

Meeting: Northwich BID Executive Board Meeting

Date: 18th March 2026 Time: 8:30am

Location: Brio Leisure.Memorial Court.

Attendees:

- Ellis Wardle (EW) – Salt House NW (Chair)
- Rupert Adams – (RA)
- Russ Figgis (RF) – Barons Quay (
- Louise Hough (LH) – CRS Consultants
- Jack Kirkbride (JKirkbride) – Cheshire Police
- Julie Kirkham (JK) – Brio
- Cllr Sam Naylor (SN) – CWAC /NTC
- Gerard Rooney (GR) – Moss Haselhurst
- Paul Rowland (PR) – Superdrug (PR)
- Chris Shaw (CS) – Northwich Town Council
- Kim Smith (KS) – Radio Northwich
- Lindsey Smith (LS) – CWAC Regeneration for Mid-Cheshire
- Cllr Rachel Waterman (RW) – CWAC / NTC (RW)
- Jane Hough (JH) – Groundwork CLM
- Jon Houghton (JonH) – Groundwork CLM
- Laura Diffey (LD) – Groundwork CLM
- Lynn Riley (LR) – Groundwork CLM
- Kat Booth (KB) – Echo PR



Apologies: None

Agenda Item	Minutes	Actions
Welcome / Introductions	EW opened the meeting and welcomed those attending. Following the death of Clive Steggel (CRS), EW recognised his contribution to the business community of Northwich and his considerable support in creating the BID. Condolences have been shared with his family and colleagues.	
Declarations of Interest	To note the standing declaration for advisory members of the board in their capacity as elected representatives to Cheshire West and Chester Council & Northwich Town Council, as both bodies are stakeholders to the BID.	
Update from the Chair	Since the Board last met events delivered include: Christmas Extravaganza: led by NTC with BID enhancements. Great turn out and review plans for 2026 to retain crowds in town for longer. Christmas campaign nudged footfall and revenue and brought out public vote for CE. Customer Excellence Awards: 1 st event held in 2026 as a BID3 Business Plan commitment. JH: As 1 st event, good attendance & demonstration of value proposition of BID for members. Reinforced 'what BID can do for my businesses and positive message for new businesses and inward investors. RF: January good timing for event and great use of town's assets to host it.	LR: To bring proposal to Sept Board meeting

	RW: We would not expect CE in Northwich & this was a great boost to confidence & pride in our town. Visit Northwich comms proved effective & encouraged more participation. EW: Great event for those participating but have been questions about value for money. LR shared that 75% of the £10k budget was spent in Northwich businesses. Annual Report for 2024/25 completed for AGM (18-2-26): Invitation and Report shared with all businesses. Great venue at Grape & Bean with some new attendees. Appetite for more informal networking and the chance to meet for mutual support & B2B Marketing Cheshire Tourism Awards 2026: Team of the Year Shortlist. Chester Zoo took award but Visit Northwich clearly punching above its weight. Statistics & metrics: encouraging direction of travel. Northwich Christmas show YoY growth at 3.6%. National 1.8%. Regional 0.8%. Green shoots and positive news for the town. New business investment: most banks are undergoing upgrades- a positive indication that Northwich is keeping its anchor institutions. Axel clothing moving to High Street as retail hub for its online operation. M&S location now confirmed and positively received. LS: Follows long negotiation over site options, planning application anticipated in April26. JH: Recommends a formal submission to the application to be made by Rotherstone SN: We should welcome M&S home to Northwich as have been in multiple locations over years. LR: Loungers work continues with anticipated opening in Summer. LS: Work commencing on new market with anticipated opening around same time. SN: VAC have relocated to old market but needs a better location. Brought 25K+ visitors. Options being explored once library relocates from Weaver Hall. We all need to try and help them find a space.	
Approval of minutes and actions from last meeting	Minutes of the 26-11-25 meeting were approved. Actions identified and proposals for Year2 activities were included as agenda items for further discussion by the Board.	

	No matters arising. Minutes approved.	
Financial Report	LD: Shared the financial report with the Board and outlined the reconciliation with CWAC for Sept25-Mar26 with identified forecast for income (£366K) against forecast expenditure (£339K) JH: Reminder that BID year sits outside financial year as BID3 operates from 1 Sept-31 Aug. BID levy is collected twice annually by CWAC and transferred in a 60:40 split in Sept & Mar. BID3 should aim for annual surplus to roll over each year to ensure sufficient funds from Mar-Aug when ballot for BID4. Partnerships are key to delivering VFM for BID3 & aim to keep as much in local economy as possible. Groundwork manages 12 BIDs in NW, contributing £12m into Cheshire economy.; this helps to strengthen negotiations with suppliers. Eg. Tender for stage hire (AV) has made savings to all BIDs	
Q&A – for review of circulated reports. RAG Report Customer Excellence Weekend Warden Pilot	Three reports were circulated and available for discussion and review to quantify the impact of BID3 investment in: RAG Report: quantifying all activities against established KPIs. EW: With new businesses coming into the BID area, we need a welcome message and information pack. JH: Would be helpful to know if businesses are in discussion to help engage early. KB: Visit Northwich can help build anticipation and footfall. Eg. New retro business had 130K views before they opened doors. Customer Excellence: • First of its kind as a key commitment in BID3 business plan. • Positive engagement with participants and winners; including many who have previously not engaged with BID. • Significant multi-media material gathered against commitment to invest for promotional purposes & future events. • Positively received and feedback that this should be repeated. • Board agreed it should be an annual event.	LR: To create a welcome pack LR: To bring proposal to Sept Board meeting

