



Northwich Business Improvement District 3 (BID3)

BUILDING ON 10 YEARS OF SUCCESS

BID 3 Proposal Summary

£1.5m+ added value investment into Northwich



THEME 1

BID3

A DESTINATION WITH A DIFFERENCE

VOTE YES



THEME 2

BID3

DELIVERING AN ENHANCED EXPERIENCE FOR CONSUMERS AND VISITORS

VOTE YES



THEME 3

BID3

CREATING A VIBRANT COMMUNITY OF TOWN BUSINESSES TO GROW AND PROSPER

VOTE YES



This proposal and business plan for Northwich Business Improvement District (BID3) will continue the work of BID 1 and 2 and provide businesses and organisations the opportunity to manage nearly £1.5 million of further investment in Northwich town over the next five years.



BID3 BACKED BY →

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

JESS SAVAS
STORE MANAGER, CLARKS

→ **BID3**

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.



BID3 BACKED BY →

I'VE SEEN THE BENEFIT THAT NORTHWICH BID HAVE PROVIDED TO THE TOWN, SPECIFICALLY THE HOSPITALITY SECTOR

CHRIS MUNDIE
THE SALTY DOG

→ **BID3**

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

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 			

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.

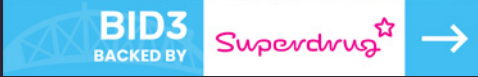
The key benefits and additional activities that Northwich would lose are:

- ✗ 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



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

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



PAUL ROWLAND
STORE MANAGER, SUPERDRUG

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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

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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

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

THEME 1

DESTINATION WITH A DIFFERENCE

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
- 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

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

We believe a successor BID can achieve this by

- Tackling crime, shoplifting and anti-social behaviour in Northwich Town
- Delivering environmental enhancements to sustain the level of investment already delivered to improve the aesthetics of Northwich town
- 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.
- We will continue to fund the Christmas Trees at Town Bridge and Weaver Square on an annual basis

THEME 3

A VIBRANT AND SUPPORTED BUSINESS COMMUNITY

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.

ESSENTIAL FINANCIAL INFORMATION

- ▶ Nearly £1.5 million added value investment in Northwich Town
- ▶ Paid through a small *1.95% levy of a premises/hereditaments rateable value
- ▶ The average small/medium sized business will pay £0.64p /day equivalent
- ▶ For most, the cost of the BID levy will be less than the price of a cup of coffee per day
- ▶ Any premises below £6,000 rateable value are excluded

*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.

VOTE YES!

HOW IT WORKS

- ▶ All eligible businesses will pay 1.95% of their Ratable 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

KEY FACTS AND ACTIONS YOU NEED TO TAKE:

- ▶ If successful at Ballot, BID 3 will start on 1st September 2024 and last for 5 years
- ▶ Money will only be invested in added value projects above the work that Cheshire West & Chester council are required to deliver
- ▶ Ballot papers will be released on or before 11th April 2024. You will need to return your ballot paper as soon as possible, or by 5pm on 9th May 2024 at the latest to ensure it is counted on the day of the ballot
- ▶ The ballot results will be declared on Friday 10th May or as soon as possible after this date
- ▶ To find more and to view the full proposal visit:
www.northwichbid.co.uk/bid-3-business-plan or contact Northwich BID Manager, Nikki Halliday **E: Nikki.halliday@groundwork.org.uk** or **M: 07592 774 163**



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