



**NORTHWICH BID**  
Our town, our vision

# A proposal for a Business Improvement District 2014-2019

**VOTE  
YES**



Our town, our vision



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### Dear Fellow Traders / Business Owners



**Gaynor Sinar**

Owner of Curtain Magic & Chair of the Northwich Business Improvement District Steering Group.

I am delighted to share with you the proposal for the Northwich Business Improvement District (BID). This BID proposal will deliver a comprehensive programme of business led projects and services, over a five year period, to ensure that Northwich becomes an excellent location to work, shop and live.

The BID will complement the transformational capital projects that we are seeing delivered in Northwich at the moment, including developments such as the new Waitrose, Quayside and the Memorial Court. Barons Quay will also bring a number of significant opportunities for the Town, and I am confident that along with our plans for the implementation of a Business Improvement District in the latter part of 2014, the Business Community will have the necessary support through the BID, to work in partnership and develop a vibrant Town Centre featuring a high quality shopping experience with a developing cultural offer.

This proposal is the result of months of consultation, research, discussion and analysis with you the business community and our partners at Groundwork Cheshire and Cheshire West and Chester Council.

We have two choices, we stay as we are and watch as our competitors continue to move forward, or as resident businesses, we take control of our future destiny and support the BID. The BID is our opportunity to take a lead in shaping and directing the future success of Northwich. The Business Improvement District will be Northwich's opportunity to gain an immediate advantage over our neighbouring town centres across Cheshire, by becoming the first retail location within the Cheshire region to establish a BID.

A successful 'Yes vote' In June 2014 will see the BID programme deliver a bespoke package of projects and services specifically designed to support businesses across Northwich. This proposal outlines the projects and services that will be delivered, and demonstrates the strength of support for the BID from businesses small and large across multiple sectors.

If you Vote 'No' – Our business community will miss this opportunity for securing over £1.2 million of private sector led investment, directly supporting your business and your town centre, managed by and for local businesses. A no vote will see a wasted opportunity to speak, and act as one for the first time in decades, whilst the biggest changes to impact on our trading environment in Northwich take place around us.

Please take the time to digest the content of this proposal and share this with your management teams and head offices, and join me in voting 'Yes' to success.

Yours sincerely

*Gaynor Sinar*



## What is a Business Improvement District?

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**Business Improvement Districts** (BIDS) have been supporting business communities across the UK since the regulations were introduced in 2004. A **Business Improvement District** enables groups of businesses within a specified geographical trading environment to commission projects and services that lead to improvements in the area, funded principally through a local increase in business rates, namely a BID levy.



**Oliver Hynes**

Manager  
Burton Beavan

BIDs are based on a successful town centre management model adopted throughout North America, where businesses have a direct ‘say’ in how the town centre is managed and promoted.

BIDs are fundamentally a fair and equitable mechanism to deliver additional projects and services that improve trading environments. The funding cannot be used to support or pay for services that are a statutory provision of the public sector, and can only be invested in line with the aims and objectives determined by the business community and contained in this proposal. Once collected, the funding is ring fenced locally and used to fund, commission and deliver projects or services as agreed by the Northwich business community.

Since their introduction into the UK, with the first formal ballot in December 2004, the number of BIDs has steadily risen with over 120 Town Centre BIDs delivering improvements in their trading environment. Regionally, BIDs are operating successfully in Manchester and Liverpool, with Business Park based BIDs in operation on Winsford Industrial Estate since 2006 and Gadbrook Park since 2009.

“*The Northwich BID is an opportunity for local businesses to come together, as a collective voice, to support change, development and improvement in our town.*”

## What is a Business Improvement District?

The key benefits for business that have been realised by Town Centre BIDs are:

- ✓ *Increased footfall.*
- ✓ *Increased spend.*
- ✓ *Reduced costs.*
- ✓ *Improved safety.*
- ✓ *Improved cleanliness.*



**VOTE  
YES**



## What the BID means for Northwich

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*Our Vision for Northwich is to create a destination of choice for residents, visitors, employees, shoppers and service users and to make Northwich a location where business and the community can thrive.*

*The BID aims to position Northwich as a vibrant, exciting and successful retail and cultural area where people of all ages choose to visit and spend in our shops, on our professional business services, in our restaurants, leisure outlets and visitor attractions.*

