



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: Wednesday 5th October 2022
Time: 8:30am
Location: Northwich Town Council Offices

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

Agenda Item	Minutes	Actions
Welcome / Declarations of Interest / Actions	<p>PB welcomed everyone to the meeting. Apologies were received from Michael Thomas so PB took on the role of Chair.</p> <p>Ellis Wardle was welcomed to the board and is observing the meeting. EW is looking to join the board. Ellis introduced himself to the board and his aspirations for the town and future. EW has vast experience in retail, managing Robinsons brewery locations. EW has invested in Northwich in the Salt House NW and the Bullring.</p> <p>NCT declared an interest.</p> <p>Actions from previous meeting:</p> <ul style="list-style-type: none"> • AG to keep a log of businesses that have been visited by the marketing team. 150 businesses have been visited – 62% have been visited. Service industry have not been visited nor banks, but these are now prioritised. AG will invite to the next board meeting to better understand their strategy. <p>The minutes from the previous meeting were approved as a true and accurate record.</p>	<p>AG to invite the marketing team to next meeting.</p>
	<p>LF presented the plans for the town centre for the future in terms of strategic locations and the areas identified for wider investment in the area. Key points include the River Weaver and Dane, Weaver Square Markets, the Artisan Market, Industrial Salt Mine heritage, green space and parks and independent</p>	

<p>Presentation from Planit</p>	<p>businesses. Strategic connections to nearby towns is also under consideration.</p> <p>Northwich's waterways were also looked at and how these can be capitalised on, as well as the individual locations in the town which can be knitted together whilst retaining their individual characters.</p> <p>Engagement strategy – looking for feedback from various groups. First stage is to speak with Northwich Town Council, the BID, Sir John Deane's College and local businesses. Questionnaires were handed out to all on the board to complete.</p> <p>PB thanked Planit. KW – has no time to use a lot of Northwich. Does the questionnaire go out to the wider community. At the moment this is just going out to stakeholder groups and the college.</p> <p>What is the timeframe – the time frame is fast – looking at mid November for a draft document and December for the final draft. The second stage of consultation will involve another session looking at how the feedback has shaped what is going to happen.</p> <p>CM – Have been a lot of similar projects. River Access – would be great, but there is pedestrian access on the Weaver Way and also the service road due to B&M. It is not feasible. Have been talking about redeveloping Weaver Squares – each time nothing happens. Talking about public access – Manchester is an hour away, Liverpool you need to get a taxi to Hartford. Public Transport has been cut. No matter the result of the consultation, companies are not going to put in public transport. Northwich is a relatively safe town, there is some trouble with anti-social behaviour.</p> <p>CM – how is this going to be different to previous projects – and once recommendations have been made is there funding available? – LF – there is some funding opportunity and the funders have asked for this consultation to be done. All previous consultations have also been given to Planit.</p> <p>Consultation can also be sent out electronically. PB – asked if this can be shared with the wider BID community. AG will look at this by size and sector.</p> <p>CSh thinks this needs to go out to the public.</p>	<p>AG to look at how the consultation is sent out.</p> <p>LF will send the electronic copy.</p>
<p>Project Update Report</p>	<p>AG shared the project update report with the board and covered the highlights. Website traffic is now nearly double what it was last year, which is combined with the Pina Colada website which generates a lot of traffic.</p> <p>Pina Colada Festival was a huge success, and the vast majority of venues did their best take ever. Footfall was up 70% from the previous 6 Saturdays, which also had events running. Training courses – will soon be bringing a more formal update on the value for courses as a new online system has been developed which shows the number of delegates attending and the monetary value the course has saved for their business.</p> <p>There were no questions on the report.</p> <p>Marketing and PR was covered in the Project Update Report.</p>	

