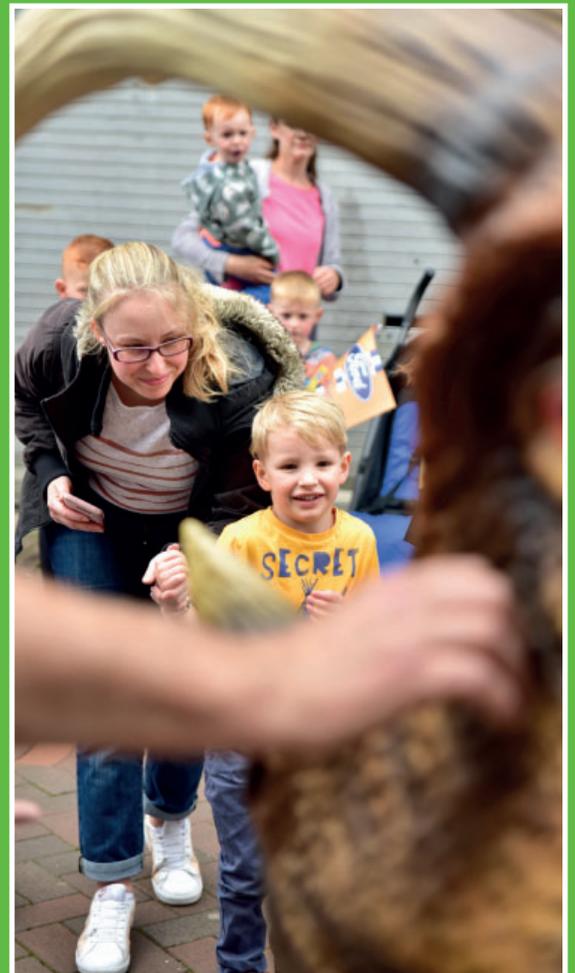




# Northwich BID Annual Report 2016-2017



[www.visitnorthwich.co.uk](http://www.visitnorthwich.co.uk)



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# Northwich BID Annual Report 2016 - 2017

## About Northwich Business Improvement District

The Northwich Business Improvement District (BID) is a defined geographical area in Northwich. Within this area businesses collectively invest in, and enhance, Northwich as a trading environment. The BID commenced on 1st September 2014 and will run until 31st August 2019.

The Northwich BID funds and delivers added value projects and services within the town which focus on creating a destination of choice for residents, visitors, employees, shoppers and service users, to make Northwich a location where businesses and the community can thrive. The BID will not, and cannot, be

used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in 2016/2017 are detailed in this annual report.

The added value projects and services that the BID enables is managed and controlled by the business community who part fund the BID. The entire project is business led, with the BID's funds coming from an additional, mandatory levy. For Northwich, this levy equates to 1.5% of an individual businesses rateable value on all businesses with a rateable value greater than £6,000.



## Message from Gaynor Sinar BID Chairperson and Jane Hough BID Manager

Looking back over the last year, we are incredibly proud of what has been achieved in Northwich through the working relationship between the Business Improvement District (BID), the businesses and our partners. There have been some significant challenges but we continue to see consumer confidence increase in the town. Barons Quay is a challenge, but we are confident that the Council are working hard to attract new tenants into the empty units and 2018 should bring some positive news on this.

2016 - 2017 was a successful year; we have seen more events and festivals delivering increased footfall, bigger and better investments into planting and landscape schemes, and the marketing strategy is going from strength to strength – all of this is moving Northwich to that all important “destination of choice.”

2018 is set to be another challenging year, but we are ready for that challenge. The team are already planning for the

ever popular Easter Extravaganza and developing new events which include Northwich in Bloom, Northwich Festival of Arts and we are supporting the Rotary Club to develop the popular River Festival.

The Visit Northwich website is being re-developed and we are introducing a dedicated BID website, so that our members can access information more easily. Along with partners, we are developing the marketing strategy by focusing on some dedicated #shoplocal campaigns and we will continue to deliver the popular news bulletins and manage the successful social media accounts.

New investments will be introduced on Dane Bridge, where you will see new floral railing baskets in the summer, and improvements will be made around the seating area on the corner of Venables Road, along with the eye-catching summer hanging baskets and planters around the town centre.



**Gaynor Sinar**

Owner of Curtain Magic & Chair of the Northwich Business Improvement District Executive Board



**Jane Hough**

BID Manager

**The BID is ready for another exciting year in Northwich and we look forward to working and supporting you throughout Year 4.**

**Northwich Town Centre Footfall data Recorded**

September 2016 – August 2017  
Over 2.8 Million movements

**Visit Northwich Website**

September 2016 – August 2017  
Over 120,000 page views  
48,000 users

**Combined Twitter and Facebook Impressions and Reach**

September 2016 – August 2017  
Over 4.1 Million



## How we deliver the BID

The Northwich Business Improvement District is governed by the Northwich BID Group. The BID group have elected an Executive Board to oversee the delivery of the Business Improvement District. The Executive Board work on a voluntary basis and are responsible

for guiding and directing the Groundwork BID Team in the delivery of the projects and services contained in the Northwich Business Improvement District Business plan. The Executive Board in office for 2016 - 2017 are featured below.

