

Aberystwyth Steering Group Meeting

Monday 10th November 2014, 6:00 pm – 7:30 pm

Gwesty Marine Hotel, Marine Terrace, Aberystwyth

Attendees

Becky Bolderson, Caffi Morgan
Jane, Aberdashery
Yvonne Crocker, Maeth y Meysydd
Sally, Columbine Florists
Alexander Hales, No. 21 Flowers
Umah Aslam, Siop Ffoto
Nicola Lisa, Funki Blue
Jenny Harding, Her Dandy Wolf

Cyril Baker, The Jewellery House
Mark Joseph, The Jewellery House
Sian Williams, Siop Leol
Sophie Fuller, Sophie's
Rhodri, University of Aberystwyth
PC Richards
Peter Austin, Ceredigion County Council
Peter Williams, The means
Laura Smith, The means

Apologies

Rob Thomas, Rickety Ramshackle
Chris Mackenzie Grieve, MGs
Berith Laocherty, Broc Mor

Richard Griffiths, Gwesty'r Richmond Hotel

Item	Detail	Action
1.0	Welcome and Introductions CB opened the meeting and welcomed all attendees.	
2.0	Appointing a Chair CB highlighted that a permanent chair of the group had not yet been elected, and that the position was currently under rotation.	
3.0	Apologies for Absences Apologies were given as above	
4.0	Roles & Responsibilities of the Steering Group The role of the steering group in leading the BID process was discussed, highlighting that decisions such as regarding timeline, format, programme, levy etc. must be undertaken by the group. The means will provide the group with terms of reference for the steering group to outline these responsibilities. CB noted that all key stakeholders within the town should be given the opportunity to be involved.	The means to provide terms of reference for the steering group to review at the next meeting.

	<p>Business engagement with the BID. The following points were raised:</p> <ul style="list-style-type: none"> • SF highlighted that there was further engagement required with businesses in the town, and that it was important to share information with people through many platforms e.g. Facebook group. SF suggested compiling a mailing list of all town centre businesses. • SF also highlighted the importance of business participation in spreading the word, and the role that steering group members could play in building support for the BID. • Important to engage as many businesses as possible in the process, too early to identify 'who's in and who's out'. • In response to questions around the implementation of a threshold, PW noted the facility to attract voluntary contributions to BIDs the rate of which could be set on par with the participatory levy contribution. Any decisions regarding a threshold and the level of the levy contribution are the responsibility of the steering group. • SF reflected on the need for the steering group to be accountable to the business community, and encouraged full transparency throughout the process. 	
<p>5.0</p>	<p>Timeline: Towards a BID Ballot</p> <p>LS provided the group with an illustration of a projected timeline for the BID project leading up to the ballot, highlighting that the outlined dates were only for guidance and could be subject to change.</p> <p>The timeline was as follows:</p> <ul style="list-style-type: none"> • Feasibility phase 2: business engagement – Nov '14 – Feb '15 • Developing & delivering pilot projects – ongoing • Visioning event – Q1 2015 • BID ballot <ul style="list-style-type: none"> ○ July '15 – BID start date Oct '15 ○ October '15 – BID start date April '16 <p>The processes involved in delivering each of these steps, culminating in the development of a BID proposal or manifesto, on which the businesses will be given an opportunity to vote, was outlined.</p> <p>The visioning event would act as an opportunity to build support, and to increase engagement in the BID. The</p>	<p>LS to distribute Newport BID proposal as example to steering group.</p>

	<p>visioning event would assist in developing the programme for the proposed BID.</p>	
<p>6.0</p>	<p>Mapping the Area: Introducing the BID Matrix</p> <p>LS introduced the BID matrix developed by The means, illustrating the ways that this process would assist the group in determining where the BID boundary should be drawn.</p> <p>Elsewhere this has been proved an effective exercise to assist steering groups in reaching a consensus on the BID area.</p> <p>A discussion followed regarding the potential area, the potential levy value to be collected, and the management and governance of the BID.</p> <p>The following points were raised:</p> <ul style="list-style-type: none"> • If all possible zones were included in the BID area, with a total of 447 hereditaments, the total BID levy income would be £162,624.60 at 1% of the RV (discounting any potential reductions for charitable organisations). • If formed, the BID would become a company limited by guarantee. The BID would be managed by an elected board, made up of business representatives. The members of the board would be elected at the AGM. The role of the board would be to represent the interests of the levy-paying business community. It is this body that would be responsible for the BID levy. • The BID regulations offer guidance and security to regulate these processes. Industry guidelines outline that no more than 20% of the annual budget should be spent on management, operational or collection costs. • The approach to the management of the BID would be determined by the steering group/ board. Most BIDs choose to employ a management team, with the terms of employment dependent on the workload and income available. • PW offered the group examples of BID management procedures elsewhere. <ul style="list-style-type: none"> ○ Streatham BID has an annual budget of c. £200,000; from this they employ a manager 3 days p/w, and an assistant 1 day p/w. Accounts are managed on a yearly basis. ○ BIDs often take on empty units within the town as offices, or are allocated space by a landlord or business who has offered their support. 	

