

AN UPDATE ON BID FUNDED EVENTS AND FESTIVALS

In light of the current situation regarding Covid-19, the Northwich Business Improvement District (BID) has issued the following announcement regarding events over the next few months.

Following a meeting of the Northwich BID Executive Board on Monday 16th March 2020, the decision has been made to postpone all Northwich BID funded events between now and Friday 31st July.

These events include the Northwich Easter Extravaganza which was due to take place on Saturday 11th April 2020 and the Northwich Festival of Arts which was scheduled to run throughout July 2020.

At this stage, the aim will be to re-schedule events of a similar nature later on in the year although this, of course, is subject to change.

Events such as the Easter Extravaganza attract thousands of people into Northwich town centre so as ever, the Northwich BID has to take into consideration the health

and wellbeing of suppliers, volunteers and the event management teams.

This decision has not been made lightly but the BID Executive Board was in agreement regarding the status of forthcoming events to try and safeguard the health of everyone who would have been involved.

Jane Hough, Northwich Business Improvement District Manager, said: "After much discussion we felt that the postponement of all BID funded events in Northwich until the end of July this year was the only sensible option.

"As an organisation, the safety and wellbeing of people taking part in our events is our priority which is why today's announcement was the only logical conclusion. We are hoping to look at re-scheduling similar events later in the year and will provide any updates on these in due course when we know more."

If you have any queries regarding the announcement, please email northwichbid@groundworkcheshire.org.uk.



MESSAGE FROM THE CHAIR



Hello everyone and welcome to the spring 2020 Northwich BID newsletter. So much has happened since the last edition it's difficult to know where to begin!

I'll start by saying thank you to all of the town's businesses and for saying yes to a further five years of the BID. The town wouldn't be where it is today without your hard work, dedication and determination and we're looking forward to working with you all going forward to ensure the town keeps moving in the right direction.

It's certainly been an action-packed 12 months with numerous events, initiatives and projects delivered to encourage footfall into Northwich.

The Easter and Christmas Extravaganzas brought visitors into town in their droves, as did the Festival of Arts, while Northwich in Bloom and our entry in the Great British High Street Awards gave Northwich regional and national recognition.

Northwich gaining Makaton friendly status was another highlight, while the BID introduced two new initiatives to shine a spotlight on businesses via our website and social media channels.

Both the Live from Northwich and Northwich Nightlife campaigns were seen by thousands and it was great to see so many positive comments by people on Facebook praising different businesses and retailers.

Looking forward and 2020 is set to be a challenging year in light of what is currently going on throughout the world but I know that Northwich has a fantastic community spirit which will stand us in good stead to overcome whatever is thrown at us.

Of course it is disappointing that much-loved events like the Easter Extravaganza and the Northwich Festival of Arts are having to be postponed for now but we will be looking to put even bigger and better activities on at a time that allows us to, so watch this space.

As ever, make sure you keep checking our Facebook and Twitter accounts and the Visit Northwich website for the latest town centre updates. I hope you all have a safe and healthy spring.

Yours Sincerely,
Michael Thomas, Chair of the Northwich BID Executive Board



FREE BID FUNDED MENTAL HEALTH TRAINING COURSES

The Northwich BID has now added BID funded Mental Health First Aid Training to its series of regular courses.

Mental Health First Aid in the Workplace, which is a two day course, was delivered on Monday 9th and Tuesday 10th March to a series of BID business employees. The course is a regulated and nationally recognised qualification that has been specifically designed for those who would like to raise their awareness of mental health.

By going on the course, candidates will develop the knowledge, skills and confidence to promote positive mental health within the workplace which makes it an ideal qualification for mental health champions, human resources, managers and team leaders.



It also covers a range of common mental health conditions including anxiety, depression, bipolar, obsessive compulsive disorder (OCD) and post-traumatic stress disorder (PTSD).

It is best practice for employers and managers to take the necessary steps to look after employees' health, safety and wellbeing.

For more information about the course, please email Stephanie.Leese@groundwork.org.uk or call 01606 723175.

CAMPAIGN LAUNCHED TO PROMOTE TOWN'S NIGHTLIFE

The Northwich BID has launched a campaign to raise awareness of the bars, pubs and restaurants that are waiting to be enjoyed in the town centre.

Northwich Nightlife, which went live before Christmas, has been created to shine a spotlight on the diverse and atmospheric venues that Northwich has to offer and to encourage people from the town and beyond to pay them a visit.

The main elements of the campaign include a promotional video created by Studio 24-7 and a dedicated landing page on the Visit Northwich website. Northwich BID Manager Jane Hough has explained why the campaign was launched and has revealed what she hopes the outcome of the initiative will be.

"The town is full of amazing pubs, bars and restaurants and there really is something to cater for all tastes and preferences. The nightlife offering in Northwich has gone from strength to strength in recent years but unfortunately not everybody in the town and surrounding areas knows what's on their doorstep.

"Hopefully people will watch the video, realise just how vibrant and inviting the nightlife scene is in Northwich and head into town for a night out with their friends or family."

Visit the Northwich Nightlife page today to discover more:
www.visitnorthwich.co.uk/inspire-me/northwich-nightlife/



NORTHWICH JOINS IN WITH SOCIAL BUTTERFLIES PROJECT

This spring, Northwich is taking part in a new art installation project which is running across the whole of Cheshire West.

Social Butterflies, which went live on Thursday 30th January, is led by Brightlife and Cheshire West and Chester Council's Cultural Services Team and has received support from the Northwich BID.

Town centre businesses were encouraged to get involved with the project which required participants to create and display a butterfly on their premises to show that they were backing the campaign.

A prize was also arranged by the Northwich BID for the business with the most creative butterfly display.

The initiative has been created to celebrate Cheshire West becoming an age-friendly borough and to promote inclusivity, as well as fostering an environment where everyone, no matter what age, feels valued.

A butterfly was chosen as the symbol of the project because it represents, in the organiser's words, 'the joy and pleasure to be had by staying connected and active in later life.'

You can still get involved with the project if you wish to show that you support it. If you require any more information please email:

Stephanie.Lease@groundwork.org.uk



CROWDS FLOCKED TO 2019 CHRISTMAS EXTRAVAGANZA



Crowds flocked to Northwich in November as the town held its annual Christmas Extravaganza. Organised and funded once again by the Northwich BID and Northwich Town Council, with support from Barons Quay and Northwich Rotary Club, thousands came into the town centre to enjoy the festive attractions and activities that had been organised.

These included Christmas markets, a craft village, fairground rides, cooking demonstrations, food stalls and bars, a Christmas Bauble Trail and performances from the Frodsham Community Choir, while a giant snow globe and Santa's grotto provided yuletide cheer.

Visitors enjoyed the skating rink too which was located in Barons Quay and excitement was also provided by Barnton Circus and a Fun House. All of the entertainment during the afternoon led up to the grand finale which began at 4:30pm with the school's lantern parade, before the light switch-on and a firework display ensured a spectacular end to proceedings.



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 BID funded 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, see below.

Please note that some of these dates may be subject to change. Call 01606 723175 if you have any questions.

- **Leadership Skills and Management Training - Thursday 14th May 2020**
- **Emergency First Aid at Work – Tuesday 9th June 2020**
- **Northwich in Bloom – Summer 2020**