



Minutes

Meeting: Northwich BID Executive Board Meeting
Date: 9th October 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)
- Chris Shaw – Northwich Town Council (CS)
- Lindsay Smith – CWAC (LS)
- Robi Gaine – Barons Quay (RG)
- Gerry Rooney – mosshaselhurst (GR)
- Rachel Waterman – CWaC / NTC (RW)
- Kim Smith – Radio Northwich (KS)
- Graham Allen – Sainsbury’s (GA)
- Paul Rowland – Superdrug (PR)
- Anoushka Done – Echo PR (AD)

Apologies received:

- Louise Hough – CRS Consultants (LH)
- Cllr Sam Naylor – CWAC (SN)

Agenda Item	Minutes	Actions
Welcome / Introductions	EW opened the meeting and welcomed new members of the board. He explained the ambition of the board to be a strategic lead for the BID and to influence and inform change for the town. As there were several new members he asked everyone to briefly introduce themselves.	
Northwich BID	<ul style="list-style-type: none"> • JH provided a brief ‘journey so far’, potted history of the BID and its achievement over the past 10 years. • BID 3 has seen a widening of the ‘footprint’ of the BID area which is seeing challenges with new businesses (a meeting had taken place with EW, JH, NH and Echo met with 5 unhappy businesses in the new area). • NH is now meeting these businesses on a 1-1 basis. • Footprint is right: opportunity now to raise the profile of the BID / wider Northwich offer • The increase in businesses also creates significant additional investment (access into town) 	
Approval of minutes and actions from last meeting	<ul style="list-style-type: none"> • Call for Board membership was successfully undertaken with new members joining. • Introduction of Task and Finish groups – in progress • Cleansing across the town centre – meeting to follow board session (CS has already met with Mark Brazil to begin / agree devolving powers to the town). • EW has contacted Fyfield Glynn re. building at the bottom of Winnington Hill with little progress. • Board meetings for 12 months will be shared post meeting • No declarations of interest 	To be progressed by CS/ JH/ NH EW and GR to pick up NH to circulate

<p>Project Updates - RAG Report - T&F groups - Social media</p>	<p>The new style RAG report was introduced, and NH talked through each theme and the forward plan for the next 12 months.</p> <p>Discussions around experience of retailers in town centre and ASB</p> <p>PR - Superdrug is experiencing petty crime specifically (also issues with radio network – the move to centralise the system in Chester has not helped... no one answers the radio, the team usually resort to calling). The reduction in Town centre Policing is having an impact (as an example – one individual with a banning order still came into store).</p> <p>GA – the cost pa stated nationally is vastly underestimated, there is heavy targeting by petty crime but organised gangs can walk out with 4/5k stock /day... this is off the scale currently. Element locally is more petty theft stealing and to order.... UK-wide in Sainsbury's organised crime is focusing on spirits, razors, medicine. Activity worsens leading up to Christmas.</p> <p>ASB: not particularly bad in Northwich but core nucleus around McDonalds.</p> <p>Priority to link comms between town centre / businesses. JH highlighted the PCC grant scheme options and opportunities for Northwich to create a pilot scheme. Adam Gerrard (from the BID team) had already submitted a proposal to develop a Business Crime Reduction Partnership in another BID area. BID 3 provides opportunities to explore investment into DISC scheme / information sharing.</p> <p>Board agreement that the Police would be a positive addition to the group.</p> <p>Task and Finish Groups – four key groups have been defined. Each group has a minimum of 3 businesses represented and each business has been spoken to and is happy to be involved. Sessions will now be planned in, with the intention that the groups will meet before Board meetings to begin to work through plans. T&F members will also be invited to attend Board meetings to update the board.</p> <p>Social Media & PR Strategy AD introduced Echo PR and gave background to their approach to Northwich social media.</p> <ul style="list-style-type: none"> • Social curation is focussing on lifestyle content, hidden gems, and trending topics. Core motivation is to stop people scrolling. • Videos and people-driven content is performing well. • September has been an exploration of what works/resonates (direct focus on 19 BID businesses plus an additional 17 in roundup content – equates to @12% of all BID businesses). • Service-led businesses like Vets are a challenge – but looking to focus on 'bonfire night' as an example of how to make social work <p>GR Asked if it was time to now also focus on broader messaging around wider destination sell to encourage living, working, and investing in Northwich.</p>	<p>NH meet with Sainsbury's / Superdrug to understand challenges in detail</p> <p>NH to invite police to future meetings</p> <p>NH to plan meetings into calendars.</p>
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	<p>JH suggested it was time to update the Visit Northwich video.</p> <p>The B2B / B2C newsletters both perform well. The B2B newsletter will include a focus / spotlight on BID Board members – to emphasise who is representing the town. (October newsletter will focus on EW / AOF as chair / vice chair)</p>	<p>Echo PR to draft questions for Board spotlight piece.</p>
<p>Finances</p>	<ul style="list-style-type: none"> • Budget on track. • Possibility to flex up or down based on opportunities (PCC grants, art-based youth projects). • Option to add Northwich BID logo to levy payment correspondence (rather than just CWaC.) 	<p>JH to follow up</p>
<p>Regeneration/ Barons Quay</p>	<p>LS gave an update from Cheshire West and Chester</p> <ul style="list-style-type: none"> • Library Project: On track for planning application in October. • Active Travel Route: Back on track and out for consultation, detailed design Feb '25 and onsite Feb - June 2025. • Little Market Carpark: Restrictions to be lifted by Nov 11th. • £15k Visa Prize Money: Must be used by the end of the financial year. • Weaver Square: Progressing, presentation to developers soon and ITT scheduled for Spring 2025. • Market moving to BQ well received in the main. First comms has included artist impressions of the site. • Old Dairy: Progressing for planning permission (as site next to it has stalled). • Waters Cross: Planning application submitted to remove the over-55s restriction. <p>RW asked if Traffic Flow was being reviewed as part of development work. LS confirmed Winnington Corridor and investment options in highways had not gone away, there is a business case ready to proceed.</p> <p>JH stated that the Autumn statement will be key re. investment from Government and direction of travel.</p> <p>JH, as interim chair, and RW as Mid-Cheshire Champion on the Mid Cheshire Board confirmed that transport will be at the top of the list.</p> <p>RG gave an update from Barons Quay</p> <ul style="list-style-type: none"> • Positive feedback from market tenants. • Increased security staffing for 2025. • Maintenance and glazing issues almost resolved (netting will remain in situ for now as part of safety element). • Commercial use of BQ space is under discussion. 	
<p>AOB</p>	<p>EW thanked all for attending and closed the meeting.</p>	<p>.</p>

Next Executive Board Meeting Date: 8:30am, Wednesday 4th December (venue to be agreed).