



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 22nd May 2024
Time: 8:30am
Location: The Salt House NW

- Abda Obeid-Finley – Abda’s Café (AOF) (Vice-Chair)
- Louise Hough – CRS Consultants (LH)
- Gerry Rooney – mosshaselhurst (GR)
- Jane Hough – Groundwork CLM (JH)
- Nikki Halliday – Groundwork CLM (NH)
- Lindsay Smith – CWAC (LS)
- Cllr Sam Naylor – CWAC (SN)
- Robi Gaine – Barons Quay (RG)
- Chris Shaw – Northwich Town Council (CS)

Observers

- John Thomspson – Radio Northwich (JT)
- Emma Hitch – Vinnies (EH)

Apologies received:

- Ellis Wardle – Salt House NW (EW) (Chair)
- Chris Mundie – Salty Dog (CM)
- Michael Thomas - McDonalds (MT)
- Phil Bower – Northwich Art Shop (PB)
- Stephanie Leese – Groundwork CLM (SL)

Agenda Item	Minutes	Actions
<p>Welcome / Declarations of Interest / Actions</p> <p>Approval of minutes from last meeting</p>	<p>AOF welcomed all to the board meeting and introductions were made around the table.</p> <p>Due to time constraints it was agreed that actions from the previous meeting were reviewed by NH and re-reported on as part of these minutes.</p> <p>The minutes were approved as a true and accurate record.</p> <p>Actions:</p> <ul style="list-style-type: none"> • NH to speak with Real 5 regarding Business of the Week/month feature. • NH to look at setting up an events and marketing steering group. • NH to look at Meet Your Neighbour events. <p>AOF congratulated the BID Team on achieving a successful ‘yes’ vote and stressed that now the activity needs to reflect the current economic climate and focus on the marketing / campaign led work.</p> <p>JH provided an overview of the BID 3 proposed activity and processes:</p>	<p>NH to review actions and update</p> <p>New focus for BID 3</p> <p>Part of BID 3</p> <p>Pick up with Chair /vice chair</p>

	<p>BID 3 - Top lines</p> <ol style="list-style-type: none"> 1. Emphasis on being strategic in board activities and maintaining transparency. 2. Expansion of the BID area to include 70 new businesses, including Tesco and major car dealerships. 3. Activity will need to show return on investment to these new members, especially addressing issues like anti-social behaviour and shoplifting. 4. Proposal for current board members to step down at the end of BID two and stand for re-election as part of the process and to follow good governance. 5. At least one board member from the extended geography area should be introduced. 6. An online form for board members will be developed to provide an overview of their skills and expertise. <p>No declarations of interest were given.</p>	
<p>Marketing and PR / Project Update Report – for review and questions</p>	<p>Websites NH has continued to work on the two BID websites (Northwich BID and Visit Northwich). As promised, listings have been added to the Visit Northwich site, with a focus on ensuring all Eating & Drinking businesses were fully listed prior to the Now Northwich event. The other areas of the site will be updated continuously as and when copy and content are shared by businesses.</p> <p>The BID website is also being continually updated – it was worked on as part of BID 3 activity and will be reviewed to include useful / relevant links and contacts for business members (see comment on CWAC update).</p> <p>Marketing Tender As part of BID 3 roll out, the opportunity to retender for marketing services was in process. NL confirmed that the marketing tender documentation had been shared prior to the meeting, and it provides opportunity to reinvigorate the social media planning and presentation.</p> <p>AOF asserted that the current social media could be better from Real 5 – AOF, EW and NH have challenged the brief for social media with Real 5. The original concept still rings true, re building a community and not being too corporate but the application of the concept lacks vibrancy and creativity.</p> <p>AOF sat on the original interview panel that had recruited Real 5 and felt that they had not delivered what was promised in their original pitch, JH / NL confirmed that the new tender gave the opportunity to now address this.</p> <p>General consensus that the marketing agency should be asked to attend the board meetings to feedback in detail on activity and answer questions in BID 3</p> <p>Board members were asked to consider the tender and feedback any</p>	<p>All to feedback</p>

