

Bridgend BID Steering Group Meeting

Thursday 25th June, 5:15 pm – 6:15 pm

Carnegie House

Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)
Megan Bailey, Top Spot (MB)
Rachel Bell, The Rhiw Shopping Centre (RB)
Steve Bletsoe, Ella Riley (SB)
Cllr Bob Burns, Bridgend Town Council (BB)
Beth Daniel, Beth Daniel Hair Design (BD)
Steve Easterbrook, Fizzy Foam (SE)
Natalie Gordon, Bridgend Cycles (NG)
Felicity Ladbrooke, Felicity (FL)
Dyfed Miles, Watts and Morgan, (DM)
Cllr Charles Smith, Bridgend County Borough Council (CS)
Freya Sykes-Bletsoe, Ella Riley (FSB)
Steve Watkins, Watkins Menswear (SW)

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

Apologies

Dave Easterbrook, Fizzy Foam (DE)

Item	Detail	Action
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 It was noted that FL had sent apologies for the last meeting. With this amendment, the Group approved the minutes of the last meeting as an accurate record of the evening's discussions	
4.0	Towards a viable programme of improvement 4.1 Core issues & commitments RA emphasised how essential the three core issues were. DM detailed Bridgend's huge decline in commercial rentals, even compared to our neighbouring towns and the importance of these changes.	

	<p>4.1.1 Parking RK informed the group that the proposal for a trial two month period of Free after 3 was being presented to Informal Cabinet the following day for approval. It was anticipated that approval would be given.</p> <p>4.1.2 Access CS informed the steering group that the issue of access was on the council's agenda, but to bear in mind that there were still issues that needed addressing.</p> <p>RA reminded the group of the details, that the group were pursuing from the council; drive through from 9am - 11am with click and collect parking bays and drive through from 3pm.</p> <p>4.1.3 Levy Collection RK was pleased to report to the group that the levy collection cost would be no more than 3% of the levy income, as recommended by the industry guidelines.</p>	<p>CS will continue to push for a change in the core pedestrianised hours and will report back accordingly.</p>
	<p>4.2 Key Targets TE presented the list of key targets to the group. They were all agreed, and will be included in the leave behind leaflet.</p> <p>4.3 Involving employers on Bridgend business parks TE gave a presentation regarding targeting Bridgend manufacturing and tech businesses. It was agreed for TE to contact them all to discuss the town centre and engagement with the BID.</p>	<p>TE & RK to make contact with these businesses.</p>
<p>5.0</p>	<p>Marketing & Branding</p> <p>5.1 Update on name & identity The results of the business survey were that 'CF31' was the top choice for the name of the proposed BID company. TE presented the branding options from the appointed graphic designers, Huw David. A preferred option was chosen by the group and this will be worked on in the next few weeks.</p> <p>5.2 Business Engagement Once the leave behind leaflet is printed, TE will be visiting businesses. Each business will have two visits. One with the leaflet and one with the business plan.</p> <p>5.3 Pilot Projects No update given</p> <p>5.4 Opening a BID HQ TE asked if any businesses could offer an HQ for the BID. It will be manned by TE and colleagues c.2 days a week. The group agreed that this would be a good idea and DM offered to assist.</p>	<p>TE to follow up with DM</p>

6.0	<p>Timescales & Milestones</p> <p>6.1 Update on timings towards a BID ballot TE gave an update on timings.</p> <p>6.2 Upcoming activity & milestones</p> <ul style="list-style-type: none"> • Agreement of branding • Production of the leave behind leaflet • One to one visits with all businesses • Vacant property vinyls project 	
7.	<p>Town Centre Updates: What's new?</p> <ul style="list-style-type: none"> • Civil Parking enforcement will commence in the next few weeks in the town centre. • Demolition of the Rhiw car park is likely to be end of July beginning of August. The NRW planning objection will be determined at planning committee. • Town Centre events are being planned. 	
8.0	<p>AOB</p> <ul style="list-style-type: none"> • There was no AOB. 	
9.0	<p>DONM: 13th August 2015</p>	