### The Northwich Business Improvement District will do this by:

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- ✓ Investing in additional projects and services that enhance the competitiveness and attractiveness of Northwich so that your business is supported to grow and prosper.
- ✓ Developing a progressive marketing strategy and brand for Northwich that attracts local residents to spend in Northwich, whilst drawing more visitors to our heritage rich town.
- ✓ Creating a cleaner, safer and more accessible town centre that complements our built and natural heritage.
- ✓ Improving communications and joint working between the public and private sector with the principle aim of attracting greater investment and spend into Northwich.
- ✓ Delivering projects and services that attract and retain high quality retail, industrial, commercial and professional businesses, enhancing the overall 'pull' of Northwich as a location to do business.
- ✓ Enhancing the quality of life for all by improving amenities and access to the Town Centre.



## What a YES vote will mean for you

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### The Business Improvement District will deliver the following benefits to your company:

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#### Promoting and Marketing Northwich

Promoting Northwich as a great place to visit, shop and stay. Pro-actively investing in campaigns to attract shoppers and visitors to Northwich.

#### Northwich Town Team

Locally based, supporting and working for your business.

#### Enhancing the Programme of Northwich Festivals and Events

Increasing footfall to your business and boosting average spend – creating a vibrant Town.

#### Enhanced Image

New and enhanced signage, improved planting and landscaping schemes, town dressing and maintenance programmes.

#### Secure and Safe Northwich

Additional PCSO resource which will work in partnership with the Northwich BID Business Group, coupled with crime prevention initiatives to reduce crime and tackle anti-social behaviour.

#### Boosting the Evening Economy

Creating a safer town centre in the evenings and working with local licensees, restaurateurs and leisure attractions to develop a cultural offer that will attract visitors back into Northwich.

#### A Connected Northwich Business Community

Networking opportunities for your business, a dedicated Northwich newsletter and a dedicated Northwich Business Improvement District website.

#### Lower Costs

A Northwich BID joint procurement scheme will support your business to reduce your day to day running costs, delivering cheaper utilities and services.

#### Business Support

Your business will have increased access to a range of business support services provided by local, regional and national organisations to enable your business to grow and prosper.

#### A Northwich Business Led Partnership

Working with you and making your voice heard.

#### Improved Public Transport Links

Improved connectivity to our town through improved bus and train services.

#### Access to Jobs and Local Recruitment

Attracting a skilled local workforce into your local jobs.

#### Attracting Inward Investors

Working in partnership with landlords and property owners, the BID will deliver increased inward investment, reducing the number of vacant properties and ensuring that businesses are supported to enhance shop and business frontages.

#### Training, Knowledge and Skills

A programme of training and seminars for businesses in Northwich to improve the skills of their employees and keep businesses up to date with legislation and business opportunities.



## What you told us - Business Consultation

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The business community in Northwich has held a number of consultations and open meetings in order to clearly identify the needs of Northwich businesses.

### Businesses have been consulted with on the following themes:

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**Adam Penn**

Manager  
The Quayside

- *Tourism & Heritage*
- *Marketing & Events*
- *Safety & Security*
- *Image & Street Cleansing*
- *Business Support*
- *Transport*
- *Community Support*
- *Future Business Plans*

These consultations have identified a range of issues and opportunities that resident businesses would like to see addressed in order to enhance Northwich. The feedback from these consultations and open meetings has been the evidence base for the development of this proposal for a BID.

“*It is great to see that we now have a clear vision for our town. Northwich has always been a bit of a hidden gem, with this BID it is going to allow us to build upon what is great about Northwich, and allow us as businesses to build on this foundation to attract not just the local people but people throughout the Northwest, making Northwich their choice of destination.*”

## What you told us - Business Consultation

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Key findings from the consultation have been:

**90%** *of businesses felt that the Marketing of Northwich and the delivery of Events and Festivals was a priority to their business.*

**OVER 80%** *of respondents want to see improvements in town dressing, the subways and the condition of town centre buildings and pathways.*

**89%** *of businesses considered transport and connectivity of the town as a priority.*

**52** *businesses have been a victim of crime over the last 12 months.*

**75%** *of respondents reported that it was either very important or important to have an independent, dedicated body responsible for managing improvements in Northwich.*

