

## Bridgend Steering Group Meeting

Wednesday 18<sup>th</sup> June 2014, 5:15 pm – 6:15 pm

The Oracle, Adare Street

### Attendees

Steve Bletsoe, Ella Riley  
Rotimi Adegoke, Bridgend Osteopath  
Megan Bailey, Top Spot  
Steve Watkins, Watkins Menswear  
Natalie Gordon, Bridgend Cycle Centre  
Rachel Bell, The Rhiw Shopping Centre

Emma, Wetherspoons  
Dyfed Miles, Watts & Morgan  
Lynne Megson, Boots  
Rhiannon Kingsley, Bridgend County Council  
Tom Evans, The means  
Laura Smith, The means

### Apologies

Samantha Punter, Barclays  
Councillor David Sage, Bridgend County Council

Steffan Roberts, Wilkinsons  
Felicity Ladbrooke, Felicity Jewellers

Item	Detail	Action
1.0	<b>Welcome and Introductions</b> RA opened the meeting and welcomed all attendees	
2.0	<b>Apologies for Absences</b> Apologies were given as above	
3.0	<b>Matters Arising</b> In response to questions regarding the procurement of The means the following points were raised by RA: <ul style="list-style-type: none"><li>• Bridgend CBC advertised the role on 'Sell to Wales', a public sector procurement site;</li><li>• 6 companies tendered overall, the names of which cannot be divulged due to commercial sensitivity;</li><li>• The means were appointed according to the council's standard procurement process;</li><li>• The BID Steering Group was formed after completion of the procurement process</li></ul> TE provided background information on The means and their suitability for the role. He noted that further details could be found at <a href="http://www.themeans.co.uk">www.themeans.co.uk</a>	
4.0	<b>Town Centre Updates</b> RK provided updates on town centre matters.  <b>Vibrant and Viable Places</b> <ul style="list-style-type: none"><li>• Bridgend CBC have received approval for their V&amp;VP funding application, but have not received</li></ul>	

	<p>their offer letter – work cannot commence until letter received</p> <ul style="list-style-type: none"> <li>• Armed Forces Day celebrations was planned for 28<sup>th</sup> June and would include services and activities in the town</li> <li>• The Welsh Government had announced new funding for Town Centre Partnerships, however Bridgend are not eligible to apply as they have been allocated V+VP funding</li> <li>• The Great British High Street competition was approaching; RK indicated that businesses should consider applying</li> <li>• Independents Day for businesses was to take place on the 24<sup>th</sup> July; RK noted that she would publicise any offers from businesses wishing to participate; RK will distribute details via email on request</li> </ul>	
<p><b>5.0</b></p>	<p><b>Progress and towards a BID for Bridgend</b></p> <p><b>Reviewing the timetable for delivery</b></p> <p>RA explored the options for holding a ballot in early 2015 and the following points were raised:</p> <ul style="list-style-type: none"> <li>• RA noted that businesses in Bridgend were struggling and there was a need to respond to that asap; it was important not to lose momentum in terms of the campaign;</li> <li>• Issues with bringing the date forward were raised and RK highlighted that electoral services had indicated that they would struggle to arrange and manage a ballot near the time of the general election in 2015</li> <li>• The group agreed that it was important not to rush the process, but that momentum should not be lost</li> <li>• TE noted that the possible October 2015 billing date would not inhibit the BID ‘taking action’ in advance of that if a successful ballot was held in June or July 2015 ballot. He also noted that alignment with financial year (i.e. midterm October 2015) would make the billing process easier.</li> <li>• Other issues to consider were requirement to meet and discuss a business plan with all businesses within the proposed district, which could be a time consuming activity</li> <li>• RB and SW noted that Christmas was a busy time for businesses, especially retailers, and it may cause difficulties in terms of gathering support if a campaign was held over this time</li> <li>• In response to discussions NG queried if commitments had already been made for the BID</li> </ul>	<p>RK to discuss this further with electoral services and report back at next SG</p>

	<p>to 'go live'; RA &amp; TE confirmed that discussions were around progress to ballot stage and that no decisions had yet been made</p> <ul style="list-style-type: none"> <li>The group agreed to revisit the timescales at the next meeting.</li> </ul> <p><b>Feedback from recent business interview</b></p> <ul style="list-style-type: none"> <li>The means had consulted with 83 businesses to date and had a target of 90-95 for the sample; the next step would be to ensure an even spread of sample in terms of industry, location, size, etc.</li> <li>RA noted that perception of crime in Bridgend is important, regardless of whether it reflects reality and needed to be addressed.</li> <li>In discussion regarding the inclusion of larger organisations (e.g. Tesco) and their likelihood to offer a YES vote, TE noted that careful negotiations would need to take place in order to ensure return on investment for these companies and therefore achieve a YES vote. In response to questions, TE indicated that the budget required for the BID is flexible and that proposed activities should reflect available budget.</li> </ul> <p><b>Potential revenue from a BID levy &amp; options for levy discounts</b></p> <ul style="list-style-type: none"> <li>Following questions from the group around charitable discounts, TE provided data on standard approaches taken by other BIDs and the impact of providing discounts on the BID budget in Bridgend.</li> <li>RA suggested considering a fixed rate contribution from businesses below a certain threshold (e.g. £100) and the group agreed to revisit at a later date.</li> <li>SR questioned whether car parks should be included in the levy payments; SW noted that this may cause problems if BID wishes to offer subsidised parking schemes. TE agreed to do further research on this issue and report back at the next meeting.</li> </ul>	<p>TE to distribute list to group for feedback/ comment</p> <p>TE to report back on industry standards and other examples regarding fixed rate contributions</p> <p>TE to research and report back on discounts for car parks</p>
<p><b>6.0</b></p>	<p><b>Mapping the area</b></p> <p><b>Considering zoning examples from other BIDs</b> TE explained that the SG would be responsible for identifying BID area. He discussed The means' BID area matrix, which is a useful way of breaking down and analysing the viability of town centre area zone to be included in the BID area.</p>	<p><b>TE to prepare BID zoning exercise for next meeting</b></p>
<p><b>7.0</b></p>	<p><b>A.O.B</b></p>	

	<p><b>Website</b></p> <p>Following concerns from the group, TE agreed to further develop the existing website to include more vibrant images and improve its professional appearance. TE reminded the group that the main purpose of the website at this stage is to provide a source of BID and contact information for businesses. He highlighted that further budget will be available for marketing following the successful completion of the feasibility study and the beginning of the campaign stage</p> <p>LS informed the group that she had contacted a number of local design agencies who were interested in the project and were ready to respond to a brief when budget available; agencies contacted were:</p> <ul style="list-style-type: none"> <li>• Pentagon Design</li> <li>• Savage and Gray</li> <li>• Comgem</li> <li>• Daly Design</li> </ul> <p>TE encouraged the group to consider possible pilot projects to implement during the campaign phase as an indicator of the BID's potential; suggestions proposed included:</p> <ul style="list-style-type: none"> <li>• MB suggested possible coordination with harvest festival event;</li> <li>• SW indicated that development of street art could make 'shopping experience more fun'</li> <li>• SR highlighted to the group the success of the Nolton Street 'street party' which had a limited budget but excellent response</li> <li>• SW suggested the distribution of vinyl stickers enabling businesses to show their involvement in different schemes</li> </ul>	
8.0	<p><b>Date of Next Meeting</b></p> <p>16<sup>th</sup> July 2014</p>	