

## Bridgend Steering Group Meeting

Thursday 13<sup>th</sup> August 2015, 5:15 pm – 6:15 pm

Carnegie House, Wyndham St.

### Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)  
 Megan Bailey, Top Spot (MB)  
 Rachel Bell, The Rhiw Shopping Centre (RB)  
 Beth Daniel, Beth Daniel Hair Design (BD)  
 Steve Easterbrook, Fizzy Foam (SE)  
 Cllr Charles Smith, Bridgend County Borough Council (CS)  
 Steve Watkins, Watkins Menswear (SW)  
 Cllr David White, Bridgend Town Council (DW)

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

### Apologies

Dave Easterbrook, Fizzy Foam  
 Freya Sykes, Ella Riley's Sweet Shop  
 Steffan Roberts, Wilkinsons  
 Natalie Gordon, Bridgend Cycles  
 Felicity Ladbroke, Felicity's

Item	Detail	Action
1.0	<p><b>Welcome and Introductions</b></p> <p>RA opened the meeting and welcomed all attendees</p>	
2.0	<p><b>Apologies for Absences</b></p> <p>Apologies were given as above</p>	
3.0	<p><b>Minutes of the Last Meeting</b></p> <p>The group approved the minutes of the last meeting as an accurate record of the evening's discussions</p>	
4.0	<p><b>Moving forward: updates &amp; developments</b></p> <p><b>4.1 Levy collection</b>            RA had received a letter from the Head of Finance in BCBC indicating that the cost of the BID levy collection would be £5,000 per year. The letter also suggested either RV or threshold method, but not both.</p> <p>If the Bridgend BID decided on a 1% levy rate, a collection fee of £5,000 would be above the industry guidelines which is, 3% or</p>	

	<p>less of the levy total, or £35 per hereditament, (whichever was less). However at 1.25% or 1.5%, combined with a minimum contribution of £100 for RVs that would otherwise bring in sums less than £100, the £5,000 would be within industry guidelines. As the levy rate was an agenda item 5.2, (see below for details), the discussion was deferred until later in the meeting.</p>	
<p><b>4.2</b></p>	<p><b>Parking initiative</b> <b>Pilot project update &amp; promotions</b> RK updated the group on the 'Free After 3' parking campaign, which was planned to start on the 1<sup>st</sup> Oct for 2 months (until the 30<sup>th</sup> Nov). RK noted that the loss of income from car parks, along with user figures, would be measured and would provide the basis of negotiations if the proposed BID wished to continue with the scheme post the trial. The project will be promoted beforehand as a BID Steering Group / Council initiative.</p>	<p>RK to update group at the next meeting on how these will be measured and compared.</p>
<p><b>4.3</b></p>	<p><b>Pedestrianisation</b> CS gave an update on pedestrianisation making reference to an article in the Gazette by Suzy Davies AM regarding town centre access. A discussion about the article and CS's unnecessary comments followed, for which CS apologised. CS went on to highlight that the BID process should not be dependent on the changes in pedestrianisation taking place, suggesting that the steering group should give it up as a commitment and the BID should proceed regardless. CS stated that it was his belief that if he put any request to the head of transport, the response would be that, 'he had too much on his plate' at the moment. He also stated that there were people purporting to represent disabled people who were putting obstacles in the way. SW stated that he had attended a borough council arranged meeting several years ago at which the Bridgend Disabled Alliance made clear that they were not against any relaxation of pedestrianisation, they just wanted a safe environment for those they represent if there were any changes and several different options were agreed upon.  Steering Group members felt that a change to pedestrianisation was intrinsically linked to the BID and in gaining support. RA added that many traders/businesses had said they would vote 'no' to the BID if there was no commitment from the Council to relax pedestrianisation hours, combined with short stay parking bays.</p>	
<p><b>4.4</b></p>	<p><b>Discussions with businesses on the outskirts</b> <b>Business parks &amp; McArthur Glen</b>  TE had made appointments to see the largest businesses in the area to discuss the BID.</p>	<p>TE to give a progress update at the next meeting.</p>

<p><b>4.5</b></p>	<p><b>Window vinyls project</b> Due to changes in financial commitments, of various sponsors, there was no immediate budget available for the vinyls project. It was decided to put the project on hold until more financial support was available.</p>	
<p><b>5.0</b>  <b>5.1</b>  <b>5.2</b></p>	<p><b>Setting percentage level for the BID levy</b></p> <p><b>Reviewing the different options</b> TE produced a paper comparing the different amounts generated through the levy dependencies, including % and thresholds. A discussion took place regarding these.</p> <p><b>Preferred percentage option</b> Following a vote on the different option, the majority of the group, (7 in favour, 1 against) voted for a 1.25% levy, combined with a minimum contribution of £100 for RVs that would otherwise bring in sums under £100. RA and TE noted that this could be reviewed at future meetings, following consultation with businesses, but it was good to have a preferred option agreed by the group.</p>	
<p><b>6.0</b>  <b>6.1</b>  <b>6.2</b>  <b>6.3</b></p>	<p><b>Marketing &amp; Branding update</b></p> <p><b>View copy of leave behind leaflet created</b> TE brought copies of the leave behind leaflet. These were well received by the group. TE will be using the leaflets to prompt discussions and consultations with town centre traders.</p> <p><b>Start date of business engagement with new leaflets</b> TE will start engaging with town businesses during the week commencing 7<sup>th</sup> Sept.</p> <p><b>Opening a BID HQ</b> There were no further updates to the offer of an HQ from Rachel Bell and Dyfed Miles. TE is looking for a charitable partner organisation to share the premises to try and reduce the cost of business rates. Any traders that have any suggestions are to get in contact with Tom. RA requested the TE explores all business rate options for HQ.</p>	
<p><b>8.</b></p>	<p><b>Town Centre updates: What's new?</b></p> <p>RK updated the group on town centre developments and events:</p> <ul style="list-style-type: none"> <li>• Civil parking enforcement was now live in the town centre.</li> <li>• Events programme was finalised with first event being the Classic Car Show on the 12<sup>th</sup> Sept.</li> <li>• Rhiw car park was due to shut at the end of September</li> <li>• Footfall was down by 4% on the previous year</li> <li>• Sales were up by 5.7% on the previous year</li> <li>• Giant deckchair was available for promotions</li> </ul>	

<b>9.0</b>	<b>AOB</b> There was no AOB	
<b>10.0</b>	<b>Date of next meeting (TBC)</b>	