**The consultation work with businesses has identified the following clear priorities for companies:**

- **Theme One** – A Vibrant and Co-ordinated Town
- **Theme Two** – A Supported Environment for Business
- **Theme Three** – Safe and Secure
- **Theme Four** – Greener and Cleaner

**VOTE  
YES**



# Theme One - A Vibrant and Co-ordinated Town

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## The Issues

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- Limited marketing and promotion of Northwich Town centre
- Limited budgets to deliver events and festivals
- Lack of Night time economy
- No dedicated Town Centre Management team

## What we will deliver

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### Investment in the Marketing and Promotion of Northwich

The Business Improvement District will work with partners to develop a targeted marketing campaign that will invest in services and projects to attract increased visitor numbers to the town, drawing increased footfall and enhancing linkages with key sub-regional visitor attractions and destinations.

The investment in marketing and promotion will provide an enhanced online presence for Northwich, through investment in:

- Websites
- Social media, including Twitter and Facebook
- Smart Phone Apps

The BID will also review options to invest in hardcopy marketing including:

- Shopping/visitor guides
- Promotional leaflets
- Dedicated advertising campaigns to promote key events and festivals such as the Artisan Market, Christmas events and other events and festivals that will attract visitors and shoppers to the town

## Enhanced Events and Festivals

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The Business Improvement District will work in partnership with the Weaver Valley Team, Northwich Town Council, Northwich Independent Retailers Association (NIRA) and other groups to invest in developing and enhancing the Northwich portfolio of events and festivals. The BID will make key investments in the Christmas Campaign (starting 2014), the Artisan Market and other festivals and events throughout the calendar year.

The BID will also provide the opportunity to make investments in new specialist events and festivals which might include:

- Waterfront events
- Events that build upon and promote the town's cultural assets, open green spaces and the heritage of the Town
- Events and festivals that improve the evening economy creating a more vibrant town in the evenings
- Events and festivals for the creative arts

## What you want / What you said...

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“ Investment in marketing and promotion of Northwich will have a significant impact on the future footfall of Northwich.

The town has a lot of heritage which can be co-ordinated and prioritised in the Business Improvement District area.

A Town Centre Management Team will be a more effective way of retailers speaking directly to someone who can action ideas. ”



## Theme One - A Vibrant and Co-ordinated Town

### Northwich Town Team – Realising your Aspirations

A Town Centre Team for Northwich will be established. This dedicated team will provide a central point of contact for your business, for any issues or opportunities that may arise in Northwich. The Team will provide a first point of contact for public sector organisations and external agencies to help with issues or problems that can be resolved quickly on your behalf.

The Town Centre Team through the direction of the Northwich Business Improvement District Executive Board, will be responsible for managing delivery of the projects and services contained within the four themes for improvement in this Business Improvement District (BID) proposal (see page 10).

***Theme One – An Investment of £458,167 over a five year period.***

97%

*of respondents to the draft BID business plan consultation considered Theme One as either an essential or desirable part of the business plan.*

VOTE  
YES

## Theme Two - A Supported Environment for Business

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### What you told us - The Issues

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- *Current workforce skills need improving particularly in Retail, Sales & Marketing, Social Media, Health and Safety, First Aid, Customer Service and Management*
- *Increasing business operational costs*
- *Businesses state that they would like to improve links with the community*
- *No strong business voice to lobby on issues of concern*

### What we will deliver

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#### Investing in your Employees – Training and Skills

The BID will deliver an annual schedule of events, training courses and seminars for your business.

Topics identified to date include:

- *Retail, Customer Services and Sales Training*
- *Professional Window Displays and Marketing your Business*
- *Social Media Seminars and Internet Trading*
- *Crime Prevention*
- *Legal Updates and Briefings*
- *Business Improvement Processes*
- *Health, Safety and First Aid*

These training courses and other events will provide your business with the opportunity to network with businesses in the town centre, partners and external agencies and support you to bridge the skills gaps in your existing workforce.

### Northwich BID Business Group

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The Northwich BID Business Group will work with public and private sector partners across Northwich and the sub region to enhance and develop levels of service and business support. This may include applying for external funding to attract additional investment in our trading environment (e.g. European Regional Development Fund/European Social Fund) or lobbying for improvements to the town.

The BID Business Group will enable your business to receive updates on current projects and services planned for Northwich, and make your voice and opinion heard.

