



NORTHWICH BID
Our town, our vision

OUR FUTURE VISION FOR 2019-2024 FOR NORTHWICH TOWN CENTRE



To find out more contact Jane Hough or Mark Henshaw on **01606 723175**

BUILDING ON SUCCESS FOR NORTHWICH

This draft plan for a Business Improvement District (BID2) in Northwich town centre provides a unique opportunity for retailers, businesses and stakeholders to continue to support Northwich town centre in its mission to be a vibrant destination, where people want to come and shop, spend their leisure time and explore our history and culture.

This plan has been produced by the Northwich BID Team and representatives from businesses across the town centre who are determined to drive forward a successor Business Improvement District to ensure that we remain a vibrant town centre beyond 2019. The investment from the BID will provide a sustained programme of projects, services and support that will benefit all.

NORTHWICH TOWN CENTRE CHALLENGES AND OPPORTUNITIES

The Northwich BID Team over the last six months have invited over 300+ businesses across the town to share their views about what the first term BID has delivered and what could be delivered through a successor BID for Northwich.

This consultation has formed the basis for developing this draft plan for BID2 for our town centre.

Some of our key findings from this consultation include:

- > It is essential that we continue to deliver high quality events and festivals in Northwich to attract people to the town
- > It is very important to continue marketing Northwich as a destination to not only local residents but visitors in and around the North West
- > We need to make further investments in the visitor experience through continued investment in the town centre's assets and visitor experience services
- > Businesses really value the support from the BID Team
- > Investments in town cleansing, floral arrangements, landscape improvements, Christmas lights and Christmas trees have come a long way, but there is much more to be done
- > Safety and security is good, however, more police presence in the town is required
- > Opportunities exist to share in purchasing of common services, including training and business support services

- > The programme of “no cost” training courses and seminars has been valued by BID members and their employees

The draft plan outlined within this document sets out specific added value projects and services that we believe are needed to continue to develop the town. All of these services and projects are added value, and will not be delivered without a successor BID for Northwich town centre.

The plan also shows some of the benefits and opportunities that will exist through businesses supporting our plans for a successor Business Improvement District:



The successor BID for Northwich will be implemented from 1st September 2019 following a vote to approve the plan by eligible organisations across the town centre in May 2019.

The plan will be funded by a small additional levy paid by eligible businesses (1.5% or less of a premises / hereditaments rateable value), with the maximum levy being capped at £15,000 per annum. All the investment generated from the levy will go towards the delivery of this business-led and managed programme for improvements between 2019 and 2024.

Eligible businesses are all non-domestic ratepayers in the geographical area with a rateable value above £6,000.

Places of worship, schools and colleges will be exempt from paying the levy and will not have a vote.



WHAT COULD A SUCCESSOR BID FOR NORTHWICH TOWN CENTRE DELIVER?

This draft plan for a BID across our town centre has been broken down into 3 themes.

Under each theme are a list of projects and services that we believe are important in enabling the town centre to compete in an increasingly competitive and uncertain trading environment. Not all of these projects and services will be funded through the BID, and your further input will be essential in helping the Northwich BID Team to finalise the plan for a successor BID and deciding which of these services will be funded.

THEME ONE A UNIQUE SHOPPER AND VISITOR EXPERIENCE

A new dedicated marketing and promotional campaign to raise the profile of Northwich town centre as a great retail, leisure and night time economy destination

- > To maintain and develop an annual programme of festivals and events at key times of the year, to attract shoppers, visitors and new customers. New Ideas generated from businesses to date include:
 - More live music events
 - More Arts based events
 - Child friendly events to attract more families into the town centre
- > Town dressing e.g. hanging baskets, floral arrangements, landscaping and striking visual features to enhance specific locations
- > Added value cleansing of the town centre to improve litter collection and public toilet cleansing, over and above the services provided by Northwich Town Council and Cheshire West and Chester Council
- > Raising the profile of Northwich by entering nationally recognised awards i.e. RHS Britain in Bloom and The Great British High Street Awards
- > Delivering campaigns and projects that support better accessibility and sustainability in Northwich

THEME TWO A SAFER TOWN CENTRE

- > Work with our partners Cheshire Police and the Cheshire West and Chester Council CCTV Team through delivering initiatives and activities that continue with the reduction of crime in the town centre
- > Introduce Purple Flag status to support the Night Time Economy

