



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 23rd January 2024
Time: 8:30am
Location: The Salt House NW

- Ellis Wardle – Salt House NW (EW) (Chair)
- Abda Obeid-Finley – Abda’s Café (AOF) (Vice-Chair)
- Louise Hough – CRS Consultants (LH)
- Gerry Rooney – mosshaselhurst (GR)
- Phil Bower – Northwich Art Shop (PB)
- Kirsty Wernham – Next Level (KW)
- Jane Hough – Groundwork CLM (JH)
- Nikki Halliday – Groundwork CLM (NH)
- Andrea Morley – Groundwork CLM (AM)
- Stephanie Leese – Groundwork CLM (SL)
- Jo Comrey – CWAC (JC)
- Cllr Sam Naylor – CWAC (SN)

Apologies received:

- Chris Mundie – Salty Dog (CM)
- Michael Thomas - McDonalds (MT)

Agenda Item	Minutes	Actions
<p>Welcome / Declarations of Interest / Actions</p> <p>Approval of minutes from last meeting</p>	<p>EW welcomed all to the board meeting. AM introduced herself to the board.</p> <p>Groundwork raised a declaration of interest on the ballot for BID 3.</p> <p>Actions from last meeting:</p> <ul style="list-style-type: none"> • Board Membership – NH and JH have met with Paul at Brio. Positive meeting but Paul has declined due to current workload. • NH and AM will be out later today for BID 3 images and obtaining local voter contact details for national retailers. • EW and AOF would like to see commitment from the board – AM – are there any sector gaps on the board? JH will share the board matrix with AM. • Savills have lost the contract with Barons Quay, Legat Owen have taken over. It’s important to still work closely with Barons Quay. • Mobile Data Software – garnering intel on dwell time and footfall. Groundwork is going out to tender on three other projects – good opportunity to include Northwich on this. • NH will check with AG regarding the Weaver Square signage. • Minutes to go out to allow for questions for those that are not in attendance via email. <p>The minutes were approved as a true and accurate record.</p>	
<p>Project Update Report – for</p>	<p>Visit Northwich brand has gone from strength to strength. Over 3 million</p>	