### Developing Education Links – Supporting Local Recruitment and Access to Jobs

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The Business Improvement District will build on existing relationships with the Northwich and Winsford Skills and Employment Partnership, schools, colleges and universities and work in partnership to identify opportunities for work experience placements, apprenticeship schemes and graduate placements.

This programme of work will also identify local skill gaps and work in partnership with educational establishments and other agencies to bridge this gap and develop projects to create job opportunities for local residents.

**80%**

*of respondents to the draft BID business plan considered Theme Two to be either an essential or desirable part of the Northwich BID business plan.*



## Theme Two - A Supported Environment for Business

### Joint Procurement Scheme - Lowering your Operational Costs

The BID will lower costs for your business by providing opportunities for joint procurement schemes to reduce the costs of business operations such as: Utilities, telecoms, pest control, PAT (Portable Appliance Testing) and waste management.

**Theme Two – An Investment of £117,500 over a five year period.**

### What you want / What you said...

“ Theme two is a must; make Northwich a place where people want to work.

*Training and development for younger generations is vital for the future of Northwich.*

*This theme will add a lot to the business community, providing not only essential skills and training, but creating the opportunity for networking, and for Northwich businesses to help each other.*”



## Theme Three - Safe and Secure

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### What you told us - The Issues

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- 52 businesses have been a victim of crime in the last 12 months
- Businesses report issues with anti-social behaviour and vandalism
- Businesses report high levels of shoplifting
- Poor lighting in the Town Centre
- Poor management of street fundraisers and buskers
- High level of alcohol related incidents in the town

### What we will deliver

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#### A dedicated PCSO provision in Northwich

The BID will part fund a full time Police Community Support Officer (PCSO) in addition to the two officers that currently patrol the town.

Like all PCSOs, they work for Cheshire Police, but the PCSO for Northwich will work with the BID in an innovative partnership arrangement and provide a dedicated PCSO service for the area.

**93%**

*of respondents to the draft BID business plan consultation considered Theme Three to be either an essential or desirable part of the Northwich BID business plan.*

### The dedicated PCSO will be highly visible and will:

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- Provide a visible deterrent to crime
- Discourage youths gathering in hotspots identified in the business consultation
- Discourage litter/chewing gum dropping in the town
- Work in partnership with Cheshire Police, Northwich Pubwatch Group and Northwich Against Business Crime
- Manage street fundraisers and leafleting in the Town
- Manage cyclists in the town centre



## Theme Three - Safe and Secure

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### CCTV and Street Lighting Improvements

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A full review of the current provision of CCTV and street lighting will be undertaken by the BID in partnership with Cheshire West and Chester Council. The review will identify opportunities for improvements in CCTV and street lighting, and enable the Northwich Town Centre BID to evaluate options for investing in enhancements in partnership with Cheshire West and Chester Council.

### A Safer Night Time Economy

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The BID will invest in schemes and projects to enhance the safety of the night time economy. The BID will promote and support the Arc Angel Award by working with local businesses and Cheshire Police to deliver a safe and secure night time experience in Northwich.

### Northwich Against Business Crime

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The BID will work with Northwich Against Business crime to develop the existing Digital Radio link service to businesses in the town. The BID will fund additional projects providing intelligence, offender images and crime and security related updates to companies across Northwich.

### What you want / What you said...

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“If new visitors to the town have a safe and enjoyable night out, it will encourage them to return in the daytime.

*Improving safety in Northwich is vital.*

*Improving crime prevention can only benefit all businesses in Northwich.”*

“As a major business in Northwich, Waitrose plays a key role in the community. We actively support initiatives that will benefit and make the town a better place for people to live and work. I've been impressed with the enthusiasm and commitment of the team behind the Northwich BID. I wish them every success in gaining the support of the business community and delivering real actions that will positively improve our town. Northwich is a great place and we are proud to be part of a thriving community.”



