIVER BETWEEN 2019 - 2024

## THEME ONE - A UNIQUE SHOPPER AND VISITOR EXPERIENCE

### £680,000+ INVESTMENT

- Multi-annual £100,000+ dedicated marketing and promotional campaign to continue to raise the profile of Northwich town centre as a great retail, leisure, night-time economy destination and a fantastic place to do business.
- To maintain and develop an annual programme of festivals and events at key times of the year, to attract shoppers, visitors and new customers. New ideas generated from businesses to-date include:
  - More live music events
  - More Arts based events
  - Christmas, Easter and Summer Extravaganza events
- £150k investment in enhancements including hanging baskets, floral arrangements, landscaping and striking visual features to enhance specific locations.
- Added value cleansing of the town centre, improved litter collection and public toilet cleansing, over and above the services provided by Northwich Town Council and Cheshire West and Chester Council.
- Raising the profile of Northwich by entering nationally recognised awards i.e. RHS Britain in Bloom and The Great British High Street Awards.
- Delivering campaigns and projects that support better accessibility and sustainability in Northwich .



The BID will deliver marketing outreach to 100,000 consumers.



***Having been sceptical initially of the BID concept and how it would or could help the businesses in the town, we took a chance and voted 'yes' and we haven't looked back since.***

***The BID Team have been on hand when needed, whether it's been issues relating to street cleaning problems, to listening to the issues we face in a developing town and how to address those concerns. It has also run courses suitable to the town centre businesses, rather than generic less relevant ones.***

***Personally, the BID has helped and supported us as a business when it came to promoting our shop and events we hold. We have benefitted from the events supported by the BID, such as the Christmas Extravaganza and Easter/Summer events and we have actively taken part in initiatives such as Northwich in Bloom.***

***As a whole, we've found that the more you use the BID, the more reward you get as a business and we look forward to BID 2.***



**Louise Hough, Crafty Stitches**

## THEME TWO – A SAFER TOWN CENTRE

### £42,000+ INVESTMENT

- Work with our partners Cheshire Police and the Cheshire West and Chester Council CCTV Team through delivering initiatives and activities that continue with the reduction of crime in the town centre.
- Introduce Purple Flag status to support the Night-Time Economy.



***Since opening in May 2017 we have benefitted greatly from being part of BID. We benefit directly from the events that they host in the town and the footfall that creates.***

***We have also benefitted from the added investment in cleanliness and appearance of the town. The night-time economy has improved greatly in the time we have been here too. BID has been instrumental in this growth through their own initiatives and the collaborative approach they take with local businesses and the local authority.***

**Chris Mundie, Salty Dog**



## THEME THREE – BUSINESS SUPPORT

### £108,000+ INVESTMENT IN UPSKILLING EMPLOYEES

- The Northwich BID Team will continue lobbying to create new opportunities and tackle barriers to growth for businesses/organisations in the town centre.
- Delivery of added value, BID funded training courses, seminars, information services and networking events:
  - Retail sales training and shop window dressing
  - Customer service
  - First aid and health and safety qualifications
  - Crime prevention and security i.e. anti-shoplifting, cybercrime prevention
  - Leadership and Management
  - Social Media
  - Employment law



*405 Northwich employees have been trained through the BID over the past 5 years.*

***It has been a pleasure to work with the Northwich BID Team. As a town centre based charity and BID member we have taken advantage of the “no cost” training that they offer. In addition, we worked with the team before Christmas where we did a joint Christmas Bauble campaign with the independent Traders for the Christmas Extravaganza.***

***Since then we have been working in partnership to get Northwich Makaton Friendly. In all of the dealings we have had, the BID Team have been supportive of our charity. They have always adopted an inclusive and progressive approach. I look forward to continuing to work with the team to secure Makaton Friendly Status for the town.***

**Julie Duff**

**Cheshire Down's Syndrome Support Group**

## HOW THE BID WILL OPERATE:

### GOVERNANCE AND MANAGEMENT OF THE BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. This will include representation from the key sectors including retail, leisure, night-time economy, professional and other business services. The Board will also include representation from a range of business types and sizes, including smaller independent businesses and businesses that are part of larger groups.

Any eligible business/organisation will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District. An eligible business/organisation is any occupier of a hereditament that is liable for a BID levy.

The BID will be managed by an accountable body partnership with Groundwork Cheshire, Lancashire and Merseyside to ensure that the Business Improvement District delivers services that bring a real benefit to the business community.

### PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:

**Footfall research:** In particular, when festivals and events are being delivered at key periods.

**Crime and Safety:** Incidence of crime statistics for the BID area to be reviewed quarterly.

**Consumer perceptions:** Satisfaction surveys to be conducted annually.

**Business community perceptions:** Annual Business Survey to determine the impact of the Business Improvement District.

**Vacancy rates will be measured annually.**

**Quarterly Image audits of the town centre.**

**The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Executive Board through the following communication channels:**

- The Northwich Business Improvement District Annual General meeting.
- Northwich Business Improvement District Annual Report and Accounts.
- Regular website, social media updates, e-bulletin, hard copy bulletins, press releases.

### THE BID LEVY

All non-domestic ratepayers in the geographical area with a rateable value above £6,000 will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/leaseholder (when

units are vacant) in the BID geographical area. Hereditaments with a prime purpose of use as a place of worship, schools, colleges and car parks will be excluded.

The BID levy is fixed at 1.5% of rateable value for those hereditaments with a rateable value of £6,000 and above. All hereditaments with a rateable value below £6,000 will be exempt, however, those businesses who wish to make a voluntary contribution towards the BID may do so and the levy will be calculated at 1.5% of rateable value. A maximum cap is planned of £15,000.

From 2020 the BID levy will be raised by 0.05% points of the rateable value for each hereditament annually. For example - This will cost the average business an additional £15 in the first year (2020) based upon a BID levy of 1.55% following the 0.05% increase.

The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation and remain fixed for the period of the BID. Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list, and falling in the BID area, shall additionally become liable to pay the BID levy.

# FINANCE

Income	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Totals
Grand total (£)	£183,500	£192,300	£201,106	£205,843	£210,581	£993,330

  

Expenditure	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Totals
<b>Theme One – A unique shopper and visitor experience</b>						
Subtotal (£)	£127,500	£134,750	£137,500	£140,000	£142,500	£682,250
<b>Theme Two – A safer town centre</b>						
Subtotal (£)	£6,000	£11,000	£8,000	£8,500	£8,728	£42,228
<b>Theme Three – Business support</b>						
Subtotal (£)	£21,000	£21,350	£21,712	£22,087	£22,475	£108,625
<b>Project Management and Administration</b>						
Subtotal (£)	£21,750	£24,250	£26,750	£29,250	£41,750	£143,750
<b>TOTAL (£)</b>	<b>£176,250</b>	<b>£191,350</b>	<b>£193,962</b>	<b>£199,837</b>	<b>£215,453</b>	<b>£976,852</b>
<b>Surplus +/-</b>	<b>£7,500</b>	<b>£950</b>	<b>£7,143</b>	<b>£6,006</b>	<b>-£4,872</b>	<b>£16,478</b>

Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income. The costs for developing the BID have been funded by the Northwich Business Improvement District.

The Business Improvement District levy will be charged at the beginning of September 2019, and then annually each April until 2024. Cheshire West and Chester Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy can be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan, where equal instalments can be paid over 12 months on the dates detailed in the instalment plan. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

## THE BALLOT

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of the ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

### FOR THE BUSINESS IMPROVEMENT DISTRICT TO PROCEED THERE MUST BE:

A majority voting in favour of the proposal from the number of votes cast.

A majority in level of rateable value from votes cast in favour of approving the proposal.

The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot.

All other arrangements, including specific projects and the percentage of funding allocated to each theme within the BID, may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

### THE BALLOT TIMETABLE

Ballot papers will be sent out on or after the 30th May 2019. The ballot will close at 5pm on 27th June 2019. The result of the ballot will be declared on the 28th June or as soon as possible after that date.

If the BID is successful at ballot, the BID will commence on 1st September 2019 and run until 31st August 2024. If the BID is unsuccessful at the ballot, the BID will end on 31st August 2019.

### BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments have been provided by Northwich Council. These baselines relate to:

- Footpath cleansing
- Highway cleansing
- Litter picking
- Litterbin emptying
- Policing
- Grass cutting
- Highway sign cleansing
- Street nameplate cleansing and maintenance
- CCTV monitoring and maintenance

The BID will monitor the baseline agreements on an on-going basis to ensure that Cheshire West and Chester, Northwich Town Council and Cheshire Police maintain their agreed service delivery. This will ensure the BID's funding does not backfill or fund any baseline/statutory services.

An aerial photograph of Northwich town centre, showing a mix of residential and commercial buildings, a canal, and green spaces. The image is used as a background for the top half of the document.

# NORTHWICH BUSINESS IMPROVEMENT DISTRICT (BID2) PROPOSAL

2019-2024

## FOR MORE INFORMATION

Contact Jane Hough at Groundwork.  
Groundwork are supporting the Northwich BID Team  
to develop and establish BID 2 for Northwich town centre.

**Email:** [Northwichbid@groundwork.org.uk](mailto:Northwichbid@groundwork.org.uk)

**[WWW.NORTHWICHBID.CO.UK](http://WWW.NORTHWICHBID.CO.UK)**

