



Northwich Business Improvement District 3 (BID3)

BUILDING ON 10 YEARS OF SUCCESS

This is our Proposal for a
Third Term BID in Northwich

£1.5m+ added value investment into Northwich



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INTRODUCTION AND HOW THE BID WORKS

WELCOME TO OUR PROPOSAL FOR A THIRD TERM BID IN NORTHWICH

Our proposal for a third term Business Improvement District (BID) for Northwich provides a great opportunity for businesses and stakeholders to once again come together and continue to build on the success of the last 10 years.

A MESSAGE FROM YOUR CHAIR

Northwich became the first town BID in the Cheshire and Warrington area back in 2014. Since then, the town has seen some significant changes in consumer shopping habits, has navigated a global pandemic, dealt with Brexit and more recently our businesses have faced the biggest cost of living crisis seen in decades. However despite this back drop, our businesses and organisations continue to work hard to ensure that Northwich remains a town that residents and visitors regularly visit to shop, support our ambitious events and festivals and enjoy their leisure time.

This proposal has been produced by the Northwich BID Team, based on feedback received from businesses through the BID 3 consultation during the Autumn of 2023 and the more recent consultation on the draft business plan in January/February 2024.

The Northwich BID has delivered and supported some of the most sought-after events in the North West, attracting huge crowds of more than 20,000 consumers and visitors. These annual events include:

- ▶ The Nationally recognised Pina Colada Festival
- ▶ Christmas Extravaganza,
- ▶ Northwich River Festival,
- ▶ Northwich Artisan Market,
- ▶ Now Northwich.

We have continued to develop the dedicated consumer brand 'Visit Northwich', which has reached more than 3.5million consumers. The Visit Northwich brand promotes and markets everything that is fantastic about Northwich and the businesses that operate here, providing individual businesses with unique opportunities to raise their profile and engage new customers.

The BID has also made significant investments into the aesthetics of the town, with an abundance of annual BID funded floral displays sweeping across the town creating a sea of award-winning colour throughout the spring and summer months.

Supporting businesses and local traders has been an essential part of the work of the BID. The BID has provided free to access training to 200+ employees of companies across the BID area; supported companies/organisations to navigate their way through grant/financial support throughout Covid whilst also securing £40k of additional grant support for hospitality businesses. During and after the Northwich Floods the BID

supported with the development of the Northwich Emergency Flood Plan, and delivered vital support and advice to companies during these challenging conditions.

All of these projects and services delivered through the BID are above and beyond what is delivered through Cheshire West and Chester Council and Cheshire Police.

Throughout this BID3 proposal, we have set out our ambitious objectives to build upon the successes we have achieved since 2014. We want to continue to bring forward exciting opportunities to:

- ▶ Engage consumers,
- ▶ Create great experiences for visitors
- ▶ Build a stronger and more resilient business community.

As a BID team we are determined to deliver our plans that meet the current needs of the business community by delivering added value and additional investments into our town.

To do this we need your support – I urge you to read through the proposal, share with your colleagues and join me in voting "Yes" for continued success in Northwich.

A "No" vote would mean that we would lose all the good work achieved over the last 10 years and more importantly a loss of £1.5+ million new investment to support our town in the future.



Ellis Wardle

Owner of the Salthouse NW and The Bull Ring and Chair of the Northwich BID Board



THE NORTHWICH BID2 BOARD

The Northwich BID2 Board was established in 2019 and has provided leadership and direction on the delivery of the Northwich BID2 5-year business plan.

Board membership is open to all eligible businesses in the town who are interested in working together to create a more vibrant and prosperous town.

Current members of the Board include:

- ▶ The Salthouse NW / Bullring NW
- ▶ Abda
- ▶ mosshaselhurst Solicitors
- ▶ Northwich Art Shop
- ▶ McDonalds
- ▶ The Salty Dog
- ▶ CRS Consultants
- ▶ Barons Quay
- ▶ Northwich Town Council (Advisory Capacity)
- ▶ Cheshire West and Chester Council (Advisory Capacity)



To find out more about Northwich BID 3 and the ballot process please scan the QR code to the left.

HOW IT WORKS

- ▶ All eligible businesses will pay 1.95% of their Rateable Value in BID levy, with a maximum cap of £15,000.
- ▶ All premises with a rateable value greater than or equal to £6k will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

VOTE

BID BOARD

- ▶ Businesses within the Northwich BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from companies across the Northwich BID area.

- ▶ The BID board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan
- ▶ New projects and services agreed by the business-led BID board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

INVEST, BENEFIT AND REPORT

BENEFITS FOR YOUR BUSINESS

BIDs are designed to be fair and equitable. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements.

The Benefits are cross cutting for all sectors - below are some of the key highlights for your business.

