



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 5th December 2024
Time: 8:30am
Location: Northwich Town Council

- Ellis Wardle – Salt House NW (EW) (Chair)
- Abda Obeid-Finley – Abda's (AOF) (Vice-Chair)
- Jane Hough – Groundwork CLM (JH)
- Nikki Halliday – Groundwork CLM (NH)
- Chris Shaw – Northwich Town Council (CS)
- Jo Comerie – CWAC (JC)
- Robi Gaine – Barons Quay (RG)
- Gerry Rooney – mosshaselhurst (GR)
- Kim Smith – Radio Northwich (KS)

- Paul Rowland – Superdrug (PR)
- Kat Booth – Echo PR (KB)
- Cllr Sam Naylor – CWAC (SN)
- Inspector David Levins (IDL)

Apologies received:

- Graham Allen – Sainsbury's (GA)
- Louise Hough – CRS Consultants (LH)
- Rachel Waterman – CWaC / NTC (RW)

Agenda Item	Minutes	Actions
Welcome / Introductions	EW opened the meeting and welcomed new members of the board, including Inspector Levin.	
Approval of minutes and actions from last meeting	<ul style="list-style-type: none"> • Minutes of the previous meeting were approved. • Actions undertaken: <ul style="list-style-type: none"> - Cleansing across the town centre – CS, JH & NH met after the last board session (CS has already met with Mark Brazil to begin / agree devolving powers to the town). - EW has GR are meeting over Christmas to talk through Fyfield Glynn building at the bottom of Winnington Hill. - NH has set all dates for Board meetings for 12 months plus AGM - NH met with Sainsbury's / Superdrug to understand challenges in detail - NH invited police representative to future meetings - Echo PR to draft questions for Board spotlight piece – 2 x spotlights already showcased (EW and AOF). 	
Project Updates - RAG Report - T&F groups - Social media	<p>NH talked through key points from the RAG report.</p> <p>A discussion around the opportunity to guest blog on the Visit Cheshire new look website agreed that Clive Steggle / GR would be good options for this.</p> <p>The Christmas Extravaganza – went well but there was agreement</p>	<p>NH to contact Clive Steggle / Gerry Rooney with request</p>

	<p>that the event needed to be future proofed given the likelihood of inclement weather at the end of November.</p> <p>AOF stated that it was their lowest trading day at an event but was understandable given the weather.</p> <p>CS: As Event Manager – was having additional behind the scenes conversations and we were lucky that event could take place, given other events on the same day across Cheshire were cancelled. The weather behaved during the parade / light switch on element too.</p> <p>EW: At the end of day the event was as good as previous year</p> <p>AOF: Reiterated that next year weather won't get better</p> <p>EW: Need to review as part of T&F group</p> <p>JH mentioned that post event feedback on social media was inappropriate, as she had been tagged into NW Life post / traders jumped on to post</p> <p>Business 1-1s is proving to be a challenge given the size of BID 3 area which has grown from circa 220 businesses to +300</p> <p>JH: Advised that it had been identified that additional capacity is needed in both Event support and Engagement Support ... JH is working on the introduction of a best value role to support across 3 x BID areas</p> <p>NABC: Feedback from businesses is that the cost is a current deterrent to using it / buying in to it.</p> <p>PR: advised that they found it costly and poor value for money.</p> <p>IDL: advised that across Northwich / Winsford 353 shoplifting offences have been reported but that activity is being underreported. In the new year town centre retail crime / nighttime economy will be a major focus. The previous week a shoplifter was detained for 9 x offences. His request to the BID 'tell us about all the small jobs too – the more we know the more we can do.</p> <p>Window vinyl replacement : Some of the vinyls across empty units are now looking quite dated and work is being looked at to replace / refresh these (budget needs to be agreed)</p> <p>PlaceInformatics – The new footfall system was discussed with topline, all agreed it had great potential.</p> <p>NH: Advised that as part of the work the BID have requested a separate retail core report.</p> <p>SN: Welcomed the RAG report and felt it provided real value, he commended the work of the BID</p> <p>JH: Reiterated that it was a real partnership approach</p> <p>Discussions around Devolution and the wider excellent partnerships that exist in the North West. Connectivity remains one of the biggest challenges.</p> <p>SN: Devolution will improve chances for growth.</p> <p>JH: As a Business Advisory Member for Local Enterprise Partnership –</p>	<p>Options to be reviewed as part of the Events T&F Group</p> <p>JH to provide an update at next meeting</p> <p>NH to draft comms as part of newsletter reminding businesses of 101 / online reporting options</p> <p>NH to bring detail to next board meeting</p>
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	<p>confirmed that this is the clear direction of travel to move towards devolution with an elected Mayor, and this isn't a case of if but when it will happen.</p> <p>Social Media KB provided an overview of activity over the past few months Video works well, plus comments around activity in the town work really well. The challenge is to ensure less 'dynamic/ social interest' businesses are included in activity, aim is to find relevant ways in which to showcase them eg. Kwik Fit – winter car checks</p> <p>Past 3 months – 1 million views on content, watch time up by 125% Instagram: Views up by 39%, reach 10%, content interactions 60% More businesses now reaching out and asking to be included.</p> <p>Each Fri- what's on this weekend... multiple businesses included in the update. The challenge is to get businesses to tell us what's happening (a 5 second reel of the town centre generates 10k views – as businesses engage and collaborate).</p> <p>JH: Jan – green space, rivers, heritage – video : refresh... inward investment / visitors / locals (not come in to town over the last couple of year).</p> <p>Northwich Library – inside focus / - SN – tell story (specialist contractors). Comms team ... contacts for Kat</p> <p>Historical – contacts: Museums (weaver hall museum) Lion Salt Works: Channel 5 : interview with Sam Naylor (filmed going out in New Year)... Brine Board...</p>	
Finances	<ul style="list-style-type: none"> Finance report will be circulated post meeting, any questions to be addressed via email. 	NH to circulate report (completed 6 th Dec)
Regeneration/ Barons Quay	<p>JC provided an update from Cheshire West and Chester</p> <ul style="list-style-type: none"> Relocation of market – the team are currently working on designs with weekly meetings to devise a scheme within budget – with consideration for drainage /outlets etc. Discussions around the number of traders / retailers planned and take up. JC confirmed numbers will be agreed once the scheme is fully mapped out and that there will be a food offer included. She also confirmed that the markets team are in touch with traders. Weaver Square: the process of finding a partner in the area is now underway with some interest from developers. The team are liaising with each now to understand best fit / develop a viable scheme Discussion around the need to develop the space to unlock opportunities. Visa £: As previously discussed Trails around the town centre are popular and work well. Conversations with Frodsham have 	

