

Meeting: Northwich BID Executive Board Meeting

Date: 26th November 2025 Time: 8:30am

Location: Northwich Town Council

Attendees:

- Ellis Wardle – Salt House NW (EW) (Chair)
- Graham Allen – Sainsbury's (GA)
- Russ Figgis – Barons Quay (RF)
- Paul Heatley – Cheshire Police (PH)
- Louise Hough – CRS Consultants (LH)
- Julie Kirkham – Brio (JK)
- Cllr Sam Naylor – CWAC /NTC (SN)
- Gerry Rooney – Moss Haselhurst (GR)
- Paul Rowland – Superdrug (PR)
- Chris Shaw – Northwich Town Council (CS)
- Kim Smith – Radio Northwich (KS)
- Lindsey Smith –CWAC Regeneration for Mid-Cheshire (LS)
- Cllr Rachel Waterman – CWAC / NTC (RW)
- Jane Hough (JH) • Jon Houghton (JonH) • Lynn Riley (LR) – Groundwork CLM - Kat Booth – Echo PR (KB)

Apologies: None



Agenda Item	Minutes	Actions
Welcome / Introductions	EW opened the meeting and welcomed those attending.	
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.	
Approval of minutes and actions from last meeting	Minutes of the previous 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.	
BID3 Year 1 Overview	LR: provided an update of all activities across the 3 key themes of the BID's business plan for 2024-29. T1: A destination with a difference T2:Enhancing the experience for consumers & visitors T3:Creating a vibrant business community that grows and prospers. Social media performance has been strong in Year 1: Facebook followers have grown by 210% Instagram followers by 26.5% (Dash Socials average monthly growth rate for 0-190K is 0.65% vs Northwich BID at 2.65%) Social media focus has been on:	LR: Standing item for future meetings

	• Business profiling works directly impacts on business revenue and drive's traffic to Visit Northwich. Our focus on highlighting a business's USP, the people behind the brand and showcase the core offer has had notable success and the BID members like it. • Eg. Gaia (80k) ValeRoyal Angling (37k) Firthfield Pets (90K) Superdrug apprentice(71K) • Event focussed content - including pre-event, during-event, and post-event posts - drives awareness, engagement, and follower growth, while illustrating the diverse nature of Northwich town centre, its family-friendly activations, and its vibrant hospitality scene. Eg Pina Colada campaign that saw a reach of 1.4m for a single event to an audience of 18M via Manchester & national socials • PR is on track for monthly KPI with 27 separate releases generated for PCF25. • Website traffic at 90K with a review required to improve website performance in for 2026. Socials continue to grow across all metrics from Aug 2024 to Sept 2025:. Facebook: 6.523million views with a direct reach of 1.621m and 3.4K new followers Instagram 451K views since May25 when this statistic became available. Businesses to Watch compares Visit Northwich to similar pages in other towns. Social metrics now rate Visit Northwich in 3rd position on FB behind Visit Manchester & Visit Cheshire and 1st position for Instagram. Visit Northwich is performing well against considerably larger brands.	
Project Updates - RAG Report (for review and questions)	RAG report was circulated and available for discussion. Highlights since last Board meeting; • Engagement continue with 863 business check-ins since April with regular emails • September Summit (23-9-25) plus 4 sessions of business skills training with NWCWC in Northwich. Hosted a networking evening at Wildwood on 10-11-25. • Events program included Summer Fun (each weekend) ; Halloween with BID adding activities to NTC Christmas Extravaganza on 29/11/25. • Pina Colade Festival footfall & individual revenue uplift of 22%. Public transport uplift 50%. Samba parade with 100 drummers from 12 in 2024. Media reach to 18m people inclu Grter Manchester.	

	• Christmas Cracker campaign underway to promote Northwich as a one-stop-shop for Christmas. New investment in energy saving Christmas lights for BID areas of town in partnership with NTC. • Engaged with key stakeholders and local businesses to improve town centre security: ○ Proposal to CWAC for street wardens – pilot planned for Dec 25. ○ Cheshire Police Safer Town Centres initiative in summer And Safer Business Engagement on 13-11-25. ○ Secured funding from PCC for personal safety initiative for female/vulnerable staff (Hollie Guard) • Customer Excellence Awards booked for 22-1-26. Category winners to be by public vote as part of Christmas marketing campaign. • Visit Northwich finalist in Marketing Cheshire’s Tourism Awards for Team of the Year • 78% of £7.5K training budget spent YTD. Year to date 78 delegates have been trained with accredited places equating to 566 training hours over 23 course topics. £15.7K in savings for businesses. • Challenges discussed around challenging trading times • Delays continue to CWAC Active Travel plans for Station Road	
Finances	Financial report shared with Board members JH:. Led discussions around the finance report. Year 1 accounts have been prepared and are with the auditors for FYE2024/25. Income: • BID project income is in a strong position, with great levy collection rates via CWAC. JH expressed appreciation for the NDR team and their operation. Board to	

note that CWAC has previously provided this service FOC but will levy a charge of £5k for this and future years,

Expenditure:

- Events & Festivals exceeded the original budget in Year1 due to additional events delivered for the Summer Fun program to boost footfall at weekends over summer holidays & commitments & payment profiles around Pina Colada Festival that falls at the BID year end (August 25). Adjustments were made via July Board decision.
- Budget for Town Aesthetics is showing as over-committed at this time due to the new leasing arrangements for Christmas lights, expanded summer planting and cleansing to BID3 areas in Leicester St and Station Road
- Proposals addressing the ASB and NABC sub-themes were underspent in Year1> Pilot warden scheme planned to be operational in Dec2025.
- Training courses are scheduled for 2025/26, with excellent feedback from participating businesses.

