



## Minutes

**Meeting:** Northwich BID Executive Board Meeting  
**Date:** Wednesday 24<sup>th</sup> May 2023  
**Time:** 8:30am  
**Location:** Northwich Town Council Offices

- Michael Thomas - McDonalds (MT)
  - Phil Bower – Northwich Art Shop (PB)
  - Kirsty Wernham – Next Level (KW)
  - Ellis Wardle – Salt House NW (EW)
  - Louise Hough – CRS Consultants (LH)
  - Chris Shaw - Northwich Town Council (CSh)
  - Jane Hough – Groundwork CLM (JH)
  - Adam Gerrard – Groundwork CLM (AG)
  - Stephanie Leese – Groundwork CLM (SL)
- Cllr Sam Naylor – CWAC (SN)
- Apologies received:**
- Gerry Rooney – mosshaselhurst (GR)
  - Abda Obeid-Finley – Abda’s Café (AOF)
  - Adele Rowe – The Entertainer (AR)
  - Chris Mundie – Salty Dog (CM)

| Agenda Item   | Minutes   | Actions   |
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| <b>Welcome /<br/>Declarations of<br/>Interest / Actions</b> | <p>MT welcomed all to the meeting and thanked Northwich Town Council for hosting.</p> <p>Apologies were received from Gerry Rooney and Abda Obeid-Finley.</p> <p>There were no declarations of interest.</p> <p>Lina has now left Barons Quay. A replacement will be appointed in the next few weeks.</p> <p>Actions from previous meeting: Social Media Workshops – once every two weeks or once a month AG will lead evening and morning sessions as a “Social Club” to discuss Social Media. If successful, sessions with experts will be planned in. Once a month.</p> <p>Outstanding: Lindsey to speak with Charlie regarding presenting to the board.</p> <p>The minutes from the previous meeting were approved as a true and accurate record.</p> | <p>Lindsey to speak with Charlie regarding presenting to the board.</p> |
| <b>Town Centre<br/>Report</b>                               | <p>Marketing &amp; PR – best performing Facebook page for destinations in the region. AG went through the stats in details with the board. Reach is increasing each month which is organic engagement. BID has done a paid advert for Spring Food Festival which the organiser will be paying back. MT – has there been paid advertising for the Grub Club? Not yet. Email marketing is</p>   |   |

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|                        | <p>up on subscribers. Only 30 people have unsubscribed from the mailing list in the past year. Changing the way the bulletins look directing people to the website where can drive what users see. What's On Page on the website is getting the most hits – Google Search is generating the most traffic. Businesses are looking to feature on Visit Northwich.</p> <p>Looking to generate income from out of town businesses that may want to feature on social platforms. Would be good to list the businesses as "Accommodation" under the website. Could approach the businesses that offer accommodation nearby. Need to make sure it is worth the time cost wise.</p> <p>Town Centre Dressing – NTC is putting in flowers and borders. There will be wild flowers around the birch trees. There will be a new planter. It was agreed to enter In Bloom for 2023.</p> <p>There has been a concerning trend in increase in anti-social behaviour over the past few months.</p> <p>Footfall has increased from 2022 each month. Businesses are reporting that spend is not increasing.</p> <p>Training – 56 delegates have booked on to training with 33 businesses attending. If delegates continually don't attend the courses after booking on, can look at measures to deter this.</p> <p>Station has received funding for signage.</p> <p>Artisan Market – stalls have reduced and is a challenge to get people up past the Library. Have previously had Oakmere Toyota. Could get Roberts Bakery Brass Band to play at the top of town on Artisan Days. EW - would like to see events going on at the same time as Artisan Market.</p> <p>For BID 3 – can look at resource in partnership with CWAC, NTC, Barons Quay and the BID in terms of an event co-ordinator.</p> <p>What's On Guide – Spring Food Festival is taking place from 27<sup>th</sup> – 29<sup>th</sup> May. AG went through the upcoming events over the summer.</p> <p>Visit Northwich Website has had further improvements. Upsell other events on a lot of the pages.</p> | <p>AG will look at creating a package to share with the board, then will approach accommodation businesses.</p> <p>CS to contact Roberts Bakery regarding playing at Artisan Markets.</p> |
| <p><b>Accounts</b></p> | <p>There have been no major changes in the accounts. Have now received the first levy payment from CWAC of £92.5k. Forecasted to receive additional carry over income from last year. £255,690 predicted income for the year. Predicted expenditure is £244,690. £10k has been set aside for unexpected expenditure.</p>   |   |
| <p><b>AOB</b></p>      | <p>Real 5 Contract – Real 5 were chosen by the board and formal procedure was followed. On a rolling contract. KW has concerns with the quality of the marketing contract at present. AG – it is a challenge to find a good social</p>   |   |

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|  | <p>media/digital marketing company. AG moderates a lot of the content. NTC have recently taken Real 5 back on to do the marketing. AG has asked Real 5 to take less professional photos as the less professional photos do better on Social Media as they look less like adverts. Real 5 do go out and seek the content and are active. Need to fine tune the way they engage with people.</p> <p>Buildings at the bottom of Castle Hill – what is happening to them? John Fifield owns the buildings. CWAC will continue to put pressure on John Fifield. Council is ready to re-apply if more levelling up funding comes out with regards to the Winnington Corridor.</p> <p>SN – has been re-elected and will represent Northwich for the next 4 years. Nathan Pardoe will take over regeneration.</p> <p>Armed Forces Week – is there anything the BID can do next year – discounts for those in service and those ex-service.</p> <p>MT thanked all for attending and closed the meeting.</p> |  |
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**Next Executive Board Meeting Date: 8:30am – date TBC.**