



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: Wednesday 22nd March 2023
Time: 8:30am
Location: Northwich Town Council Offices

- Michael Thomas - McDonalds (MT)
 - Phil Bower – Northwich Art Shop (PB)
 - Kirsty Wernham – Weigh of the World (KW)
 - Ellis Wardle – Salt House NW (EW)
 - Louise Hough – CRS Consultants (LH)
 - Abda Obeid-Finley – Abda’s Café (AOF)
 - Lindsey – CWAC
 - Stacey – Real 5
 - Jane Hough – Groundwork CLM (JH)
 - Adam Gerrard – Groundwork CLM (AG)
 - Stephanie Leese – Groundwork CLM (SL)
- Apologies received:**
- Adele Rowe – The Entertainer (AR)
 - Gerry Rooney – mosshaselhurst (GR)
 - Lina Higueta – Barons Quay (LH)
 - Chris Mundie – Salty Dog (CM)
 - Chris Shaw - Northwich Town Council (CSh)

Agenda Item	Minutes	Actions
Welcome / Declarations of Interest / Actions	<p>MT welcomed all to the meeting and thanked Northwich Town Council for hosting.</p> <p>There were no declarations of interest.</p> <p>There were no outstanding actions from the previous meeting.</p> <p>The minutes from the previous meeting were approved as a true and accurate record.</p>	
BID 3 Presentation	<p>Some Board members were not present for the development of BID 3.</p> <p>BID 2 programme finishes in 2024 – there is a formal process to go through if the board want to take it through to BID 3. BIDs are regulated and this is a formal process. JH gave an update on Groundwork and the work the team undertakes on BIDs throughout Cheshire and Lancashire.</p> <p>Proposal for supporting Northwich is JH leading on the process with support from AG and SL. A BID development steering group from the board will be made up – containing a representation from National, Professional Business Services and Leisure.</p> <p>Consultations will be undertaken along with BID ballot marketing and consultations.</p>	

	<p>The Local Authority will need to be engaged with during the process.</p> <p>Timeline – Consultation on Business needs, Draft BID 3 Proposal, Consult on the BID 3 Proposal, Short focused feedback process, capturing relevant ballot contact data. Ballot. Timelines can change.</p> <p>Questions and challenges – the economy is very different since 2019. There are options for increasing the BID investment. Impact of the 2023 rates revaluation. Options for increasing the BID geographical area. Changes in BID decision makers. Current boundary goes to the bottom of Castle Hill and the roundabout next to the Clocktower. Depending on feedback, consultations can go wider to see if those businesses outside the area would want to be part of a BID.</p> <p>Communication – BID board/development meetings, e-bulletins to companies.</p> <p>MT – what could the BID do for businesses around the industrial/car dealership areas? Smaller businesses are on board at both ends and AG gets engagement from them wanting to be part of the BID brand. The larger businesses need to be consulted to see what the BID can offer them. Retail park could also be included – do they pay an existing management fee.</p> <p>PB – important to consult with businesses outside the current BID area to gather information on what their current issues are and what would make a difference for them.</p> <p>Going out of the town centre the RV decreases significantly and is often outside the cap. Reducing the cap would change the balance of businesses that are included.</p> <p>Groundwork can request RV data to do modelling on the financial profile – may gain 200 businesses but only generate an extra £5k of income.</p> <p>Some independents may want to be approached by other independents rather than the BID Team as they don't understand the BIDs role.</p> <p>No more questions on BID 3.</p>	
<p>Marketing & PR</p>	<p>Stacey was invited to the meeting to provide an update on marketing and PR.</p> <p>Past 12 moths have seen excellent results. 69,000 reach on Facebook. 4k followers on Instagram at present. A good relationship has been built with the Real 5 team. Strategy on social media focuses on the people behind the businesses. Reach of 18,19,13k people. Visit Northwich brand continues to grow. Don't just post posters – get the businesses to hold the poster.</p> <p>AG and Real 5 discuss which strategies work and which don't.</p> <p>PB - Is it worth ensuring every post is tagged with #NorthwichBID #VisitNorthwich?</p> <p>Needs to be rotation of businesses that are included – Real 5 have a list of</p>	

	<p>business names.</p> <p>For BID 3 – need to have a clear marketing strategy to inform businesses of when voting. Also a list of the things they will lose if the BID does not continue.</p> <p>EW – does Northwich BID shout enough that the BID leads on the Pina Colada event? Need to emphasise the businesses have led on this event.</p> <p>EW would like to see something for each business to display on their premises (QR code/sticker) that describes what the BID is/what is going on.</p> <p>Would like to promote what the BID does. AG will look at doing Social Media workshops or how to videos.</p> <p>No further questions.</p>	<p>AG to put on Social Media Workshops.</p>
<p>BID accounts</p>	<p>AG presented the current accounts to the board.</p> <p>Income for the rest of the year is secure. Expenditure is in a similar position and AG is working to the budgets that have been set. Additional money has been received from Spacehive.</p> <p>There were no question on the accounts.</p>	
<p>Regeneration Updates</p>	<p>Lindsey – CWAC have spent time improving the website. There is a tab for Weaver Square, Moss Farm, Northwich Library, Townscape Heritage Project and Winnington Bridge on the website. Looking to be a central point for information on the flooding and flood risk alleviation programme.</p> <p>Northwich Library – technical surveys feeding in to the design process and work has been started on the western elevation. This should take 5 months. Communications will be put on the website. Work is expected to take 18-24 months.</p> <p>Weaver Square – Site investigations will be taking place soon. Phased minimised disruption on bore holes across the site to establish how high Weaver Square can be built for future developments.</p> <p>Market – Consultations currently looking at this. Various options. Is a process to go through. Look at what Northwich needs.</p> <p>Would it be helpful for Charlie to present to the board?</p>	<p>Lindsey to speak with Charlie regarding presenting to the board.</p>
<p>AOB</p>	<p>There was no AOB.</p> <p>MT thanked all for attending and closed the meeting.</p>	

Next Executive Board Meeting Date: 8:30am – date TBC.