



Northwich BID

News Bulletin

Programme of future Events & Training

As a thriving and upcoming town geared towards creating opportunities, Northwich plays host to a range of exciting events and training courses throughout the year.

From Extravaganzas which provide fun for all the family to forums, seminars and workshops, there is always something going on in Northwich.

To see a list of future events and training courses please take a look below:-

- **Northwich Christmas Extravaganza** – Saturday 21st November 2015
- **Alive after Five** – From Thursday 26th November and each Thursday up to Thursday 17th December 2015
- **Small Business Saturday** – Saturday 5th December 2015
- **Emergency First Aid at Work 1 day Training Course** – Tuesday 12th January 2016

- **Northwich BID AGM** – Tuesday 19th January 2016
- **Principles of Fire Risk Assessment Training Course** – Tuesday 26th January 2016
- **Mid Cheshire BID's Cyber Crime Prevention Seminar** – Friday 29th January 2016
- **Northwich Teenage Market** – Saturday 13th February 2016
- **Emergency First Aid at Work 1 Day Training Course** – Wednesday 24th February 2016
- **Northwich Independent Retailers Association Meetings** – Held every Friday at Kanya Café Bar – Contact Gaynor Sinar on cheadle799@aol.com for more information
- **Retailers Forum** – monthly – contact James Orchard at The Quayside on appleorchard1991@gmail.com for further details

New additions to Northwich's nightlife

Two new Northwich businesses are all set to transform the social scene in the town.

Cheshire Bar & Grill and Retros Music Bar are currently under construction, with both scheduled for completion before Christmas, adding a new dimension to Northwich's nightlife.

Cheshire Bar & Grill, situated on High Street near the Bullring, will serve high quality food and drink, acting as the perfect place to catch up with friends to enjoy a fun, relaxing evening out.

The opening date is yet to be confirmed, although the whole town is full of excitement and anticipation at the prospect of a new, beautifully designed evening destination.

Updates can be found at the venue's Facebook page www.facebook.com/cheshirebarandgrill/

A few doors down from Cheshire Bar & Grill on High Street is the Retros Bar, which will revolutionise evenings out in Northwich.



Retros Bar will play host to a range of fantastic themed events from Thursdays to Sundays including open mic nights, acoustic sets, live bands and dedicated musical spotlights on genres such as ska, new wave, reggae and northern soul.

Fridays and Saturdays will allow the people of Northwich to step back in time with the bar hosting nights of 70s and 80s music until 2am – the town can't wait to blame it on the boogie.

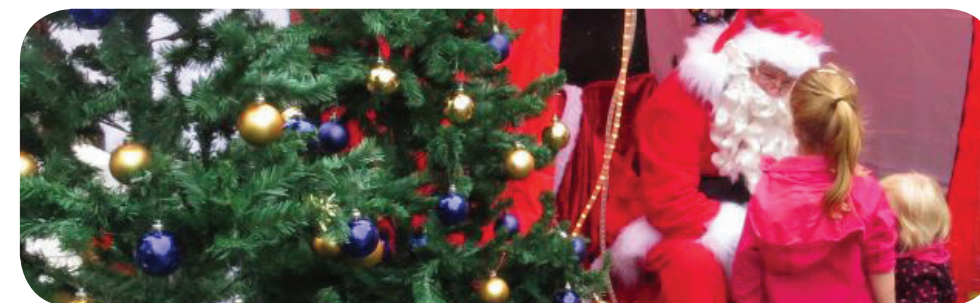
For more information simply head to the Bar's official website - www.retrosmusicbar.co.uk/



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Christmas Extravaganza coming to Northwich



Following on from the unprecedented success of last year's Christmas Extravaganza, Northwich will once again be turned into a Winter Wonderland for a day of festivities.

Taking place on Saturday 21st November, everybody will be getting into the Christmas spirit with a fantastic array of stalls, events and activities.

Funded by Northwich Business Improvement District and Northwich Town Council, with support from the Northwich Independent Retailers Association, the challenge will be to make the event even better than last year's which was a tremendous success.

Thousands flocked into the town in what was a brilliant day for visitors and traders alike, with one local café even reporting the best sales figures they'd ever had in four years as a business.

This year the town will be alive with numerous performers, characters and attractions, as Northwich aims to go one better than 2014's event.

Father Christmas will of course be in attendance and he'll be joined by the Grange Theatre Panto cast, a variety of Princesses and Superheroes, a Rodeo Reindeer and thrilling fairground rides.

There will also be an enchanting Lantern Parade, Donkey Rides, a Christmas themed Petting Zoo, Musical Entertainment and an Arts & Crafts Tent, alongside many other wintry wonders.

Jane Hough, Northwich BID Manager, was heavily involved in the organisation of last year's event and can't wait for the town to be transformed again this time round.

"The 2014 Christmas Extravaganza was fantastic but we're aiming to make it even better this year, with a greater list of performers and attractions that will cement Northwich's place as the number one winter wonderland."

Chris Shaw, Northwich Town Clerk said: "Northwich Town Council along with the BID and other partners have been working extremely hard all year to ensure that the Northwich Christmas Extravaganza is one of the best events in the North West.



"Following the success of previous years we once again aim to deliver a fantastic value for money event that can be enjoyed by all the family and we look forward to welcoming residents and visitors to this annual start to the festive season."

Make sure you keep an eye on the Visit Northwich website - www.visitnorthwich.co.uk/ and Facebook page www.facebook.com/visitnorthwich for updates.