THEME THREE BUSINESS SUPPORT

- > The Northwich BID Team lobbying to create new opportunities and tackle barriers to growth for businesses/organisations in the town centre
- > Delivery of added value, no cost to attend training courses, seminars, information services and networking Events
 - Retail sales training and shop window dressing
 - First aid, food, health and safety qualifications
 - Crime prevention and security i.e. anti-shoplifting, cybercrime prevention
 - Leadership and Management



INTRODUCING THE NORTHWICH BID EXECUTIVE BOARD AND THE BID TEAM

EXECUTIVE BOARD MEMBERS

- > Michael Thomas – McDonald's (Chair of the Board)
- > Carol Simms – Marks and Spencer (Vice Chair of the Board)
- > Ann Johnson – Santander (Treasurer)
- > Gerry Rooney – mosshaselhurst Solicitors
- > Wendy Batey Gray – Solutions 24/7
- > Chris Mundie – Salty Dog
- > Lina Higuera – Barons Quay Management
- > Ian Massey – Sainsbury's
- > Phil Bower – Northwich Art Shop
- > Odeon Cinemas – Andrew Moore
- > Sergeant Kev Davies – Cheshire Police
- > Cllr Andrew Cooper – Northwich Town Council
- > Catherine Fox – Cheshire West and Chester Council
- > Chris Shaw – Town Clerk, Northwich Town Council
- > Mark Simmons – Cheshire West and Chester Council

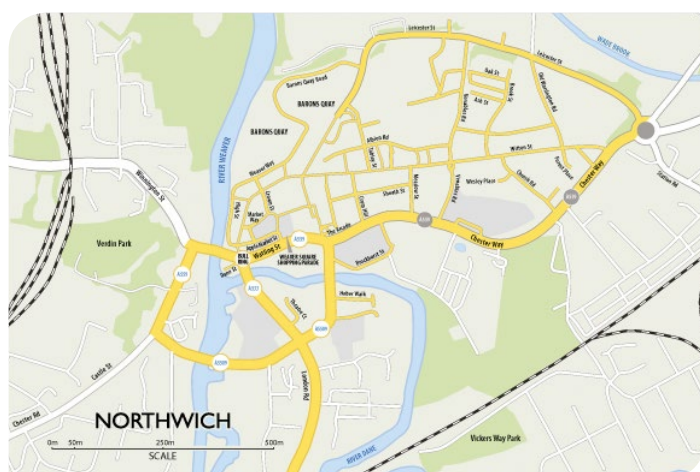
NORTHWICH BID TEAM

- > Jane Hough – BID Manager
- > Mark Henshaw – BID Officer
- > Stephanie Leese – Events and Marketing Officer

KEY DATES

- > March 2019 – Launch of the draft business plan
- > April 2019 – Launch of the full BID proposal
- > 25th April 2019 – Ballot papers are released to all eligible businesses
- > 23rd May 2019 – Deadline for return of ballot papers
- > 1st September 2019 – The successor BID will begin.

THE BUSINESS IMPROVEMENT DISTRICT (BID) AREA



INCOME AND EXPENDITURE BUDGETS OPTIONS

The plans for a BID are based upon a levy of 1.5% of rateable value. The level of investment that will be generated from the BID is over £1million over the five years of the Business Improvement District. A maximum cap is planned of £15,000.

GOVERNANCE AND MANAGEMENT OF THE BID

The Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area. Any eligible business 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.

BASELINES AND ADDED VALUE

The benefit of a BID being approved for businesses, is the continuation of statutory baseline agreements from Northwich Town Council and Cheshire West and Chester Council and other statutory bodies. These are required to ensure that funds from the BID do not fund council or other statutory services. All funds raised by the BID will support added value investments in Northwich town centre.

FOR MORE INFORMATION AND TO FEEDBACK ON THIS PLAN FOR BID2

We want your feedback on this plan for BID2. You can feedback on line at www.northwichbid.co.uk and click on the draft business plan consultation link.

The Northwich BID Team are also holding short briefing sessions about the project during March/April 2019 at Northwich Library, where you can learn more. Full details of these are available on the website.

Finally, to receive regular updates about the project, subscribe to the Northwich BID Team E-Bulletin by emailing: northwichbid@groundwork.org.uk



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