	<ul style="list-style-type: none"> ○ The role of BID manager may itself be an important resource in their ability to focus their time on delivering BID projects and engaging with the business community. ● The programme of the BID should reflect the needs of those within the BID area, and should be responsive to these needs. The steering group will be instrumental in defining this programme. 	
<p>7.0</p>	<p>Aber Arian: an Evaluation</p> <p>LS offered an initial evaluation of the Aber Arian project; a full evaluation was not possible as all redeemed vouchers had not been collected. The following points were raised:</p> <ul style="list-style-type: none"> ● Responses had been largely positive and businesses had indicated that they were interested in collaborating on a similar project in the future; ● Customers responded well to the idea of a local currency and supporting the local economy; ● Far fewer vouchers were issued by outlets than hoped for. ● NL noted that more information could have been offered regarding the collection of email addresses and their intended use; PW responded that email addresses are a valuable marketing resource and offer a more sophisticated opportunity to communicate with the customer. ● BB indicated that the focus on email addresses excludes those who do not use the internet, particularly older people, and any future scheme should be more accessible. ● PA explained that the funding for the trial was linked to the Welsh Government’s Support Your High Street Campaign and that time for delivery was short as a result. ● JA expressed that she had received very positive feedback about the scheme, and that what had been achieved in the time available was commendable. 	
<p>8.0</p>	<p>Update from the Parking Manager</p> <p>PA offered an update from the council on negotiations regarding parking facilities in the town.</p> <ul style="list-style-type: none"> ● The steering group’s letter to the parking manager has been directed to the appropriate person at the council, and would be discussed at an upcoming leadership meeting. PA to report back on the results of this discussion. 	<p>PA to report back to the group on results of the parking letter.</p>

	<ul style="list-style-type: none"> • The council have agreed to offer free parking in council-owned car parks on Saturdays leading up to the Christmas. • The designated relief car park in Trefechan will not be ready for use until November 28th due to delays in construction. • Car parking will be available at the council offices on the nights that fair are occupying the park and ride car park. <p>A discussion followed in which these points were raised:</p> <ul style="list-style-type: none"> • Businesses were frustrated that the fair was allocated the park and ride car park, particularly when there are such strains on the parking facilities in town at this time. • Non-serviced based businesses rely on footfall, and suffer a reduction in trade when parking is not available. • JH indicated that the absence of appropriate parking facilities was a strong negative influence on visitors to the town. • PA highlighted that, if formed, the BID could act as a conduit into the council and give the businesses the opportunity to influence future decisions on these matters. • CB introduced the possibility of the BID company tendering for management of a car park in the town, enabling the businesses to influence how the services were run. 	
<p>9.0</p>	<p>A Plan for Action: Possible Pilot Projects</p> <p>PA noted that the council were willing to make funds available to support pilot projects for the BID in advance of the BID ballot.</p> <p>PA also informed the group that, as part of other work being undertaken by the council, visitor surveys would be undertaken, and the council were happy to share this information with the steering group.</p> <p>LS introduced the topic of branding for the BID, and the need to create an image that reflected the intentions of the businesses involved. JA noted that the brand should be both professional and accountable.</p> <p>A discussion followed regarding the potential services that a BID in the town could deliver.</p> <ul style="list-style-type: none"> • NL expressed her frustration that she had not been in receipt of previous communications about the steering group meeting, and indicated that there 	

	<p>was a need to involve more businesses in the process.</p> <ul style="list-style-type: none"> • LS acknowledged NL frustrations, highlighting that developing a communication strategy in order to engage businesses was an item on the agenda. • NL & SW expressed concerns that the BID would allow the council to shirk its responsibilities in delivering services to the town; • PW highlighted that the council would be tied into a baseline agreement which would outline the services provided, and that the BID services must be additional to this. The BID board and the council leaders would meet to discuss the baseline agreement a couple of times a year in a public setting. • The baseline agreement is published at the same time as the proposal, and must be signed off by council cabinet members. 	
9.0	<p>Developing a Communication Strategy</p> <p>The group agreed to convene a smaller meeting to discuss the communication strategy and marketing the BID.</p>	<p>LS + SF to discuss setting up a Facebook group.</p>
8.0	<p>Date of Next Meeting TBC</p>	