**Peter Gibbs**

Branch Manager  
Waitrose

**Theme Three –  
An Investment of £280,000  
over a five year period.**



## Theme Four - Greener and Cleaner

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### What you told us - The Issues

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- High vacancy rates, particularly in Weaver Square
- Poor signage in and around the town
- Issues relating to access to the Town Centre
- Some poorly maintained areas within the Town Centre
- Lack of interaction with the open green space, cultural and heritage aspects of the Town
- Poor condition of some buildings
- Issues with public transport and connectivity of the town

### What we will deliver

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#### Improved image and signage

The BID will fund a sustained programme of physical improvements in and around the town centre to improve the overall image of Northwich and enhance the visitor experience. These improvements will include:

- New and upgraded directional and interpretation signage
- Physical landscape improvements
- Programme of maintenance above the Local Authority baseline

95%

*of respondents to the draft BID business plan consultation considered Theme Four to be either an essential or desirable part of the Northwich BID Business plan.*

### Frontage Charter

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Frontage/Shop guidance charter will be launched and promoted in partnership with Cheshire West and Chester Council. Individual retailers / businesses / organisations have a responsibility to maintain their premises, and this charter will encourage all business owners to achieve high standards of maintenance and presentation.

### Transport and Connectivity

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The BID will work in partnership with the local authority and other partners to develop long term solutions for transport and connectivity within Northwich. This work stream will seek to identify sustainable transport improvements, tackling illegal car parking and improving connectivity. The BID will identify and seek to make recommendations and deliver projects and services through:

- Review of pedestrianised routes in and around the town centre
- Enhancing the provision of travel information for visitors and shoppers
- Improvements to public transport e.g. local bus service train times
- Supporting cycling initiatives



### Green Infrastructure Audit – Sustainable Northwich

A Green Infrastructure Audit of Northwich Town Centre and the surrounding area will be funded. The audit will provide the evidence base to make recommendations to the Northwich BID Group on expenditure plans that deliver multiple benefits to the town, including flood alleviation and prevention, image enhancements, recreation, biodiversity improvements and climate change adaptation.

***Theme Four – An Investment of £184,000 over a five year period.***

#### What you want / What you said...

“Improved signage is essential if we want to bring higher footfall to the town.

*Vacant shops need to be presented in an attractive manner.*

*The bus services affect night time economy due to the last service being before 6 o'clock on some routes.*”

**VOTE  
YES**

## Management and Governance of the BID

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*The Business Improvement District (BID) will be governed through the Northwich Business Improvement District Group. Every company who contributes towards the cost of the Business Improvement District will become a member of the Group. Each company will be able to appoint a representative who will then have voting rights at Group meetings including the Annual General Meeting. The Northwich Town Centre Business Improvement District Group will appoint an Executive Board that will work with the accountable body, Groundwork Cheshire, to ensure that the Business Improvement District delivers services that bring a real benefit to the business community.*

### Members of the Northwich BID Group will be responsible for:

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- ✓ Overseeing the Business Improvement District and ensuring it delivers its services and improvements as identified within the proposal.
- ✓ Ensuring any finances raised are used on items of expenditure as identified in the business plan.
- ✓ Electing on an annual basis the Executive Board members, who will join the Executive Board to oversee the delivery of the Business Improvement District.
- ✓ Appointing Auditors to audit the accounts of the Business Improvement District.
- ✓ Approving the financial regulations for delegated authority for approval of expenditure under the Business Improvement District.

### Members of the Executive Board will be responsible for:

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- ✓ Guiding and directing the accountable body, Groundwork Cheshire, in the delivery of the Business Improvement District.
- ✓ Ensuring that the accountable body is held accountable for expenditure of BID monies.
- ✓ Approving eligible expenditure in line with the delegated powers detailed within the financial regulations that have been approved by the members of the Business Group.
- ✓ Monitoring and reporting to members of the Group on the achievements of the Business Improvement District and its overall performance.

### The Accountable Body will be responsible for:

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- ✓ Employing staff to enable delivery of the Northwich Town Team.
- ✓ Managing receipt of income from Cheshire West and Chester Council and ensure that this is spent in line with the BID business plan.
- ✓ Producing quarterly claims accounting for project expenditure and reporting on the delivery of the BID against key performance indicators and outcomes.
- ✓ Providing support for the Northwich BID Group and the Executive Board.
- ✓ Producing an audited statement of expenditure, detailing income received from the Business Improvement District and the expenditure defrayed against this income.
- ✓ Presenting progress reports at the Group and Executive Board meetings.



