NORTHWICH BID2
Our town, our vision

NORTHWICH BID
ANNUAL REPORT
2021/2022

NORTHWICH BUSINESS IMPROVEMENT DISTRICT WWW.NORTHWICHBID.CO.UK

ABOUT NORTHWICH BUSINESS IMPROVEMENT DISTRICT

The Northwich Business Improvement District (BID) is a defined geographical area in Northwich. Within this area, businesses collectively invest in, and enhance, Northwich as a trading environment. The first BID for Northwich commenced on 1st September 2014 and ran until 31st August 2019.

In June 2019, businesses voted overwhelmingly for the Northwich BID to continue for five more years, with 77% of those who took part in the ballot backing another term for the BID. This will allow the BID to continue investing in the town centre, supporting businesses and ensuring Northwich can continue to thrive as a destination of choice for consumers and shoppers.

The Northwich BID funds and delivers added value projects and services within the town. These projects are managed and controlled by the business community and the entire project is business led. The BID's funds come from a mandatory levy which equates to 1.6% of an individual businesses rateable value (on all businesses with a rateable value greater than £6,000). The BID will not, and cannot, be used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in 2021 - 2022 are provided in this annual report.

MESSAGE FROM THE BID CHAIR
MICHAEL THOMAS

As businesses in the 2021 / 22 BID year we started to recover from some of the greatest challenges in modern times, and we were fortunate to see some return to normality in the town. Hopefully businesses recognise the significant effort of the BID and its partners to help drive footfall to the town centre and it is great to see people returning and enjoying the well organised events across the year. We do however recognise there is a long way to go, and we intend to continue working together with our partners over the coming years to truly make Northwich a destination with a difference.

Looking back at the third year of the BID, we've had some fantastic successes, with our very own Pina Colada Festival being a highlight in the year, something we as businesses should be proud of spearheading and turning it into a great success.

Of course, we had many more events, with Now Northwich, the River Festival and Krazy Races all being highlights supported by your BID levy.

Looking forward, once again we have a full schedule of events for the coming year with the challenge of being an even bigger success and to drive visitors from across Cheshire to our town.

I urge businesses in the town to take advantage of everything the BID has to offer, whether it be funded accredited training, marketing & PR support or general business support - our purpose is to ensure you have someone who will always try to help.

We recognise the current economic climate is making profitable trading a real challenge, combined with our customers having less to spend after covering ever increasing basics, and as such it is likely to be a tough year for all. I therefore encourage you to take on board all activities and where possible see if you can help by being involved. This will help grow the success of Northwich as a destination with a difference, driving footfall and a return to profitable trading.

MESSAGE FROM THE BID MANAGER
ADAM GERRARD

In last years annual report, I made a simple promise - to work hard for businesses to make Northwich a success. I can certainly tell you I've learnt that this is not going to happen overnight, but we're making headway into driving people to visit Northwich. One thing that has made this challenge a lot easier is the way businesses have worked with me to address issues and find a solution. The answer to problems is not always immediately achievable, but as a team we won't give up on giving you the best trading environment possible. I have challenged our council throughout the year to get on with our much needed regeneration and will continue this until Northwich gets what it deserves. As we now face a cost of living crisis, the BID's role is even more important, ensuring we highlight the fantastic range of businesses we have to offer and the importance of spending local - whilst providing an attractive town to visit.

HOW WE DELIVER THE BID

The Northwich Business Improvement District is governed by the Northwich BID Group. The BID group have elected an Executive Board to oversee the delivery of the Business Improvement District.

The Executive Board work on a voluntary basis and are responsible for guiding and directing the Groundwork BID Team in the delivery of the projects and services contained in the Northwich Business Improvement District Business plan. For more details about the Executive Board, please visit **www.northwichbid.co.uk.**

WHAT HAVE WE DELIVERED IN 2021 - 2022

THEME ONE

A UNIQUE SHOPPER AND VISITOR EXPERIENCE

In our year of returning to a form of normality, we began to deliver events, marketing campaigns and environmental improvements without restrictions. To be able to drive people into the town centre, we must ensure we have an attractive and vibrant place for people to visit, giving local people something to be proud of and visitors a place they want to come back to.