INDEPENDENT RETAILERS	NATIONAL RETAILERS	LEISURE AND HOSPITALITY OPERATORS	PROFESSIONAL AND OFFICE SECTOR
<ul style="list-style-type: none"> ▶ Over 3million visitors and consumers engaged across the Visit Northwich social media platforms over the last 12 months ▶ A dedicated and significant 5-year investment into promotional campaigns that will highlight the range and quality of independent speciality businesses including professional promotional videos and photos of independent stores promoted to 1000s of consumer both off and online ▶ The opportunity to raise your business profile via new events and activities ▶ Insight into intelligence and information about footfall and the wider performance of Northwich as a destination ▶ Access to a range of professional and support services arranged by the BID including training services and access to grants where available 	<ul style="list-style-type: none"> ▶ Increased footfall and more consumers and visitors to Northwich, particularly on event days ▶ New investments into Northwich Against Business Crime (our local Business Crime Reduction Partnership) to tackle shoplifting and anti-social behaviour ▶ Promotion and marketing of Northwich to a wider and more targeted audience by raising the profile of Northwich as a destination to live and work ▶ The ability to understand more detailed information on consumer habits and trends through the development of information/footfall intelligence 	<ul style="list-style-type: none"> ▶ Delivering an enviable events and festivals portfolio to draw new consumers and visitors to Northwich throughout the calendar year ▶ Targeted promotional campaigns through the Visit Northwich media platform to highlight the range and quality of food and drink businesses in Northwich ▶ Providing opportunities for our hospitality/leisure businesses to link their offer/services into the events/festivals that are delivered in Northwich ▶ Deliver specific projects to improve the night-time economy experience and further enhance the reputation of the night-time economy 	<ul style="list-style-type: none"> ▶ An enhanced and more vibrant town for your clients and your employees. ▶ A joined-up approach to raising issues that occur in the town and lobbying as one voice for Northwich ▶ Access to promoting your services to 300+ fellow town centre businesses through regular BID communications, such as newsletters and e-bulletins. ▶ Providing your business and employees with free of charge or low-cost accredited training courses delivered through BID funding ▶ Raising the profile of Northwich as a "great place to do business" by attracting inward investment and working with sub-regional bodies, such as Marketing Cheshire and Cheshire West and Chester Council
<ul style="list-style-type: none"> ▶ Opportunities to lobby key decision-making bodies for greater investment and improved trading conditions in Northwich 			

THE CHALLENGES AND OPPORTUNITIES FOR NORTHWICH

During the autumn of 2023, all businesses across the town had the opportunity to share their views on the Northwich BID through a Business Improvement District consultation.

We received more than **90 responses** with businesses and organisations contributing their views, which highlighted the need to develop additional investment into the marketing and promotion of Northwich, management and delivery of events, initiatives to manage anti-social behaviour and crime prevention, making investments to improve the aesthetics of the town and individual business support.

The results of your feedback provided an essential evidence base for us to develop the Northwich BID 3 business plan. The business plan was issued for consultation throughout January/February 2024 where all eligible businesses in the proposed BID geographical area had an opportunity to respond through an online consultation, face to face meetings and telephone calls.



Businesses consider it important to sustain and develop our current programme of festivals and events that could bring in over 150,000 additional visitors every year – 89% of respondents stated it is important for BID 3 to make investments to sustain and further develop the annual calendar of events and festivals to ensure we retain and attract new visitors and consumers to Northwich



Respondents said it is essential to continue to market and promote Northwich as a destination with a difference by raising the profile of the town, the businesses and organisations that operate here along with our history, heritage, green spaces, and waterways - It is imperative that we continue to promote everything great about Northwich. Whether that be shining the "spotlight" on our individual businesses, promotion of events and unique offers or shouting about the town's growth, we need to ensure that Northwich is seen as a place where you can shop, spend your leisure time, and enjoy the surrounding history, heritage, culture and open green spaces.



Business managers want additional support to tackle crime, shop lifting and anti-social behaviour - Respondents have highlighted criminal damage, shoplifting and anti-social behaviour as prevalent in the town and impacting upon the consumer experience. We have identified several projects and initiatives to support us with managing anti-social behaviour in the town.



Respondents said Northwich needs to deliver a good quality experience for our residents and visitors - The quality of the visitor experience can be further improved through investment in the town's aesthetics. Respondents reported that they would like to see investment into directional and interpretational signage/wayfinding, town dressing, Christmas trees, planting schemes, hanging/railing baskets, and public art installations. All these investments would be added value, above any schemes that are currently delivered by Northwich Town Council and Cheshire West and Chester Council.



A need to develop our footfall technology – to better understand shopper habits, customer trends and how our consumers and visitors utilise and move around the town.



Through our consultation, businesses reported opportunities to improve the profile of the BID, and the work it delivers in the town - The BID will develop a communication strategy to raise the profile of its work to both BID members and consumers. We can do this by strengthening our communications through sharing intelligence, information and news across the business community and the Visit Northwich media channels, ensuring information is easily accessed and delivered in a timely manner. The BID will also look at introducing 'Welcome packs' for new businesses, along with improved communication around the benefits and opportunities the BID offers for its members.

HOW MUCH WILL IT COST?

BIDs are designed to be fair. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements. Northwich is also home to a number of office and professional service-based companies, all of whom would be contributing members of the BID where their premises have a rateable value greater than or equal to £6,000.

The average daily cost for small and medium sized independents is 64pence per day All premises with a rateable value below £6,000 are exempt.

Average daily levy

£0.64

For small and medium businesses the average daily equivalent is £0.64 per day.