	<p>taken place to learn from their successful advent box trail</p> <p>24 x boxes are currently being built by Men in Sheds / Transition Northwich which can then be used across the year – to celebrate seasons etc.</p> <p>SN confirmed that as Chair of Regeneration forums – there is an eagerness to get developments underway to unlock opportunities. Weaver Square is likely to be a mixed-use development site – with a combination of social housing / young professional housing, 2 /3 stories high. The aim being to get more people living in the town centre (including professionals who work in Manchester but want to live ‘out of town’) – evidence shows that is what sustains the spaces.</p> <p>RG provided an update for Barons Quay</p> <ul style="list-style-type: none"> - working with Markets Team to develop service yard behind the unit to enable easy access for traders to the space. - Meadow – project 2025, events space for businesses across the town to come onto the site to promote themselves - Glazing – remaining glazing will be sealed for time being whilst Balfor work out the long-term plan, as such the heras fencing will be staying in place - New retailers – none specific businesses to mention but there is a lot of interest in the units next to The Entertainer 	
<p>Local Policing Update</p>	<p>Inspector Levins gave an overview of crime / policing in Northwich.</p> <ul style="list-style-type: none"> • Statistically crime is low - Northwich is a good/safe place to live • Businesses are encouraged to talk to the Police as much as possible via <ul style="list-style-type: none"> - 999 calls: 11-12k calls per month – don’t be afraid to use the number – particularly if witnessing an immediate threat to life /crime taking place (answered within 8 seconds) 1 abandoned call /day - 111 calls: answered within 1.5mins - In Person: call into the police station - Online: Reporting on dedicated website • Shoplifting: there is a rise nationally, this is relatively low in Northwich (top locations large supermarkets) – teams from outside areas perception (transient crime) • ASB: Christmas / Feb around Easter sees spikes, diversionary tactics are working • CCTV – facial recognition with AI is vastly improving hit rate, doesn’t prove an offence but increases success rate of accuracy CCTV is good around the town centre – enables tracking of suspicious activity around town • Christmas – dedicated operation looking at retail crime / 	

	nighttime economy – Op Jingles – additional resources on Fri Night and Sat day / Eve ... working with licensees / drink driving / drug wipes in toilets	
AOB	<p>Inspector Levins is leaving the area in Jan 2025 due to promotion to Chief Inspector based in Congleton</p> <p>Robi Gaine is leaving 24th January with a replacement Dual site centre manager recruited. Kirstie has also been appointed as operations manager of the two sites – Barons Quay and Winsford.</p> <p>EW thanked all for attending and closed the meeting.</p>	<p>NH to invite new inspector once confirmed</p> <p>.</p>

Next Executive Board Meeting Date: 8:30am, Wednesday 19th March (venue to be agreed).