

## **Bridgend Steering Group Meeting**

**Thursday 6<sup>th</sup> November, 5:15 pm – 6:15 pm**

**Wilkinsons, Nolton Street**

### **Attendees**

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)  
Rachel Bell, The Rhiw Shopping Centre (RB)  
Megan Bailey, Top Spot (MB)  
Steve Bletsoe, Ella Riley (SB)  
Cllr Bob Burns, Bridgend Town Council (BB)  
Dean Coleman, Circuit (DC)  
Beth Daniel, Beth Daniel Hair Design (BD)  
Dave Easterbrook, Fizzy Foam (DE)  
Steve Easterbrook, Fizzy Foam (SE)  
Felicity Ladbrooke, Felicity (FL)  
Kerry Price, Circuit (KP)  
Dyfed Miles, Watts & Morgan (DM)  
Steffan Roberts, Wilkinson (SR)  
Freya Sykes-Bletsoe, Ella Riley (FSB)  
Cllr Charles Smith, Bridgend County Borough Council (CS)  
Steve Watkins, Watkins Menswear (SW)

Tom Evans, *The means* (TE)  
Laura Smith, *The means* (LS)  
Rhiannon Kingsley, Bridgend County Borough Council (RK)

### **Apologies**

Alistair Rosenburg, The Rug Shop  
Stephen Carter, Candyshack  
Natalie Gordon, Bridgend Cycle Centre

<b>Item</b>	<b>Detail</b>	<b>Action</b>
<b>1.0</b>	<b>Welcome and Introductions</b>  RA opened the meeting and welcomed all attendees	
<b>2.0</b>	<b>Apologies for Absences</b>  Apologies were given as above	
<b>3.0</b>	<b>Town Centre Updates</b>  RK informed the group that the Bridgend County Borough retail awards had been launched <ul style="list-style-type: none"><li>• Over 5,000 votes had been received</li></ul> RK provided the group with the key dates over the Christmas period <ul style="list-style-type: none"><li>• 29<sup>th</sup> November – Christmas lights turn on, 4:30pm; event to include performance of Peter Pan from Bridgend College and performance by Ogmores Silver Band</li><li>• Christmas grotto open at Ty Carnegie every Saturday</li><li>• 6<sup>th</sup> December – Christmas Express free road train</li><li>• 13<sup>th</sup> – Elf-steddfod</li></ul>	

	<p>Free parking</p> <ul style="list-style-type: none"> <li>• 8<sup>th</sup> – 14<sup>th</sup> December – free parking from 2pm (all council-owned car parks excl. Rest Bay)</li> <li>• 15-24<sup>th</sup> December – free parking from 10am (all council owned car parks excl. Rest Bay)</li> <li>• Free parking to be signed off by the end of next week</li> </ul> <p>FSB queried whether the council would be monitoring usage of the car parks over the festive period; RK informed the group that they were unable to monitor footfall in the car parks, although they would be monitoring it in town. RK asked the retailers to feedback on the success of the initiative.</p> <p>A discussion followed around the impact of the Elf-steddfod on trade in the town</p> <ul style="list-style-type: none"> <li>• SB noted that in previous years there had not been a significant increase in trade – were there any plans to impact on this?</li> <li>• RK indicated that suggestions for activities were welcome</li> <li>• RA noted that visitors wanted places to purchase and sit down with food and drinks, BD &amp; BB queried whether chairs could be placed on the streets and around the grotto – RK confirmed this was an option</li> </ul> <p><b>The means updates</b></p> <p>TE provided update on recent activities by The means:</p> <ul style="list-style-type: none"> <li>• TE had presented to the finance committee of the Town Council</li> <li>• TE had presented to the senior directors at Bridgend County Council to inform them of their responsibilities during and after the BID ballot. This included developing and signing Baseline and Operating agreements.</li> <li>• TE was liaising with ratings team at the Council to obtain up to date ratings information for use in developing a possible budget</li> <li>• TE &amp; LS had begun to develop information sheets to go out to businesses following the upcoming event, including information on the visioning event (early next year)</li> <li>• TE indicated that if the ballot were to be held in June/ July 2014, the council would need to be notified of the intention to hold a ballot 84 days in advance of sending them the proposal, which would be in the next few weeks</li> </ul>	
5.0	<p><b>BID Event</b></p> <p>RA highlighted to the group that the proposed BID information event would be a platform for discussion, a chance to dispel misconceptions about the BID, and an opportunity for other businesses in the town to meet the steering group.</p> <p>A discussion followed about the proposed information event. The following points were raised:</p>	