1.95%

Levy

The BID levy would equate to 1.95% of a hereditaments rateable value*



<£6K

Exemption Threshold

*The BID levy will be 1.95% of rateable value for all hereditaments and will increase by 0.05% of a hereditament's rateable value each 12 months from April 2025.



BUSINESSES IN NORTHWICH REALLY BENEFIT FROM THE BID.

A well run and proactive BID can make such a huge difference to a retail town. In Northwich we are fortunate to have such a positive BID. They offer so much more, with effective and generous promotion of the town and its businesses through various channels.

PHIL BOWER

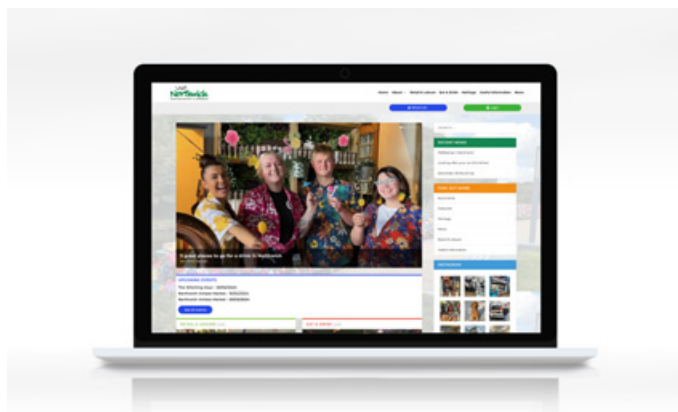
Owner, Northwich Art shop

NORTHWICH BID2 SUCCESSES DURING 2019–2024

“WHAT HAS THE BID DONE FOR ME?”

BID Marketing and promotion stats

- Reach of more than 3.5 million consumers between January and December 2023 through our website and social media platforms



- Over 23,000 social media followers:



14,627 followers



4,653 followers



4,381 followers

- Distributed monthly B2B e-newsletters to BID members
- Distributed monthly B2C e-newsletters to consumers
- **Covid Recovery Campaign** – delivering various marketing campaigns and trader spotlights to encourage consumers to “shop local”
- Sustained and effective joined up work between the private, public and 3rd sector

Delivered or financially supported the following events between 2019 – 2023

- **Pina Colada Festival** – garnering national coverage of Northwich on Radio 2’s – The Claudia Winkleman show
- **Christmas Extravaganza** and Christmas and New Year promotions
- **Seasonal street performance and animation** across the town
- **River Festival**
- **Music Festival**
- **Krazy Races**
- **Now Northwich Festival** – a highly recognised event by Arts Council England
- **Artisan Market**
- **Northwich Food Festival**
- **Northwich Festival of Arts**



Safety and Security

- Developed a “Back to” Covid resilience plan for Northwich and distributed “free” hand sanitiser and various free social distancing kits/materials to BID members
- Distributed shopping safety kits for consumers
- Distributed UV scanners to retailers to reduce the distribution of forged bank notes
- Worked in partnership with Cheshire Police, Northwich Town Council, Barons Quay and Northwich Against Business Crime to **tackle anti-social behaviour**
- Funded youth-based activities in the town to tackle anti-social behaviour

Improving the Consumer Experience

- Joint funded annual planting, railing baskets and hanging baskets across Northwich Town during Spring and Summer
- Worked in partnership with Cheshire West and Chester Council to **develop the open green space** (where the indoor market was located)
- **Successfully entered the Northwest in Bloom RHS Awards winning Silver Gilt in 2021, Gold in 2022**, along with the accolades of Best Large Town and Best Art in the Community Awards, **and Gold in 2023**.



- Funded the Christmas Trees on Town Bridge and Weaver Square between 2019 and 2023
- Funded the refurbishment of the Poppy Installations by local artist Jim Stanley at Pocket Park on the High Street
- Part funded cleansing regimes of the public toilets in Weaver Square
- Funded ad hoc cleansing and proactively managed specific cleansing issues across the town
- Part funded and installed the outdoor canopy, tables and chairs located in Applemarket Place

Business Support

- Distributed £50k of government grant funding to hospitality businesses to enable alfresco dining through the Covid recovery period
- Provided extensive support to businesses with the Covid Government grants. This included support with the application process and the paperwork required to submit an application
- Provided support to the traders who were affected by Storm Christoff floods during 2021 and subsequent work on supporting the council to develop a flood emergency plan for the town
- Delivered 82 training courses and workshops for employees of BID businesses in subjects including:
 - Level 3 Emergency First Aid in the Workplace
 - Window Dressing Consultations
 - Leadership Skills and Management
 - Fire Risk Assessment
 - Level 3 Award in First Aid at Work
 - Fire Marshal
 - Level 3 Award in Mental Health First Aid in the Workplace
 - Energy Saving for your Business Workshop
 - Level 2 Award in Principles of COSHH
 - Level 2 Award in Health & Safety in the Workplace
 - Level 2 Award in Principles of Manual Handling
 - Level 2 Award in Principles of Risk Assessment
 - Level 3 Food Hygiene Course in Catering
 - Makaton Training



