



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: Wednesday 25th January 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)
- Gerry Rooney – mosshaselhurst (GR)
- Abda Obeid-Finley – Abda’s Café (AOF)
- Lina Higueta – Barons Quay (LH)
- Louise Hough – CRS Consultants (LH)
- Chris Mundie – Salty Dog (CM)
- Lindsey – CWAC
- Chris Shaw - Northwich Town Council (CSh)

- Jane Hough – Groundwork CLM (JH)
- Adam Gerrard – Groundwork CLM (AG)
- Stephanie Leese – Groundwork CLM (SL)
- Richard Beacham – CWAC (RB)
- Rob – CWAC (R)

Apologies received:

- Adele Rowe – The Entertainer (AR)
- Ann Johnson – Santander (AJ)
- Ellis Wardle – Salt House NW (EW)

| Agenda Item | Minutes | Actions |
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| <p>Welcome / Declarations of Interest / Actions</p> | <p>MT welcomed all to the meeting and thanked Northwich Town Council for hosting.</p> <p>There were no declarations of interest.</p> <p>Actions from previous meeting:</p> <ul style="list-style-type: none"> • Plan it Consultation has been delayed • Marketing Team will be invited to the next meeting – working through Regeneration Plans today • Town centre cleansing has not improved as per KW and PB. Staff levels have improved. CSh – overall cleanliness of the town is better than other towns. JH – can there be one whole cleansing routine for the whole of the town. CSh has asked if NTC can take over the whole of the town cleansing and the answer has been no. NTC does additional hour each day that the BID is funding. <p>The minutes from the previous meeting were approved as a true and accurate record.</p> | <p>AG to invite marketing team to next meeting.</p> |
| <p>Project Update Report</p> | <p>Social Media and Marketing - AG highlighted key stats from the report. Social Media has improved drastically over the past 12 months. Real 5 have done a good job. Page reach – number of people have seen the content – is ½ million over the year. 218% increase in the number of people who have seen the content. Instagram has also changed strategy – posting about businesses now. Paid advertising has also reduced as the content is now more engaging and</p> | |

organic. Have been doing research on the types of web content that get the most hits through to the website.

Town Centre enhancements – there has been a lot of work on town centre bollards – broken bollards have been replaced and there are now no gaps that can be driven through. This will prevent dangerous driving through the town centre. KW – is there an easy way to get keys to the bollards – speak to CSh. PB – will the reverse entrance to St Paul’s Place be re-bollarded? Claire is looking in to this. There will be emergency repairs along Weaver Way. Long term solutions involve Balfour Beatty.

Gritting – looking at purchasing grit boxes for the town centre for businesses to use if they need. CSH – problem is people use them as litter bins. AG proposes they are stored during the summer in the service yard and only come out during the winter. Will be locked with a code that businesses know. AG will put together some costings as a package for next winter. This will also include some additional cleansing.

In Bloom – Northwich has won gold in In Bloom. Northwich also won joint Best Large Town. A great achievement for the town and thanks to CSH for his work planting throughout the year – the feedback from judges was that Northwich’s flowers were the best the judges had seen this year. Northwich also won best art in the community with regards to the crocheting in the town.

Christmas – For 2022 the footfall was higher than in 2019. The event was marketed well and the sub-group organised and planned this well. Emphasis was that everything that could be free was free and the events were entertaining. It was very inclusive – there was a BSL interpreter.

Awards - AG has submitted an application for High Street Awards. Will find out if shortlisted in early February – awards ceremony on 1st March.

Events - Event list was provided for 2023. GR asked if there had been any feedback on the Rotary event. GR had excellent feedback on how CSh and AG represented themselves. There will be a 3 day Food Festival event during the May Bank Holiday and 2 day events in Summer and at Christmas. These are free for the BID. There will also be a Grub Club based in Barons Quay due to the size of the wildflower meadow. This will be 5pm – 10pm on Thursdays.

Space Hive – current Space Hive application for the events budget - £22k allocated from the council against £36k costs – need to raise £14k. Additional funding through the BID to help achieve the goal. Would like members of the public to help fund if they can.

