

**A BID for Bridgend Town Centre  
Steering Group meeting  
Tuesday, 22<sup>nd</sup> March 2016 5.15pm – 7:00pm  
Carnegie House, Wyndham Street**

**Attendees**

Rotimi Adegoke, Bridgend Osteopath (chair) (RA)  
Felicity Ladbrooke, Felicity's (FL)  
Kate Scourfield, Bridgend Business Against Crime (KS)  
Simon Scourfield, The Phoenix (SS)  
Steve Watkins, Watkins Menswear (SW)  
Steve Bletsoe, Bridgend Traders' Forum (SB)

Cllr Bob Burns, Bridgend Town Council

Mandy Jenkins, The means (MJ)

**Apologies**

Beth Daniel, Beth Daniel Hair Design (BD)  
Rachel Bell, The Rhiw Shopping Centre (RB)  
Stuart Morrel, The Wyndham Arms/Wetherspoon (SM)  
David Easterbrook Fizzy Foam (DE)

Rhiannon Kingsley, Bridgend County Borough Council (RK)  
Cllr Charles Smith, Bridgend County Borough Council (CS)  
Cllr David White, Bridgend Town Council / Town Mayor / Bridgend County Borough Council (DW)  
Cllr Rob Morgan, Bridgend Town Council / Deputy Town Mayor (RM)

| Item | Detail  | Action |
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| 1.0  | <b>Welcome and introductions</b><br><br>RA opened the meeting and welcomed all attendees.                                 |        |
| 2.0  | <b>Apologies for Absences</b><br><br>Apologies were given as above.   |        |
| 3.0  | <b>Minutes of the last meeting</b> (Wednesday, 10 <sup>th</sup> February 2016)<br><br><b>3.1 Confirmation of approval</b> |        |