209 Delegates Trained

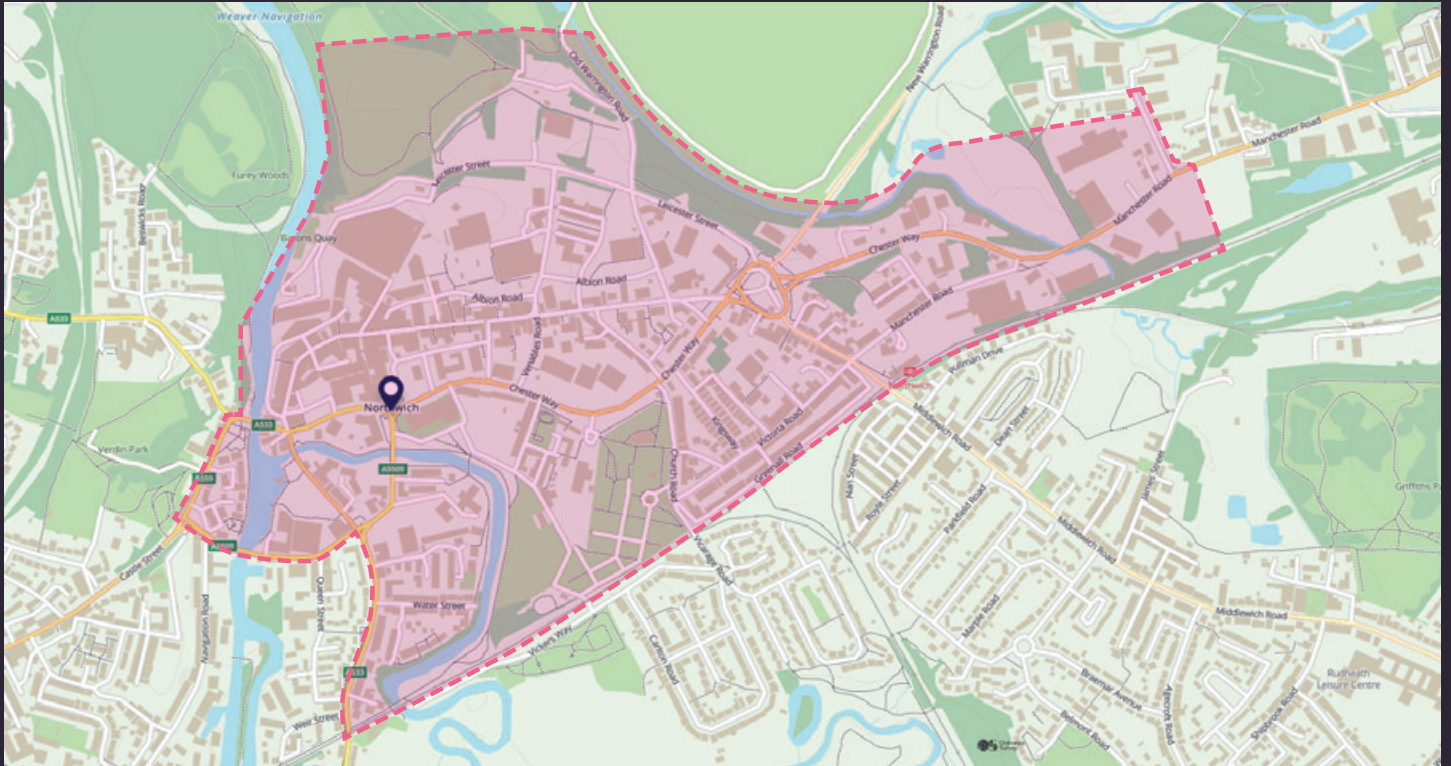


1580 Accredited Training Hours



£41,356 Combined cost saving for BID businesses

THE BID AREA



- ▶ 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
- ▶ Northwich Market
- ▶ River Park Walk
- ▶ Post Office Place
- ▶ Brooke Street
- ▶ Barons Quay
- ▶ John Street
- ▶ Weaver Point Way
- ▶ Chester Way
- ▶ London Road (Partial to the railway line)
- ▶ Church Road
- ▶ Castle Street (Partial)
- ▶ Manchester Road (Partial)
- ▶ Station Road

BID3 VOTE YES!





Northwich BID has been building connections and networks for years and is particularly proactive in creating footfall and events for the local High Street and business community all year round. They provide a variety of training services but also a liaison to other infrastructure and community resources. They were particularly helpful to us and extremely supportive through the local flooding event and through Covid related issues. They are really good at helping with local community marketing and are always available to answer questions about almost any business related matter for the Town.

SHAUN EDMONDSON

Operations Manager, Gavin Edmondson Solicitors

As an independent business, I have been impressed by the BID's commitment and support given to the business community in Northwich. The BID offers great opportunities for businesses across the town to benefit from a better promoted and more vibrant town centre. The BID has my 100% support.

PENNY HITCH

Owner at Vinnies

WHAT WE WILL DELIVER DURING NORTHWICH BID 3 (2024-2029)

This Proposal has been broken down into three themes.

Under each theme are a list of projects and services that you have helped to shape and are important to support Northwich to compete in an increasingly competitive and uncertain trading environment.



