

THESE MINUTES ARE DRAFT UNTIL APPROVED BY THE BOARD AT ITS NEXT MEETING

**A Meeting of the Newbury BID Board Meeting
Was held on 12 January 2015**

Attendance:

Russell Downing (RD), Scott Waters - Chair (SW), Nigel Morrison – Vice Chair (NM), Graeme Leech (GL), James Allen (JA), Andy Day (AD), Chris Davies (CD), David Pickett (DP), Lindsey Finch (LF), Ross Drake (RD*), Rupert Reeves (RR), Suzanne Young (SY), Andy Murrill (AM), Philip Gray (PG).

1. Welcome

The Chairman welcomed all to the meeting and introduced AM, new Editor of NWN; Andy summarized his work helping to establish Reading BID, now in its' 3rd term. Andy is very keen to work with Newbury BID.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of Laura Jones (LJ), Patrick Stewart (PS), Philip Gray (PG) and Paul Redman (PR).

3. A.O.B:

RD's review.

4. Minutes

DP proposed The Minutes of the meeting of the Board held on 14th November 2014; LF seconded the minutes.

The minutes were approved as a true and correct record and signed by the Chairman.

5. Correspondence

Further emails had been received from a local individual questioning the 'My Newbury' competition. It was agreed that no further action be taken.

RESOLVED: That the emails and response be noted but that no action be taken

6. Managing Director's Report

The Board considered the report of the Managing Director, which covered a number of areas of activity. A summary of these activities is set out below.

Christmas

RD reported that a very constructive debate in the recent Events & Christmas meeting took place on Wednesday 7th January 2015, with more ownership and commitment from retailers being expressed. RD will shortly send out a questionnaire to all BID businesses for feedback, for discussion at the February Events meeting, to help shape planning for Christmas 2015.

RD stated that the BID will not undertake another Christmas Market unless the Market Place is a viable location. A summary of the Christmas events was given and a discussion took place regarding the event organiser.

RESOLVED: That the report be accepted by the Board

7. Finance

RD & CD presented the latest balance sheet. A review had taken place with CD, SW, NM pre-board meeting and this was presented to the board. RD requested that the budget be reviewed along with the balance sheet at each meeting of the Board.

RD reported that the levy collection is looking healthy, with a 98% collection rate. WBC do a very good job (national average 96-97%).

RESOLVED:

- i The update & review was accepted by the board
- ii The budget be reviewed at each board meeting

8. Project Update

8.1 Marketing

RD explained that the first meeting is on 19th January 2015, and asked the Board to review the marketing document already sent and give feedback.

RESOLVED: That the report be accepted by the Board

8.2 Visit Newbury

RD gave a brief history for AM, RD* and DP; the newly refreshed website has the wireframe ready, information will soon go on for it to go live by 1st February 2015. NVG need to point the DNS to Newbury BID; the site will be cleaner, crisper, with social media, videos and blogs and this will all help increase the SEO.

RESOLVED: That the report be accepted by the Board

8.3 Purple Flag

NM explained that Rachel Craggs (Crime Reduction Manager at WBC) has met with the new Town Centre Inspector; Pubwatch are on board; just awaiting the criteria from RBFRS before the window for applications for Safer Socialising can be opened. AD asked NM to call him if RBFRS delay progress as he can ask Andy Fry to chase up. Further marketing of Purple Flag via bunting and lamppost banners was discussed

RESOLVED: That the update be noted

8.4 Wayfinding

The Theale project has opened up more funding. Jenny Graham at WBC to keep BID updated.

RESOLVED: That the update be noted

8.5 WiFi

RD updated the board on progress

RESOLVED: That the update be noted.

8.6 Power in Northbrook Street

RD Updated the board on progress

RESOLVED: That the update be noted

8.9 Events

DP and RD* attended the Events meeting on 7th January and felt there was much positive input. Debate took place around late night Thursdays and whether to do another Christmas Market or try something different. Feedback from the retailer questionnaire on Christmas 2014 will help form a clear strategy; info needed by Events meeting in February. PG: more use must be made of the Market Place. LF: could there be more opportunities for Click & Collect on the late night Thursdays? All agreed that on any future late nights all shops must remain open. Commitment needed in advance. AM: reported that his first Christmas shopping experience in Newbury was much more favorable than Reading. Board agreed that if we are to try more events we must use resources (RD & SY) carefully.

RESOLVED: That the update be noted

8.10 Newbury BID Street Rangers

The closing date for applications was 9th January. Nine applications received. Hopeful for the PT role but will need to advertise on recruitment sites and social media for FT role. Recruitment methods have changed significantly.

RESOLVED: That the update be noted.

8.11 Footfall

RD: interesting data from the footfall camera.

NM & RD* will overlay this data with theirs.

NM: invaluable data for planning and scheduling resources Christmas 2015.

(11:30am: LF left the meeting.)

RD: the timing of Christmas Day influences footfall (shortened week?); 2014 saw a steady rise from end November (compared to recent years previously where there was a sudden peak nearer Christmas). Weather was an important factor, with those retailers who held back their Winter stock doing well. Black Friday had a big impact on retail.

RESOLVED: That the update be noted

(11:40am: JA left the meeting; 11:42am – RR left the meeting.)

9. BID II

NM will be Chair; working party already discussed. Strategy in place by end 2015; vote will take place circa October 2016

RESOLVED:

- i **a separate communication plan for the BID must be in place.**
- li **The update be noted**

A.O.B

- i Networking evening on Tuesday 27th January. All were encouraged to attend if possible.
- ii RD & SY were asked to leave the room in order to discuss RD's review, now that more information has been gathered.

Next meeting: Monday 9th March 2015 at 10:30am.