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| <p>MJ said she had already amended the minutes in light of comments made by RB.</p> <p>KS said that she attended meetings in her capacity as Bridgend Business Against Crime Coordinator and not as a representative of The Phoenix.</p> <p>SS said that his surname was misspelt.</p> <p>The group agreed to these changes.</p> <p>SB asked that moving forward he would like to be recorded as attending meetings as a representative of Bridgend Traders' Forum and not of Ella Riley's Sweet Shop as he didn't want to be accused of having a conflict of interest as the business was below the agreed £6k threshold.</p> <p><b>3.2 Matters arising (Action plan updates)</b></p> <ul style="list-style-type: none"><li>• <b>Information on caps</b></li></ul> <p>MJ said that Peter Williams had provided some written information on caps for the group. RA explained that the issue had been discussed at the last meeting in relation to Asda.</p> <p>MJ said that Peter Williams had spoken to Asda's national agent about whether they would consider the idea of a cap and was waiting for them to get back to him.</p> <p>RA raised concern that by asking Asda if they would consider this, might giving them too much bargaining information.</p> <p>KS asked if Asda had a vote in the Newport BID. MJ said that she didn't think they had.</p> <p>SW said he felt Asda should have been approached much earlier in the BID process especially in relation to parking offers. He said that he felt if the group had tried to work with them earlier they may be more amenable to the BID.</p> <p>SB talked about the HMRC negotiations with Google and the idea of contributing something rather than nothing. He felt that the feelings of others who would not be getting a cap should be considered.</p> <p>RA stated that the majority of the group were not in favour of a</p> | <p><b>MJ: Amend the minutes of the previous meeting to reflect the agreed changes</b></p> |
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| <p>cap.</p> <ul style="list-style-type: none"><li>• <b>Software costs</b></li></ul> <p>MJ said RK had confirmed that she would cover the software costs.</p> <ul style="list-style-type: none"><li>• <b>Steering group intentions/board actions</b></li></ul> <p>MJ said Peter Williams had provided some written information to the group on this:</p> <p><i>The Proposal arises from:</i></p> <ul style="list-style-type: none"><li>• <i>The analysis of field and desk top research to identify the challenges facing a centre</i></li><li>• <i>The conclusions from a steering group formed of a representative group of businesses of what programme would be appropriate to counteract these challenges</i></li></ul> <p><i>Town centres are dynamic the issues change as do the personnel within the businesses. The steering group members may become BID Board directors, they may not. New directors may have different ideas and priorities. New information may come to light. Hence the task of the Proposal is to:</i></p> <ol style="list-style-type: none"><li><i>transmit sufficient information for voters to make an informed decision about whether they support the BID or not</i></li><li><i>give guidance to the board about the strategic direction and priorities for the programme but not tie its hands and prevent it from responding to issues as they arise.</i></li></ol> <p><i>The only route for steering group members to keep their intentions to the fore is through active participation in the governance mechanism through board or theme group membership or submitting questions/resolutions to general meetings of the BID.</i></p> <p>The group felt that the information was not very clear.</p> <p>MJ said that she was not sure what information the group had wanted and asked BB if the information provided had satisfied his query from the last meeting.</p> <p>BB said that he had some concerns about what was being discussed at the last meeting and he felt that there was some contradiction in the proposal about what was to be achieved. He said that he felt</p> |  |
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|                   | <p>that this could be seen as having a negative impact on the BID, especially after the short three-year term. He said he understood that priorities and staff changed and that the info provided did in part answer his query.</p> <p>SW said that BB’s comments were around the budget allocations at the last meeting.</p> <p>SB said that the Dartmouth Bid had been wound because the handover between the steering group and the board had not been a good one so BID members felt that what they had been sold in the proposal document was not being achieved.</p> <p>SW asked if there should be some sort of disclaimer in the proposal document.</p> <p>SB felt the document had to be loyal to the intentions of the group and safe enough to handover to the board.</p> <p>BB said that the clearer the group could be about what it intended the better but understood that there needed to be a bit of room for the board to work.</p> <ul style="list-style-type: none"> <li>• <b>Meetings with Asda/Heggartys</b></li> </ul> <p>Asda as above.</p> <p>MJ said that at the last meeting the group had decided to delay any meeting with the Heggartys until the final proposal document was ready.</p> <p>RA emphasised a sound and attractive proposition needs to be taken to such a meeting. This must also demonstrate a healthy working relationship with the council that produces good results.</p> |  |
| <p><b>4.0</b></p> | <p><b>Timelines and resources</b></p> <p>MJ talked the group through the timeline below:</p> <p><i>The next round of <b>consultation/engagement</b> to start following next Steering Group to confirm support for proposal document and discover any other demands. Also undertake voter registration. If time permits recruitment of those prepared to make a voluntary contribution.</i></p> <p><i>approx. 8 days on site for the Means</i></p>  |  |



