

Bridgend Steering Group Meeting

Wednesday 7th May, 2014, 5:00 pm – 6:30 pm

Wilkinson, Nolton Street

Attendees

Steve Bletsoe, Ella Riley
Freya Sykes- Bletsoe, Ella Riley
Rotimi Adegoke, Bridgend Osteopath
Megan Bailey, Top Spot
Tina James, Boots
Dave Easterbrook, Fizzy Foam
Steve Watkins, Watkins Menswear

Tina, Wilkinsons
Felicity Ladbrooke, Felicity Jewellers Rhiannon
Kingsley, Bridgend County Council Councillor
David Sage, Bridgend County Council Tom
Evans, The means
Laura Smith, The means

Apologies

Samantha Punter, Barclays
Stuart Baldwin, Capelli's
Karen Gallagher, Boots

Stephen Carter, Candyshack
Rachel Bell, Rhiw Shopping Centre
Steffan Roberts, Wilkinsons

Item	Detail	Action
1.0	Welcome and Introductions TE opened the meeting and welcomed all attendees	
2.0	Apologies for Absences Apologies were given as above	
3.0	Feasibility Study/Town Centre Updates TE provided an updated on progress regarding the BID feasibility study and noted that, to date, 71 businesses had been consulted as part of a survey. Further interviews would be taking place over the coming weeks. The survey had, so far, uncovered the following findings: <ul style="list-style-type: none">• Key issues: - vacant premises, parking, promotions and marketing.• Areas of added value: - Cheaper/ easier parking, improved marketing and promotions, reducing anti-social behaviour.• Areas of focus for a potential BID in Bridgend:- Vacant premises, enticing new businesses into town, marketing, parking.• Support for the BID concept: -80% in favour; 8% against the concept; 12% undecided Results from the business consultation revealed that there were slightly different issues for businesses on Nolton Street – i.e. congestion is an issue.	

	<p>Positive feedback had been received from national organisations, at a local level, and TE had established good contact with senior executives at Boots.</p> <p>TE noted that many national organisations had specific criteria for supporting a BID; this needed careful consideration when writing the business plan.</p> <p>A discussion followed about rate relief and concessions for the BID levy. TE said that it was a decision for the group as to how, and at what level, the BID levy is applied.</p> <p>RK provided an update on town centre developments and upcoming events:</p> <ul style="list-style-type: none"> • Mash Up was being organised; a variety of activities including sport and music would take place in town centre from 11am until 5pm. Disruption should be minimal, but roads would be closed for the day. • Bridgend was awarded £5500 for Festival, scheduled for last Friday and Saturday of September. • Discussions were still ongoing with the Welsh Government regarding project funding allocation for the Vibrant & Viable Places regeneration fund. <p>The group voiced concerns regarding parking disobeidencies in the town centre, particularly outside the Wyndham Arms. RK informed the group that she was aware of the situation and action would be taken.</p> <p>RK had spoken with the new manager at Tesco who expressed support for a potential BID and would consider attending future steering group meetings.</p>	
<p>4.0</p>	<p>Leading the way - the roles & responsibilities of the Steering Group</p> <p>The responsibilities of the group were discussed and the key roles were identified as:</p> <ul style="list-style-type: none"> • Manage the process – up until the ballot • Develop & sign off a business plan • Agree the BID levy • Approve the BID boundaries • Establish & monitor sub-groups • Agree to form a company and provide Directors following a successful ballot <p>Following discussions, the group appointed RA as chair of the group.</p>	

	<p>The potential BID area and levy income was also discussed and TE described The means' approach to zoning the centre and using a BID feasibility matrix.</p>	
5.0	<p>A project plan - setting out a timetable for delivery</p> <p>TE presented a draft timetable to the group, which included key milestones and regulations that would need to be met.</p> <p>SW suggested reducing the term of the BID in order to reduce financial burdens and encourage more businesses to support a proposal at ballot. A discussion followed and it was suggested that this should be considered as part of the feasibility study, but that a shorter term might hinder the BID in reaching its full potential.</p>	<p>TE: Include options for BID term in the feasibility study.</p>
6.0	<p>Initial promotions</p> <p>The group agreed that a basic website should be set up and then developed further during the campaign stage. The site would include updates, minutes and links to relevant information. SW suggested that a 'mission statement' should be included on the website.</p> <p>It was agreed that an introductory leaflet about the proposed BID should be created to provide basic background information and contact details.</p> <p>The group were keen to arrange for a business representative from another BID to speak at a future meeting. SR asked to hear both positive and negative feedback regarding BIDs.</p>	<p>TE: Set up a wordpress website in advance of the next meeting.</p> <p>TE&LS: Create an introductory leaflet.</p> <p>TE: Explore options for a speaker to address the group.</p>
7.0	<p>A.O.B</p> <p>MB asked how The means were appointed – TE informed the group that The means were appointed following a rigorous selection process run by the council. Following a discussion group agreed that all communications between the group should be open (cc), but should remain private (bcc) for those who have not opted in.</p> <p>Potential pilot projects were discussed. These included providing better signage from the M4 and Macarthur Glen to the town centre and working with tour operators visiting Macarthur Glen to draw more visitors into the town.</p>	<p>TE and LS: To explore options for Pilot projects</p>

8.0

Date of Next Meeting

Group agreed to meet monthly at 5:15 pm and RA reminded everyone that the meetings would start promptly.

The next meeting was tentatively arranged for 18th June 2015. TBC.