Summary:

JH: The BID in one of its strongest financial positions in recent years. £157K income now invoiced with CWAC for the 50% of forecasted income for the year , with planned expenditure of £286K to August 2026. It is encouraging to see a healthy carry forward that is anticipated following the audit which will maintain year-on-year to support cashflow and future projects. This will help mitigate against inflationary and new cost pressures for future events & activities.

BID 3 Year 2 Priorities: Board composition	EW: Board matrix circulated and led the discussion on the current Board composition having thanked Board members for their contribution. Requested individuals confirm willingness to continue. JH: Current governance has 9 Board members but no representation from the expanded BID area. LH: No representative from small independent retailers or property sector. EW: Process must be followed to find new Board members and he will issue a request via the November B2B newsletter to BID businesses. GA & PR agreed to form a small sub-group to evaluate applications and make recommendations on sector and geographic representation. JH: Requested Cheshire Police be a permanent participant as an Advisory Board Member. RW: BID needs Board members to be strong ambassadors for the town as well as their sector to spread the positivity & opportunities to invest in Northwich. SN: Thanked the Chairman & all Board members- a committee is only as good as the people on it. BID helps to promote that Northwich consistently punches above its weight. Requested we consider Rupert Adams who would be an asset to the Board. EW: Board requested to trial a monthly update featuring all data gathered.	<i>LR: To circulate form to confirm Board role for 2025/26</i> <i>LR: To promote opportunity to those expressing interest</i> <i>SN & LR: To approach RA</i>
BID 3 Year 2 Priorities: T1: investment in marketing & place promotion	EW: led discussion JH: Outlined the progress and work of the Mid Cheshire Partnership – now rebranded Cheshire Central. JH to serve as Chair and new Board recruited. UKSPF allocation has funded to date to create a new narrative for inward investment & place promotion along with a toolkit to promote: liveability (housing, education)- natural assets & visitor experiences – business and work. GA: Most don't understand the BID involvement with PCF. Important to focus on value that BID involvement brings through marketing, events etc.	

	RW: Asked about a tourism representative on the Board. LR: Videographer will be attending Christmas Extravaganza to start a project to capture high quality imagery to be used to promote the town to a variety of audiences (residents, visitors, house hunters, inward investors). LH: Importance of promoting town proximity to rural assets on doorstep and improve wayfinding. LS: Looking at improving wayfinding/signage around town with BQ/BID and around opportunities with new market, library and active travel. EW: Ideal would be to bring all stakeholders into a joint Team Northwich approach: BID, BQ, NTC, Third Sector so Northwich speaks with one voice. SN: Key is to understand where local audiences are getting their information- print media and FB full of negativity. EW: Targeted charm offensive required to spread the good news featured on Visit Northwich to counter perceptions. KB: Important for all businesses to help by sharing and commenting on Visit Northwich posts to promote each other	KB: Identify admins on local social media channels
BID 3 Year 2 Priorities: T2:events & festivals; aesthetics; crime reduction	EW: Thanked JonH for detailed report on the impact of Pina Colada Festival 25 (circulated with Board papers). Challenge is to keep the USP and introduce new elements. JonH: Briefed board on risks around the success of PCF in context of EMP, CWAC Regulation and new legislation. Board approved the PCF proposal and requested regular updates to be scheduled in new year to discuss LR: Update about activities on crime reduction with key stakeholders at CWAC Community Safety and Cheshire Police. Funding secured via Cheshire PCC for a pilot around safety of women working in retail and hospitality.	JonH: Schedule PCF26 update for next board.

	PH: Introduced the Hollie Guard app and how Cheshire Police is using this to support violence against women & girls. Board approved allocation of £2k to match fund a grant from the PCC to trial the app for women working in the BID area. Town Warden to be trialled during Christmas trading period. Liaison with BCRP identified greatest need at weekends when businesses are busiest & there is no CWAC Warden cover and Police are under pressure. Shift pattern from 11-7pm and post 4pm to focus on supermarkets, national retailers around the town centre and retail park. JH: Outlined how this model works in Burnley BID area and can inform the evidence to make case for greater resources for Northwich.	LR: Bring report to Mar Board Meeting
BID 3 Year 2 Priorities: T3 -customer excellence; footfall intel; training & networking	LR: Customer Excellence event booked for 22 January 2026 and save the date shared with all businesses. Venue booked but slight glitch with hospitality due to the business closing. All businesses incorporated into 1 of 10 broad categories for this event. December marketing campaign geared around Christmas promotion and encouraging public to vote for their favourite business. Aligned to Small Business Saturday 6/12/25. LR: Various activities tried since April including task and finish groups; September Summit and Networking Nights. Difficult to get businesses to attend but the few who do seem to value to events. EW: Key is to keep trying new and different ways to engage our businesses in what the BID is trying to do for them and the town. Footfall data is compiled monthly in arrears and used to direct activities and events. Data sharing agreement remains in place with BQ. Data to be kept under monthly review. Board to consider the value of the data provided to assess the value to the BID operation. Chairman recommended a small sub-group to evaluate and make recommendations about future contract.	

<i>Regeneration Update</i>	LS: led the discussions. Headlines to include; Library: full planning consent and contractors to be on site in New Year. BQ Market: Tenders now received for fit-out. Work on site in New Year. CWNWC advising applicants. Initial offers made 18/24 and will announce line up in New Year. Weaver Square: Vinci/ION started consultation with key stakeholders. Board agreed to meet with preference for online initial discussion. Date required.	LR: To liaise with LS/EW and circulate date
<i>AOB</i>	Save the dates: 22-1-26 – Customer Excellence Awards 6-9pm 18-2-26 – Northwich BID AGM 6-8pm 18-3-26 – Northwich BID Board 8.30am-10am	LR: To confirm