A campaign our marketing team undertook throughout the year was to produce content about the people behind the businesses, with a focus on showing visitors who they're buying from, whether that's independent or national brands. As with every town, we're challenged by online retail and a great way to compete with this is to get people to buy into the custodians of our town, which is you the businesses. This online campaign over the past 12 months has included nearly 70 businesses and has seen more than 120 people take part.

"I can't say I'm a fan of having my picture taken and I did take some convincing. But the campaign to raise awareness of the people behind the business is something I champion. The Visit Northwich marketing team were really friendly and made sure I was happy before posting the content"

Rachel - Ivy Cottage Interiors

+10% **+7%** **+3%**

Follower increase since September 2021

367% Increase in people reached
People reached: 473, 251

532% Increase in people reached
People reached: 109,746

COMPARED TO 2020/2021

We have introduced a new marketing team to support our promotion of our town. Through a tough tender process Real5 Digital were appointed, although as part of the new agreement businesses should find that they identify themselves as the 'Visit Northwich Team' - we saw this as an important part of building the trust with the BID's brand rather than an outsourced agency. A great deal of work has been completed to bring our online presence up a level, with key part to this being the teams attendance in the town centre at least once each week and at all large events. Businesses can also now email a single point of contact to request promotion: marketing@visitnorthwich.co.uk.

The BID produced over 50 different articles for our website and sent out to all local media outlets. These releases were promoting BID activities or news from businesses where they required support to promote something new they needed to shout about.

Alongside the specific business promotion, the BID led on the marketing of a number of key events throughout the year. These included the Festival of Arts, Queens Baton Relay, Pina Colada Festival, Adventure Day, Giant T-Rex Visit, Christmas Extravaganza and several of the smaller scale activities we hosted like Crazy Golf. In addition we provided significant marketing support to the Vegan & Artisan Markets, Now Northwich, Beacon Lighting, Transformers Visit, Verdin Park Music Festival, Krazy Races, Raptors Visit, River Festival, Annual Diversion, Barons Quay Sports Events, Heaven 17 and Firefest.

In the third year of BID 2 we have continued to enhance the planting scheme in the town centre and outer industrial areas, working closely with Northwich Town Council and Cheshire West & Chester Council. Over the winter period of 2021, we provided a number of bedding plants in our planters throughout the town. For our summer period in 2022, the BID funded the planting of:

- The subways (inc. raised tree area)
- The front of Memorial Court
- Brick planters in the town centre
- 12 black tub planters
- 62 half round lamppost planters
- 50 hanging baskets
- 12 barrier baskets (Dane Street)
- 5 tier planter (Northwich Library)

The watering of our floral displays is supported by Northwich Town Council who provide a 50% discount on all visits throughout the summer period. Our towns planting helped us achieve Gold at the North West in Bloom Awards for 2022, also receiving an award for Best Large Town and Best Art in the Community. Northwich BID lead on the In Bloom portfolio, which is supported by more than 30 organisations.

Throughout the year, the BID have also paid for a number of one-off clean ups. Generally these have been where fly-tipping has taken place on private land where the local authority are unable to take action.

As part of our vision to make Northwich a place people want to visit, we've delivered and supported a wide variety of events. The BID are responsible for the various small summer activities you will have seen throughout the year, examples from this year include Zeus the giant T-Rex, crazy golf in the street, climbing wall, caving and laser clay shooting.

The BID led on the biggest town centre event since 2019, with our Pina Colada Festival driving heavy footfall, record breaking sales for hospitality and fantastic positivity online about Northwich.

From September 2021 - January 2022, we received funding from the local authority to deliver music based events in the town. With this funding, we held a 4 night music marathon at Northwich Plaza (the PlazaPalooza) helping kickstart it's revival as a music venue for the town. We also used the funding to pay local artists to perform at events in the town centre and to fund a marquee on Apple Market Place over the Christmas period with a variety of music based entertainment.

The Christmas Extravaganza returned in 2021, following a year break due to the pandemic and we ensured it came back in full swing. The event is delivered in partnership with Northwich Town Council, Barons Quay & Northwich Rotary Club. It featured activities across the town centre, leading up to the big switch on. Although the number of people attending was less than in previous years, Northwich still managed to be one of the biggest light switch on events in Cheshire. In the following weekends the BID delivered activities on the weekends running up to Christmas, these included a Nutcracker Trail, Christmas Dinosaurs and Peppa Pigs visit.