Business Rates – business rates have been revalued – this doesn’t affect the BID levy as this is based on 2017 valuations.

Training courses – for £1400 of funding the BID has generated £4000 of savings for businesses. AG has emailed those businesses that have been booking on but have not been attending.

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| <p>BID accounts</p> | <p>AG presented the accounts. No real changes to income and expenditure since the last board meeting. The BID is on track – Space Hive changes will come in for the next board meeting. Surplus at £9k currently.</p> | |
| <p>BID 3</p> | <p>If the board want to progress with BID 3, Groundwork will need to start this work in summer 2022. If the board do want to continue with BID 3 there is a process and regulations to adhere to. At the next meeting, JH will go through the process of what is required for a successful yes vote.</p> | |
| <p>Regeneration Updates</p> | <p>MT welcomed Richard Beacham and Rob.</p> <p>RB thanked the board for inviting the team to provide updates. RB would be happy to attend several times a year to talk about the plans for the town.</p> <p>Council will pass the budget in February and there is capital allocations for a variety of programmes in Northwich including the potential for moving the market. Capital allocation for Moss Farm. Winnington Bridge levelling up fund – was not successful but will keep the funding for the third round of funding.</p> <p>It is important the Library stays where it is and does not move to Barons Quay. Work to restore this as a historic building has taken time to figure out what to do in terms of whether there is funding to just stabilise the building or to develop it internally as well. The Library has decanted in to Weaver Hall Museum. The work to stabilise the building is complete. Survey work is ongoing. These surveys will inform the next phase which is the external work and will help cost up what can be done internally.</p> <p>Heritage Townscape Project – restoration of frontages for shops. A successful project for the Council’s regeneration team. 70% grant with money claimed back with Heritage Lottery Fund. CM asked how much council funding was spent on Burtons – was predominately HLF – the council’s staff time is paid for. Owner pays for the works, 70% of the works is claimed back from the council and the council claims back 62% from HLF. CM raised frustration that the council are not funding for gritting. RB – there are capital programmes and revenue programmes – cannot transfer the moneys from capital funding to revenue (grass cutting/gritting/litter picking). All of the cuts from the government have happened to revenue funding, not capital funding. Any investments into capital the council needs to ensure there is sufficient revenue funding to maintain it.</p> <p>CM raised concern that one electrical fire created more progress on the market development than 5 years of planning and consultation from the council. Need to get the basics right. Site investigations will be undertaken first. Looking at moving the indoor market to Barons Quay if the work currently being undertaken determines this is the best thing to happen.</p> <p>AOF – the council research is taking that long to undertake that businesses are having to close in the meantime due to the poor economic climate – there will be no footfall or many businesses left by the time the council’s plans will come to fruition. PB bought his business 8 years ago, the Weaver Square Master Plan was due to take 3 years. Nothing has happened now. There has</p> | |

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| | <p>been a failure in communication to the communities – people coming in see hoarding and barriers. MT – every entrance to the town has dereliction for the community to see.</p> <p>MT asked about the property at the bottom of Winnington Hill. This property wasn't eligible for the Heritage scheme as it is too new and not in the defined project area. It is on planning enforcement's radar. Can serve an untidy land notice but this is hard to do. AG asked if an online petition would help prove it is untidy?</p> <p>RB – Applemarket Place has helped the businesses in that area. Recognises that communication needs to be better.</p> <p>The units in Barons Quay have no electricity and plumbing. Once those are in, there is a timescale to get tenants in. Need to get things off the ground quickly.</p> <p>Soot Hill – money in the capital programme to fix the road. Marbury Park has had investment in the Play Areas. Work has been undertaken by the local authority regarding flooding.</p> <p>Council will work on communication on what is happening and what the council are working on. Council ideally like there to be a 12 month period/timescale before announcing projects. Council will write a letter that can be circulated to all businesses regarding updates.</p> | |
| <p>AOB</p> | <p>There was no AOB.</p> <p>AG has the design for the Whats On Guide for 2023 for board members to look at.</p> <p>MT thanked all for attending and closed the meeting.</p> | |

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