“I've seen the benefit that Northwich BID have provided to the town, specifically the hospitality sector. The Pina Colada Festival and the Christmas Extravaganza stand out as big days in the calendar, but the input from the BID into all of the events in the town has made a massive difference in driving footfall into town and as a hospitality business that has been a massive boost to us”

CHRIS MUNDIE

The Salty Dog

THEME 1

DESTINATION WITH A DIFFERENCE

We want to further develop the customer journey experience, ensuring that Northwich remains relevant and attractive to a broad range of consumers and visitors.

Through BID 3 we will develop and deliver our events and marketing strategy for Northwich, striving to increase our reach and engagement over social media channels to in excess of 3.5 million consumers. We will promote Northwich's enviable events calendar throughout the year alongside the town's cultural assets, heritage and numerous green spaces, all whilst shining a spotlight on our town's businesses – the beating heart of Northwich.

Since 2014 the BID has been instrumental in raising the profile of Northwich through the 'Visit Northwich' brand. We have achieved this through:

- Managing and maintaining the dedicated website www.visitnorthwich.co.uk
- Managing and developing the Visit Northwich social platforms on Facebook, X (formerly Twitter) and Instagram
- Creating and delivering a dedicated year-round programme of event marketing and promotional campaigns to raise the profile of Northwich



BID 3 will grow and develop the 'Visit Northwich' brand through:

- Maintaining and growing the Visit Northwich consumer website to raise the profile of Northwich across the North West and beyond
- Delivering further investment in social media to grow the online reach of businesses in Northwich across key social media platforms (Facebook, Instagram, and X)
- Creating the Northwich annual "What's on Guide" in print and digitally, distributing to over 10,000 people and key outlets in addition to hosting on the Visit Northwich website

BID3 MAKE YOUR VOTE COUNT



THEME 1 CONTINUED



“THE NORTHWICH BID HAS BEEN FUNDAMENTAL TO THE DEVELOPMENT OF THE TOWN.”

Not only have they delivered and supported great events, which continue to increase footfall to the town and the businesses within, they have a sustained and growing relationship with all local businesses and will always go the extra mile to help them. I'm proud to work with the BID, and will continue for a third term.

PAUL ROWLAND

Store Manager, Superdrug

- Continuing to shine a spotlight on all our wonderful traders in Northwich and feature across all the digital platforms
- Investment into professional videography and photography production for use in promoting the town and its resident organisations
- The development of consumer online and hardcopy bulletins to promote relevant information including town events, special promotions, business promotion and good news stories
- Targeted marketing campaigns to reach different and new audiences of consumers across Cheshire, Greater Manchester and Merseyside

Over the last 10 years the Northwich BID, Northwich Town Council, Barons Quay and other key partners have worked in partnership to develop an enviable events programme in Northwich. To sustain the investment in these key events the BID is proposing to either fund or part fund the following events and festivals in Northwich.

Events and Festivals – BID3 could deliver or financially support the following annual portfolio of high-quality events and festivals which may include:

- Pina Colada Festival
- Christmas Extravaganza
- Now Northwich
- Music Events
- New events that celebrate the history and heritage of Northwich
- Northwich Arts Festival
- Northwich River Festival
- Seasonal Street Performance and Animation at:
 - Easter
 - Halloween



THEME 2

DELIVERING AN ENHANCED EXPERIENCE FOR CONSUMERS AND VISITORS

Our research and consultation with businesses has identified a range of opportunities to create an enhanced experience for consumers and visitors. We believe a successor BID can achieve this through:

1. Tackling crime, shoplifting and anti-social behaviour in Northwich Town
2. Delivering environmental enhancements to sustain the level of investment already delivered to improve the aesthetics of Northwich town

Tackling crime, shoplifting and anti-social behaviour:

Through BID 3 we will develop our relationship with Northwich Against Business Crime. The BID will seek to make investments into the scheme which could provide the following support to BID members.

- ▶ Free Training in various topics including:
 - ▶ How to prevent shoplifting
 - ▶ Managing conflict
 - ▶ National Crime Behaviour
 - ▶ Avoiding Cyber Crime
 - ▶ Shop Security Testing

- ▶ Disc system
- ▶ Discounted Radio Network scheme
- ▶ Free to attend town briefings

We will work with our businesses, community groups, Cheshire Police and other relevant agencies to manage anti-social behaviour in the town. We

will review the current youth-based activities provision and seek to make investments into meaningful projects for young people to engage in.

Projects could include:

- ▶ Music and Media
- ▶ Landscape/environmental/planting
- ▶ Street/Wall Art
- ▶ Performance and Dance



THE BID HAS PLAYED AN IMPORTANT ROLE IN HELPING TOWN CENTRE BUSINESSES THROUGH THE UPS AND DOWNS THEY HAVE FACED OVER THE PAST 10 YEARS

The marketing and promotion of Northwich is crucial to encourage visitors into the town and the effectiveness of the events and activities the team put on themselves as well as the support they give to others really helps to drive footfall. We fully support BID 3 and all that it aims to deliver.

JESS SAVAS
Store Manager, Clarks

THEME 2 CONTINUED

Aesthetics, Wayfinding and Environmental

Enhancements - we will make investments into sustaining and improving the aesthetics across the town through town dressing, new planting schemes, hanging/railing baskets and public art installations.