	Weekend Warden Pilot: • A business plan commitment for BID3 to invest in initiatives against business crime. • Deployment of SIA for each Fri/Sat/Sun December Christmas trading period. • Brief to patrol the whole BID area, engage with business and raise incident reports • Wider partnership working across the community safety partnership has helped to secure more resources from statutory partners around shoplifting, rough sleeping & ASB. • Board agreed pilot was successful and will keep situation under review to determine if needs to be repeated.	
BID 3 Year 2 priorities & proposals for Board discussion	Northwich Naturally is blooming marvellous (June): CS: outlined plans to add to town planting scheme with a pollinator corridor through the centre. This will tidy up the brick beds including Sainsbury's & attempt to halt the ASB with young people ripping out plants. RA: NTC has signed up to the Butterfly Conservation Trust's Butterfly Friendly Council initiative; 24/27 local primary schools will attend a planting day in June to showcase 'here's what Northwich can do'. LR: This approach reinforces the CWAC 'Nature Recovery Strategy' & addresses issues raised by the Britain in Bloom judges from previous years. A wide partnership is engaged here and Visit Northwich will promote local activities. Northwich Music Festival: 13th/14th June: CS: NTC hosts an annual music event each year in Verdin Park. To help support local businesses, NTC have voted to bring the event into Applemarket this year to run alongside a 2 day artisan market. A local boxing club wants to celebrate its 15th anniversary with some demonstrations on the same dates so town will be very busy. CS: NTC is seeking a contribution from BID towards infrastructure and security costs. Costed proposal to be circulated to Chairman and Board.	LR: To liaise with Chair & prepare proposal for Board

	FoodFest Friday: Working alongside the Artisan Market to boost the evening economy with street food and music to support local businesses in the summer months. Friday is traditionally a slow night for local hospitality, and this model works well in other towns. PR: Recommends a call-out to local musicians/bands etc as this brings people out. LR: No budget identified for this so would require funds to be identified and a proposal circulated to the Board. Board approved working up a proposal for sign off, subject to available funds. RiverFestival: July RA: Rotary deliver this event and are seeking new sponsors for this year. Strong community involvement with local groups businesses sponsoring a dragonboat Opportunity for changes to the duck race this year to include a business duck race. Business Networking: EW led discussions. EW: Previous BID events show the appetite for more business engagement Board discussed options for a September event to include recognising business success. EW: keen to celebrate the 50th anniversary for a number of local businesses. Board approval to proceed with a proposal.	LR: To identify funding and prepare proposal for Board. LR: To bring proposal to May Board meeting
Partner Updates	EW: welcomed Northwich's new town centre Police Officer to the meeting. Police: Govt funding has added resource to Northwich around Safer Street initiative to combat crime & ASB. More targeted interventions with extra resources from CSP partners have seen reductions in shop lifting and rough-sleeping. Evidence provided helps in court action to secure banning orders for persistent offenders. CWAC Regeneration Update: discussions led by LS	

	Meet the Buyer Event for local contractors (Feb) was well attended & thanks to BID for help with promoting. Opportunity for local trades with CWAC investment in market, library, Weaver Square and its own estate. Weaver Square: All site investigations complete & work underway to explore options for a viable scheme. Next round of stakeholder engagement due to start in April. Social value: working on schools program with Leftwich High for work experience & skills Taking scheme to UK Reiff to seek investment partners. Northwich Market: Medlock is the appointed contractor and will be on site in March for the 20 week build. Active Travel Corridor: work underway til end of July Wayfinding: Working with NTC to tidy up and rationalise signage. Library: Contractor TBA in April. Work will get underway soon after. JH: Raised implications for PCF parades depending on site curtilage. Weaver square public toilets will be closed & removed by 31/3/26. Alternative provision signposted. New toilets in market and library will be open to public. Carparking: ANPR to be introduced in BQ to target ASB: this is not a CWAC operated carpark and business tenants pay for upkeep. 4 hours remains free and then pay-to-park. Charges in line with other Northwich carparks.	
PART B Discussion	Board discussion about concerns raised by local businesses about Regulatory Compliance.	
AOB	Date of next meeting: 20 th May 2026. Brio Memorial Court.	LR: To confirm & circulate papers