	<p><b>Format</b></p> <ul style="list-style-type: none"> <li>• Event should not be led by The means or the council, but by the businesses, reflecting the fact that the BID itself would be business – not council - led</li> <li>• TE should provide main presentation</li> <li>• SB noted that the format for the Vibrant &amp; Viable Places meeting had been successful, traders were impressed by the honesty, and suggested appointing a panel to lead discussions; RB suggested a panel could create a divide and for steering group members to be spread out across the various tables</li> <li>• Essential that all important stakeholders within the town are represented, including the county and town councils</li> <li>• FSB suggested using Twitter to convey questions to the panel</li> <li>• The format mustn't be intimidating, and should highlight the steering group as ambassadors for the BID – important not to create an 'us' and 'them' feeling amongst businesses</li> <li>• The group decided that steering group members should make themselves available for discussion and spread out across the various tables</li> </ul> <p><b>Invitations</b></p> <ul style="list-style-type: none"> <li>• Invitations: RA to compose letter to be distributed amongst the businesses in the town, RK indicated that the database of addresses only included ground floor occupancies</li> <li>• RK requested assistance in posting the letters from the group, and informed the group that the letters may not be received by traders until the end of next week; RB volunteered to distribute the letters amongst business in the Rhiw Centre</li> <li>• RK &amp; TE to receive formal invitations</li> <li>• KP expressed that many businesses were still uninformed about the BID – the group reassured him that this was the purpose of the planned event, to spread the word, and that any interested parties would be invited to participate in the steering group</li> </ul> <p><b>Name</b></p> <ul style="list-style-type: none"> <li>• Following a number of suggestions the group voted that the event should be titled '<i>Bidding for Bridgend</i>'</li> </ul> <p><b>Date/ Time/ Venue</b></p> <ul style="list-style-type: none"> <li>• Thursday 20<sup>th</sup> November 2014</li> <li>• 5:30, running time of 1hr 30 minutes</li> <li>• Carnegie House, Wyndham Street, Bridgend</li> </ul>	<p>RA to prepare and distribute invitation to businesses</p>
<p><b>6.0</b></p>	<p><b>Example costs for potential services</b></p> <p>LS introduced examples of successful BID projects and asked the group to consider the associated costs:</p> <ul style="list-style-type: none"> <li>• Important for the group to begin considering the cost of proposed services and to begin to formulate a draft lifetime budget</li> </ul>	<p>LS to distribute document on costs for potential services to group</p>

	<ul style="list-style-type: none"> <li>• Decisions would need to be made on the BID area and the expected levy income in consultation with fellow town centre businesses</li> <li>• Potential to secure match funding and further investment from external sources for specific projects</li> </ul> <p>A discussion followed around the levy and costs of running the BID. The following points were raised:</p> <ul style="list-style-type: none"> <li>• DC queried whether the levy would be set at a fixed amount; TE informed him that these decision were up to the steering group, but that businesses would be asked to vote on a business plan; the visioning event – to be open to all town centre businesses and held early next year – would help to shape the proposed programme and business plan</li> <li>• SB raised a question on BID staffing costs – TE informed the group that there were specific industry criteria on these matters, e.g. the British Retail Consortium indicate that they would not support a BID with core costs of over 17-20% of the overall income</li> </ul>	
7.0	<p><b>Campaign Branding and Marketing</b></p> <p>TE introduced the need to develop a professional identity for the BID, and highlighted the opportunity to work with local agencies in doing so. TE and LS have already prepared brief for marketing agencies in Newport which can be adapted for Bridgend.</p> <p>A discussion followed on the branding for the BID. The following points were raised:</p> <ul style="list-style-type: none"> <li>• DC indicated that any branding should focus on the traders and not on the town of Bridgend</li> <li>• BB concerned that ‘traders’ was not necessarily a cohesive group – need to find common ground with all businesses</li> <li>• FSB indicated that the town and the traders were united, and that the branding should reflect this</li> <li>• RA suggested that the branding should inspire a sense of community and cohesion</li> <li>• TE highlighted the need to bring together a marketing sub-group to discuss these points in more detail</li> </ul>	<p>LS to distribute marketing brief to the group</p> <p>TE &amp; LS to arrange meeting of the marketing group</p>
7.0	<p><b>A.O.B</b></p> <ul style="list-style-type: none"> <li>• SB keen to highlight that decisions around the levy and the BID area would be made by the steering group, following consultation with fellow businesses, and that any property with a rateable value could be included</li> <li>• BB offered to distribute his report on business rates and rateable values in the town to RK for reference</li> <li>• RK &amp; SW indicated that it would be valuable to understand the level of contributions from each business in the town</li> </ul>	

<b>8.0</b>	<b>Date of Next Meeting</b>  TBC	
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