- ▶ We will continue to invest in the landscaping, town bunting, sustainable planting schemes, hanging/railing baskets across the town, public art installations, in addition to looking at investments in town dressing around the key gateways to the town.
 - ▶ We will retain our annual application to the RHS In Bloom Awards and develop our portfolio of projects with stakeholders and community groups across Northwich, ensuring our town looks its very best.
- ▶ We will work in partnership with key stakeholders to develop improved ways of navigating visitors around the town. Projects could include:
 - ▶ The introduction of town maps
 - ▶ Improved directional and interpretational signage
 - ▶ Digital wayfinding software
 - ▶ We will continue to fund the Christmas Trees at Town Bridge and Weaver Square on an annual basis

VOTE YES! FOR BID3



THEME 3

A VIBRANT AND SUPPORTED BUSINESS COMMUNITY

The BID will continue to bring together and support the town's business community ensuring all businesses have the opportunity for their voices to be heard.

BID 3 WILL:

- **Deliver a private sector led partnership** – The BID will ensure the private sector led BID Board continues its work to bring together the views and interests of BID Levy payers.
- **Provide a BID operational delivery team** – Providing a first point of contact for your business, providing support to resolve issues and explore opportunities. The team will also be responsible for the delivery of the 5-year BID business plan.
- **Distribute regular news and information of relevance to Northwich town businesses** - The BID will provide regular updates and information on news, events, business support opportunities in the town.
- **Deliver new insights and data about Northwich consumers** – The BID will consider options for investment into footfall and consumer data to better understand our consumers shopping habits, where they come from and what demographics they represent.
- **Provide free and low-cost business training** – Deliver investments into free or low-cost training courses for your employees. These could include First Aid at Work, Mental Health First Aid in the Workplace, Health and Safety in the Workplace, Manual Handling, COSHH Training, Fire Marshal Training, Allergen Awareness Training, Food Hygiene and Catering, Visual Merchandise, Customer Service, Digital Marketing, Social Media, Risk Assessment and Leadership Skills.
- **The BID will invest in an annual Customer Excellence Awards** - The awards will be created to recognise and celebrate the great customer service that the town's retailers, independent businesses and hospitality venues demonstrate on a daily basis. The awards will provide our BID members with the opportunity of being involved in the nationally recognised Mystery Shopper scheme. Businesses who take part will be provided with invaluable feedback on how their business and staff operate in Customer services. Businesses will then be put forward in various categories and opened out to a public vote - the outcome of this will culminate in an awards ceremony in the town.



WHAT IF I VOTE NO FOR THE BID?

If the BID fails to gain the level of support required at the BID ballot, then all the fantastic work that has been achieved since 2014 will be lost and more importantly the town will lose out on £1.5m+ of additional investment to support the projects and initiatives contained in this BID proposal. This will affect the vitality and vibrancy of Northwich which will ultimately lead to the loss of consumers and visitors to competing towns where BIDs do exist.

The key benefits and additional activities that Northwich would lose are:

- ✗ The loss of £1.5m+ of additional added value investment in Northwich
- ✗ No dedicated BID Team
- ✗ No single dedicated voice to raise issues of concern around the regeneration of Northwich
- ✗ The loss of the Visit Northwich media profiles that have reached and engaged over 3.5 million media touch points over the last 12 months
- ✗ The closure of the Visit Northwich website www.visitnorthwich.co.uk
- ✗ No dedicated marketing and PR support for individual businesses
- ✗ Loss or significant scaling back of key events and festivals in the town that are delivered by the BID, including Christmas Extravaganza, Northwich Pina Colada Festival, Now Northwich and other seasonal activities. The town will also lose BID support at the Northwich River Festival and Northwich Music Festival
- ✗ No joined up partnership approach with Cheshire Police, Northwich Town Council and Cheshire West and Chester Council in managing the town
- ✗ No investments into developing the local Business Crime Reduction Partnership to tackle anti-social behaviour, shoplifting and other town based crime
- ✗ The loss of free/low cost accredited training for your members of staff
- ✗ The quality of the environment will deteriorate without investments into spring/summer planting, hanging/railing baskets, Christmas Trees (Town Bridge & Weaver Square) and summer bunting
- ✗ The loss of the Northwich annual events guide
- ✗ No investments to "pump prime" new projects that support the success of Northwich as a destination of choice for shoppers and visitors
- ✗ No opportunities for businesses to network with their fellow traders



With Sainsbury's trading in Northwich for a significant number of years, we have seen the ups and the downs that the town has faced. We believe having a BID is vital to ensure the voices of all town businesses are heard and supported. Before the BID was elected in 2014 there was very few effective coordinated events. Over the last ten years private and public sector organisations have successfully worked together to create some superb events, leading to the creation of the recent 'Pina Colada Festival' which was incredible. Without BID 3 this would all be lost and the extra enhancements within the town centre becoming missed opportunities. BID 3 is needed to drive our town forward in order to thrive in the future, for this reason I will be voting yes to BID 3.

GRAHAM ALLEN

Store Manager, Sainsbury's Northwich

GUIDING PRINCIPLES FOR THE BID

NORTHWICH BID – “REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF THE TOWN”

The Northwich BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community of Northwich, during the development of this BID proposal.