<p>Christmas 2022</p>	<p>A proposal has been put together for Christmas 2022. There is an around the world theme for this year’s celebrations. The event will look to celebrate different cultures and traditions respectfully. There will be the opportunity for businesses to produce window displays following the theme – this is an option, businesses don’t have to. Businesses can enter in to the competition and there will be a vote. There will be a cash prize.</p> <p>Idea would be – every time someone spends something in Northwich during a set period of time, they are given a raffle ticket – ticket will be drawn on the 22nd December. Can use the ticket to scan a QR ticket and be entered in to a prize.</p> <p>Christmas Extravaganza – will be an emphasis on being inclusive again, want everyone to get involved. BSL interpreter and SEN session. Guided star trail – there will be stars in businesses windows, and this will be a trail over the Christmas period.</p> <p>Santas Mail box – the postbox on Leicester Street will be decorated so children can post their letters to Santa.</p> <p>There will also be hot chocolate and story time with a VSL interpreter. Ice Rink will run from the 26th Nov – 28th Nov in Applemarket place. Christmas Fun Fair will be at Barons Quay. Christmas Market – looking to purchase 8 2x2 gazebos to run a Christmas Market that is just for BID members looking to do retail. Better value for money to buy the gazebos. Northwich Town Council will split the cost 50%.</p> <p>There will also be a game zone, toboggan zone. There will also be a “safe space” for anyone that is struggling. Main aim is to spread the message – come here, have a great day and trying to make as many things as possible free for the community.</p> <p>There will be a bookable area where you can stand with a BSL interpreter for the switch on.</p> <p>There will also be mini events on Saturdays running up to Christmas including children’s crafting, mince pies and carols. Investments in Street Furniture are 2x Christmas Trees.</p> <p>There were no questions on Christmas.</p> <p>CSh, and Planit representative left the room.</p>	
<p>BID accounts</p>	<p>Last year’s final committed expenditure was £314,241.16. Income was £320,260.82 which left a £6,000 carry over. A lot of additional income was received last year - £45,000 for the al fresco event, £30,000 for the Plaza events, plus additional levy income backdated for the past 2 years. The total income was a lot higher than forecast.</p> <p>£192,000 is forecast as income for the coming year. Confirmed partner contributions and member budgets are also locked in. BID levy income is forecasted at £171,200. Some projects may also include crowdfunding.</p>	

	<p>Key investments for next year need to be approved. Forecast to have £2,000 carry over. £7,000 for Krazy Races, £20,000 for Pina Colada Festival – this is £7,000 from the BID plus money from member budgets, Northwich Town Council and Barons Quay that equal £13,000. £17,000 for Christmas plus £5,300 for Christmas trees. £5,000 for Festival of Arts, £8,500 for summer planting and watering, £1545 for Winter Planting and £10,000 for training. Potential to also sell any places to non-BID members to achieve a bit of income. There were no issues on the funding. If Space Hive level funding is achieved – summer activity can also be funded.</p> <p>Proposal for an event sub-committee. Feedback on Pina Colada was great and would like to see more events based on that layout.</p> <p>History Plaques – blue window plaques that show the history of the shops from the past. This is ideal for Northwich as there is a lot of history surrounding the buildings. £1000 initial funding for this. Will focus on one part of town and expand as more funding becomes available.</p> <p>AG would like feedback on the wayfinders. This was approved with the correct colours – black and white was preferred. £600 cost for Wayfinding.</p> <p>Additional cleaning budget was £6,000. £1,500 for event staffing and £3,200 for town centre bunting. New set of bunting is required for next year.</p> <p>Looking to purchase an events container with Northwich Town Council 50%. This will double up the space available.</p> <p>There were no questions on the budgets and all were approved.</p>	
<p>Regeneration / Barons Quay</p>	<p>Lindsey – update was mostly covered through the Planit section.</p> <p>KW – has heard the Library will take 2 years to be refurbished and will be relocated elsewhere. It will be closed. Libraries team have reviewed all the options for relocations. Hoping to be an announcement on the location soon. AG asked for in the new location, there would be some signage promoting the businesses around the old Library location.</p>	
<p>AOB</p>	<p>In past meetings AG has spoke about Street Cleansing. CWAC – baseline delivery is falling very short – numerous aspects are not being done, such as renovations and renewals. Clearing of weeds and cleaning of bins is also not being done. AG has been submitting regular reports. CWAC only want the reports on the app. AG has been producing the reports as the app is not functional and was asked to submit a report at the last meeting. AG will continue to produce the reports and also report on the app. AG has got a meeting with James Billington – Head of Streetcare with CSh.</p> <p>JH – need to comply with BID regulations as the council has an obligation to deliver the baseline as the BID cannot backfill public services.</p> <p>PB thanked all for attending and closed the meeting.</p>	<p>Streetcare to be included on the Agenda at the next meeting.</p>

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