



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 16th November 2023
Time: 4:00pm
Location: Northwich Town Council Offices

Apologies received:

- Ellis Wardle – Salt House NW (EW)
- Louise Hough – CRS Consultants (LH)
- Jo Comrey – CWAC (JC)
- Robbie Gaine – Barons Quay (RG)
- Gerry Rooney – mosshaselhurst (GR)
- Abda Obeid-Finley – Abda’s Café (AOF)
- Chris Shaw - Northwich Town Council (CSh)
- Jane Hough – Groundwork CLM (JH)
- Nikki Halliday – Groundwork CLM (NH)
- Stephanie Leese – Groundwork CLM (SL)
- Ian Massey – Sainsbury’s (IM)
- Victoria Poole – Susan Howarth & Co Solicitors (VP)
- Adele Rowe – The Entertainer (AR)
- Ann Johnson – Santander (AJ)
- Chris Mundie – Salty Dog (CM)
- Michael Thomas - McDonalds (MT)
- Phil Bower – Northwich Art Shop (PB)
- Kirsty Wernham – Next Level (KW)

Agenda Item	Minutes	Actions
<p>Welcome / Declarations of Interest / Actions</p> <p>Approval of minutes from last meeting</p>	<p>JH welcomed all to the board meeting. Introductions were made around the table.</p> <p>CS raised a declaration of interest with NTC. RG raised an interest as manager of Barons Quay. There were no other interests declared.</p> <p>Actions from last meeting: New Northwich BID Manager – AG has left and NH taken over. NH is visiting all businesses. NH will be looking at better communications and how people want to be communicated with.</p> <ul style="list-style-type: none"> • Town Centre Report is now a RAG report. • There will be monthly meetings with NH, AOF and EW. • The What’s on Guide has been well received. This will be repeated. Businesses are running out of stock. • Wayfinding – Map is imminent and there has been a conversation with CWAC on where the signage is going. • Accounts – AG will be writing a report and sharing with the Board. 	

	<ul style="list-style-type: none"> New Barons Quay Operations Manager has been recruited - RG. Creating a good relationship with the tenants. Sustainability is a key component going forward. Would like to look at cross promotion between Barons Quay and Northwich Town Centre. <p>The minutes were approved as a true and accurate record.</p> <ul style="list-style-type: none"> GR – BID needs a higher profile. A lot of people are unsure what the BID is. Brand is Visit Northwich – is important not to lose this. Would like to link in Barons Quay social media with Visit Northwich social media. RG – asked if there had ever been surveys in Northwich for the demographics. Allowed retail and leisure to adapt to the demographics. Trends have changed since the pandemic. CSh – it is all one Northwich – should all be joined up for marketing. JH/NH will discuss this with RG. Barons Quay shouldn't be separate. 	<p>NH/RG to discuss marketing of Northwich.</p>
<p>Election of New Chair and Vice Chair</p>	<p>MT has now stepped down as Chair of the Northwich BID after 5 years. Vacancy for Chair. EW and AOF nominated themselves forward as Chair. PB also stood down as Vice Chair but will be remaining on the BID board, as will MT.</p> <p>EW and AOF agreed EW would take on the role as Chair. AOF will take on the role as Vice Chair. The board unanimously agreed EW would take on the role of Chair.</p>	
<p>BID Board Membership</p>	<p>Looking at the current BID board and the skillset. Some board members have not been present at Board Meetings for a very long time – JH will talk to these board members. This is an important time for the BID going forward towards the next ballot. A number of businesses have now left the town that were very supportive. 65 responses were received from the consultation – only 5 stated they would vote no. 3 voted yes in the last BID so there will be conversations with these members.</p> <p>The board agreed for JH to have conversation with relevant members and look at the sectors, locations and skillsets that are missing on the board, and NH will target certain businesses to join the board.</p> <p>EW – need people that want to be part of the BID joining the board. Also needs to be communication from the BID in between meetings. Task and Finish Groups would be a good idea.</p> <p>Need an events task and finish group – questions have been asked if there can be an events manager – struggling with the budget.</p>	<p>JH to discuss with current board members the membership going forward.</p>
<p>Project Update Report – for review and questions</p>	<p>There were no questions on the report.</p> <p>Christmas Marketing – map is being printed. Banner is up at Verdin Park. Social Media posts will be going out over the next week.</p> <p>Krazy Races was discussed.</p>	

	<p>CSH would like to focus on local events going forward.</p>	
<p>BID 3 Development - Progress</p>	<p>Have received the 2023 RV data from CWAC and JH is doing some modelling on this information. This week there has been consulting with businesses out of the current BID area. Tesco are supportive of the BID. Need to look at Tesco's priorities which are preventing anti-social behaviour and shoplifting. Currently Northwich Against Business Crime at the moment but JH thinks more can be done to develop this with investments.</p> <p>JH will look at the results of the consultations with the businesses and look at the profile. Looking to go to ballot in March. Ballot can be put back if it is appropriate to do so as the current BID doesn't finish until August. BID 3 steering group meeting to be booked in after the 28th November. SL will speak with Mel at British BIDs to get a feel for the Nationals intentions. JH will follow the BID regulations. JH will also work on a BID operating agreement with CWAC and Groundwork. JH is working with Iain and Gill for Baseline Agreement.</p> <p>There were no questions on BID 3.</p>	<p>SL to speak with British BIDs.</p> <p>JH to schedule BID 3 Steering Group Meeting.</p>
<p>Regeneration/Barons Quay</p>	<p>Development framework was approved at Cabinet. Everything fed in was put in to this and this is live on the CWAC website. Appendix on the website is good for businesses – GPS work was undertaken legally to get a snapshot of who is living in Northwich, who is coming in to town and how long they are staying. Questions to be asked – why are they just going to a supermarket and not staying. Council Website – Regeneration and log in to Northwich.</p> <p>Software has been introduced in Warrington based on Mobile Phone Data and this is giving information. This would be useful for events to see where people are coming from. This information is currently available for Paddling Pool sessions.</p> <p>Current focus at CWAC is the Library, Weaver Square, Active Travel and Barons Quay.</p> <p>Weaver Square signage is complete and looking for a site partner to take the development forward. Awaiting key information on flooding. Things are progressing well with Weaver Square.</p> <p>Barons Quay – new additions to the town. Snap Fitness will be joining Barons Quay and have signed the contract – looking to open in December/January.</p> <p>Library - £2mil allocation for the works for the Library. Concentrating on getting the structural works and removing asbestos. The asbestos removal is now complete. On the west elevation the wood is being replaced or fixed. No external funding, but now due to the costs and extent of works external funding bids have been put in for internal fit out. Due to re-open in 2025. Library is doing well at Weaver Hall Museum – self service library also at Brio. This has worked well and will be doing this throughout the borough.</p> <p>Active Travel – national funding pot to improve connections around towns and cities. Northwich has had an allocation – this is for cyclists and pedestrians. Will look at improving the connection from the railway to the retail area. First route is down Station Road and Witton Street. Other is</p>	<p>NH to speak with Amy Dawber to discuss mobile software for Northwich.</p>

	looking at Victoria Road and Church Road to Witton Street. Consultations will be coming out over the next few weeks with pop up consultation in Brio. EW asked if there were any more plans for retail in Weaver Square.	
AOB	There was no AOB. EW thanked all for attending and closed the meeting.	

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