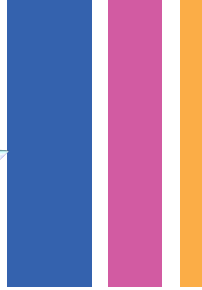


**Northwich BID
Annual Report
2022/2023**



www.northwichbid.co.uk

NORTHWICH BUSINESS IMPROVEMENT DISTRICT 2022 / 2023 ANNUAL REPORT



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. Now in its second term, the current BID has been running since September 2019 when businesses voted overwhelmingly for a Northwich BID to continue for five more years. This has allowed the BID to continue investing in the town centre, supporting businesses and ensuring the town continues 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 1.65% 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 2022 - 2023 are detailed in this annual report.



MESSAGES FROM...

Ellis Wardle Chair of the BID



Over the past year, as the town has continued to navigate the changing retail landscape and the largest cost of living crisis for a generation, as well as address the aftermath of a global pandemic, the BID and its partners have worked hard to drive footfall into Northwich. I hope that all our businesses can see the value in the work we have done and recognise the significant inroads we have made in putting Northwich on the map at a regional level. We know these are challenging times and now more so than ever we will continue working together with our partners to celebrate this great town and show that Northwich truly is a destination with a difference. Our drive to support our BID members has seen us provide free training courses, offer support and advice to companies and organisations as well as deliver and support high calibre events and activities across the year. In our fourth year of the BID we delivered and supported a fantastic calendar of family friendly events, from the much anticipated Pina Colada Festival, when the town shimmered in a multi-coloured festival of music and dance and our hospitality businesses saw fantastic sales, to the fantastic River Festival and Christmas

Extravaganza all being highlights supported by your BID levy. Our social media and marketing activities reached an audience of 3.5million, showing massive growth year on year and helping us showcase all things Northwich to new audiences.

In this final year of BID 2 we're once again working to deliver a full schedule of events and challenging ourselves to deliver greater success and increased footfall from visitors from Cheshire and beyond.

As a business owner myself I recognise the current economic climate is making profitable trading a real challenge, with a customer base that has less to spend, and changing consumer habits it is likely to be a tough year for all. I therefore encourage you to get involved in as many of the activities as you can, the more businesses involved the bigger the growth of Northwich as a destination with a difference, increased footfall and ultimately a return to profitable trading.

Please do take advantage of everything the BID offers, 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.

Nikki Halliday Northwich BID Project Manager

In last year's annual report, my predecessor, Adam Gerrard committed to working with partners to deliver real outcomes for the town. Since then the BID has supported businesses through the partnership delivery of high-profile events and activities and through its use of the Visit Northwich destination brand to great success. The ongoing challenges facing the retail and leisure landscape are not to be under-estimated and in this final year of BID 2 I am picking up the baton and will continue to work with partners to identify opportunities and to deliver on our plans. The cost of living crisis continues to bite and the BID's role in profiling

Northwich on a local and regional level is more important now than ever.

The partnership work that exists within our town is fundamental to our success, I will continue to work with partners and businesses to shout about all things Northwich, to provide enhancements to the town and to keep the pound local. Thank you for making me feel so welcome in my first few months, if I haven't managed to meet you yet I look forward to doing so over the coming months as we work towards a successor BID for the town.



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 WE DELIVERED IN 2022/2023

THEME ONE. A UNIQUE SHOPPER EXPERIENCE

In 2022/23 the BID delivered and supported a full events programme along with supporting marketing campaigns and environmental improvements across Northwich.

The underlying principles of all our activities have been to ensure the town is seen as an attractive and vibrant place for people to live, visit and work, ensuring our local residents are proud to call Northwich their home, and that visitors see it as a place they want to come back to time and time again.