## Management and Governance of the BID

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*The BID Group will meet at least three times a year. The Group will invite selected public and private sector representatives. Only members of the Group will have a vote on any proposals tabled at the Group meetings. The Executive Board will be made up of eleven representatives from the Business Community; representation will be from large, medium and small enterprises from a range of sectors. The Executive Board will be responsible for electing a Chair and appointing responsibilities to different Executive Board members. Cheshire West and Chester Council will be invited to attend each Executive Board meeting in an advisory capacity. The accountable body, Groundwork Cheshire, will be invited to attend each meeting in a reporting and advisory capacity.*

*Only elected members of the Executive Board will have a vote on any proposals tabled at the Executive Board meetings. The Executive Board will only have the rights to approve proposals tabled that are within the delegated powers detailed within the financial regulations that have been approved by the members of the Group.*

### About Groundwork Cheshire:

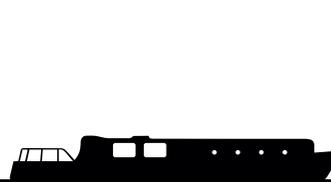


Groundwork Environmental Services (Cheshire) Ltd will act as the accountable body (BID Body) for the Business Improvement District. Groundwork Environmental Services (Cheshire) Ltd is a Limited Company, owned by the not-for-profit Environmental Trust Groundwork Cheshire. Groundwork supports communities in need, working with partners to help improve the quality of people's lives, their prospects and potential and the places where they live, work and play. Groundwork is one of the UK's leading Business Improvement District development organisations; having developed more than 11 UK BIDs over the last 8 years. In Cheshire, Groundwork has successfully worked with business communities since 2006 delivering business improvement districts in Winsford and Gadbrook Park.

### Cheshire West and Chester Council:



Cheshire West and Chester Council is the Local Authority for the Borough of Cheshire West and Chester. Cheshire West and Chester Council will be responsible for the collection of the BID levy and passing the collected funds to the accountable body, Groundwork Environmental Services (Cheshire) Ltd, who will then account for the expenditure of these funds in line with the BID proposal.



## More of... What you want / What you said

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### “ Theme One – A Vibrant and Co-ordinated Town

*It is essential to attract people back into Northwich.*

*Digital all the way, online visibility is the way forward.*

*More events are essential for the success of Northwich.*

### Theme Two – A Supported Environment for Business

*It is essential to have a joint procurement scheme.*

*Getting businesses together to network is a good idea.*

### Theme Three – Safe & Secure

*We would welcome the idea of a PSCO, linked specifically to the BID.*

*The lighting in Northwich is an issue and needs sorting.*

### Theme Four – Greener and Cleaner

*Image, landscape and signage improvements – First and last impressions count. ”*



## Performance Monitoring

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### The Business Improvement District will formally measure performance through reporting on:

- Output measures: for example the number of projects and services that are delivered within budget.
- Monitoring of compliance with baseline Service Level Agreements (SLA) with Cheshire West and Chester Council and Cheshire Police.

### Key Performance Indicators (KPIs).

#### KPIs reported on will include:

- Footfall research in particular when festivals and events are being delivered, key periods e.g. Christmas and the night time economy.
- Crime and Safety – Incidence of crime statistics for the BID area to be reviewed quarterly.
- Consumer perceptions – Satisfaction surveys to be conducted annually.
- Business community perceptions – Annual Business Survey to determine the impact of the Business Improvement District.
- Retail Vacancy rates will be measured annually.
- Impact on access to jobs and local recruitment.
- Quarterly Image audits of the town centre.

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 Executive Board through the following communication channels:

- The Northwich Business Improvement District Annual General meeting.
- Northwich Business Improvement District Annual Report and Accounts.
- Quarterly Newsletters.
- Regular website/social media updates/e-bulletin updates.
- Quarterly project update reports.



## Levy Arrangements

All non-domestic ratepayers in the geographical area with a rateable value 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. Places of worship, schools, car parks and colleges will be exempt from paying the levy and will not have a vote.

The BID levy is fixed at 1.5% of rateable value for those hereditaments with a rateable value of £6,000 and above. 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 1.5% of rateable value. The current rating list is based on the 2010 valuation. Levy payments will be based on the 2010 valuation and remain fixed for the period of the BID.

**Table One**  
Worked examples  
of BID Levy liabilities  
based upon seven  
RV values

Rateable value (RV) of the hereditament	Annual BID levy contribution @ 1.5% of RV	Equivalent daily investment cost	What you could buy for these daily costs
£6,000	£90	25p	A Pen
£10,000	£150	41p	2nd Class Stamp
£20,000	£300	82p	Chocolate Bar
£50,000	£750	£2.05p	A Sandwich
£100,000	£1,500	£4.10p	Pack of Envelopes
£250,000	£3,750	£10.27p	Quality Printer Paper
£500,000	£7,500	£20.54p	A Pub Lunch

Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area shall additionally become liable to pay the BID levy.



