

## **A meeting of the Newbury BID Board was held on 17<sup>th</sup> January, 2019**

### **Attendance:**

Russell Downing, Ross Drake, Lynsey Finch, Paula McAuley, Alison Bird, Fiona Crook Smith, Hugh Peacocke, Phil Gray, Jean Ince, Rob Boobyer, Andy Murrill, Andy Marmot, Sebastian Court, Alastair Chapman and Andy Day.

### **1. Welcome**

The Chairman welcomed all to the meeting.

Phil Gray started the meeting by expressing his sadness that Russell Downing was leaving the BID after nearly nine years service. The recruitment process is underway and we are going to market. If no suitable candidates are found by the end of February we will consult recruitment consultants. Russell will stay until the end of May if necessary to facilitate a smooth hand-over.

Jean Ince expressed concerns she had not seen the job description. Andy Marmot pointed out that recruitment was a matter for the Directors not the entire board. Jean then went on to say she had not received the full set of accounts as requested. Phil Gray agreed to address her concerns after the meeting as time was of the essence.

### **2. Apologies**

Apologies for inability to attend the meeting were submitted on behalf of Scott Waters, Graeme Leech, Chris Davies and Matt Garvey.

### **3. Minutes of last meeting.**

The minutes from the last meeting were approved by Rob Boobyer and seconded by Hugh Peacocke.

### **4. Correspondence received.**

None.

### **5. Managing Directors 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.

Events – The Hallowe'en Haunt Hunt was a success, but we are looking for ideas to shake it up a little. The new Christmas Lights were well received with lots of positive comments and the grotto in collaboration with Parkway raised over £2000 for Naomi House. The Santa Run went well, as did the Sing-a-long although it was exceptionally cold that night, and parents didn't stay for long with their children.

The Round Table have relinquished the Crafty Craft Race and are handing this over to the BID. It is their 45<sup>th</sup> year and they raise on average £7k.

CCTV – Now up and running. NWN to issue press release. BT advised that a camera upgrade to digital would cost £60k.

Commercial Revenue – This continues to be strong, and we are anticipate the lamp post banners will be available shortly.

Attractiveness of the town – We now recycle cardboard for nearly 50 businesses. No one attended the ops walkaround, except Russell who was pleased to report most of the works required had now been completed.

Newbury Business Watch – A lot of work to administer, but uptake is high. RD suggested that it may be more appropriate to hire a Business Watch Manager than a second ranger. Some members of the board expressed their concern that the rangers customer facing role would be lost.

Newbury Indies – We hired Insight 6 to carry out some mystery shops in the town. The overall score was 77%, against a national average of 84%. Insight 6 will be visiting a further 20 businesses with a view to offering customer service training. It was suggested that the BID offered a series of award for best customer service etc.

Newbury CIC – Gabrielle Manchini from West Berkshire Council is driving this forward and funding had been received for Branding.

Purple Flag - We have had confirmation that Newbury has been re accredited with Purple Flag status for a further twelve months, thanks in no small part to Mark Tucker (TVP) and Andy Day (WBC) for the stats and information they were able to supply that supported our application.

Awards - Visit Newbury won a merit for puddle jumping at the BID awards. The Spring Festival was launched recently, a wonderful event that has gone relatively un-noticed, as it is quite exclusive.

#### 5.1 Finance/Budget Review

It was requested that Chris Davies circulated a P&L.

Summons have been issued for some overdue BID levy's – some of whom have settled on the court steps.

#### 5.2 Operations

We are hopefully meeting two potential street cleaners next week to job share.

Hugh requested clarification as to whether we were cleaning signs – the answer is yes once we have operatives. We would not be cleaning furniture.

#### 5.3 Marketing

We have two tenders back and one has been withdrawn. Deadline is tomorrow 18<sup>th</sup> January, 2019.

Rob Boobyer was looking into using an alternative to Royal Mail for door drops. Great Western Way has a very inexpensive platform to market businesses individually.

Hugh Peacocke is happy to advertise BID events on NTC website and vice versa.

#### 5.4 Footfall

Footfall was a concern – Andy Marmot and RD meeting Indestinate with a view to establishing patterns of behavior.

#### 5.5 Vacancy Rates

Overall no change since BID started. 3 empty units in Parkway have been let.

## 6. A.O.B

8 declarations of interest from board members have been received to date.

Hugh Peacocke requested a meeting to discuss NTC/BID partnership going forward.

Hugh Peacocke suggested that KPI's should be reported at the board meetings. Ross Drake asked for suitable suggestions as to what could be reported on. Suggestions were as follows:-

Levy income/collections vs number of levy payers.

Social media campaigns.

Events – were they deemed to be a success – difficult to measure.

Car Park data.

Satisfaction amongst levy payers.

Review of business plan.

Hugh Peacocke asked why Russell's title had been changed to CEO – Phil Gray explained this was in line with other organisations across the country.

**The next Board Meeting will take place on Thursday 18<sup>th</sup> April, 2019 at 10.30 am**