In April we saw the return of Now Northwich, an event the BID has part funded since its inception and also sits on its steering group. The event featured an artists impression of the Moon hanging from the ceiling of Northwich Plaza, as well as live acts across the town centre. Now Northwich spearheaded the return to events in Northwich, being the first event to bring in the most visitors since 2019.

July also hosted events like the Queens Baton Relay and Northwich River Festival, both driving significant footfall into the town centre and supported by the BID team.

The BID provided funding to Krazy Races, an event organised by Northwich Town Council, which saw Castle Street closed and soapboxes come racing down it's hill. The event attracted more than 15,000 people into Northwich and even featured on The Real Housewives of Cheshire. We're working closely with Northwich Town Council to find ways for town centre businesses to further capitalise on this popular event.

Northwich Festival of Arts returned in July with artists commissioned to deliver workshops across the town centre, working closely with Visual Arts Cheshire (VAC) who host their Summer Art Trail in more than 50 businesses. To support VAC in their ambition for a town centre gallery, the BID helped to secure a temporary home in Barons Quay, where we added lighting, barriers and sealed the floor to enable visitors to come inside.

10,000
What's On event guides produced

1,500+
New Subscribers to our newsletter

50+
Press releases issued

THEME TWO

A SAFER TOWN CENTRE

The BID has continued to work with the dedicated Policing team in Northwich town centre throughout the year to deal with any issues that may arise relating to shoplifting, theft and anti-social behaviour in the town centre. The innovative partnership between the two teams has contributed to developing a safer and more prosperous environment for traders and consumers to work and shop in alike. The BID Team have also sustained strong working relationships with both the Licensing & Enforcement and CCTV departments at Cheshire West and Chester Council.

Northwich town centre is now host to three outdoor defibrillators after the BID and Northwich Town Council funded an additional device located in the centre of town - the other two devices are located at the top and bottom of the main high street. All devices are maintained and serviced regularly by Northwich Town Council. They are all registered with the ambulance service to ensure they can be accessed should it be needed.

In 2022, following a rise in anti-social behaviour with younger people in the town centre, a youth initiative fund was created to help deliver a scheme which saw our local policing unit lead a number of activities. Northwich BID, along with Northwich Town Council, Barons Quay & Rudheath and Witton together contributed to the fund and throughout the year saw ASB reduce by over 50%. This work will continue into next year to ensure ASB continues to reduce further and the BID will work closely with Cheshire Police and our partners to support the activities where possible.

The BID's relationship with Northwich Against Business Crime (NABC) has grown stronger, with attendance at their monthly meetings and the ability to feed into the future of the services they deliver for members of the scheme.

During an increase in the use of counterfeit bank notes, the BID and NABC teamed up to purchase UV note scanners, issuing them to businesses. The NABC were also instrumental in the working with the BID, Cheshire Police and Northwich Town Council tackling ASB in the town centre.

"There's a synergy between what the BID is delivering and our aims for reducing crime in Northwich. Working together we can double our efforts and make Northwich an even safer place to live, work and visit - whilst also saving our members money from losses sustained through shoplifting."

Emily - Northwich Against Business Crime

THEME THREE

BUSINESS SUPPORT

BID funded training courses were provided throughout the year, with the following accredited topics:

- Level 3 Award in First Aid at Work
- Level 3 Award in Emergency First Aid in the Workplace
- Level 3 Award in Mental Health First Aid
- Fire Marshal Training

We also delivered 4 social media workshops, with a vision to expand on these in year 4. The BID's marketing team have been engaging with businesses, promoting the products and services they offer.

The BID team have provided a dedicated line of enquiry for businesses, ensuring you were the first to know about key information for the town centre, with emails, phone calls and personal visits to offer advice. Our good working relationship with the local authority allowed us to provide a line of support for businesses needing to engage the LA in various matters.

In March 2022, the BID were asked to manage a £45,000 grant on behalf of the local authority. The purpose of the grant was to support the improvement and expansion of alfresco areas for businesses in the town centre. Within a small timeframe (two months), we supported 16 different businesses with funding for their capital costs, which created an additional 305 covers, alongside improving 108 existing covers - the average grant awarded was around £2,500.

25+
Course dates available

67
Employees attended

500+
Hours of accredited training

"Northwich BID has supported us in a variety of ways, specifically with the applications for support following the pandemic and helping to generate positivity about The Plaza as a live music venue, among many other uses. The support has been invaluable."