# Levy Arrangements

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## Collection of Levies

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The Business Improvement District levy will be charged at the beginning of September 2014, and annually in April until 2019. 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, where equal instalments can be paid over a time period of up to 12 months on the dates detailed in the instalment plan.

The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

## Voluntary Membership

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Businesses that have a rateable value of less than £6,000 or those businesses that fall outside the BID geographical area can make a voluntary contribution towards the Business Improvement District to enable them to benefit from the projects and services of the Northwich BID. This will be calculated using the same BID levy calculation as any liable hereditament within the BID area.

Therefore, the BID levy will be calculated on 1.5% of the rateable value. All voluntary members will have the same benefits as full levy paying members.



## Income, Expenditure and Timescales

The commencement date of the BID will be the 1st September 2014. The Business Improvement District will last for a five year period from 1st September 2014 until the 31st August 2019. The proposed income and expenditure breakdown for the Business Improvement District is detailed below:

Table Two - Northwich BID Financial Profile	INCOME PROFILE						Income	
	BID LEVY INCOME	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019		TOTAL INCOME
		£174,000	£174,000	£181,000	£185,000	£185,000		£899,000
	MATCH FUNDING	£65,500	£65,000	£65,000	£65,000	£65,000		£325,500
	VOLUNTARY CONTRIBUTIONS	£5,000	£5,000	£5,000	£5,000	£5,000		£25,000
	<b>TOTAL</b>	<b>£244,500</b>	<b>£244,000</b>	<b>£251,000</b>	<b>£255,000</b>	<b>£255,000</b>		<b>£1,249,500</b>
Table Two - Northwich BID Financial Profile	THEME ONE - A VIBRANT AND CO-ORDINATED TOWN						Expenditure	
	MARKETING & PROMOTING NORTHWICH FESTIVALS & EVENTS, NORTHWICH TOWN TEAM							
	<b>TOTAL THEME ONE</b>	£91,628.00	£90,106.00	£91,108.00	£92,136.00	£93,189.00		£458,167.00
	THEME TWO - A SUPPORTED ENVIRONMENT FOR BUSINESS							
	TRAINING & SKILLS. JOINT PROCUREMENT SCHEME. NETWORKING EVENTS. DEVELOPING EDUCATION LINKS.							
	<b>TOTAL THEME TWO</b>	£19,000.00	£21,000.00	£27,500.00	£25,000.00	£25,000.00		£117,500.00
	THEME THREE - SAFE & SECURE							
	NORTHWICH TC DEDICATED PCSO. CCTV & STREET LIGHTING IMPROVEMENTS. SUPPORTING ARC ANGEL SCHEME. CRIME PREVENTION INITIATIVES. RADIO NET.							
	<b>TOTAL THEME THREE</b>	£56,000.00	£56,000.00	£56,000.00	£56,000.00	£56,000.00		£280,000.00
	THEME FOUR - GREENER & CLEANER							
	FRONTAGE CHARTER/SHOP FRONTAGE GUIDANCE. TRANSPORT & CONNECTIVITY. GREEN INFRASTRUCTURE AUDIT. IMAGE & SIGNAGE IMPROVEMENTS.							
	<b>TOTAL THEME FOUR</b>	£26,000.00	£37,000.00	£37,000.00	£42,000.00	£42,000.00		£184,000.00
	<b>TOTAL EXPENDITURE PROJECT EXPENDITURE</b>	£192,628.00	£204,106.00	£211,608.00	£215,136.00	£216,189.00		
	PROJECT MANAGEMENT, ADMIN & DEVELOPMENT COST RECOVERY	£32,600.00	£30,000.00	£23,000.00	£23,500.00	£24,000.00		
	PROJECT CONTINGENCY	£12,712.80	£13,910.60	£14,660.80	£15,013.60	£15,118.90		
<b>TOTAL BID EXPENDITURE</b>	<b>£237,940.80</b>	<b>£248,016.60</b>	<b>£249,268.80</b>	<b>£253,649.60</b>	<b>£255,307.90</b>	<b>£1,244,183.70</b>		
CASH FLOW BALANCE	£6,559.20	£2,542.60	£4,273.80	£5,624.20	£5,316.30			

Where the level of income recovered through the BID levies is greater than the forecast level, this additional income shall be passed to the BID accountable body, and the budgets will be amended to reflect this additional income.

