

## Bridgend Steering Group Meeting

Wednesday 25<sup>th</sup> February 2015, 5:15 pm – 6:15 pm

Wilkinson, Nolton Street

### Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)  
Rachel Bell, The Rhiw Shopping Centre (RB)  
Steve Easterbrook, Fizzy Foam (SE)  
Anne Easterbrook, Fizzy Foam (AE)  
Steve Watkins, Watkins Menswear (SW)

Megan Bailey, Top Spot (MB)  
Steffan Roberts, Wilkinson (SR)  
Tom Evans, *The means* (TE)  
Laura Smith, *The means* (LS)

### Apologies

Beth Daniel, Beth Daniel Hair Design  
Steve Bletsoe, Ella Riley (SB)  
Freya Sykes-Bletsoe, Ella Riley (FSB)  
Natalie Gordon, Bridgend Cycles (NG)

Felicity Ladbrooke, Felicity (FL)  
Cllr Bob Burns, Bridgend Town Council (BB)  
Rhiannon Kingsley, Bridgend County Borough Council (RK)

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>Minutes of the Last Meeting</b> Group approved the minutes of the last meeting as an accurate record of the evening's discussions	
4.0	<b>Town Centre updates: What's new?</b> RK unable to attend meeting.	LS to request email update to the group from RK.
5.0	<b>Moving Towards the Ballot</b> RA and TE updated the group on discussions with the electoral services team at BCBC. As the team will be extremely busy with the general election during the summer, they will be unable to process the BID ballot until August at the earliest, September/October preferably. An Autumn ballot would enable the BID company to be set up on January 1 <sup>st</sup> – in line with the calendar year – or April 1 <sup>st</sup> , in line with fiscal year.  TE highlighted that this extended campaign period would offer the opportunity to polish the proposal and consult further with businesses on its content.  A discussion followed regarding the desired BID company billing and start dates. The following points were raised: <ul style="list-style-type: none"><li>• A January start date would distinguish the BID billing period from that for the Non-Domestic Rates.</li></ul>	TE to revisit options for the BID ballot with the electoral services team.

	<ul style="list-style-type: none"> <li>• An April start date would enable thorough planning of the BID's projects and activities in advance of the go live date</li> <li>• The group agreed that a January 1<sup>st</sup> start date would be preferable but still to explore both options.</li> <li>• RA emphasised concerns that too large a gap big between the ballot day and the billing date could cause disillusionment; resulting from businesses having to wait too long before they see BID benefits. Therefore our billing date should be taken into consideration when setting the ballot date.</li> </ul>	
<p><b>6.0</b></p>	<p><b>Upscaling activities</b></p> <p><b>6.1 Marketing group update: Branding the BID</b>  LS provided the group with an update on the activities of the marketing group.</p> <ul style="list-style-type: none"> <li>• Following an initial round of applications from design agencies, the group were keen to reopen applications to ensure a suitable shortlist was reached.</li> <li>• The group decided to interview Comgem, Savage and Gray, and Huw David Design.</li> <li>• Following the interviews, the group arrived at a consensus to appoint Huw David Design.</li> <li>• LS was able to negotiate the cost to within the required budget.</li> <li>• LS invited members of the SG to participate in the branding workshops with Huw David.</li> <li>• RA requested that for the records and continued transparency, LS prepares a summary of the recruitment process.</li> </ul> <p><b>6.2 Sharing information &amp; gathering feedback: Draft of leave behind leaflet</b>  LS introduced the purpose of the leave behind leaflet:</p> <ul style="list-style-type: none"> <li>• To inform businesses of the proposed BID and the opportunities available to them</li> <li>• To invite them to attend the visioning event</li> <li>• To invite them to comment on the proposed programme for the BID</li> </ul> <p>TE distributed a draft of the leave behind content for the group to review. Once the branding exercise is complete, Huw David will then be asked to design the leaflet before distribution.</p> <p>LS introduced the topic of BID champions, which had first been discussed at the marketing group, as an effective mechanism to build support for the proposed BID amongst peers. LS requested volunteers for BID champions for each area of the town. RB confirmed she was happy to undertake this role for the Rhiw Shopping Centre and part of Nolton Street.</p> <p>The group agreed that a leave-behind along with an information pack and training session for BID champions would assist them in this undertaking this role.</p>	<p>LS to prepare summary of recruitment process and distribute to group.</p> <p>TE to distribute summary of the feasibility study to the group.</p> <p>LS and TE to identify BID champions for each area, to produce information pack for BID champions and arrange training sessions.</p>
<p><b>7.0</b></p>	<p><b>Events</b></p>	