## Your Executive Board

### Chairperson

Gaynor Sinar *Curtain Magic*

### Vice-Chairperson

Wendy Batey-Gray *Solutions 24-7*

### Treasurer

Anne Johnson *Santander*

### Board Members

Craig Lancaster *Waitrose*  
 Marcia Jackson *Sainsbury's*  
 Carol Simms *Marks and Spencer*  
 Michelle Cash *Boots*  
 Gerry Rooney *mosshaselhurst*  
 Brent Nile *Burdetts Barbers*  
 Lina Higuaita *Barons Quay*

### Supporters/Advisors

Catherine Fox *Area Programme Manager – Cheshire West and Chester Council*  
 Chris Shaw *Northwich Town Clerk – Northwich Town Council*  
 Mark Simmons *Senior Locality Officer – Cheshire West and Chester Council*  
 Inspector Dave Snasdell *Northwich Police Unit*  
 Cllr Andrew Cooper *Northwich Town Council – Bridge Ward*

### BID Team

Jane Hough *Business Improvement District Manager*  
 Mark Henshaw *Business Improvement District Officer*  
 Stephanie Leese *Business Improvement District Marketing and Events Co-ordinator*

“The close partnership that Northwich Town Council and the BID Team have developed over the last few years, has really allowed our two organisations to punch above our weight and put Northwich on the map.

The highlight of the year was the Pro Tour Cycle Event, which saw a nationally televised sporting event brought to the streets of the town centre. Not only did this bring visitors from far and wide into the town – many for the first time – it was inspiring for a generation of school children, many of whom will not have seen anything like that before. Delivering this event was only possible through NTC and the BID Team working together.

Another example of the benefits that our close working relationship has brought, can be seen in how the town centre has become cleaner and greener over the last twelve months.

Investments made in new hanging and railing baskets and planters by the BID and delivered by Northwich Town Council, has added a new depth of colour to the town centre and provided a wonderful display; widely remarked upon by residents.

The investment made last year by the BID in introducing additional cleaning has provided a foundation for Northwich Town Council to take over the cleansing of the whole town centre from CWAC. This has allowed us to provide an improved and more responsive service to the benefit of businesses and residents alike.

I look forward to another successful twelve months and seeing what we can achieve by our collective endeavour.”

**Cllr Andrew Cooper – Northwich Town Council**



# What we have delivered in 2016 - 2017

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

It's been a busy 12 months for the BID in terms of delivering on Theme One. The marketing and promotion of Northwich has developed at a fast pace, with investments made into communications through a number of platforms and we have seen a number of successes with increasing the profile of Northwich.

Over 100 individual businesses were provided with one-to-one specific marketing support by the BID in the last 12 months

230 BID press releases featured in 18 different media publications locally, regionally and nationally between September 2016 – August 2017

Over 50 Business and Consumer bulletins released to promote Northwich Town Centre and the BID



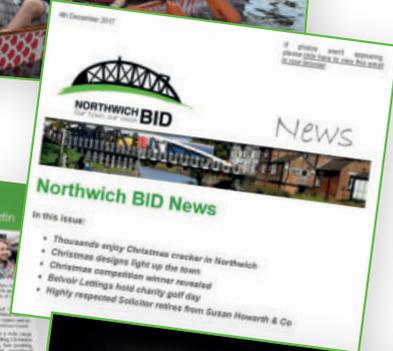
3,266 followers  
3,000 tweets



5,730 likes  
3,500 posts



1,116 followers  
300 posts



The BID supported a number of events in Northwich between 1st September 2016 and 31st August 2017. The Extravaganzas have become sought after events in Northwich with visitors travelling from far and wide to attend the spectacles. 2017 also saw a round of the national cycling event Pro Tour hosted in Northwich. This nationally recognised event raised the profile of Northwich which was aired on ITV4.



**Northwich BID Team**

Your BID Team have worked hard over the last 12 months to deliver a number of significant projects, services, events and festivals to enhance Northwich Town Centre – this document details the achievements and successes of that activity.

The team has also acted as your first point of contact with a number of partners and agencies including Cheshire West and Chester Council Economic Development and Regeneration, Highways, Estates, Regulatory Services, CCTV and Streetscene departments, Northwich Town Council, Barons Quay developers Balfour Beatty, the Environment Agency, Cheshire Police, Cheshire Fire, community groups and commercial property agents.



