



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 17th July 2024
Time: 8:30am
Location: Northwich Town Council

- Ellis Wardle – Salt House NW (EW) (Chair)
- Abda Obeid-Finley – Abda’s Café (AOF) (Vice-Chair)
- Jane Hough – Groundwork CLM (JH)
- Nikki Halliday – Groundwork CLM (NH)
- Stephanie Leese – Groundwork CLM (SL)
- Cath Kirwan – Northwich Town Council (CK)
- Jo Comrey – CWAC (JC)

Apologies received:

- Chris Mundie – Salty Dog (CM)
- Louise Hough – CRS Consultants (LH)
- Robi Gaine – Barons Quay (RG)
- Gerry Rooney – mosshaselhurst (GR)
- Cllr Sam Naylor – CWAC (SN)

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. There were no conflicts of interest.</p> <p>Board membership was discussed – there will be an open call for new members for BID 3. It will also establish the best time and days for board meetings.</p> <p>Board meetings will be streamlined with Strategic lead from BID Board and the addition of task and finish groups for key actions / activities.</p> <p>The minutes were approved as a true and accurate record.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Marketing tender has gone out. Marketing interviews are taking place today. Can the BID hold the marketing company to account if they don’t deliver what is promised? Task and Finish group can create KPIS to ensure everything is being met. • Meet the neighbours event. Once BID 3 begins and the full board is in place this can be worked on further. • NH will be speaking with new businesses to the BID area next week (w/c 22nd July) to build relationships and to find out what they would like to see from the BID. • What’s on Guide will go out before Pina Colada. They look great. • NH attended the Now Northwich de-briefing. Questions on the identity of the event – is it cultural or a family event. 	<p>SL/NH will create a MS form via email.</p> <p>NL set 12 months of Board dates to allow diary planning.</p>

	<ul style="list-style-type: none"> • Wayfinding and cleansing – JH has escalated this with Cllr Pardoe. JH, NH and CSh have met – CSh could pick up the cleansing contract. Hotspot work has been done. • EW will speak with John Fifield regarding the building at the bottom of Northwich. • Finances - working within budget – NH will be focusing on the spend for next year. EW and AOF will sense check the financial profile. • CWAC has the £15k from Visa. This has not been allocated yet. Producing a list on what can be done with it. The theme is “play”. 12 months to spend the money. CWAC and BID can match fund towards it. Would be good to have something permanent. • £433k from the Arts Council has been secured as funding towards the library. Scaffolding will stay up on the western elevation for longer – still some work to do. • Screen in Barons Quay has been contracted out to an independent company. Have to pay to advertise. 	<p>JH will speak with NP again in terms of progress with Mark Brazil handing over to CSh.</p> <p>NH to ask Robi about the advertising screen.</p>
<p>Marketing and PR / Project Update Report – for review and questions</p>	<ul style="list-style-type: none"> • Social media is continuing to do well – 15k followers on Facebook. • Marketing for Pina Colada Festival has started. • River Festival is gaining traction • Need to look at how we push people to the websites – what are people going on the website to look at? Need to look at organic search and what people are looking at and filter out the rest. Make it easy for people to navigate and find what they are looking for. Needs to be well optimised for mobile devices. • Workshops are getting full for the Art Trail. • Pina Colada Festival is on track. Will be extra seating for outdoors at the top of Witton Street (the police are happy with this). Acts are now confirmed. Leaflets have been designed. In Burnley – the BID designed a recyclable cup, and each venue utilised that brand to purchase their own cups. How can the festival be more environmentally friendly? Licencing offer should visit over the next few weeks to ensure all the licences are in check. Could there be recycling points? • NH is working with the ASB Team and Northwich Against Business Crime. • Looking at annual maintenance of the pest issue in Northwich. – Board approved spend. • NTC have quoted for undertaking a 2-day blitz of town centre grot-spots. Board approved spend. • NH has visited 30% of BID businesses. • Footfall cameras – moving away from static cameras to a new solution using GPS data from mobile phones. It can track where visitors are coming from and provide more detailed demographics. Can do a monthly footfall report and send out to all the business community. This information is invaluable to businesses 	<p>NH to speak with Streetscene for temporary recycling bins for PCF. Some companies recycle even if other materials are included.</p>
<p>Regeneration/ Barons Quay</p>	<ul style="list-style-type: none"> • Weaver Square – paper going to cabinet on the 31st July. This will be available on the website publicly a week before on the CWAC website. Officers have come up with a plan. 	

	<ul style="list-style-type: none"> • Old Vale Royal signs around the town centre – will be removed. • Barons Quay – 3 new lettings are progressing and quotes received for fit outs. Should be in place by September. One business is hoping to expand. Glazing repair works are commencing 20th July and expected to last for approximately 6 weeks. 	
<p>AOB</p>	<p>EW thanked all for attending and closed the meeting.</p>	<p>.</p>

Next Executive Board Meeting Date: 8:30am – (date to be agreed).