

**A BID for Bridgend Town Centre
Steering Group meeting
Thursday 4th February, 2016 5.15pm – 7:00pm
Carnegie House, Wyndham Street**

Attendees

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)
Felicity Ladbrooke, Felicity's (FL)
Stuart Morrel, The Wyndham Arms/Wetherspoon (SM)
Kate Scourfield, The Phoenix (KS)
Simon Sourfield, The Phoenix (SS)
Steve Watkins, Watkins Menswear (SW)
Natalie Gordon, Bridgend Cycles (NG)
Beth Daniel, Beth Daniel Hair Design (BD)

CLlr David White, Bridgend Town Council / Town Mayor / Bridgend County Borough Council (DW)

Peter Williams, The means (PW)
Mandy Jenkins, The means (MJ)

Apologies

Rachel Bell, The Rhiw Shopping Centre (RB)
Megan Bailey, Top Spot (MB)
Steve Bletsoe, Ella Riley's Sweet Shop / Bridgend Traders' Forum (SB)
Freya Sykes, Ella Riley's Sweet Shop / Bridgend Town Council (FS)

Rhiannon Kingsley, Bridgend County Borough Council (RK)
CLlr Charles Smith, Bridgend County Borough Council (CS)

| 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 (Thursday, 7 th January 2016) 3.1 Confirmation of approval | |



Those present at the January meeting confirmed the minutes were a true and accurate record of the evening's discussions.

3.2 Matters arising (Action plan updates)

- **Update to November 2015 minutes**

Those attendees present at the meeting confirmed the update was accurate.

- **Boundary**

NG asked that the Five Bells zone be taken out of the BID area, as she didn't feel there was enough in the Proposal that would benefit Five Bells Road in its present form.

RA said that the Five Bells area was on the outskirts of the town.

FL asked if NG was speaking for all the other businesses in the Five Bells area.

NG said that no one else in the area was aware of the BID and that she was the one that had campaigned to be in. She couldn't speak on behalf of anyone else.

SW said that all steering group members had put their heads above the parapet in supporting the BID.

PW said that the process so far had involved businesses getting together to formulate a programme for the BID and asked if any ideas from that particular geographical area had been submitted to the group but turned down. He asked NG if there was anything she would like to see included in the proposal and what could have been included in order for her to support it.

NG said she would like to have seen a potential list of directors that were interested as she is well aware that directors cannot be selected until there is yes vote for the bid. She would also would have liked to have seen and a more concrete business plan that had more than a list of promises and ideas where the directors can be held more accountable and a financial business plan that was more concrete.