Image and Landscape Improvements

The Northwich BID team, along with Northwich Town Council, are dedicated to continuously improving Northwich's image and as such are always looking at ways to improve how visitors perceive and view the town.

Landscaping improvement projects and planting schemes are a great stepping stone to achieve this, and as a result, the BID Executive Board have approved a brand new landscape improvement scheme outside the Memorial Court to add yet another impressive and eye-catching dimension to the already successful lifestyle centre.

The Northwich BID team have also started working in an innovative partnership with Northwich Town

Council, with the Town Council's gardening team now taking over the planting in the town centre from Cheshire West and Chester.

This year has already seen a beautiful display of colour visible outside the Seafarer on Chester Way after the BID Team negotiated the return of the popular floral railing tubs, and the BID has now committed to adding additional investment in to the quality of planting in Northwich to ensure the entire town is awash with colour and vibrancy in the coming years.

The initial stages of the scheme are scheduled to come to full fruition in spring 2016 with the installation of numerous hanging baskets as funded

by the BID. Initially to be situated on several lighting columns running throughout town, these fantastic blooms will ensure the town will be transformed in to a riot of colour and brightness for all to enjoy.

Make sure you keep an eye out when you're in and around town for the new planting and landscape improvements!



Successful retail course delivered

In keeping with the Northwich BID's objective to provide businesses with opportunities to develop skills and expertise, a BID funded Visual Merchandising & Success in Retailing course was delivered at Groundwork on Thursday 22nd October.

The course, which was run by Retail Experts Academy One and has been endorsed by Mary Portas, saw 20 candidates attend from a mixture of businesses across Northwich.

Independents, nationals, professional business services, pubs, cafes and bistros were all represented and delegates gained a unique and detailed insight into the world of merchandise and retail.

The course focused heavily on Visual Merchandising and how retailers in

Northwich could work together collectively to improve footfall in the town.

Best practices and ideas were also shared with useful tips on how to achieve theatre and excitement being discussed too.

On the back of the course, a retailer's forum has been set up by James Orchard from the Quayside with support from Carol Simms, Store Manager at Marks and Spencer's.

The first meeting took place on Thursday 5th November with a representative from Academy One and members from the BID Team helping support those in attendance.

Discussions centred around the upcoming 'Small Business Saturday' which is running on Saturday 5th December across the country and how they could drive sales and footfall on the day.

Designed to champion and support local businesses, the event was a huge success last year with over 16 million people shopping in small independent shops and it's hoped that this number can be built upon and beaten in 2015.

If you would like to learn more about the Small Business Saturday initiative, please visit www.smallbusinesssaturdayuk.com/

And if you would like to be involved in the Retailers Forum please email James Orchard on appleorchard1991@gmail.com



Brio Leisure discount for Northwich BID Members

Since opening earlier in the year, the Northwich Memorial Court has been a great success, providing the people of the town and surrounding areas with a state-of-the-art leisure and recreational facility.

Catering for both fitness fanatics and those looking for entertainment, the venue really puts Northwich on the map when it comes to leisure in Cheshire.

You can swim, relax in the health suite, take to the gym, attend a range of fitness classes and even go to watch one of the many shows, productions or events that are held there throughout the year.

And now BID members can enjoy all of this and more at a discounted rate thanks to the Brio Leisure BID membership card which entitles the holder to 20% off a Health and Fitness Membership.

Accessed via the BID and Brio, the membership card will entitle you to:-

- Unlimited gym use, casual swimming and fitness classes
- Free gym induction and on-going support as part of Brio's 'Member Journey Experience'
- Sauna, Steam Room and Jacuzzi use (where available)
- Off peak racquet sports - available weekdays from centre opening



times up to 5.00pm, and anytime at weekends. Please note bookings are restricted to one activity per day

- Access to over 10 Brio Leisure Centres across Cheshire
- Additional partner discounts
- No joining fees
- Easy Direct Debit payment plans

To access this great deal simply contact Stephanie Leese on 01606 723175 or Stephanie.leese@groundwork.org.uk

PCSO Update from Robbie Stott

Local PCSO officer Robbie Stott has been working hard over the last few weeks to tackle the concerns of the town's local people and businesses.

Over the Halloween and Bonfire periods more patrols were organised to keep Anti-Social Behaviour to a minimum and this preventative technique was very successful.

Throughout October there were a couple of issues regarding thefts in Northwich, in particular the thefts of purses from handbags and also the theft of bicycles.

However Robbie and the team moved swiftly and proactively to address these problems using innovative techniques to help reduce the number of thefts.

He has been handing out 'jingly bells' to those who could potentially be at risk of purse thefts and has also attended various shops in Northwich giving a number of these bells to members of staff and customers.

It is hoped that this initiative will deter potential purse thieves and it has been acclaimed by both shoppers and business owners in Northwich.

If you would like to get some 'jingly bells' for either yourself or customers simply email Robbie on Robbie.Stott@cheshire.pnn.police.uk

As well as combatting the issues related to purses, Robbie will also be

undertaking an initiative in order to help curb the theft of bicycles.

He will, over the next few weeks, be present at Halfords on Leicester Street 'tagging bicycles' to enable the police to be able to recover them and return them to their owners.

This will ensure that even if bikes go missing, they can easily be recovered.

As always, if you have any concerns, issues or would like some information and advice please email Robbie.Stott@cheshire.pnn.police.uk or alternatively call 101.