

## Bridgend Steering Group Meeting

Thursday 15<sup>th</sup> October 2015, 5:15 pm – 6:30 pm

Carnegie House, Wyndham St.

### Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)  
 Rachel Bell, The Rhiw Shopping Centre (RB)  
 Beth Daniel, Beth Daniel Hair Design (BD)  
 Steve Easterbrook, Fizzy Foam (SE)  
 Steve Watkins, Watkins Menswear (SW)  
 Dave Easterbrook, Fizzy Foam (DE)  
 Freya Sykes, Ella Riley's Sweet Shop (FS)  
 Steve Bletsoe, Ella Riley's Sweet Shop/ Bridgend Traders' Forum (SB)  
 Felicity Ladbroke, Felicity's (FL)  
 Kate Scourfield, The Phoenix (KS)  
 Simon Scourfield, The Phoenix (SS)

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

### Apologies

Steffan Roberts, Wilkinsons  
 Natalie Gordon, Bridgend Cycles  
 Cllr David White, Bridgend Town Council  
 Cllr Charles Smith, Bridgend County Borough Council  
 Dyfed Miles, Watts & Morgan  
 Megan Bailey, Top Spot (MB)

Item	Detail	Action
1.0	<p><b>Welcome and Introductions</b></p> <p>RA opened the meeting and welcomed all attendees, particularly Kate Scourfield and Simon from the Phoenix who were attending their first meeting.</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> (Thursday 13th August 2015)</p> <p>RA asked for minutes to be drafted more promptly in future. A brief discussion took place regarding protocol of issuing minutes. It was agreed that, the current method of an initial draft being sent to the chair for approval before being distributed to the group, be continued.</p>	

	<p>RA noted that he had received an email from Cllr Charles Smith regarding his comments at the previous meeting.</p> <p>SB asked for clarification regarding points 4.1 and 5.2, which were concerning collection costs and setting the BID levy. It was noted that the potential cost of collection had no bearing on decisions concerning the levy percentage.</p> <p>The group then approved the minutes of the last meeting as an accurate record of the evening's discussions.</p> <p><b>3.1 Matters Arising (Updates)</b></p> <ul style="list-style-type: none"> <li>TE updated the group regarding meetings with businesses, both within the BID area and those on surrounding industrial estates. Over 230 businesses had been visited in the BID area and all had been provided with <a href="#">information leaflets</a>. The response predictably had varied and follow up meetings were required. TE had met with two businesses based on the outskirts of the town; Bridgend Paper Mill and Sony. Both meetings had been fruitful and potential projects/collaborations had been suggested. <b>Bridgend Paper Mill</b> would be keen to explore opportunities around young peoples' skills and apprenticeships, whilst discussions also took place regarding a pop up shop selling seconds from the factory. <b>The representative from Sony</b>, stated that the company was keen to see improvements to the town centre. Discussions took place regarding potential sponsorship of a specific project (such as a one hour free town centre childcare service), a Raspberry pi jam event and retail business incubation /graduate initiative.</li> <li>The potential of a BID HQ was discussed. RA mentioned that we need progress on this before the next meeting as this still had not progressed following plans to do so from each of our previous 2 meetings. TE had received an approach from the local YMCA, who were looking for new premises in the town centre. It was felt that, due to the size of building and scale of project proposed, a collaboration would not be appropriate at this point in time. RK added that the Steering Group would not be eligible for rate relief. RB then suggested that a small unit, which fell below £6,000 RV, could be used at the side of the Rhiw Centre. The group agreed to take RB up on the offer of using the unit as a BID HQ.</li> </ul>	<p><b>HQ space to be taken up and developed</b></p>
<p><b>4.0</b></p>	<p><b>The campaign &amp; ballot</b></p> <p><b>4.1 The BID proposal</b></p> <p>PW highlighted the importance of getting the BID proposal right.</p> <p>TE reviewed the other elements of the proposed BID programme, which had been discussed in detail at previous meetings. He noted</p>	<p><b>PW to produce draft proposal over the next 2 weeks, then distribute to the group for feedback</b></p>

