

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

**A Meeting of the Newbury BID Board Meeting
Was held on 22 September 2014**

Attendance:

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

The Chairman welcomed Ross Drake (representing McDonalds) to the meeting.

1. Apologies

Apologies for inability to attend the meeting were submitted on behalf of Brien Beharrell (BB), Laura Jones (LJ), Graham Hunt (GH), Patrick Stewart (PS).

2. Minutes

The Minutes of the meeting of the Board held on 21st July 2014 were approved as a true and correct record and signed by the Chairman.

3. GEO-Task

Russell Downing informed the Board that Newbury Bid had been selected as a pilot for some free marketing data. The Board agreed that Clive Hall from Indestinate could present to them on the pilot and answer any questions that members may have.

Clive Hall reported that what was being offered by the pilot was free location based consumer data which enable the Board to better understand shopping behavior patterns in town centres.

It was confirmed that members of the public taking part in the pilot would have to opt in and anyone choosing this course of action would know that their behavior was being tracked by their mobile phone's movements. 100 panel members were required for the pilot. No personal data would be taken. The only data captured would be gender, age and income. The data would be in real time.

Members of the Board asked a number of questions of Clive Hall and received appropriate responses. The Board thanked Clive Hall for his presentation.

(Note: Clive Hall left the meeting at this stage).

The Board held a general discussion on the presentation delivered by Clive Hall and agreed that it would take part in the pilot as this would provide free consumer data which would be useful in understanding the shopping habits of local people.

RESOLVED: That approval be given to the Newbury Bid being involved in the Geo-task marketing data pilot.

4. Correspondence

Russell Downing reported that he had received a number of emails from an individual questioning the award of the Purple Flag. Appropriate responses were sent.

5. Managing Director's Report

The Board considered the report of the Managing Director (copy attached as Appendix A) which covered a number of areas of activity. A summary of these activities is set out below.

Leisure Sector Board Ballot

Russell Downing reported that the response rate to the recent Leisure Sector Board ballot was only 7%. Although this was very low the process had been managed in accordance with the appropriate rules.

RESOLVED: That the election of Ross Drake, of McDonalds, to the Board of Newbury BID CIC be supported and welcomed.

Street Rangers

RESOLVED: That the current situation in relation to the Street Rangers be noted.

WIFI

RESOLVED: That the current situation be noted.

Loyalty Cards

Russell Downing reported that the issue of Loyalty Cards was still being explored. It was hoped to combine the NBS card with A Plan and have one card for Newbury. Further discussions were proposed and an update would be provided at the next meeting.

RESOLVED: That the update be noted.

Northbrook Street Power

Further discussions were being held to identify the required funding to commence this task.

RESOLVED: That the update be noted.

Events

The full calendar of events was noted.

Newbury BID Street Rangers

The Board had a discussion about the funding of the Street Rangers and various options of providing this service in the future.

RESOLVED: That The Managing Director be authorised to liaise with Sovereign Housing Association in relation to the Street Ranger Service.

Christmas Update

The Board received an update on activities relating to Christmas ranging from lights, the switch on and Christmas Market.

RESOLVED: That the update be noted.

Footfall Cameras

Russell Downing reported that it was proposed to change the way the footfall survey was undertaken. Currently the survey was undertaken based on a manual clicker for a 15 minute period. These figures then aggregated to provide figures for a week, month and year.

The Board noted that the Managing Director had met with Springboard who supplied a number of BID towns with footfall monitoring systems. This was a fully digital system similar the ones employed in Parkway. It was proposed to move this survey to this digital form of survey provided by Springboard. The Council had agreed to provide some funding for one camera which was now operational and located opposite River Island.

RESOLVED:

- (i) That the report be noted.
- (ii) That the data be published via the BID newsletter.

BID Levy Survey

Russell Downing reported that the response rate to the survey was a disappointing 5%. This represented 33 responses. The report set out the responses to each question although it was accepted that the confidence levels for this survey were not such that any response could be guaranteed.

The Board had a brief discussion about how to elicit a greater number of responses in the future. It was considered that the survey needed to be planned well in advance of it going out and a communications plan formulated to support the survey.

RESOLVED: That the report be noted.

Purple Flag

Russell Downing reported that he had received a number of e mails from one individual questioning how the Purple Flag was awarded to Newbury because the individual did not consider Newbury Town Centre to be safe.

The Board was informed that an appropriate response had been provided.

British BID Accreditation

Russell Downing reported that the cost of receiving British BID accreditation was £900. The process for receiving accreditation looked at recruitment,, induction and training, finance and budgets, governance and communications.

RESOLVED: That approval be given to seeking British BID accreditation.

6. BID 11

Russell Downing reported that he would shortly need to start to think about an agreed strategy and renewal team to manage the BID 11 process. The ballot deadline for BID 11 was October 2016.

RESOLVED: That the report be noted.