The following costs will be recovered in year one and two of the Business Improvement District.

1. The costs incurred in implementing the BID after the day of the ballot and before the first day of operation.
2. The cost of holding the ballot.
3. Development costs incurred that are greater than the level of income available from Groundwork Cheshire and Cheshire West and Chester Council for the development of the Northwich BID.

The cost of developing this proposal for a BID in Northwich Town Centre has been part funded by Groundwork Cheshire and Cheshire West and Chester Council. Where Groundwork Environmental Services (Cheshire) Ltd is no longer held to be the accountable body or be required to provide the town team within the five years of this BID proposal, all or part of the income provided to enable development of the project shall be recovered from the Northwich BID by Groundwork Cheshire.



## The Ballot and Alterations of Arrangements

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*A non-domestic ratepayer (business ratepayer) will be entitled to vote if they were listed as a non-domestic ratepayer on the date the notice of ballot is published and their rateable value is greater than £6,000. 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:

- 1. A majority in favour of the BID in the number of those voting.*
- 2. A majority in favour of the BID in the proportion of rateable value of those voting.*

The BID area, themes, governance and management arrangements and overall BID levy percentage 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 Ballot Timetable

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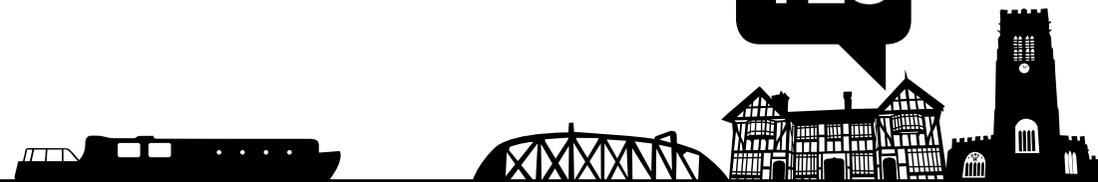
Ballot papers will be sent out on or after Thursday 1st May 2014. The ballot will close at 5pm on 5th June 2014. The result of the ballot will be declared on Friday 6th June 2014 or as soon as possible after that date.



**Alex Dodgshon**

Sales Director  
The Business Partnership

“The Northwich BID gives the opportunity for all local businesses to come together (whether retail, commercial or service orientated) to influence the future development of our town.”



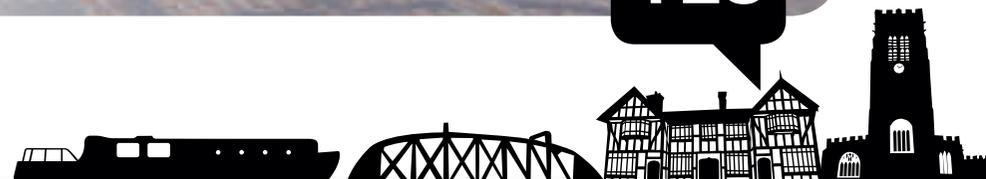
## Baseline Agreements

To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments have been provided by Cheshire West and Chester Council. **These baselines relate to:**

- ✓ *Footpath cleansing*
- ✓ *Highway cleansing*
- ✓ *Litter picking*
- ✓ *Litterbin emptying*
- ✓ *Grass cutting*
- ✓ *Highway sign cleansing*
- ✓ *Street nameplate cleansing and maintenance*



**VOTE  
YES**



# The proposed Northwich Town Centre BID Area – Streets listed in the BID Area

The BID area is represented by the roads in yellow and the orange shaded 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

Chester Way (Partial to Leicester Street Roundabout). London Road (Partial to the railway line). Church Road (Partial). Castle Street (Partial).



**NORTHWICH BID**  
Our town, our vision

*For more information about the BID please get in touch, we would love to hear from you.*

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**BID Manager**

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**Mark Henshaw**  
**Northwich BID Officer**

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**@NorthwichBID**

**[www.northwichbid.co.uk](http://www.northwichbid.co.uk)**

**VOTE  
YES**



Our town, our vision