

Bridgend Steering Group Meeting

Wednesday 21st January, 5:15 pm – 6:15 pm

Carnegie House, Wyndham Street

Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)
Rachel Bell, The Rhiw Shopping Centre (RB)
Steve Bletsoe, Ella Riley (SB)
Freya Sykes-Bletsoe, Ella Riley (FSB)
Cllr Bob Burns, Bridgend Town Council (BB)
Dave Easterbrook, Fizzy Foam (DE)
Steve Easterbrook, Fizzy Foam (SE)
Anne Easterbrook, Fizzy Foam (AE)
Felicity Ladbrooke, Felicity (FL)
Natalie Gordon, Bridgend Cycles (NG)
Steve Watkins, Watkins Menswear (SW)
Tom Evans, *The means* (TE)
Laura Smith, *The means* (LS)
Rhiannon Kingsley, Bridgend County Borough Council (RK)

Apologies

Beth Daniel, Beth Daniel Hair Design
Samantha Punter, Barclays

| Item | Detail | Action |
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| 1.0 | Welcome and Introductions RA opened the meeting and welcomed all attendees | |
| 2.0 | Apologies for Absences Apologies were given as above | |
| 3.0 | Minutes of the Last Meeting Group approved the minutes of the last meeting as an accurate record of the evening's discussions | |
| 3.0 | Town Centre Updates RK informed the group that the order to change traffic regulations is currently open to public review until 29/1/15. If passed the order will empower traffic wardens to enforce traffic violations. <ul style="list-style-type: none">In response to queries on parking in the evenings, RK noted that no parking in designated pedestrianized areas was allowed at any time of day. BCBC have reviewed events calendar: | |

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| | <ul style="list-style-type: none"> • Mashup cancelled for 2015; largely in response to concerns from police regarding anti-social behaviour at previous events. • Food festival may be cancelled if funding for this event is not available from Welsh Government. • RK indicated that the Council were intending to organise a public forum to gather suggestions on future events from the town traders. BCBC have discussed organising a calendar with smaller, more frequent events. <p>No further updates on the Vibrant and Viable Places regeneration programme, BCBC are anticipating July start date for demolition.</p> <p>A discussion followed a query from SW regarding the provision of alternative parking facilities to compensate for the disruption to services, in which the following points were raised:</p> <ul style="list-style-type: none"> • Traders are disappointed that there has been no further communications to discuss this issue, following a productive exchange between BCBC and the traders last summer. • Business interests must be protected, and the Council should provide alternative parking during the affected period. • The group agreed that SB and RB would arrange a meeting with senior officials in the Council to discuss the disruptions and the impact this will have on trade in the town centre. It was added that ideally RA be present. • SW informed the group that he has been considering stepping aside from his role of Chair of the Traders Forum, but would happily act as a supportive vice chair. | <p>SB and RB to arrange meeting with senior officials in the council to discuss the problems raised around parking.</p> |
| <p>5.0</p> | <p>Getting the Message out there</p> <p>Bidding for Bridgend: a Review</p> <p>LS asked the group for their feedback on the Bidding for Bridgend information event. The following comments were made:</p> <ul style="list-style-type: none"> • The group were disappointed at the low turnout at the event, especially from those who had expressed negative perceptions of the proposed BID • Despite the low turnout, the event succeeded in drawing in new supporters of the proposed BID • Continued transparency and accountability will be essential to the success of the BID • Important to continue to reach out to the business community about the proposed BID | |
| <p>6.0</p> | <p>The Bridgend BID Programme</p> <p>TE presented to the group on the proposed themes for the BID, based on the results of consultation to date. He highlighted the need to firm up the proposed programme before beginning to</p> | |

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| | <p>write the BID proposal. TE noted that further consultation with businesses would be necessary in order to finalised the proposed programme.</p> <p>The proposed themes (in the group’s suggested order of importance) are: Marketing/Promotions, Business Support, Access/Parking, Town Centre Welcome, Core, Contingency.</p> <p>The following points were raised during the discussion:</p> <ul style="list-style-type: none"> • It would be difficult to tackle problems around anti-social behaviour with a limited budget – i.e. the significant cost of hiring wardens • RB offered the group an account of the work Bridgend Business Against Crime had done in partnership with the Community Safety Partnership in order to raise funds to hire a Crime Coordinator 1 day per week. RK had proposed that BCBC would match fund this, increasing the days to 2 per week. RB and RK suggested that the BID could perhaps offer additional support. • BB informed the group that the town council also has a crime prevention budget, and could be approached for further match funding. • RB noted that she had previously approached the town council for this funding but had not received a positive response. <p>In a discussion around the allocation of funds to individual theme areas, the following points were raised:</p> <ul style="list-style-type: none"> • Discussions are ongoing with Tesco regarding their inclusion in the BID area; important to consider what services the BID would need to deliver to provide them with a return on their investment. • RK noted that the primary areas of concern for Tesco were around parking and anti-social behaviour/ crime. • Group suggested a redistribution of the budget compared to that proposed – consensus was that Business Support functions should receive a greater investment than Access and Parking; the latter being principally considered as a council responsibility. | |
| 7.0 | <p>Upscaling Activities</p> <p>LS provided the group with an update from the marketing group and other related activities.</p> <ul style="list-style-type: none"> • 2 submissions had been received in response to the brief distributed initially to 4 design agencies for the branding of the Bridgend BID. The marketing group were keen to get a wider sample before shortlisting, so the brief was recirculated amongst 4 additional agencies, 2 of whom responded. Interviews to follow. • With the aim of upscaling activities, LS to prepare a leaflet for distribution amongst the business community, offering info on the proposed BID and inviting businesses to attend the visioning event. • The visioning event was proposed for the first week in March. The group discussed possible locations and agreed that Carnegie House was an option, but that it | <p>LS to arrange interviews with the shortlisted design agencies.</p> <p>TE and LS to explore possible locations and prepare a draft programme for the event.</p> |

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| | <p>would be preferable to host the event at business premises in the town. The focus of the event will be on gathering feedback from the business community on the suggested themes and proposed services.</p> <ul style="list-style-type: none"> • In order to build support and enthusiasm for the BID, LS suggested a pilot project focused on the empty units in the town. The pilot would involve a range of window display vinyls, in empty shops windows to enhance their visual appeal. SE suggested approaching local photographer Tim Woods to exhibit his works in the windows. • A discussion followed regarding the possibility of developing a digital pedestrian experience using an app and 3D imaging – it was agreed that this would not be appropriate pre-ballot due to levels of overhead costs involved. • LS and BB discussed the possibility of securing funding from the town council for the project. | <p>LS to approach Tim Woods regarding the possibility of exhibiting his works as part of a Bridgend, street art pilot project.</p> <p>LS to approach the town council to discuss possibility of funding the pilot project.</p> |
| 8.0 | <p>Moving Towards the Ballot</p> <p>LS presented a timetable of provisional dates of upcoming events/ milestones in the lead up to the ballot. This included:</p> <ul style="list-style-type: none"> • January: Commission a design agency for branding work • February: Produce and distribute leave-behind leaflet • March: Visioning event; BID proposal produced • April: BID proposal launch event • July : BID Ballot | |
| 9.0 | <p>A.O.B</p> <p>LS introduced the role of BID champion to the group, and requested that individuals volunteer themselves to participate in promoting the BID. LS discussed the possibility of arranging a brief training session for those involved to assist them in their task.</p> | |
| 8.0 | <p>Date of Next Meeting</p> <p>TBC</p> | |