Jon - The Plaza Northwich

"The Business Team Co-Ordinator Stephanie Leese is always at hand to help with our training needs. All courses attended have been informative, instructive and delivered to a very high standard."

Jaclyn - Susan Howarth & Co Solicitors

40
JOB VACANCIES PROMOTED

22 EVENTS FUNDED

MORE THAN
50
MUSICIANS PAID TO PERFORM AT EVENTS IN TOWN

3
TOWN CENTRE JOB FAIRS SUPPORTED

280+
SUPPORT REQUESTS FROM OVER **100** BUSINESSES

1000
METERS OF BUNTING INSTALLED ALONG THE HIGH STREET

2
ADDITIONAL CHRISTMAS TREES INSTALLED
WEAVER SQUARE & TOWN BRIDGE

REPRESENTED BUSINESSES AT MORE THAN
70
TOWN MANAGEMENT AND STAKEHOLDER MEETINGS

700+
PIECES OF SOCIAL CONTENT ACROSS 3 PLATFORMS

350+ HOURS OF ADDITIONAL CLEANSING THROUGHOUT THE TOWN CENTRE

WHAT WE PLAN TO DELIVER IN YEAR 4 OF NORTHWICH BID 2

THEME ONE – A UNIQUE SHOPPER AND VISITOR EXPERIENCE

- Multi-annual £100,000+ dedicated marketing and promotional campaigns 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.
- Continue to deliver festivals and events in the town centre, with a core enthesis on activity being spread over the whole town.
- Northwich BID Team – a dedicated team with the focus of helping and assisting businesses in Northwich Town Centre.
- Added value cleansing of the town centre, improved litter collection and cleansing, over and above the services provided by Cheshire West and Chester Council.
- Investment in enhancements including hanging baskets, floral arrangements, landscaping and striking visual features to enhance specific locations.
- Work with the local authority to improve wayfinding around Northwich Town Centre and establish a permanent historic town trail.
- The BID will work to uphold its Gold town status for the RHS North West In Bloom.
- Delivery of campaigns and projects that support better accessibility and sustainability in Northwich.

THEME TWO - A SAFER TOWN CENTRE

- Work with our partners Cheshire Police, Northwich Against Business Crime 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
- Look at the feasibility of introducing Purple Flag Status to Northwich Town Centre

THEME THREE– BUSINESS SUPPORT

- Provision of BID funded Training courses and seminars to upskill staff and workers in necessary topics
- Look at the current business networking in the town centre and consider how this could be improved on to give businesses more opportunities to share good practice.
- The Northwich BID Team will continue lobbying to create new opportunities and tackle barriers to growth for businesses/organisations in the town centre.

INCOME AND EXPENDITURE 2021-2022

BID Income	Budget - Year 3 (BID 2) September 2021 - August 2022	Actual - Year 3 (BID 2) September 2021 - August 2022
BID Levy Invoice	£189,606	£204,427*
Grant Making	£0	£45,000
Voluntary Levy Contributions	£1,500	£0
Grants/Partner Contributions	£10,000	£57,684
Bank Interest	£0	£10
Surplus (Year 2, BID 2)	£950	£13,394
Total Income 2021 - 2022	**£201,106**	**£320,515**
BID Expenditure	**Budget - Year 3 (BID 2) September 2021 - August 2022**	**Actual - Year 3 (BID 2) September 2021 - August 2022**
Theme One - A Unique Shopper & Visitor Experience	£137,500	£199,411
Theme Two - A Safer Towner Centre	£8,000	£17,411
Theme Three - Business Support	£21,712	£63,658
Project Management & Administration	£26,750	£25,851
Accruals - Annual Audit	£0	£310
Total Expenditure	**£193,962**	**£306,641**
Surplus +/-	**£7,143**	**£13,874**

*this figure includes a payment of £35,453 for historical BID levy owed.

Northwich BID works with a number of partners and stakeholders:

For further information on the Northwich Business Improvement District please contact:

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Jane Hough
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Tel: 01606 723 175
Email: jane.hough@groundwork.org.uk

www.northwichbid.co.uk **www.visitnorthwich.co.uk**

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BRIO LEISURE MEMBERSHIP DISCOUNT

20% OFF FOR BID MEMBERS IN NORTHWICH

Take advantage of our exclusive Northwich Memorial Court deal with Brio Leisure for all Northwich BID members.

