

These minutes are draft until approved by the Board at its next meeting



Newbury Business Improvement District CIC

Board Meeting

21st July 2014

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Date next meeting: 22nd September 2014

Attachments:

- i. Ranger report
- ii. Events calendar
- iii. Purple Flag Report
- iv. Purple Flag Marketing Kit
- v. Rules of Procedure

Attendees:

Russell Downing (RD); Suzanne Young (SY); Rupert Reeves (RR); Philip Gray (PG); Lindsey Finch (LF); Chris Davies (CD); Brien Beharrell (BB); Andy Day (AD); Nigel Morrison (NM)

Apologies:

Paul Redman (PR); Scott Waters (SW); Laura Jones (LJ); James Allen (JA); Graham Hunt (GH); Graeme Leech (GL); David Pickett (DP)

Managing Directors Report – Russell Downing

Following on from the AGM I believe we have an opportunity to review some of the ways in which we operate, particularly when it comes to Board meetings and AGM's. The two above-mentioned meetings are your meetings as the BID board accountable for the delivery of the business plan. And I feel this is how they should be run and chaired by the Chairman, or the Vice Chair in his absence. I am more than happy to continue to report on the day-to-day activity of the BID. That said this is just my view and I am keen to discuss this at the meeting and bottom out of procedures for future board and AGM meetings. Andy has done some work on this and again I would be keen to better understand his suggestions and establish the ground rules.

At the AGM we agreed to an additional seat on the board representing the leisure sector. The paper work to start this process has been distributed to identify any other candidates who wish to put themselves forward. At the time of writing this report none had been received. I have, again, spoken with Stephen McKinnon, and asked for him to complete the papers required, i.e., Company membership form and candidate nomination form, again at the time of writing this report neither have been forthcoming.

Stephen McKinnon also challenged us at the AGM regarding an annual business survey to establish how we were performing. We had not carried out one following year one, and Stephen quite rightly pointed this out. We agreed at the AGM that we would do this. To that end the survey is ready to go out and will be delivered along with the annual report.

NewburyFest has started well, with some very good feedback from the Events group. With just under two weeks to go until the final event: Waterways Festival it would appear that the experiment with the marketing has worked. There have been many highlights of this year's festival, including the shop local finale on Saturday 5th, the food festival, strong man event and boules to name but a few.

As you will all be aware by now, we have been granted Purple Flag status, a great achievement for the Town as a whole, not just the evening economy. We have issued a press release to NWN, unfortunately it was not run, but this is now the start of the marketing activity we can do on the back of the award. ATCM provide a whole toolbox of marketing info and tactics to help promote Newbury as a Purple Flag town. I have included the assessors report along with these papers, however, I must stress the report is not for wider distribution.

Minutes:

Stephen McKinnon's paperwork has not yet been returned; the deadline is 28/07/14.

Discussion followed on what happens if we do not receive it: AD confirmed that if there are no other nominations then the space on the Board will remain empty.

Discussion around there being a representative from the Corn Exchange (their economic impact, events programme, etc); RD has approached Katie Griffiths and will try again; BB also to follow up. RD pointed out that time demands are not huge with just 6 meetings per year.

RD: informed all that there has been some negative feedback from BID levy payers about Stephen McKinnon; they do not wish to be associated with him.

RD: annual survey should have taken place at end of Year One; surveys have now been delivered with the Annual Report

FINANCE

NEWBURY BID CIC TRADING AND PROFIT AND LOSS ACCOUNT FOR THE PERIOD ENDED 30th June 2014

	<u>1st June 2014 –</u>		<u>Year to Date</u>	
	<u>30th June 2014</u>			
	£	£	£	£
Bid Levy	95,427		95,427	
Voluntary Contributions	4,000		4,000	
Banner Income	420		420	
Commercial Revenue	<u>37,283</u>		<u>37,283</u>	
		137,130		137,130
EXPENDITURE/PROJECTS				
Spreading the word	28,807		28,807	
Getting Out and About	15,625		15,625	
Attractive Town Centre	3,018		3,018	
Business Support and Income	<u>4,621</u>		<u>4,621</u>	
		52,071		52,071
EXPENDITURE/RUNNING COSTS				
Staff (inc. All on costs)	2,767		2,767	
Training	-		-	
Office costs (Inc. Tele & Inter)	1,604		1,604	
Insurance	-		-	
Legal/professional	450		450	
Project Evaluation	-		-	
BID Communication	660		660	
Bank Charges	-		-	
Travel & Subsistence	<u>8</u>		<u>8</u>	
		5,489		5,489
Profit / (loss) for the month/year		£79,570		£79,570

Minutes:

All agreed; no concerns.