*Northwich BID Team from left to right - Mark Henshaw, Stephanie Leese and Jane Hough*



**Theme One – An investment of £170,012 in 2016 - 2017**

“Northwich Rotary Club organises Special Speaker Meetings through the year which are open to the public and focus on presentations on topics of interest to the local community. The Northwich BID has supported several of these events during the year, providing valuable updates on the work of the BID in supporting the Business Community and the wider populace in Northwich and district.

The Northwich BID provided a Dragon Boat racing team for the Rotary River Festival this year and is actively supporting the organisation with next year’s event.”

**Clive R Steggel - Speakers Secretary for the Rotary Club of Northwich and owner of CRS Consultants, Northwich**



“Northwich BID have offered fantastic support, help and guidance in setting up ODEON Northwich Barons Quay. Throughout our first year, they have been instrumental in providing marketing and helping to raise awareness of our site, particularly our Costa, helping us to a 2017 that exceeded our expectations!”

**Andrew Moore – ODEON Northwich**



## Theme Two – A Supported Environment for Business

### Training, Knowledge and Skills

The ever popular programme of training courses was delivered in 2016 – 2017.

Specific courses that were delivered in 2016 - 2017 were as follows:

- RQF Level 3 Award in Emergency First Aid at Work
- One 2 One business support in Visual Merchandising
- Retail Skills Workshops
- Principles of Fire Risk Assessment
- Social Media and SEO Training
- Crime Prevention
- Leadership and Management Skills

“ Over 100 Northwich BID employees were up-skilled through the free BID training programmes in 2016 - 2017 ”



### Revive and Thrive Conference

Representatives from Business Improvement Districts (BIDs), councils and businesses descended on Northwich in March 2017 to attend the Revive and Thrive spring conference.

Over the two days there were a number of tailored workshops surrounding key issues prevalent in towns and cities and also a series of talks from keynote speakers who shared their experiences and tips on a range of topics. Andrew Cooper from the Leeds BID discussed 'The Importance of Transparency in the Place Making Industry' while Kim Cassidy from Nottingham Trent University spoke about 'How to Build a Successful Vibrant Community' and provided a case study from the city of Roeselare in Belgium.

The event provided the Northwich BID with the perfect opportunity to showcase the town and the many great initiatives and developments that have recently taken place here and are to come in the future.



With so many representatives from towns and cities right across the UK, the conference gave the BID a great chance to shout about the many positive developments that have taken place within Northwich and let people know about the progress made.

### Scandinavian Visits

Northwich proved to be an inspiration for visitors on two occasions in 2017 as delegates from Scandinavia visited the town as part of a short fact-finding mission.

The groups, who were from Norway and Sweden, were in England as part of a study tour to look at the effectiveness of small and medium sized Business Improvement Districts and Northwich was chosen as the perfect example.

Following a tour of the town centre, the visitors remarked on how impressed they were with the work the Business Improvement District had delivered to support the business community,



## Theme Two – An investment of £7,759 in 2016 - 2017

### Joint Procurement Scheme

The Northwich BID's partnership with energy, voice and water consultants Invev (Intelligent Voice Energy and Water consultants) also continued in to year 3, helping Northwich BID businesses take advantage of any cheaper prices or deals that might be available to them in terms of telecom, utility and water.



### Brio Leisure Discount for BID Members

During year 3 of the Northwich BID, the popular partnership with Brio Leisure continued, allowing Northwich BID businesses and their employees to take advantage of a 20% discount on full membership at any Brio Leisure centre. Extending to family members in the same household, the scheme gives Northwich BID business employees access to 12 fantastic Leisure Centres with unlimited use of all facilities.



## Theme Three – Safe and Secure

The BID has continued to part fund an additional PCSO in Northwich town centre throughout 2016 - 2017. The dedicated PCSO conducts visits to individual businesses to discuss any crime related issues and supports with agreed action plans to combat crime.

In addition, the BID Team continue to work with Cheshire Police and the Council's CCTV Team to deal with issues relating to shoplifting, theft and anti-social behaviour in the town centre.



**Theme Three** – An investment of £12,766 in 2016 - 2017

“ We have developed a strong partnership with the Northwich BID and have worked together to tackle crime and anti-social behaviour within the town centre. Our officers are proud to support the policing of many of the events within the town, ensuring that Northwich is a safe place to live, work and visit. ”

**Chief Inspector Simon Meegan**  
**Commander – Northwich Local Policing Unit**

*\*“In 2017 Northwich ranked 1st as safest large post town in the North West of England”*  
*\*Information source - Consumer Research Group Value Penguin*



## Theme Four – Greener and Cleaner

### Theme Four – Image Improvements

Throughout the third year of the BID, the Northwich BID Team have once again worked continuously to improve Northwich's image, constantly looking at ways to improve how both visitors and businesses perceive and view the town. Significant investments have been made in floral displays, planting schemes, additional maintenance in the town centre above the statutory obligations of the local authority, shop wraps and hoarding.