In partnership with the Northwich BID, Brio Leisure are offering their Brio Corporate Membership package at a specially discounted rate of 20% off for all employees, business owners and family members of any Northwich BID business.

Take advantage of the many incredible features the complex has to offer, with the venue boasting a 95 station gym, a fully functional training area, 2 huge swimming pools, a sauna, stream room, Jacuzzi and a whole range of fitness classes to join up to.

Getting involved with the deal is simple, just get in touch via:
Stephanie.leese@groundwork.org.uk or call 01606 723175.

Once registered we will then post you your very own Northwich BID Members Leisure Card for use at ANY Brio Leisure location – not just the Memorial Court! (Please remember that on your first visit, a form of identification will be required to determine you are from a Northwich BID business – ie a work badge or payslip).

So why not relax and take a break after work by taking a dip in the pool, a trip to the Jacuzzi or burning off some excess energy in one of over 60 fitness classes that are held at the centre. It really couldn't be easier - don't miss out on this great opportunity!

MARKETING AND PR SUPPORT

Through the Northwich Business Improvement District, your business can benefit from Marketing & PR support to help you gain exposure online and in the media.

Working with our Marketing and PR team who operate our Visit Northwich brand, news from Northwich and the town's businesses has featured over 200 times over the past year in local publications.

These include the Northwich Guardian, Cheshire Live, Mid Cheshire Independent, Marketing Cheshire, So Cheshire and Insider Media North West to name but a few. All of these publications are read weekly by thousands of people which has given the businesses featured a great platform to spread their good news.

Through Facebook, Twitter and Instagram, the Visit Northwich also has an online audience of over 20,000, with the reach on many posts going well into the thousands. So whether it's news of an offer, event or job vacancy, the team will get this out on social for you to reach people all over Mid Cheshire and beyond.

On top of this, there are fortnightly newsletters published to the business community and monthly newsletters sent out to consumers with the latest news from around the town. With over 2,500 subscribers across the two publications, they offer a brilliant chance for businesses to get their latest news, offers and events out there.

Get in touch: marketing@visitnorthwich.co.uk
DM us: @visitnorthwich

NORTHWICH

AGAINST BUSINESS CRIME

In partnership with

Cheshire Constabulary

Cheshire West and Chester

NORTHWICH BID2 Our town, our vision

TOWN RADIO NETWORK
SECURE INTRANET
EXCLUSION SCHEME
MONTHLY INTELLIGENCE MEETINGS
TRAINING SESSIONS

NORTHWICH AGAINST BUSINESS CRIME (NABC) IS A MEMBERSHIP SCHEME OPERATED IN THE TOWN CENTRE, WITH AIMS TO SUPPORT BUSINESSES IN:

- Reducing stock loss and improving their profitability.
- Providing support to those suffering from incidents of shop theft and anti-social behaviour.
- Ensuring shop staff and the general public feel safer within Northwich.
- Increasing communication between Northwich retail business and Cheshire Police.
- Ensuring that members views are represented in relation to any developments or initiatives in the area.
- Operating a safe and secure night time economy, by linking up premises and improving communications.

MEMBER BENEFITS

Town Radio Network

The latest digital hand held radio linked to the CCTV control room, the Police and all other members. 24 hours a day.

Exclusion Scheme

This will ban persistent offenders from entering your business (caught offending in one, excluded from all.)

Monthly Intel Meetings

Each month, we hold a meeting with all NABC members to update them in person and discuss issues as a group. If you're not able to make it, we'll drop by your business.

Secure Intranet

Your Internet log in, giving you access to the most up to date 'Mugshots', intelligence on crime and antisocial behaviour affecting your businesses.

You can report incidents and intelligence and will receive weekly newsletters.

Training sessions

Available to all staff of member stores, covering subjects such as detecting and deterring theft, fraudulent notes and common scams.

Members of NABC pay an annual subscription that could be claimed back as a legitimate business expense. Membership of NABC may reduce your insurance premiums. Costs are dependent on size of store and range from £265 - £600

FIND OUT MORE
Emily Jennerway
Support Officer
0300 999 1111 - option 3
emily.jennerway@cheshirewestandchester.gov.uk

For further information on the Northwich Business Improvement District please contact:

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