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| <p><i>Feed results into finalising the Proposal</i></p> <p><i>Possible <b>Proposal Launch</b> date: Need to agree this early as aim is to involve First Minister</i></p> <p><i>29<sup>th</sup> April (Proposal to printers 20<sup>th</sup> April, final text to designers 15<sup>th</sup> April)</i></p> <p><i>13<sup>th</sup> May (Proposal to printers 5<sup>th</sup> May, final text to designers 27<sup>th</sup> April)</i></p> <p><b>Account Management Training:</b> <i>session targeted at Steering Group Members prepared to take responsibility for c 10 voters each. 3<sup>rd</sup> or 4<sup>th</sup> week of April.</i></p> <p><b>Campaign period</b> <i>to start following the launch with actual proposal document:</i></p> <p><i>c. 8 days for The Means</i></p> <p><i>Notification of ballot to be sent with proposal: <b>19<sup>th</sup> May</b></i></p> <p><i>Ballot papers sent:</i></p> <p><b>2<sup>nd</sup> June</b></p> <p><b>Ballot period:</b> <i>As many days as it takes to mobilise the supporters</i></p> <p><i>Ballot closes: <b>30<sup>th</sup> June</b></i></p> <p>MJ said that The Means felt it would be a good idea to produce another 'leave behind' leaflet based on the proposal document. This would be used to speak to businesses and get their thoughts on what should be included in the final proposal document. This would be done at the beginning of April.</p> <p>The group felt that this was a good idea.</p> <p>KS said this would be a good way of engaging with the night time economy who had not been engaged so far in the process and that there was a Pubwatch meeting at 3pm on 6<sup>th</sup> April.</p> <p>The group discussed the idea of a proposal launch event and MJ explained what had happened in Llanelli. She said that Peter Williams had approached Welsh Government about potential dates for the First Minister given the Assembly elections in May.</p> <p>RA said that he had spoken to Carwyn Jones who was very positive</p> |  |
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|                   | <p>about the BID and had suggested getting together a meeting of people who cared about the town to involve them in the campaign.</p> <p>SW asked about a visioning event which had been discussed previously. RA said that the proposal launch had superseded this event and could be a mixture of the two. We have had an initial visioning event near the beginning of the BID process.</p> <p>SB said he felt all the local representatives and parties should be involved in the launch and not only Carwyn Jones.</p> <p>BB suggested local MP Madeline Moon.</p> <p>FL suggested the Heggartys.</p> <p>BB suggested Rob Howely or Gareth Thomas.</p> <p>KS suggested Gareth Cooper who has a gym on Bridgend Industrial Estate.</p> <p>RA said that given the extended three-month timeline The Means would have less resources available and that if the group wanted to have extra meetings these would potentially have to happen without The Means involvement.</p> <p>MJ said that The Means would concentrate their resources on campaigning over the next three months.</p> |  |
| <p><b>5.0</b></p> | <p><b>Wi-Fi</b></p> <p>RA said that Wi-Fi was something the group had looked at in the early days but had not progressed. For campaigning effectively with confidence, we need more substance, similar to what KS has introduced into our Crime prevention – improving safety and community, rather than rhetoric and clichés; Wi-Fi could be a way to add substance. He had been looking into different options and thought it was something the group could consider including in the BID proposal.</p> <p>KS said that Newport had just installed free Wi-Fi in the town centre.</p> <p>RA added he was currently in discussions with O2 and had received proposals from O2 and BT. The BT proposal was passed around for members to view.</p> <p>RA said that he had emailed SB about what the Traders’ Forum was</p>   |  |



doing about a Wi-Fi app and that the BID and Forum should work together, but hadn't heard anything back from him.

KS said she believed O2 was funding Wi-Fi in at least one town.

RA listed some benefits of free Wi-Fi –

**Benefits to visitors**

His personal experiences on travels in airports, planes, trains, City and museum.

Free Wi-Fi welcomes by many people having limited data allowances.

**Benefits to businesses and visitors**

Marketing data - learning visitor profile, habits, movements, needs, footfall.

Keeping in touch with visitors – emails/phones.

Live promotion of town offers.

SW asked if people needed free Wi-Fi if they already had 3G and 4G.

KS said that people did not want to use up their data allowance so would log into Wi-Fi instead. She said that there were apps available that allowed businesses to alert passing visitors about any special offers they may have.

FL said that in principle she agreed as the possibilities were endless.

RA said that he had spoken to the digital department in Cardiff Council and they had negotiated installation of a free Wi-Fi system with BT by offering their assets.

FL said that providing Wi-Fi would also be a good win for BCBC.

BB commented on the lack of staff and members from BCBC at the meeting.

RA said that CS was very supportive of the idea.

KS asked if RK had been involved in the discussion.

RA had spoken to RK who had said that BCBC had looked into Wi-Fi in the past and concluded that it was not viable.

FL asked who would do all the work to get the Wi-Fi up and running.

