

Aberystwyth BID Steering Group Meeting

Thursday 2nd April 2015

The Cambria, Marine Terrace, Aberystwyth

Attendees

Chris Mackenzie-Grieve, Wiff Waff
Tony Bates, Morris & Bates
Huw Roberts, Gwesty Cymru
Beth Roberts, Gwesty Cymru
Rob Davies, DM Davies Carpets
Jane Davies, DM Davies Carpets
Jim Wallace, Menter Aberystwyth

Julie Morgan, Menter Aberystwyth/ Morgan's Butchers
Peter Austin, Ceredigion County Council
Allan Lewis, Ceredigion County Council
Peter Williams, The means
Laura Smith, The means

Apologies

Alex Hales, No 21 Flowers
Richard Griffiths, Richmond Hotel
Sophie Fuller, Sophie's Cafe

Cynthia Binks, Clares Wools
Sally Walker, Columbine Florist
Joseph Evans, Gwesty Marine Hotel

Item	Detail	Action
1.0	Welcome and Introductions PW opened the meeting and welcomed all attendees.	
2.0	Apologies for Absence Apologies were given as above.	
3.0	Minutes of the last meeting Minutes from the previous meeting were verified as an accurate account of discussions.	
4.0	Matters arising During a discussion on the membership of the steering group, the following points were raised: <ul style="list-style-type: none">• Important for the wider business community to be given the opportunity to participate in the steering group and in the BID process.• PW outlined an incremental approach to reach out to all businesses within the potential BID area. This recognised that not all businesses would want to be involved in the development of the programme, but the aim would be for all to be able to make an informed decision at ballot time	

	<ul style="list-style-type: none"> • JW relayed feedback from the recent board meeting of Menter Aberystwyth, during which the organisation agreed to support the process, but felt it should not act as advocates either for or against. • TB relayed similar feedback from the Aberystwyth Business Club, who are keen to get involved and support the process. • JW and TB agreed that both the Business Club and Menter Aberystwyth would provide representatives at all future steering group meetings. • CMG identified the BID as an opportunity for the business community to take a leading role in the recovery of the town, supported by funding from the Welsh Government and Ceredigion County Council. • Concerns were expressed by the group at the inconsistent attendance of steering group meetings. • The group agreed that the appointment of a Chair for the steering group was imperative for a sense of structure. CMG was nominated – and accepted – the role of Chair. JM was appointed Vice Chair of the group. • The group were keen to reach out to all businesses within the town to communicate about the opportunities available. PW highlighted the resources required to gather contact information for each individual business, which requires a visit to each individual business premises. • JW, TB and CMG were keen to support these activities, and offered to supplement The means' contact database with those from the Business Club, Menter Aberystwyth and the Chamber of Trade. • The group were keen that a letter be sent to each and every business outlining the process and the opportunities available, in order to encourage further engagement. AL suggested publishing the letter in the Cambrian News. • TB suggested organising a public meeting to communicate with the wider business community. • PW responded that experience from elsewhere suggests that public meeting have a part to play, but in isolation are not the best way to convey complex propositions like the BID – the role of the steering group is to prepare a proposal, reflecting the interests and objectives of the town's business community, at which point the businesses are invited to feedback/ contribute. The programme 	<p>JW, TB and CMG to share contact lists with LS for comparison.</p>
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	<p>of the BID will be shaped by business issues and experiences, as identified during the consultation. The programme should be informed by, and specific to, Aberystwyth's unique environment.</p> <p>A discussion followed regarding the BID process, in which the following points were raised:</p> <ul style="list-style-type: none"> • TB suggested that property owners should be given the opportunity to participate. • PW highlighted that current legislation was focused on occupiers not owners, but that steps were being taken to pilot a property owners BID in London, which was the only jurisdiction in the UK where the legal framework existed for property owner BIDs. • DD and HR queried the timeframe expected to reach the BID ballot. • PW noted that the timeline was to a degree flexible, and responsive to levels of support from the businesses, but there are a number of statutory milestones that must be met in the lead up to the ballot. 	
<p>5.0</p>	<p>Town Centre updates</p> <p>LS provided the group with an update on the recent Share your Story event, organised in collaboration with the National Library of Wales.</p> <ul style="list-style-type: none"> • Over 200 visitors to the one-day event • Positive response from visitors and community alike • Generated increased footfall in the town • Event received local and national press attention • NLW delighted with the success of the event <p>Following a query from JW regarding the focus of the event on the NLW, PW informed the group that:</p> <ul style="list-style-type: none"> • Discussions with the NLW regarding their involvement in the BID were ongoing • The event was an opportunity to showcase the role the BID could in facilitating town centre events and increasing footfall • The event provided evidence to the NLW of the value of participating in the BID 	
<p>6.0</p>	<p>Getting the message out there: branding the BID</p> <p>Following submissions for the task of branding the BID from InSynch Design and FBA, the group agreed to interview both agencies.</p>	<p>LS to arrange branding interviews with designers.</p>

	LS confirmed that interviews would be arranged for Monday 13 th April.	
7.0	Date of Next Meeting Thursday, 21 st May 2015 Le Figaro, Alexandra Road	