Above figures are from Sep 22 - Aug 23 and the increase is compared to 2021-22



'FACES OF NORTHWICH'

In a year when the high street continues to face challenges from the online retail world and a cost-of-living crisis is impacting sales, ensuring our businesses remain front and centre to our digital marketing is crucial. Our activity continued to build on the successful 'faces of Northwich' campaign, showcasing the people behind the businesses, and highlighting the diverse and unique high street offer. In the past 12 months more and more businesses have been involved in this campaign, with our inbox being messaged weekly with businesses looking to get involved. Our dedicated Visit Northwich marketing team work to support our day-to-day activities, writing blogs and newsletters as well as visiting the town centre each week to meet businesses and gather content. They act as a first point of contact for all things marketing and promotion via the website and social media.

The team also support during all key events to ensure dynamic live content is generated and shared in a timely manner.

**Businesses can email a single point of contact to request promotion:
marketing@visitnorthwich.co.uk**

THEME ONE. A UNIQUE SHOPPER EXPERIENCE



Our monthly B2C marketing e-newsletter has gone from strength to strength this year, with a massive 85% growth from 2,336 subscribers at the start of the BID year, to 5,062 by August 2023.

The BID produced the annual What's On guide, profiling all key events across the town. The guide is a great platform for events run by our local businesses and we work closely with partners to ensure it's packed full of engaging and useful content. The guide proved extremely popular with a 10,000 print run distributed across key outlets in the town and further afield.

In addition to the specific business promotion, the BID led on the marketing of a number of key events throughout 2022/23, including the Festival of Arts, Coronation Concert, Pina Colada Festival and Christmas Extravaganza along with several smaller scale activities such as Crazy Golf.

We also provided significant marketing support to the Artisan Markets, Grub Club, Verdin Park Music Festival, Krazy Races, River Festival, Annual Diversion, Heaven 17 and Firefest.

BLOOMING MARVELLOUS!

In our fourth year of BID 2 we 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 2022, we provided a number of bedding plants in our planters throughout the town. For our summer period in 2023, the BID once again 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.

Northwich BID lead on the 'In Bloom' portfolio, which is supported by more than 30 organisations.

Our towns planting helped us achieve a second Gold at the North West in Bloom Awards for 2023.

The RHS judges commented that the portfolio of projects included in our entry showed a wide range of brilliant projects and groups involved throughout the year in promoting wildlife, healthy lifestyles, civic pride, inclusivity and community care and compassion.

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

The installation of colourful bunting throughout the town over the spring / summer months adds to the BID's overall aim of creating a vibrant and welcoming town centre.





EVENTS PROGRAMME HIGHLIGHTS

NORTHWICH CHRISTMAS EXTRAVAGANZA

The Christmas Extravaganza in 2022 saw a year-on-year growth in audience attendance. Delivered in partnership with Northwich Town Council, Barons Quay and Northwich Rotary Club, the event featured more free activities than ever across the town centre, leading up to the big switch on itself. Theming of the event was around Northwich as a place that is welcoming to everyone. The market for the event was moved to a more prominent location, with exciting activities placed in traditionally quieter parts of the town. Businesses across the town got involved in the festivities with window displays and a town centre trail.



NORTHWICH CORONATION CONCERT

The team worked with Northwich Town Council to celebrate the coronation of His Majesty King Charles III to deliver a one-day event, the "Northwich Coronation Concert". The event saw Roberts Bakery Brass Band, along with a number of other local acts including Northwich Uke Club entertain shoppers in the town centre – the event also featured afternoon tea boxes supplied by a local business.



NORTHWICH RIVER FESTIVAL

The return of the popular Northwich River Festival, delivered by Northwich Rotary Club drives significant footfall into the town centre and is supported by the BID team with marketing, team entries, financial management and duck ticket sales. Rotary Club were very thankful for the support which enables them to continue running a highly successful Northwich event.



NORTHWICH KRAZY RACES

The BID once again provided funding to Krazy Races, an event organised by Northwich Town Council, which saw Castle Street closed and soapbox's come racing down it's hill. The event attracted more than 15,000 people into Northwich. 2023 was the final year of this event in Northwich and we are now working with the town council to review opportunities for alternative ways for town centre businesses to capitalise on events, with a particular focus on new events that ensure our business community can maximise benefits.



NORTHWICH FESTIVAL OF ARTS

Northwich Festival of Arts made a welcome return with 19 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.