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|                   | <p>RA said that the Council would have to give their support.</p> <p>SB pointed out that BCBC were currently prosecuting BT.</p> <p>RA asked the group if they supported the idea of exploring it.</p> <p>SW said he thought the Traders' Forum were trying to do something on it.</p> <p>RA said that there needed to be communication between the Traders Forum and the BID, not just publically communications.</p> <p>SB said that the Forum were proposing a similar scheme but slightly different. He said that whatever the BID proposed to do would depend on a 'yes' vote.</p> <p>MJ said that Wi-Fi had been included in the Aberystwyth proposal and no one had questioned it.</p> <p>SW said that SB and RA should work together on this and proposed it was included in the proposal; the group agreed.</p>  | <p><b>RA: to contact and discuss proposals with BCBC</b></p> |
| <p><b>6.0</b></p> | <p><b>Pop-up shops</b></p> <p>RA said he had been in touch with Wantage BID. He gave some statistics around Wi-Fi and how it had increased footfall in the town but pointed out that this was not all due to the Wi-Fi. The BID had a pop-up scheme running alongside it which had been very successful. There had been 23 empty shops and 20 had been filled over 18 months with the remaining three not being let because of their size and inflexible landlords/agents.</p> <p>SW said that Bridgend already had a number of pop-up shops and asked if RA was going to go on and talk about how to get pop-up shops into the town.</p> <p>RA said that in Wantage some of the pop-up shops had turned into permanent businesses and that Ian Nicholson the coordinator was willing to come and talk to the group.</p> <p>SW said that the traders were concerned about rates payable on pop-up shops and who would be liable to pay them.</p> <p>SB said that rates in Bridgend were too high and that this was an ongoing problem as if a shop was empty and uninhabitable the landlords were exempt from paying business rates. He said there were numerous examples on Caroline Street and that a change in</p> |  |



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|            | <p>legislation was needed to make the difference.</p> <p>RA said he Wanted have the same high rates issues and would get back to the group with more details about how they had made it work in Wantage.</p> <p>SB said that he felt pop-up shops worked in principle but buy-in as needed from landlords.</p>   |  |
| <b>7.0</b> | <p><b>Proposal document</b></p> <p>MJ explained that the proposal document had been to an editor since the group had last seen it.</p> <p>The group then discussed and made updates to the document. The group were concerned to ensure promises were not being made that cannot guaranteed.</p>   |  |
| <b>8.0</b> | <p><b>Baseline agreements</b></p> <p>RA said that the final version of the baseline agreement with BCBC had been circulated to the group and asked if anyone had any comments or questions they should let him know.</p> <p>He said that a baseline agreement was needed with the Town Council.</p> <p>He said that the Command Secretary at the Police had agreed to a meeting to discuss a baseline agreement/SLA (Service Level Agreement), but he didn't feel he wanted to take time out of work meet the Secretary who he believed would be taking notes and wasn't a decision maker.</p> <p>MJ said that she felt the meeting could lead to another meeting with a decision maker and that this was the only meeting that had been offered by the police so the group should take the opportunity.</p> <p>KS said that she had a separate meeting with the Super Intendent the same afternoon and would bring up with BID then if she could.</p> <p>It was agreed that KS and MJ would attend the meeting.</p> <p>MJ would email the group to ask what they would like to see included in the SLA with the police.</p> | <p><b>MJ: Email the group to ask what they would like to see included in the SLA with the police</b></p> |

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| <p><b>10.0</b></p> | <p><b>Pedestrianisation update</b></p> <p>MJ read out an update from RK:</p> <p>The final draft of the report is waiting to be approved. This will then be submitted to Cabinet with recommendations.</p> <p>The group felt that this was the same information they had been receiving for months and were trying through various channels to get more information.</p> <p>KS asked MJ is she could ask RK when the report would be discussed at Cabinet.</p> | <p><b>MJ: To ask RK when the report would be discussed at Cabinet</b></p>   |
| <p><b>11.0</b></p> | <p><b>Town Centre Update</b></p> <p>MJ read out an update from RK:</p> <p>Easter event in the Rhiw on Saturday. Footfall down 11%. Rhiw car park progressing well. 2 Caroline St was sold for £101k, our development partners Coastal were out-bid. Miss Label moving into Caroline St in approx. 5 weeks.</p>  |   |
| <p><b>11.0</b></p> | <p><b>AOB</b></p> <p>FL asked if the group needed to have any other meetings as most decisions had been made.</p> <p>SW said the group would need to discuss caps. MJ said she would let the group know as soon as Asda came back with an answer.</p> <p>RA said the group would also need to discuss the baseline agreement with Bridgend Town Council.</p>  | <p><b>MJ: To let the group know as soon as Asda came back with an answer</b></p> <p><b>Baseline agreement from BTC to be circulated to the group.</b></p> |
| <p><b>12.0</b></p> | <p><b>Date of next meeting</b></p> <p>Not decided.</p>  |   |