

Aberystwyth BID Steering Group Meeting

Thursday 21st May 2015

Le Figaro, Alexandra Road, Aberystwyth

Attendees

Chris Mackenzie-Grieve, Wiff Waff
Tony Bates, Morris & Bates
Beth Roberts, Gwesty Cymru
Rob Davies, DM Davies Carpets
Jim Wallace, Menter Aberystwyth
Sophie Fuller, Sophie's Café
Mike Fisher, Le Figaro

Eddy Webb, InSynch Design
Darryl Roberts, InSynch Design
Jason Lewis, Ceredigion County Council
Peter Williams, The means
Laura Smith, The means

Apologies

Rhodri-Llwyd Morgan, University of Aberystwyth
Richard Griffiths, Richmond Hotel
Jane Davies, DM Davies Carpets

Julie Morgan, Menter Aberystwyth/ Morgan's Butchers
Peter Austin, Ceredigion County Council

Item	Detail	Action
1.0	Welcome and Introductions CMG 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	Branding the BID: first look at InSynch's designs Following an update from CMG regarding the procurement process, EW and DR presented InSynch's initial designs to the group. In a discussion, the following points were raised: <ul style="list-style-type: none">• Following their appointment, InSynch had held two branding workshops with businesses to begin developing ideas around the brand. Businesses were asked to contribute words and ideas that represent Aberystwyth and Aberystwyth business.• EW and DR presented a number of designs, although indicated that their preference was for the initial concept they had presented at interview stage.• Concerns were voiced that some of the designs focused too heavily on the tourism aspect of Aberystwyth, which is already well represented.• Although the initial purpose of the brand is to encourage businesses to get involved in the process and support the proposed initiative, if the ballot is successful	

	<p>this will need to be extended to encompass a customer-facing brand.</p> <ul style="list-style-type: none"> Following feedback regarding the views of those businesses who attended the initial interviews, the group were happy to proceed with the recommended design, and agreed to convene the marketing group to review the amended designs before the next steering group. 	<p>LS to arrange a meeting of the marketing group to finalise BID branding designs.</p>
5.0	<p>Reaching out to businesses: our communication strategy</p> <p>PW updated the group on efforts to develop a shared contact database, and the proposed approach to communication with businesses. PW referred to the leaflet referred to as the "Leave behind" which has been used successfully elsewhere. This is handed out to businesses and typically covers the background to BIDs, the possible programme in Aber and news of any consultative events e.g. the Visioning event. Also the group were keen that all potentially eligible businesses receive a letter by post informing them of the opportunity and of ways to get involved in the process. JJ had progressed this with the council and as long as the text was within certain parameters the council could distribute it through the ratings department. The group were keen that this letter be published too in the Cambrian News. It was also suggested that a feature be considered in the Aberystwyth Ego magazine.</p>	<p>LS to finalise draft of letter and distribute for comment.</p>
7.0	<p>Gearing up for action: our year ahead</p> <p>LS provided the group with a proposed timetable of activities and regulatory milestones leading up to the ballot. The timetable provided two alternative options for ballot date – December 2015 and February 2015.</p> <p>The following points were raised in a discussion:</p> <ul style="list-style-type: none"> The group were concerned that a December ballot might receive less attention from retailers at such a busy time of year. LS informed the group that, in order to hold a ballot in December, the regulations require that the secretary of state receive notification of the intention to hold a ballot 84 days before they receive the BID proposal, and that this should be done soon if aiming for a December ballot. The group agreed that this notification should be sent, with the proviso that the date of the ballot could be pushed back if required. 	<p>LS to notify the secretary of state of the intention to hold the ballot</p>
9.0	<p>A.O.B.</p> <p>During a discussion regarding the engagement of key stakeholders in the process, the following actions were agreed:</p> <ul style="list-style-type: none"> LS to provide update on the voting intentions of the top levy payers at the next meeting. JW to arrange meeting with the University to discuss their ongoing involvement in the project. 	<p>LS to provide update on the voting intentions of the top levy payers at the next meeting.</p> <p>JW to arrange meeting with the University to discuss their ongoing involvement in the project.</p>

10.	D.O.N.M. T.B.C.	