	<p>amendments before the end of May. They were also asked to advise if interested in being on the interview panel.</p>	<p>by 31st May</p>
	<p>What's On Guide The What's On Guide went to print in April with a shorter print run (5000) – there will be a reprint in readiness for Pina Colada Festival. Options are to be reviewed in terms of a wider distribution area for the re-print. The replacement pages within the guide would be used to include supporting information re. getting to and from the town as part of a strategy to make better use of public transport and ensure an awareness of what exists.</p> <p>Other events</p> <p>Now Northwich was successful – NH will attend a debrief meeting. Conversations around the event's purpose and focus were discussed.</p> <p>Northwich is looking to hold a Northwich Pride Event on the 2nd November.</p> <p>RHS in Bloom Northwich will be applying but the town is not in a good state at the moment in terms of planting, weeds and cleanliness. There needs to be a drastic improvement.</p>	<p>NH</p>
	<p>Wayfinding / Cleansing JH asked LS if CWAC had a Wayfinding strategy for Northwich?</p> <p>LS confirmed that there wasn't a town centre wide version but that part of the Active Travel proposal did include Wayfinding – but only from the station to the town.</p> <p>JH mentioned that there was therefore a missed opportunity to address key gateways into the town and asked if it was something that could be addressed?</p>	<p>JH</p>
	<p>CS confirmed that NTC had considered / looked at Wayfinding options but the challenge re. post installation is the exorbitant maintenance costs (Highways offer a 10-year maintenance contract)</p> <p>RG added that the signage that exists in BQ is also currently being looked at to be replaced with digital screen. It is challenging but would be helpful to tell visitors what can be found where. Options to promote the high street in Barons Square at a future date.</p> <p>CS highlighted that prior to the BIDs existence the same conversations have been happening, and concluded that if the town wants to see the dramatic change and improvements it wants it needs to do it itself. The Town Council needs to take on the assets – it can raise its precepts to do that if necessary.</p> <p>JH asked what was the appetite for the NTC to take over the management of the town centre. CS confirmed that they are trying to do this but it is proving difficult.</p>	<p>CS</p>

	<p>JH added that the BID has been quite conservative on BID 3 profile budget from the levy payments and it is likely it will generate more – given some of the larger units on the retail park, Starbucks and the gym on BQ are not in the NDR currently (plus as future empty units fill up additional levy will be realised). There is therefore a conversation to be had between the BID and NTC and BQ to lobby CWAC for Northwich as a partnership to take over the town centre management.</p> <p>SN completely agreed but raised concerns re. barriers. CWAC not wanting to release something they are responsible for. But fully agreed with CS and wanted to see Northwich embed civic pride within the town. The new BID 3 meant the team could become more ‘activist’ and put the pressure on bodies such as Network Rail and landowners to address the ongoing issues and concerns.</p> <p>JH advised that the issues experienced weren’t unique to Northwich but other areas including Winsford and Gadbrook Park were in the same situation with works not being completed and the areas looking untidy. JH was happy to escalate if the board felt strongly around these issues to both Nathan Pardoe and Mike Amesbury. Will speak with EW about engaging with John Fifield.</p> <p>AOF agreed – focus on what we can do – bring forward to businesses and point out what is being done and what can we do. And also review BID 3 funding to see how this can be used to support. JH agreed and said, whilst the BID can’t backfill work that is part of council activity, given there is little or no baseline agreement it is certainly something that can be looked into.</p> <p>RG: Wanted to make a point that some of the areas of concern should surely be picked up by CWAC and needed to be pushed in order to support the regen</p> <p>CS Confirmed he has had email conversations with Mark Brazil and is taking it forward.</p>	<p>JH to escalate concerns around aesthetics and concerns.</p> <p>NH to work with CS re. BID 3 budget and options about an impact day to be scoped out.</p>
<p>BID 3 update</p>	<p>JH provided an update at the start of the meeting.</p>	
<p>BID Finances</p>	<p>JH discussed the finances for BID 2, including the new income that will be generated from the BID area expansion for BID 3.</p> <p>In summary the project budget remains in a good place overall, and it is anticipated that a small surplus will be carried into BID3 of approx. £5000 - £10000.</p> <p>The primary expenditure to the end of the BID year is the Pina Colada Festival, particularly the increased costs necessary to ensure a safe event. Northwich Town Council has once again committed £7,500 in funding to the PCF.</p> <p>A new sub theme of expenditure has been added, to account for the BID (Groundwork) acting as the lead organisation for the Now</p>	

	<p>Northwich festival. Through a formal agreement, money paid to Groundwork is paid over to Cheshire Dance in three payments. Payment one was made in March 24, with payment two imminently being paid over. Evidence requirements are in place for each stage, with £10,000 held back until all conditions are met – this includes a statement of income/expenditure signed off by an independent accountant.</p>	
<p>Regeneration/Barons Quay</p>	<p>Regeneration LS – won the Visa Let’s Celebrate Towns award – People & Skills focus. Received £15k to spend in the town, currently developing options on how to spend the funding on a theme of play.</p> <p>Library £473k funding from the Arts councils secured, announcements will be made imminently.</p> <p>Barons Quay A lot going on. Issues between Balfor Beatty and CWAC defects. A full survey will be carried out by a glazing specialist to ensure safety. 3 daily inspections are carried out to ensure safety of glazing.</p> <p>Finances – unpicking a lot of Savills budget but in October 2024 when budgets are reviewed there will be more opportunity to invest / support. Challenging currently as can’t spend</p> <p>Aiming to introduce a guest services team. BQ in 2025 budgets will be a much healthier position. RG to keep the board updated.</p> <p>AOF – conversations at the end of the year about a whole town approach.</p> <p>Digital screen in BQ - how do we access that.</p>	<p>ALL to feed ideas into LS / NH</p> <p>ALL board</p> <p>NH to talk to AG</p>
<p>AOB</p>	<p>AOF thanked all for attending and closed the meeting.</p>	<p>.</p>

Next Executive Board Meeting Date: 8:30am – September 2024 (date to be agreed).