

## Bridgend BID Steering Group Meeting

Thursday 17<sup>th</sup> September 2014 5:15pm – 6:15pm

Management Office, Rhiw Shopping Centre

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### Attendees

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

### Apologies

Lynne Megson, Boots  
Cllr David Sage, Bridgend County Borough Council  
Steffan Roberts, Wilkinson  
Felicity Ladbroke, Felicity's  
Dyfed Miles, Watts & Morgan  
Andrew Gash  
Chris Braggins – Brackla Shopping Centre

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> RK & TE will meet with Electoral Services Oct 7 <sup>th</sup>  The Bridgend Market Traders currently meet fortnightly regarding the roof works, RK has asked for a slot for The means to talk about the BID. Alistair Rosenberg will confirm dates.  TE will present to BCBCs Directorate Management Team meeting on 24 <sup>th</sup> October.  TE to present to the Town Council Finance Committee.  TE outlined the need to develop baseline agreements with	TE to chase date

	<p>the local authority and other statutory bodies. The agreements set out the level of service provision in the area and ensure that any services that the BID provides are additional to what is already being delivered.</p> <p>It was noted that there were no multiples represented at the meeting. TE suggested that the times of the meeting may need to change to accommodate the multiples and be more inclusive.</p>	
<p><b>4.0</b></p>	<p><b>Town Centre Updates</b></p> <ul style="list-style-type: none"> <li>- Festival was to take place that weekend. New attractions were the Champagne Tent and Kids Zone.</li> <li>- The Bridgend Retail Awards were being launched 21<sup>st</sup> Sept. RK encouraged all business to apply.</li> <li>- Christmas plans were taking shape and will include a Christmas parade, switch on of the lights, Christmas train and elfsteddfof.</li> <li>- An event to complete the convergence scheme and launch VVP was being held on the 19<sup>th</sup> Sept at 11am. RK invited all members of the group to attend.</li> </ul>	
<p><b>5.0</b></p>	<p><b>A BID for Bridgend town centre: together we can!</b></p> <p><b>Reviewing the feasibility study</b>  The feasibility study was submitted to WG for approval on the 30<sup>th</sup> July. At the time of this meeting it had yet to be approved. Since then an approval has been given and the group is authorised to proceed to ballot stage.</p> <p>Four themes for Bridgend have been identified from the initial feasibility study. These will be worked up in more detail as further consultations take place.</p> <p>TE noted that the business plan should include a strategic role for the proposed BID and that this could include elements that are important to multiples and national organisations.</p> <p>The BID boundary was discussed and it was decided to include the five bells retail area within the boundary. RA stressed that it was incredibly important that all steering group members talked to their neighbours positively about the BID.</p> <p><b>Next steps and campaign timetable</b>  The delay from WG regarding the approval has meant that a ballot is more likely to be October 2015 rather than April 2015.</p>	

	<p>The early campaign stages will start once approval has been given and further consultation with businesses will take place.</p> <p>A newsletter will be produced and distributed to businesses.</p> <p>A visioning event to ascertain more feedback from businesses will take place towards the end of this year or beginning of next year.</p> <p><b>Ideas from other BIDs: Successful projects &amp; campaigns</b> TE has some lessons learnt from Merthyr and Newport and will send the information around.</p>	<p>All to assist in the distribution of the newsletter.</p> <p>TE to distribute details of lessons from the development of BIDs in Merthyr and Newport.</p>
<b>6.0</b>	<p><b>Our activities &amp; actions</b></p> <p><b>Upcoming events &amp; activities</b> The BID will have a stall at the Nolton St street party. Planning for the visioning event will start. Local design agencies will be contacted with a view to producing branding for the Bridgend BID. A marketing sub group needs to be established. Nominations to TE.</p> <p><b>What can I do?</b> All members of the group are asked to speak to their neighbours and if needed TE will follow up with a visit.</p>	<p>All to speak with neighbouring businesses about the proposed BID.</p>
<b>7.0</b>	<p><b>AOB</b> There was no AOB</p>	
<b>8.0</b>	<p><b>Date of next meeting</b></p>	