BID LEVY

Collections for year two are virtually complete and I am pleased to report on another excellent collection rate achieved by WBC of over 99%. The national average for last year was 96.5%. Year three collection are progressing very well with a little over 60% collected to date, this is slightly up on last year.

Minutes:

We are awaiting British BIDs national average figures for 2013-2014.

Project Up-date

Visit Newbury – FOR Information

This is now heading in the right direction, largely due to Andy 's intervention that has cleared the blockage. Interestingly Northumberland Tourist Information, who has done exactly what we are trying to do, has contacted us. It would appear that the reputation of NVG and NWG for over charging and under delivering is spreading fast.

Purple Flag – FOR INFORMATION

As you are aware we have been granted Purple Flag status. We did issue a press release, unfortunately, this was not picked up. However we are working with our marketing company to start the delivery of this on a much wider scale to the public over the next six months and in the run up to Christmas. I have attached the ATCM tool kit as an example of what sort of things we can do visually.

Minutes:

RD: unfortunately the BID Press Release did not make it into the NWN but BB has offered to feature this in the Business News; we need the cinema, corn exchange, etc, to engage to link up the daytime and evening economy.

PG: proposed the idea of Purple Flag bunting.

RR: proposed that we ask pubs and restaurants to display marketing materials, and ideally, pay for them so that the cost is not from BID funds.

Wayfinding– FOR INFORMATION

We have updated the monoliths, the final proof is due by Tuesday 22nd. The main changes are to add Weavers Walk, Inches Yard, The Arcade and Saddlers Court. Some of the location signing has also been updated. The logo of NBS has been added to reflect the large contribution they have made.

Minutes:

The changes should be installed within the next five weeks.

WiFi – FOR INFORMATION

I have had a further meeting with Telefonica and we are looking at a cost of circa £80K to install and run. This is much better than was originally estimated and meets with our requirements for it to be zero cost to the BID. The next stage is to meet with the Council planners to ensure they are comfortable with the boxes. **No change as yet.**

Minutes:

RD to chase up Mark Cole at WBC to ensure they are happy with the boxes.

Loyalty Cards – FOR DISCUSSION

For some time we have looked into the idea of a loyalty card for Newbury. Following a number of conversations with NBS who are keen to re-launch their card and, more recently, with A-Plan regarding a staff discount card. We would like to amalgamate both into one card for Newbury. (Using the Guildford model). Suzanne is leading on this project and discussion are well under way with NBS, A-Plan and Apple who are together developing the hardware and platform for this to sit on. – **This project is still on-going, further discussion have taken place with Parkway and Kennet Centre**

Minutes:

Parkway in discussion with their retailers; Kennet Centre will liaise with their retailers on our behalf.

Northbrook Street Power – FOR DISCUSSION

We have received the full quote back to install three power pits in Northbrook Street; in round numbers this is £28K, we are hoping to split the cost between NTC, WBC and BID. So far we have had approval from NTC for funds towards this project. We are still negotiating with WBC. – **WBC have declined to contribute to the funding of this project. Steven Hill Fun Fairs has offered £1K to the project**

Minutes:

BID can allocate £9k, NTC £9k, still a shortfall of £9k.

NM: could we reduce to 2 floor pits?

RD has written to Chris Boulton at GCT (community benefits). RD will ask again and if no funding agreed by end of August we will purchase 2 not 3; all agreed the money already allocated should be used; SY to seek advice from EML Installations regarding the best 2 locations.

Events – FOR INFORMATION

Please see full events calendar attached.

Minutes:

All happy, no questions.

RD: it was right to extend NewburyFest to include Waterways Festival.

RD: the postcard resulted in 400 people registering on www.newburyfest.co.uk; 14 responses from NWN; 700-800 from social media (still continuing); difficult to know if people are using the site to see events but not registering for the competition.