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| <p>KS said she felt businesses in the area should be asked if they wanted to be taken out of the area.</p> <p>SW said that the decision to include them had been made at steering group so why couldn't the decision to exclude them be taken by the same group.</p> <p>PW proposed that the other SG members were asked by email and that The Means speak to the other business in the area to find out what they thought.</p> <p>MJ raised other queries that had arisen during the boundary walk.</p> <p>PW said that he's had a meeting with Asda that afternoon and given that they had such a high RV, suggested that the steering group have more of a dialogue with them. Asda stores have tended not to support BIDS. Other areas have successfully introduced caps on the RV.</p> <p>RA added, the store has been difficult to engage with in the past. Also that caps had been discussed in previous steering group meetings and considered not appropriate, especially after looking at the negative Penarth BID example with their Tesco.</p> <p>SW suggested that someone from the Council approach Asda as they had been given incentives like a free car park to bring the store to the town.</p> <ul style="list-style-type: none">• Updated BID proposal <p>Discussed later in the meeting.</p> <ul style="list-style-type: none">• Baseline agreement <p>RA said that a sub group had met following the previous steering group meeting to discuss the baseline agreement. At the meeting, a list of queries/questions were drawn up on how the agreement could be improved. He said that BCBC had since responded with a more detailed agreement but there were still some improvements needed.</p> <p>PW pointed out that the proposal was currently more pressing than the baseline as it needed to be ready for the start of the campaign whereas the baseline wouldn't come into effect until 1st April.</p> | |
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| <p>KS asked if the ballot date could be pushed back.</p> <p>RA said that the group had been informed that the ballot had to have taken place by 31st March.</p> <p>RA said that the sub-group has also discussed the threshold and that he had concerns that the BID might be divisive if some businesses were paying the levy and their neighbours weren't based on the £6k threshold. He said that Steve Blestoe had agreed to speak to businesses at the top of Nolton Street, towards Ewenny Road but he had received no feedback on this so the issue could not be resolved at the meeting.</p> <p>DW asked when it could be resolved.</p> <p>SW said that he felt it couldn't be resolved at the meeting and suggested another meeting the following week rather than making a decision by email.</p> <p>PW said that the decision could be made at the meeting.</p> <p>DW said that everyone had received the papers and agenda so they knew what was being discussed and that decisions had to be made.</p> <p>NG said that previous decisions had been taken with the same amount of people present at the meeting.</p> <p>DW said that he agreed and that everyone had had the opportunity to be present at the meeting.</p> <p>RA explained for those that were not present at the start of the meeting, that with only 4 business individuals present at the start of the meeting, (the 1st attendance for one, 3rd attendance another and the remaining two were regular attendees, over more than 20 months since the BID process began), it was agreed before the meeting began, that it would be inappropriate to vote on decisions; that only because we had a very tight deadline of the 10th to complete the BID proposal, we email the group post the meeting to conclude on decisions.</p> <p>RA, suggested, despite the fact that we were severely pressed for time with the BID proposal, it would be more appropriate to arrange an extra meeting next week, rather than continuing with the email option. This was agreed.</p> | <p>Extra meeting to be arranged next week</p> |
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| <p>4.0</p> | <p>Ideas for reaching nighttime traders/businesses</p> <p>RA said that he had met with KS to discuss ideas about how to engage with the nighttime traders as all the trader members of the steering group were daytime traders.</p> <p>KS said that she had attended her first pubwatch meeting for 18 months the day before; members reported having no contact from The means since she was last there; that they were not aware of the progress of the BID and had had little contact about it.</p> <p>RA said that he had asked RK to send the meeting notes out to the wider business community.</p> <p>RA said that he felt that the steering group were frustrated at what had been achieved in the last 20 months and felt that BCBC had been slow in moving on to the next steps.</p> <p>SW said that he thought meetings should have taken place more frequently than they had done.</p> <p>FL suggested the group take these points as lessons learnt and move on.</p> <p>KS talked through the DISC, (Database and Intranet for Safer Communities), system and felt it would be a way of linking the day and nighttime economies and that there was an initial start-up cost and then a monthly charge.</p> <p>FL said she felt this would be a good idea for the BID.</p> <p>SM said that he felt Bridgend had more of a community feel 20 years ago but now pubs felt more isolated and it would be a good idea to create more of an evening destination venue with more of a pleasant and safer feel. He felt the BID proposal was offering this.</p> <p>SW said that he felt that people with cars didn't want to come into town at night and that as a result there was only one type of trade.</p> <p>SM said that he felt that lack of car parking near the very centre of town, was a major issue.</p> <p>KS asked if perhaps a free bus service could be considered.</p> <p>PW said that a budget line had been included on promoting public transport.</p> | <p>KS: To send MJ the DISC information for inclusion in the proposal</p> |
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| | <p>SM suggested more events could bring people into town.</p> <p>NG said that had been going on anyway.</p> <p>KS asked if wardens could be considered.</p> <p>PW said that these has been provided in a number of BID areas.</p> | |
| 5.0 | <p>Pedestrianisation update</p> <p>RA read out an update from RK and CS.</p> <p>From CS Regarding the report, officers are meeting today Thursday with the consultants to discuss the shape of the report. This should be finalised in the next few weeks and then will go to informal cabinet. The report will provide a range of options, with their associated risks and costs of engineering to mitigate those risks. Once these options have been considered we can expect a report and recommendations to formal cabinet, with funding implications and options. These are monthly and open to the public, dates are on the bcbc website, but as yet I don't know which date. Things are in motion and making progress as anticipated.</p> <p>From RK In addition to Cllr Smith's update on pedestrianisation we have just submitted a speculative funding application, to a body, for funding the physical changes to allow vehicles into town along Queen St through to Market St. PLEASE NOTE that although the funding bid is being submitted (which is the submission deadline) it is still speculative until a decision on pedestrianisation is made by Cabinet.</p> | <p>DW: To find out when the report would be discussed at Cabinet and email RA in advance.</p> |
| 6.0 | <p>Baseline agreement</p> <p>RA said that significant improvements had been made in the baseline agreement with BCBC and that most baseline details had been returned. We were still waiting for more information from BCBC car parks. The Town Council have sent a baseline agreement which we need to look through another time soon. He said that the steering group would be signing these on behalf of the board and asked what reassurances they had. BCBC get their solicitors to look check the baseline agreement details whereas we have no one representing our legal interests directly as to what we're signing.</p> <p>SW asked if they should take legal advice and would there be</p> | |

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| | <p>funding leftover for this.</p> <p>PW said that the obligations would be placed on the partnership organisation.</p> <p>PW said that the police did not usually enter into baseline agreements at this stage but it would be a good means to develop relationship with them.</p> <p>RA said that he had a template that had been used with the police in Exeter.</p> <p>KS mentioned Merthyr Tydfil Police has an SLA, (Service Level Agreement), in place with the business crime reduction partnership in Merthyr</p> <p>SW suggested sending a letter to the Chief Constable to ask what the provision is for the BID area.</p> <p>PW gave an example of another BID area managed by The Means where two police officers worked alongside seven wardens.</p> | |
| <p>7.0</p> | <p>Finalising BID proposal</p> <p>RA talked the group through the list of changes he had made to the proposal text which were agreed. The group asked to remove reference to greening projects as they felt this work was already being done by the councils.</p> <p>RA suggested a cleaner not so cluttered map than received in the current designer's version of the BID proposal.</p> <p>SW asked if another meeting would take place the following week as he had to leave before the meeting was over.</p> <p>RA said that he would send out a meeting request.</p> <p>PW went through the budget he had prepared as an indicative way in which the money could be spent.</p> <p>NG asked where the figures had come from.</p> <p>PW said that they were based on the programme that had been outlined and experience elsewhere.</p> <p>RA said that RK had agreed to meet the software costs of collection.</p> | <p>RA: Convene another meeting of the steering group the following week</p> |



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| | <p>The group felt that the business networking and seminar costs were high.</p> <p>PW said that the level of detail in the spreadsheet would not be included in the proposal and the finance would be represented by a pie chart representing the allocation of finance to themes. He said that this exercise was a balance between giving businesses enough information to vote on, and not tying the new board's hands too much, so that they remained free to make decisions in light of events. It would be relatively straightforward for money to be moved around within themes but more of an issue between themes. The BID would be answerable to the voters on the reasons for this.</p> | |
| 8.0 | Notification of ballot The group looked at the notice and PW explained it would go out on 18 th February. | |
| 9.0 | Town centre update Discussed under 5.0 above. | |
| 11.0 | AOB Nothing discussed. | |
| 12.0 | Date of next meeting The group decided that the wider group needed to make the outstanding decisions and another meeting should be arranged for the following week on either Monday or Tuesday. | |