<p>review and questions</p>	<p>consumers on social media during 2023. 14.5k Facebook followers and 4k on X (Twitter) and Instagram. Reach is constantly increasing.</p> <p>Christmas Extravaganza and Pina Colada Festival were the most engaged with posts. Facebook has the biggest engagement. 20k people interacted with the Christmas Window competition. Average open rate for e-bulletin communications is 40% - Northwich BID is on 45%. Social Media content can be static on some occasions – NH and Real 5 will be looking at a quarterly content calendar which will be shared in advance with the board. Digital assets and toolkits will be shared. Reels and videos will be increased on Instagram.</p> <p>NH is working on the two BID websites (Northwich BID and Visit Northwich). Will do some posts on the markets. NH is adding to the Whats on Section of the website. Members only section for BID members on the website along with offers for other BID businesses.</p> <p>Christmas Extravaganza was successful – will be looking at having the market on for longer. AM – analytics for Warrington showed the travel distance and postcodes of visitors as well as the dwell time and peaks of activity. Useful level of information – can target specific location based ads eg on Facebook. Dwell time is important – from a business perspective – what are they spending and what are they spending it on?</p> <p>KW – what is the point of increased social media figures if people aren't coming in to town to spend. EW – we cannot stop people sitting at home. Big events are big events – social media activity has to happen. Need to make sure the special days are exceptional. Businesses have to engage with the big events – both before and on the day. People coming to visit the events will then return after seeing a shop they like. Need to keep engaging throughout the year not just during events.</p> <p>Previously have had events running each weekend during the summer and also during Christmas. Everyone needs to get on board.</p> <p>AOF asserted that the social media could be better from Real 5 – AOF has started to have conversations with Real 5. AOF has a social media officer that is very good. AOF, EW and NH have challenged the brief for social media with Real 5. AOF does not feel Real 5 delivered what was promised in the original tender. There is a skills gap in businesses regarding Social Media. Original concept was building a community and not being too corporate.</p> <p>Could there be trails again at Christmas? In terms of big events, if BID-led event – Groundwork staff needs to attend, likewise if NTC-led event needs to be NTC staff present. Looking at casual staff instead of volunteers. Easy to do a trail with businesses having prizes/forms to pick up. Events and Marketing steering group required for the BID – could meet once a month. This is being worked on. AM – this happens in Warrington and areas are working together.</p> <p>Now Northwich will be going ahead in April.</p> <p>Networking events will be going ahead with businesses. First meeting has already been held. Questions can be fed-back. Anything important can be brought back to a board meeting. AM – in other BIDs have set</p>	<p>NH to share quarterly content calendar with the board.</p> <p>NH to look at setting up an events and marketing steering group.</p> <p>NH to look at Meet Your Neighbour events.</p>
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	<p>up “meet your neighbour” events and also had high profile guest speakers which have drawn in attendees.</p> <p>Cost of living – people are choosing how and where to spend their money.</p> <p>BID has been funding online training for Allergen Awareness and Health & Hygiene accredited courses.</p> <p>AM – could ask Real 5 to do a business of the week feature – social posts and also blogs. Can be put in a reel. KW - Real 5 seem quite timid.</p>	<p>NH to speak with Real 5 regarding Business of the Week/month feature.</p>
<p>BID 3 Development - Progress</p>	<p>JH – on track for the ballot. Looking at the draft business plan. Will go out for consultation w/c 29th January. Have consulted with out of area businesses and are looking to include Tesco and strengthen the Business Crime reduction partnership in Northwich. Relationship with the individual responsible for voting for BID ballots – JH will have a conversation. Could increase the budget by £15k a year. Need to consult with the businesses between the roundabout and Tesco. Tesco is right next to the train station. Received final data from CWAC – data is being refined. Information will be included from the conversations NH and AM are having with nationals on their stance on the vote. Photographs with businesses with the Vote Yes boards with a range of businesses. JH would like a BID 3 steering group meeting in the diary for the beginning of February – over TEAMS.</p> <p>Ballot is conducted by an external organisation – CWAC have money from UK SPF and will run in parallel with Gadbrook Park ballot. Could generate more than £1.2 million over the 5 year period.</p> <p>42 day notice will be issued on the 28th March. UK Engage will be running the ballot who are based in Stockport. Are able to deliver sealed ballot papers by hand. Ballot papers will be released in April and the final day of the ballot is 9th May.</p> <p>Over next few weeks – formal feedback on the draft business plan which will be refined in to the formal Proposal Document and a communications strategy. Finalise an operating agreement between CWAC, Groundwork and the BID.</p> <p>No questions on BID 3.</p>	<p>JH to plan in BID 3 steering meeting group over TEAMS.</p>
<p>Regeneration/B arons Quay</p>	<p>Library – things are going as planned. Have been some delays due to weather. Roof has been fixed as have the timbers. Floor is now level and asbestos has been removed. Weaver Square is the main focus at the moment. Site investigation results have come back from the drilling. No major issues identified. Biggest issue will be working with the Environment Agency – could be delays in the timeline – have tried to engage with them early. Looking at precuring a development partner. Website is being updated.</p> <p>Barons Quay – new lettings are doing well and have reported back positivity. Good opportunity with the new managing agents for Barons Quay to work with the town.</p>	

	<p>The replacement library locations have worked well – including the self-service station in Brio. This has worked well so looking to roll this out across the rest of the borough.</p> <p>Lounge Afrique Cheshire is opening near Curtain Magic.</p>	
<p>AOB</p>	<p>KW - £1k was put aside for the Blue Plaques. Idea is to get them in certain locations around the town as a trail. NH will take the lead on this project.</p> <p>SN – top end of town – Plaza has applied for an asset community value. Need to make that area of town as viable and sustainable as possible.</p> <p>AGM will be coming up – Senior Officer at CWAC could come and speak on the Northwich framework.</p> <p>EW thanked all for attending and closed the meeting.</p>	<p>NH will look at the blue plaque trail.</p>

Next Executive Board Meeting Date: 8:30am – 22nd May 2024.