The BID will be democratic, open and transparent and will always be representative of all its members



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID board member



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal



All eligible businesses and organisations will automatically become Ambassadors for the BID



The BID will be proactive in communicating and reporting to levy payers

HOW THE BID WILL OPERATE

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The BID Board will meet a minimum of 6 times a year.

The BID Board will include representation from the key sectors including:

- ▶ Retail (Independent, Regional & National)
- ▶ Hospitality
- ▶ Leisure
- ▶ Night-time economy
- ▶ Public sector
- ▶ Third sector
- ▶ Professional and other business services

Any business/organisation with a liability for payment of a BID levy 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.

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. The BID Board will invite Cheshire West and Chester Council, Northwich Town Council and Cheshire Police to relevant meetings in an advisory capacity. The BID Board will select a Chair from the membership of the BID Board to lead the Northwich Business Improvement District 3 project.

The BID will be managed by Groundwork Cheshire, Lancashire & Merseyside. Groundwork is a not-for profit registered charity and limited company, established in

1983. Groundwork have operated specialist Business Improvement District management services since 2005.

Groundwork has managed the Northwich Business Improvement District since its inception in 2014. Groundwork also provide BID management services to other town centres including Warrington, Wilmslow and Burnley.

Groundwork will be the BID body, accountable for managing the receipt of income and subsequent delivery of services in Northwich under the direction of the Northwich BID 3 Board.

Northwich BID 3 will operate for five years between the period 1st September 2024 through to the 31st August 2029. The BID will commence 113 days after the notice of the results of the Ballot (expected 10th May 2024).



INCOME AND EXPENDITURE

INCOME	2024/25	2025/26	2026/27	2027/28	2028/29	TOTAL
Forecast BID Contribution (£)	247,155	253,334	259,513	265,692	271,871	1,297,565
Match Funding / Other Income (£)	35,000	38,000	41,300	44,930	48,923	208,153
Estimate of Predicted Revenue (£)	282,155	291,334	300,813	310,622	320,794	1,505,718

BID EXPENDITURE	2024/25	2025/26	2026/27	2027/28	2028/29	TOTAL
Theme One Investment into Marketing and Promotion (£)	60,000	63,000	66,150	69,458	71,930	330,538
Theme Two Investment into Events, Festival, Crime Prevention and Environmental Improvements (£)	147,500	153,875	160,569	167,597	172,930	802,471
Theme Three – Investment into Business Support, Training, Footfall Data and Intel. (£)	34,000	35,700	37,485	39,359	41,327	187,871
Management and Levy Collection Costs (£)	30,700	32,155	33,698	35,334	48,070	179,957
Total Annual Expenditure Budget (£)	272,200	284,730	297,902	311,748	334,258	1,500,837
Project Contingency and Estimated Cashflow Balance (£)	9,955	16,559	19,471	18,345	4,881	

- 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 BID and Cheshire West and Chester Council. No development costs will be recovered from the levy.
- The costs of levy collection by Cheshire West and Chester Council will be recovered from the BID levy and have been kept to a minimum
- The BID area, 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 BID LEVY

- ✓ All non-domestic ratepayers in the geographical area with a rateable value equal to or 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, car parks or state school provision will be excluded. The maximum liability for a BID levy will be capped at £15,000 per annum per hereditament.
- ✓ The first Business Improvement District levy will be charged for the period 1st September 2024 through to 31st March 2025. The second and subsequent BID levies will be for the relevant liable period (up to 12 months) from the 1st of April each year until the final BID levy which will be issued in April 2029 for a five month period ending 31st August 2029.
- ✓ 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 must be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan.
- ✓ Cheshire West and Chester Council will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Unless otherwise agreed in writing between the BID Body and Cheshire West and Chester Council as the billing authority, the BID levy invoice is payable by whomever is the liable party for non-domestic business rates on the date the levy is invoiced. No refunds will be payable where there is a change of ratepayer or ownership before the next levy is invoiced.
- ✓ The BID levy will be 1.95% of rateable value for all hereditaments and will increase by 0.05% of a hereditament's rateable value each 12 months from April 2025, to provide an annual small increment to allow the level of investment to be maintained. 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 1.95% of rateable value.
- ✓ The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 valuation and remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished, or reconstructed hereditaments subsequently enter into the National Non-Domestic Rates list and fall in the BID area.
- ✓ In these circumstances hereditaments will become liable for a new / varied BID levy towards the Northwich BID and the income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available.
- ✓ Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated from a value equal to or above £6,000 during the refurbishment (in which case the last valuation before zero rating will apply). In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.
- ✓ The BID levy will be charged on a chargeable day basis, meaning that the levy will be charged in advance to cover the relevant billing period. No refunds will be made in the event of a change in rateable value that affect past billing periods.



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

Consumer perceptions

Business community perceptions

Retail Vacancy rates

Marketing and PR – Digital media statistics and analysis of data

REPORTING THE WORK OF THE BID TO LEVY PAYERS

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 Board through the following communication channels:

- ▶ BID Financial Statement - A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.
- ▶ The Northwich Business Improvement District 3 Annual General Meeting.
- ▶ Northwich Business Improvement District 3 Annual Report and Accounts.
- ▶ Regular website and social media updates, e-bulletin, printed bulletins, blogs, press releases and networking events.



BID3 VOTE YES!