	<p>that these would be integrated into the BID proposal, which was due to be drafted. SB asked about exemptions from the BID levy and it was agreed that an options paper be presented at the next meeting.</p> <p><b>4.2 Project co-ordination &amp; support</b> TE informed the group that he would be leaving <i>The means</i> and would, therefore, no longer be involved in supporting the development of the BID. PW then outlined proposals for staffing the co-ordination of the proposed BID moving forward. He noted that upcoming activity could be split into five sections;</p> <ul style="list-style-type: none"> <li>• drafting the BID proposal,</li> <li>• campaigning with businesses,</li> <li>• ensuring that the BID ballot runs smoothly, and, if the ballot is successful,</li> <li>• BID set up and</li> <li>• BID start up.</li> </ul> <p>Each of the different stages called for different resources, skills and experience. The means would adopt a team approach with PW being the main point of contact and taking responsibility for working with the group on the development of the Proposal. The Means is interviewing for a replacement for TE.</p> <p><b>4.3 Timeline</b> Proposed timings were outlined by TE, who noted that a ballot date of 25<sup>th</sup> February 2016 would require ballot papers to be issued on 28<sup>th</sup> January 2016, with notice of ballot to be distributed on 14<sup>th</sup> January. The proposal document would be drafted over the coming weeks by PW, before further consultation with businesses.</p>	<p><b>PW: BID levy exemption paper to be sent to group in advance of next meeting</b></p>
<p><b>5.0</b></p>	<p><b>Core programme areas</b></p> <p><b>5.1. Parking &amp; pedestrianisation</b></p> <ul style="list-style-type: none"> <li>• <b>Pilot parking project update</b> RK updated the group of the 'Free after 3' parking project and noted that measurements, in terms of income loss, would be available at the end of the month. RA noted that as much data as possible was needed, without which, any possible future Bridgend BID will not be able to evaluate the merits of this trial, making our current trial futile. RA asked RK if figures of takings from business tills can be included. RA also encouraged group members to do as much as possible to help promote the current offer.</li> <li>• <b>Latest on pedestrianisation discussions</b> RA informed the group about a meeting he had that day with the leader of the Council, Cllr Mel Nott. The leader noted that a review of pedestrianisation was taking place and that the initial consultation stage was likely to be towards the end of the year. RA cautioned against the potential negative effects of putting the group in the line of political cross fire within the press.</li> </ul>	<p><b>RK: To Collect data and update group re. parking project by end of the month</b></p> <p><b>All: Promote parking offer</b></p>

	<p>A discussion followed during which the following points were made:</p> <ul style="list-style-type: none"> <li>• RK outlined the timeline process for the whole consultation process and that this will include any stages where traders/businesses can make representation to support traders/businesses views and wishes</li> <li>• SW and others suggested that the ballot date be put back to allow the process to be completed</li> <li>• FS suggested that the group should get firm commitments before the ballot</li> <li>• SW noted that he had previous discussions with TE regarding the possibility of triggering a re-ballot should a council commitment concerning relaxing pedestrianisation not be met.</li> <li>• PW stated that the group had already achieved a great deal in getting to this point. He advised against focusing on a single issue, especially one that is not ultimately in the gift of the proposed BID to deliver.</li> <li>• SW explained this was an ongoing and absolutely central issue in Bridgend.</li> </ul> <p><b>5.2. Business services</b> Not discussed</p> <p><b>5.3. Marketing &amp; events</b> Not discussed</p> <p><b>5.4. Town centre welcome</b> Not discussed</p>	<p><b>RK to produce timeline explaining stages of the consultation process, with timescales.</b></p>
<p><b>6.0</b></p>	<p><b>Town Centre updates: What's new?</b></p> <ul style="list-style-type: none"> <li>• Footfall is down 5.1% compared to the same week last year</li> <li>• Sales performance is up 5.1% compared to the same week last year</li> <li>• Email sent around regarding small business rate relief for 15/16.</li> <li>• Rhiw toilets will be shut permanently unless the Town Council express an interest in a community asset transfer of them.</li> <li>• Halloween event on the 31<sup>st</sup> October in the Rhiw in conjunction with the market.</li> <li>• The bollard has been repaired and is fully functional.</li> <li>• Christmas events are planned. Switch on of the Christmas lights is the 28<sup>th</sup> November.</li> </ul>	
<p><b>7.0</b></p>	<p><b>AOB</b> RK and RA thanked TE for his work to date in the development of the BID. TE thanked the group for their support and wished them well for the forthcoming ballot.</p>	
	<p><b>Date of next meeting :</b> <b>Thursday 26th November 2015</b></p>	