

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

**A Meeting of the Newbury BID Board Meeting  
Was held on 14<sup>th</sup> September 2015**

**Attendance:**

Russell Downing (RD), Scott Waters - Chair (SW), Andy Day (AD), Lindsey Finch (LF), Ross Drake (RD\*), Rupert Reeves (RR), Allison Bird (AB), Jean Ince (JI), Philip Gray (PG), Andy Murrill (AM), Fiona Crooks Smith (FCS),

**1. Welcome**

The Chairman welcomed all to the meeting.

**2. Apologies**

Apologies for inability to attend the meeting were submitted on behalf of Nigel Morrison – Vice Chair (NM), Graeme Leech (GL), Chris Davies (CD), James Allen (JA)

**3. A.O.B:**

- i) Special Board Meeting
- ii) Parking Meters
- iii) Meet the Board
- iv) Purple flag
- v) Accreditation

**4. Minutes**

AD proposed that the Minutes of the meeting of the Board held on 13<sup>th</sup> July 2015 be approved as a true and correct record.; PG seconded the minutes.

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

**5. Correspondence**

None received

**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.

RD reported on:

- (i) the concluding half of NewburyFest and the feedback regarding events which were in the main constructive and positive.
- (ii) the recent AGM and the need to engage with more of the levy stakeholders.
- (iii) The Autumn events that were due to take place including the Halloween Hunt and Newbury Artisan Market.

RD reported that the light touch renewal had been submitted for Purple Flag and appraised the Board of the status of the accreditation process.

RD also reported that the number of street trading application were on the rise.

**RESOLVED: That the report be approved.**

**That a sub-group be convened to discuss street trading to include RD, SY, RD\*, SW, NM**

## **7. Finance**

RD presented the latest balance sheet and budget having been prepared by Ross Brooke.

RD reported that the levy collection was on track with a little over £155k collected to date.

**RESOLVED:**

- i The update & review was accepted by the board**

## **8. Project Up-date**

### **8.1 Spreading the word**

RD updated the group on the recent marketing activity with a key focus on the social aspect, which was growing and gaining great traction. RD went on to comment on the statistics relating to the Visit Newbury site, which was out performing expectations at this stage.

RD updated the board on progress with City Dressing and the lamppost banners.

RD updated the board with the additional marketing activity including radio and printed media

### **8.2. Getting Out & About**

RD updated the board on the progress of Operation Fortify which was having a positive impact. The Town had seen a small increase in begging over the summer months, this followed the pattern of previous years. Newbury BID and WBC were working on regulating busking in the Town Centre. A discussion followed regarding the use of powers by TVP to help reduce the begging situation, LF would report back to the group in November with an update.

### 8.3. Attractive Town Centre

RD updated the group with the positive news regarding the partnership with NTC and event company Icthus to provide a Christmas Village for 2016. It had been hoped that a Christmas Village could have been organized in 2015 but the Board agreed that it was better not to rush the process and deliver a quality experience 2016.

### 8.4. Business Support & Income

Revenue generation remained strong, as the banner was booked for the next 18 months a discussion took place regarding the merits of a second or third site around the town.

#### RESOLVED:

- i. **RD to request a summary page for social activity along with some M-O-M and Y-O-Y comparisons**
- ii. **RD to explore the use of flyers at the station as part of the marketing activity**
- iii. **RD to look at feasibility of a second and third banner site**

### 9. K.P.I's

RD updated the board with the recent Footfall figures and vacant unit rates. A discussion took place regarding the footfall figures and the numbers it was generating. All agreed it would be much more meaningful once Y-O-Y comparisons were available. RD presented a summary of the latest Vacancy report for the UK by region. Newbury was fairing well against the national and regional situation.

**RESOLVED: That the report be accepted by the Board**

### 10. BID II

A discussion was had regarding timings and sub group to take the lead on the planning and strategy chaired by NM. RD updated the board on proposals to increase the BID area and that negotiations had been successful with WBC regarding collection and costs for BID II

**RESOLVED: That the report be accepted by the Board**

#### A.O.B

- i. AD requested a special Board meeting to brief the Board on the potential savings proposals – all agreed this would be very helpful
- ii. Parking meters – JI requested that the BID look into the source of the funding for the capital outlay of the meters – a positive discussion took place around parking in general
- iii. Meet the Board – due to take place on 23<sup>rd</sup> September

- iv. Purple flag – RD updated the Board on the result of the Purple flag renewal – this is embargoed until 1<sup>st</sup> October when a press release will be issued.
- v. BID Accreditation – we had now passed 2/3 stages and the final approval was at the board of British BIDs

**Next meeting:** 16<sup>th</sup> November 2015 at 10:30am.