	<p><b>7.1 Visioning Event</b> A discussion followed around the visioning event in which the following points were raised:</p> <ul style="list-style-type: none"> <li>• TE highlighted that the visioning event presented the opportunity to gain feedback from the businesses regarding the proposed</li> <li>• The group agreed it would be valuable to have a speaker from the Merthyr, or another existing BID, present to the businesses.</li> <li>• The group approved TE's suggestion to invite Andy Godfrey of Alliance Boots - who is heavily involved with BIDs and the British Retail Consortium- to speak at the event.</li> </ul> <p><b>7.2 Opportunities to engage with businesses &amp; the community</b></p> <p>TE asked the group to inform him of any local or community events that might offer the opportunity to communicate with the Bridgend business community about the proposed BID.</p>	
<p><b>8.0</b></p>	<p><b>Pilot Projects</b></p> <p><b>8.1 Dressing empty units: An outdoor gallery?</b></p> <p>LS updated the group on progress of pilot.</p> <ul style="list-style-type: none"> <li>• TE and LS had met with the Town Council. They were enthusiastic about the project and requested a proposal for match funding be submitted to the finance committee before their next meeting in March.</li> <li>• On SE's recommendation, TE and LS had spoken to the local photographer Tim Woods and he had expressed his interest in displaying images in the shop windows.</li> <li>• TE hoped to approach RK for match funding from BCBC.</li> </ul> <p>A discussion followed in which the following points were made:</p> <ul style="list-style-type: none"> <li>• RB offered to speak to the landlord of The Rhiw Shopping centre regarding the use of any vacant windows for display within the centre.</li> <li>• SR agreed to contact his area manager regarding the use of windows in the Wilkinsons store</li> <li>• The group raised concerns that, if the project were financed by BCBC, a condition of this funding would be the inclusion of their logo on the images. The group feared this would limit the impact of the project in reaching out to businesses.</li> <li>• RA mentioned we must remember to ensure that the displays will include promotion as being a BID group initiative, plus BID group contact.</li> <li>• RB offered to approach Bridgend Business Against Crime Partnership, of which she and SR are members, to explore possibility of match funding for the project. Fund are currently available for the appointment of a crime coordinator, which could benefit from the support of the proposed BID.</li> </ul>	<p>TE to submit proposal for match funding to Bridgend Town Council.</p> <p>RB to discuss with Rhiw Centre landlord regarding use of windows in empty shop units</p>

<p><b>9.0</b></p>	<p><b>Getting the paperwork in place</b></p> <p><b>9.1 BID arrangements &amp; agreements</b></p> <p>TE informed the group that the BID agreements included the operating and baseline agreements with the Council. A discussion followed in which the following points were raised:</p> <ul style="list-style-type: none"> <li>• The baseline agreement was an opportunity to hold the Council to account for the services they provide</li> <li>• It would ensure that BID services are additional to those already being delivered and was essential for drafting the business plan.</li> <li>• BID services must be supplementary to those provided by the Council, BIDs elsewhere have worked in partnership to deliver extra services, but these needed to be detailed in the BID proposal.</li> <li>• The group agreed that it would also be beneficial to arrive at a baseline agreement with the Town Council and the Police.</li> <li>• RB and RA emphasised the need for a detailed understanding of the council's current service levels.</li> </ul>	<p>TE to circulate draft of the baseline agreement to the group once he had discussed it with the Council.</p>
<p><b>9.0</b></p>	<p><b>A.O.B</b></p> <p>RB, SB and FL had met with the Leader of the Council, Mel Nott, to discuss the impact of the Vibrant and Viable Places regeneration work on parking facilities in the town.</p> <ul style="list-style-type: none"> <li>• Mel agreed to review the situation and feedback to the businesses.</li> <li>• He indicated that there was the possibility of arranging 1 hour's free parking in council owned car parks in the town</li> <li>• RB informed the group that there were ongoing discussions around the reopening on Queen Street, Dunraven Place and Market Street to traffic, and she was hoping to gain the support of the stakeholders in the town to progress the idea. So far, the disabled coalition, CCTV, Police, Town Council and traders were all in agreement.</li> </ul>	
<p><b>10.0</b></p>	<p><b>Date of Next Meeting</b></p> <p>TBC</p>	