EVENTS PROGRAMME HIGHLIGHTS



Over 3,000 Pina Coladas sold

8 street performances



3 parades



2 live music stages

10 live musicians

Once again, the BID led on the biggest town centre event with the fantastic Pina Colada Festival. Driving heavy footfall into the town and delivering record breaking sales for hospitality businesses as well as showcasing the wider town centre offer. The day also saw family-friendly activity to ensure that everyone, no matter their age, could enjoy the event and encouraged footfall throughout the town. Anecdotal evidence also highlights the very positive benefit the festival brings to many non-hospitality businesses with supermarkets reporting increased sales on the day. The festival also achieves a strong positive profile for Northwich online.

The Festival, delivered by the BID, will return on 17th August



THEME TWO. A SAFER TOWN CENTRE



The BID continues 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 in 2022, 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. The NABC were also instrumental in the working with the BID, Cheshire Police and Northwich Town Council tackling ASB in the town centre.

“Partnership working in Northwich is crucially important in ensuring the town can grow and develop. The BID activity really does help to amplify our own aims of reducing crime in the town centre, making Northwich a safe place to live, work or visit. Positive outcomes will ultimately help members save money by reducing shoplifting which can only be a good thing”

Emily Jennerway,
Northwich
Against Business
Crime Manager



THEME THREE. BUSINESS SUPPORT



40
course dates

27 businesses
accessed free
in person / online
courses

62 delegates

500
hours of accredited
training

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

- **Level 3 Award in Emergency First Aid in the Workplace**
- **Level 3 Award in First Aid at Work**
- **Level 3 Award in Mental Health First Aid in the Workplace**
- **Fire Marshal**
- **Level 2 Award in Health & Safety in the Workplace**
- **Level 2 Award in Principles of Risk Assessment**
- **Level 2 Award in Manual Handling**
- **Level 2 Award in Principles of COSHH**



In addition, two Makaton courses were held in June 2023 to continue our commitment to ensuring Northwich's Makaton Friendly town status.

(achieved in 2019)



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 local authority in various matters.

The BID were also a key stakeholder with the Northwich Development framework, with the BID Board and wider members asked to directly contribute to the plans. The BID was then asked for initial feedback on the results of the consultation, demonstrating the power of the Northwich business communities voice through the Business Improvement District.



WHAT WE PLAN TO DELIVER IN OUR FINAL YEAR OF BID 2

THEME ONE. A UNIQUE SHOPPER EXPERIENCE

NORTHWICH BID TEAM

- ✓ A dedicated team focussed on helping and assisting businesses in the town centre.

Development of the online presence of Northwich through:

SOCIAL MEDIA

- ✓ A quarterly content calendar developed to share with all businesses in order that advance notice is given of activities, enabling greater collaboration between Visit Northwich and businesses.
- ✓ Creation of digital assets / toolkit for use by businesses providing Jpeg, pdf and png files that can be used in day-to-day promotional activity.
- ✓ Increase in use of reels and videography to grow engagement and followers.

DEDICATED WEBSITE

- ✓ Introduction of 'listing' style pages on Visit Northwich to ensure all BID members are given profile and visitors are signposted to the offer.
- ✓ Focused page on Northwich Market to support the indoor market traders (as agreed with CWAC)
- ✓ Ensuring What's On / Event section is up to date and includes all key events.
- ✓ Creation of members only sections of the Northwich BID website – to create a repository of information for BID members and reduce the need for long emails with attachments.
- ✓ Further investigation in to offers available for, and from, BID members is being undertaken to create a comprehensive 'offers' page on the BID site.

PARTNER WEBSITES

- ✓ Ensure content on all key sites is updated and improved.

PLUS

- ✓ Continue to plan, deliver and support events in the town centre, ensuring activity is spread across the whole town.
- ✓ Work with the local authority to improve wayfinding, accessibility and the customer journey into and around Northwich.
- ✓ Continued investment into hanging baskets, floral arrangement, landscaping, street dressing and other visual improvements to enhance specific locations.
- ✓ Added value cleansing of the town centre, improved litter collection and cleansing over and above the standard services provided by Cheshire West and Chester Council.
- ✓ Finalise historic town trail.
- ✓ Enter Northwich in the RHS In Bloom Competition.