Theme Four – An investment of £46,025 in 2016 - 2017

### Improvements/maintenance delivered in 2016 – 2017



## Income and Expenditure

<b>BID Income</b>	<b>Budget – Year 3 September 2016 – August 2017</b>	<b>Actual – Year 3 September 2016 – August 2017</b>
BID Levy Income	£181,000	£198,839
Income from Voluntary Members	£5,000	£448
Grants/Fund Match (Financial)	£65,000	£26,837
Bank Interest	Nil	£30
Surplus (Year 2) +/-		£44,477
<b>Total Income 2016 - 2017</b>	<b>£251,000</b>	<b>£270,631</b>
<b>BID Expenditure</b>	<b>Budget – Year 3 September 2016 - August 2017</b>	<b>Actual – Year 3 September 2016 - August 2017</b>
Theme One – A Vibrant and Co-ordinated Town	£91,108	£170,012
Theme Two – A Supported Environment For Business	£27,500	£7,759
Theme Three – Safe and Secure	£56,000	£12,766
Theme Four – Greener and Cleaner	£37,000	£46,025
Project Management & Administration Costs	£23,000	£27,849
Accruals – Annual Audit		£250
<b>Total – Expenditure 2016 – 2017</b>	<b>£234,608</b>	<b>£264,661</b>
<b>Actual Surplus +/-</b>		<b>£5,970</b>

**Note:** In addition to the financial income received by the Business Improvement District in 2016 - 2017, there has been additional investments made of £74,500, which have supported the dedicated BID PCSO, Christmas Campaign, Northwich Pro Tour, Image Enhancements, Training Courses and Seminars. These additional investments have been sourced through Cheshire West and Chester Council, Barons Quay Management Company, Cheshire Police and Northwich Town Council.

The surplus generated in Year Three of the BID, will be utilised to deliver added value projects and services in the town centre above and beyond the current baselines delivered by the public sector.



# What we plan to deliver in Year 4

## Theme One

### Marketing and Promotion

- ✓ Revamp of the Visit Northwich Website
- ✓ Introduce a Northwich Business Improvement District Website
- ✓ Continuation of the weekly and quarterly news bulletins
- ✓ Increase the presence of Northwich in regional and national publications, including newspapers, magazines and newsletters
- ✓ Dedicated marketing support for Northwich events and festivals
- ✓ Installation of an additional footfall counter in Barons Quay
- ✓ Continue to host competitions to raise awareness of the businesses in Northwich and collate consumer data

### Current 2017 - 2018 Events and Festivals

- ✓ Christmas Extravaganza – Saturday 25th November 2017
- ✓ Easter Extravaganza – Saturday 31st March 2018
- ✓ Northwich In Bloom – Summer 2018
- ✓ Northwich Festival of Arts – July 2018
- ✓ Summer Extravaganza – Throughout the school holidays in July/August 2018

### BID Team

The BID Team will continue to be a central point of contact for your business for any issues or opportunities that may arise in Northwich. In addition to providing support, the team will be responsible for the delivery of the projects and services contained within the business plan and explore opportunities for bringing additional external funding into the Business Improvement District.



## Theme Two

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Investments will be made throughout the year in Training Courses and Seminars dependent on business requirements. This information will be collated through our client feedback forms and surveys that we periodically conduct with the business community. New course dates will be communicated to businesses as and when they are released through email and e-bulletin campaigns.

### Joint Procurement Schemes

The BID will continue to work with INVEW to help reduce the costs of telecom, utility and water bills that Northwich traders are paying. In addition to this service, the BID will continue to explore the feasibility of introducing other joint procurement suppliers. These could include trade waste, pest control and handyman services.



## Theme Three

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### Crime Prevention Partnerships

As the town centre continues to grow in 2018, it is important for the BID to build on new and existing relationships with key partners to support with keeping crime low in Northwich.

The BID will work with Cheshire Police, Cheshire West and Chester Council Licencing/Enforcement Team and CCTV Team and the Managing Agents Savills at Barons Quay, to ensure that retailers and business owners are kept informed and updated on key issues that affect the town.

## Theme Four

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### Landscape, Cleanliness and Signage Improvements

2018 will see further investments into planting and signage schemes across Northwich Town Centre.

New landscape enhancements will be introduced on Dane Bridge, the subway and on Venables Road.

In addition to the planting schemes in the town centre, we will continue to make investments into enhanced planting and hanging baskets schemes on Leicester Street, Upper Witton Street and Albion Road.



## Northwich BID works with a number of partners and stakeholders:



For further information on the Northwich Business Improvement District please contact:

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