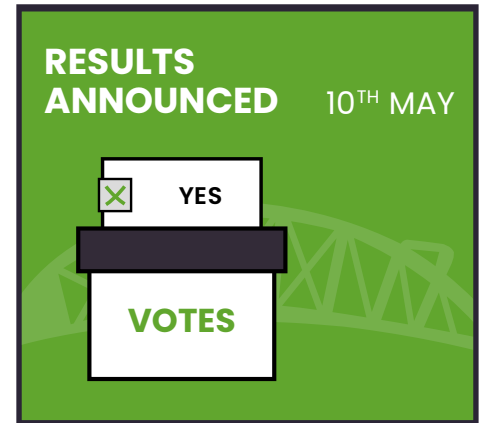
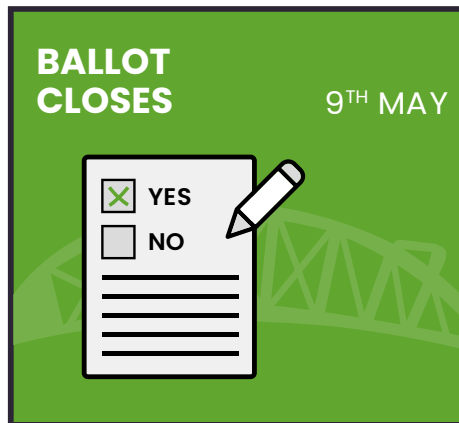
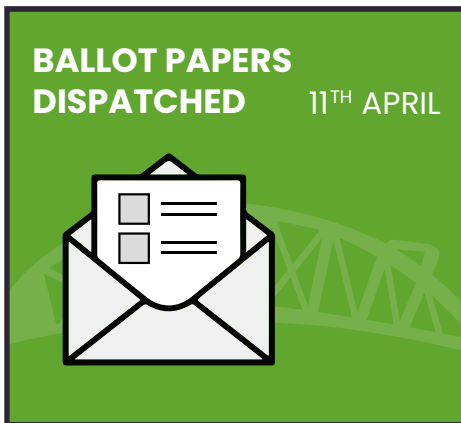
BID BALLOT

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 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 BALLOT TIMETABLE



Ballot papers will be sent out to reach eligible businesses on 11th April 2024.
The ballot will close at 5pm on 9th May 2024.

The result of the ballot will be declared on the 10th May 2024 or as soon as possible after this date.

BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Cheshire West and Chester Council a number of baseline commitments will be provided through a Service Level Agreement (SLA).

Baselines principally relate to the work of the Highways and Environmental Services teams e.g.:

STREET CLEANSING

HIGHWAY MAINTENANCE

STREETLIGHTING

STREET FURNITURE MAINTENANCE

BIN CLEANSING

The Northwich BID 3 Board will measure the baseline delivery from Cheshire West and Chester Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. Baseline delivery will be monitored through an SLA between the BID and Cheshire West & Chester Council.

FREQUENTLY ASKED QUESTIONS

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- ▶ The BID is a unique opportunity for businesses across the town to take a lead in the management and improvement of Northwich.

ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate over £1m of further investment into Northwich between September 2024 – August 2029.
- ▶ This investment will be delivered through the Northwich BID Board of BID levy payers, who will be answerable to the wider business community who fund the BID.

WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from a small additional levy paid by each premises (hereditament) within the town with a rateable value above £6,000.
- ▶ Together this could raise an investment of over £1m over 5 years, which we expect will lever additional funding from a range of sources.

WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot to approve or reject the proposal for a BID in Spring 2024.
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the successor BID will come into operation from 1st September 2024, when all premises with a rateable value above £6,000 will pay an annual levy towards the BID.

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ▶ The BID levies once collected will be ring-fenced, then paid over to the BID accountable body and invested in specific projects and services identified in the BID3 Business Plan. The BID funds are all invested under the direction of the BID Board of BID levy payers from across the Northwich BID area.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ **We already have a Business Improvement District in Northwich which has been operational since September 2014 (BID 1 2014-2019 and BID 2 2019-2024)**, however BID regulations limit the lifespan of a BID to five years. Businesses can then choose to develop a successor BID and conduct another ballot on whether to accept or reject the new proposal. Based on the feedback received from the Business community in Northwich during the Autumn of 2023, the existing Northwich BID Board have taken the decision to develop a successor Business Improvement District in Northwich, namely BID 3 to continue to support Northwich.
- ▶ BIDs have been embraced by business communities in Warrington, Wilmslow, Crewe, Chester, Liverpool, Manchester, Stockport and Altrincham where BIDs all operate.
- ▶ More than 350 BIDs exist across the UK, with the majority now being re-approved after five years.



More information

For more information please visit www.northwichbid.co.uk
or email Nikki.Halliday@groundwork.org.uk



Full details are available on the Northwich BID website. Scan the QR code to learn more

Finally, to receive regular updates about the project, subscribe to the Northwich BID Team e-bulletin by emailing:
nikki.halliday@groundwork.org.uk

THANKS TO OUR PARTNERS



Northwich
town council



Cheshire West
and Chester



BARONS QUAY

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BIDS™

the
Market Co

NOW
NORTHWICH

Rotary
in Northwich



Cheshire
Constabulary