THEME TWO. A SAFER TOWN CENTRE

- ✓ Continue working with our partners Cheshire Police, Northwich Against Business Crime and the Cheshire West and Chester Council CCTV Team to deliver initiatives and activities that support the crime reduction in the town centre.
- ✓ Investigate the Feasibility of Purple Flag Status.

THEME THREE. BUSINESS SUPPORT

- ✓ Provision of BID funded training courses, workshops and seminars to upskill our staff and workers in relevant and appropriate topics.
- ✓ Introduce networking / meet the neighbours style events to support the business community and to identify challenges and opportunities.
- ✓ The BID team will continue to tackle barriers to growth for businesses / organisations in the town centre as well as identify and create new opportunities.

INCOME AND EXPENDITURE

September 2022 – August 2023. BID 2 – Year 4

BID INCOME		
	Forecast	Actual
BID Levy Income	£ 205,843	£ 176,138
Partner Contributions	£ -	£ 19,619
Spacehive	£ -	£ 36,274
Bank Interest	£ -	£ 434
Prior Year Surplus	£ 7,143	£ 13,874
Total Income	£ 212,986	£ 246,339
BID EXPENDITURE		
	Forecast	Actual
Theme One – A unique shopper & visitor experience	£ 140,000	£ 172,102
Theme Two – A safer town centre	£ 8,500	£ 8,176
Theme Three – Business Support	£ 22,087	£ 23,042
Project Management & Administration	£ 29,250	£ 26,090
Accruals	£ -	£ (5,420)
Total Expenditure	£ 199,837	£ 223,990
Surplus +/-	£ 13,149	£ 22,349



NORTHWICH BID WORKS WITH SEVERAL PARTNERS AND STAKEHOLDERS



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

Nikki Halliday
BID Project Manager
Tel: 07592 774163
Email:
Nikki.halliday@groundwork.org.uk

Jane Hough
Deputy Director for BIDs & Business
Tel: 01606 723175
Email:
jane.hough@groundwork.org.uk

www.northwichbid.co.uk



BRIO LEISURE MEMBERSHIP DISCOUNT



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, steam room, Jacuzzi and a whole range of fitness classes to join up to.

Getting involved is simple - just visit your local Brio Leisure centre (not just the Memorial Court!) with a form of identification to determine you are from a Northwich BID business – ie a work badge or payslip when you sign up.

For any enquiries please contact stephanie.leese@groundwork.org.uk or call 01606 723175.

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 access high profile Marketing and PR support to generate positive online engagement and exposure in the media.

Working with our Marketing and PR team who coordinate our Visit Northwich brand activity, news from Northwich and the town's businesses has featured more than 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.

Our online profile continues to go from strength to strength with both Facebook and Instagram proving highly effective communications tools. With an online audience of well over 20,000 the Visit Northwich brand has achieved over 3.5m engagements online in the past year, providing the perfect opportunity to reach an engaged audience for your business. So, whether it's news of an offer, event or job vacancy, or you simply want to shout about the great things your team do, the marketing team are here to get this out on socials for you to reach people across Cheshire and beyond.

In addition we have a growing subscriber list for our published newsletters – with targeted messaging to both the business community as well as a consumer led newsletter bringing the latest news from around the town. With over over 5,000 subscribers (100% increase on the previous year) across the two publications, they offer a fantastic vehicle for businesses to get their latest news, offers and events out there.

Get in touch: marketing@visitnorthwich.co.uk
DM us: @visitnorthwich on socials or visit our website
www.visitnorthwich.co.uk



NORTHWICH AGAINST BUSINESS CRIME

IN PARTNERSHIP WITH



- 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. Additionally, access to the crime report function enables reporting of incidents and intelligence to Cheshire Police. You will also 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.

FIND OUT MORE

CONTACT Emily Jennerway
Business Crime Manager
0300 999 1111 - option 3
emily.jennerway@cheshirewestandchester.gov.uk

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



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