RD: we have to get it right for Christmas, a postcard may not be the best format, may revert to a booklet.

The challenge is getting the message out; BB suggested web advertising.

PG: suggested we use a particular event to promote any future events.

RR: the retailers must buy into the events.

AD: could staff be briefed at the start of their day?

NM: more flyers to be left in key places? SY agreed that these perhaps work better than posters as they can be picked up at coffee shops, hairdressers, etc, especially as many “chainstore” retailers cannot display posters. SY has recently begun to send the event planner details and Events meeting minutes to a wider BID audience so that they plan around future events.

Halloween: following a conversation with Fiona of Rainbows Arts and Craft Supplies (after the success of the Easter Egg Hunt) we plan to do a Halloween event, such as a Pumpkin Hunt/Witch Hunt!

PG: use the schools to spread the word; SY: they were asked to promote the egg hunt in their newsletters, will try for all events in future!

RD: we now advertise in Primary Times magazine, which goes home in the school bags.

Newbury BID Street Rangers – FOR DISCUSSION

Following the last meeting I was asked to clarify the position with funding, I have received some information but still nothing as comprehensive as I would like.

Minutes:

Discussion took place around how to get best value from the Ranger scheme.

Christmas Market – FOR INFORMATION

As you are aware we had requested a road closure for 11 days to cover the Christmas market which we were hoping to run through the pedestrianized zone of the Town. Following

last year's feedback this was the desired location by businesses and members of the public. This was rejected by the Town Centre Task Group on the back of traffic congestion at the evening rush hour. We have explored a number of further options and I am pleased to inform you we now have a location. This year's Christmas market will be situated in, and around St Nicolas Church.

Minutes:

RD: there will be circa 60 stalls around the church and along Bartholomew Street; 6 car parking spaces at the back of the church will be suspended; church Vicar is very happy! BID is still pushing WBC for full road closure for 2015 but no time left for this year.

Hoping to have some rides in the Market Place, need to negotiate with Charter Market and Kennet Centre.

Last year's organisers have been removed from the Internet.

Footfall Cameras – FOR APPROVAL

Currently we rely on the bi-annual footfall survey undertaken by WBC. This is a very dated system that relies on a manual clicker count for a 15-minute period. This is then multiplied up to give figures for a week, month and year. As this is only done over two days twice a year, the weather along with other factors can play a very big part in the results and potentially send the wrong message to the market place regarding Newbury's performance. I have met with Springboard who now supply a number of BID Towns with footfall monitoring systems. This is a fully digital system similar to the ones used in Parkway. This would provide audited data on an hourly basis 365 days a year and would allow us to react much quicker to trends. The cost of installing one camera for a 3 year term is: £4,250 year one and £3400 for the remaining two years. I would like to divert some of the above funds from the marketing/commercial revenue budget. I have also had discussions with Janet Duffield, Economic Development Officer at WBC and there may be some funding to either contribute to this or fund an additional camera.

Minutes:

RR: would both systems work alongside each other?

RD: it would have to be 1 or the other; all agreed; AD seeing Nick Carter later same day and will discuss.

BB: sought clarification on how the cameras work; RD: they register human movement but no pictures are recorded.

RD: proposed locations would be outside River Island and somewhere in the Market Place (which does not interfere with charter market footfall).

Future Meetings – FOR DISCUSSION

We have an opportunity to discuss the future set up of the board meetings and AGM, I have attached Andy's document, which will stop anything like what happened at our recent AGM happening.

Minutes:

Discussion took place around meeting set up and roles of the chair.

British BIDs Accreditation – FOR APPROVAL

Part of the services that BB offers is the Accreditation scheme, this is something that is checked and benchmarked against other BIDs and industry criteria. The process looks at Recruitment, induction & training, Finance and budgets, Governance and communication. The cost to go through the process is £900. Money I think would be well spent to demonstrate that Newbury BID is being operated in accordance with the governing body.

Minutes:

In light of recent events all agreed that this would be money well spent, so we can demonstrate that Newbury BID is being run in line with the BB guidelines and complies with all governance and financial obligations.

BID II – By the end of this year we need our strategy agreed with the renewal team in place. This gives us 18 months to start to work up to the ballot in October 2016.

REPORT ENDS

