

	<ul style="list-style-type: none"> • Neither the levy rate nor the boundary could be altered without an alteration ballot. <p>Following a query from SB regarding the inclusion of car parks in the levy, LS informed the group that commercial car parks were usually excluded; SB indicated that possibility of applying charge should remain open</p> <p>The application of a threshold was discussed further and TE noted that a key reason for its use was to counteract the costs of collection and enforcement on those hereditaments where the levy contribution does not outweigh the cost; e.g. Merthyr BID applied £5,000 threshold.</p> <p>The Industry Criteria and Guidance Notes for BIDs, produced by the British Retail Consortium, advises that a threshold be used to ensure that small hereditaments are excluded if the cost of collection would make their inclusion uneconomic.</p> <ul style="list-style-type: none"> • A voluntary 'business club' could be introduced for businesses below the threshold or on the fringes of the boundary if they wish to benefit from the services provided, e.g. collective purchasing. 	
<p>4.0</p>	<p>Town Centre Updates</p> <p>RK provided updates on town centre matters:</p> <ul style="list-style-type: none"> • Work would soon be underway to repair the market roof, scaffolding has been erected; the work would result in the temporary closure of the public toilets within the centre for a period of 14 weeks. • The council had hosted a meeting with businesses regarding the Vibrant and Viable Places scheme and the proposed developments; RK was pleased by the turnout of c. 40 businesses, and the reasonably positive feedback from those in attendance. <ul style="list-style-type: none"> ○ A key issue highlighted at the meeting was that of parking, and particularly council staff use of public parking spaces; ○ SW raised concerns regarding the promises made by the council; ○ RK explained that this was a wider issue involving the trade unions, and that an appropriate solution would be sought • Convergence Funding event was scheduled for 19th September • Nolton Street party was to be held on 28th September 	

<p>5.0</p>	<p>A BID for Bridgend town centre: Together we can!</p> <p>TE provided updates on the progress of the feasibility report</p> <ul style="list-style-type: none"> • 89 interviews conducted so far; • More were required with professional services, especially on Court Road; • A number of interviews have been undertaken with businesses in the market, several of whom indicated a concern regarding their levy contribution in the current economic climate • Whilst a meeting had been arranged with Tesco they unfortunately cancelled – this needed to be rearranged. • The feasibility report was due to be submitted to Welsh Government on the 31st July. <p>In response to a query from RA regarding the progress of other Welsh BIDs towards ballot, TE informed the group that:</p> <ul style="list-style-type: none"> • Newport was set to go to ballot in November, as they were not dependent on WG funding • Penarth were also looking at developing a BID and were likely to hold a ballot in early 2015. • Most other Welsh towns looking to establish BIDs were likely to go to ballot in 2015/2016 <p>TE indicated that a marketing sub-group could be established during the campaign stage and the group agreed to this in principle.</p>	<p>TE to arrange to present and the market traders</p>
<p>6.0</p>	<p>Mapping the area</p> <p>Applying the BID matrix</p> <p>TE discussed The means feasibility matrix with the group, and explained its purpose in determining the relative value of each proposed BID zone.</p> <p>TE conducted the matrix exercise with the group. Key points raised were as following:</p> <ul style="list-style-type: none"> • The Town Centre core area, Brackla Street and Brewery Lane areas were considered the most viable zones in terms of their levy contributions and potential services delivered; • Nolton Street (top) looked less financially viable, however it was seen as a key gateway; • Court Road was also regarded as a crucial gateway into the town and therefore an important zone – although the levy outturn would be small it should be significant enough for the services required; 	

	<ul style="list-style-type: none"> • Five Bells road was also analysed and considered to be a potentially difficult zone for inclusion due to its separation from the core area and low levy outturn. <p>TE indicated that further engagement was required with businesses on Court Road, Brackla Street, and with the higher levy payers to assess the viability of their inclusion.</p> <p>FS-B & RB indicated that the Nolton Street zone should be expanded to include Merthyr Mawr Road.</p> <p>TE informed the group that the BRC advised that the levy rate be set at 1%, however experience has shown that smaller areas, in terms of levy outturn, could gain support a levy of up to 1.5% if significant value of the BID programme was demonstrated.</p> <p>SW expressed concerns around setting a BID levy at 1.5% as he felt that this may be too high and therefore act as a deterrent to higher levy payers.</p> <p>SE highlighted that it is also about convincing businesses they are getting much more for their pound and very good value for money.</p>	
<p>7.0</p>	<p>A.O.B</p> <p>SB expressed concerns around securing support of businesses during the campaign due to lack of awareness of the BID amongst many. RB highlighted the value of peer-level communication and she, along with RA, encouraged the group to engage with their neighbours to spreading the word about the proposed BID.</p> <p>AE suggested inviting a BID representative from elsewhere to speak to the businesses. TE supported this recommendation, and also indicated the need to host a visioning event to increase business engagement and to help shape an effective BID programme.</p> <p>LS provided updates on possible pilot schemes:</p> <ul style="list-style-type: none"> • Sources of funding for gateway art projects were being explored, including external funding from the Arts Council for Wales. • MB suggested the development of a BID event for the harvest festival period; other possible events include participation in the Nolton Street party and an indoor/outdoor market day for traders in the town centre. 	

	<ul style="list-style-type: none">○ SB queried RK on the availability of stalls used for Nolton Street party for other events: RK informed the group that the stalls were stored and managed in Pencoed and are available.● Dialogue with MacArthur Glen was ongoing regarding joint promotional activity.	
8.0	Date of Next Meeting Group agreed to postpone next meeting until September Next meeting to be held on Wednesday 10 th October 2014, location t.b.c.	