

Aberystwyth BID Steering Group Meeting

Tuesday 23rd June, 2015

Wiff Waff, Market Street, Aberystwyth

Attendees

Chris Mackenzie-Grieve, Wiff Waff
Jim Wallace, Menter Aberystwyth
Rob Mills, Sterling Asset Management

Peter Austin, Ceredigion County Council
Laura Smith, The means

Apologies

Sophie Fuller, Sophie's
Beth Roberts, Gwesty Cymru
Huw Roberts, Gwesty Cymru

Mike Fisher, Le Figaro
David Michael, National Library of Wales
Richard Griffiths, Richmond Hotel

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	Matters arising Following discussions at the previous meeting, LS presented the group with an assessment of voting intentions from the potential top ten levy payers. A discussion followed regarding the charitable status of a number of these organisations, and the impact on the BID levy of mirroring the relief received by these organisations with regard to NNDR. JW requested that LS provide the group with details on the number of hereditaments receiving charitable relief within the potential BID area. With regard to the inclusion or exclusion of the Parc y Llyn retail park in the BID area, it was agreed that a separate meeting should be arranged with the traders/ retailers on the park to discuss their involvement in the potential BID. JW informed the group that he had been nominated by the University as their representative on the BID steering group. He indicated that the University was keen to support the town and maintain a strong relationship. JW requested that a modelling exercise be undertaken to illustrate the various options for level of levy contribution from the University for internal discussion, before reporting back to the steering group on the University's decision.	

	<p>In a discussion regarding the baseline agreement with the Council, it was suggested that similar agreements be entered into with other relevant bodies in the town, including the police, the town council, and Menter Aberystwyth. A discussion followed regarding the role of organisations such as Menter if the BID should be successful at ballot. JW informed the group that Menter was supportive of the proposal, and that negotiations could be entered into should the BID go ahead to identify the best collaborative approach.</p>	
5.0	<p>Branding the BID: final designs from InSynch</p> <p>The group reviewed the brand from InSynch, and were in favour of the designs. The following suggestions were made for edits:</p> <ul style="list-style-type: none"> • CMG commented that the design might look stronger if the shade of blue used was darker. • The group were unsure about the use of the word 'ymlaen' in the Welsh title, and suggested researching an alternative. 	
5.0	<p>Our communication strategy</p> <p>a. Leave-behind The group agreed the content of the leave-behind. It was suggested that, in addition, the leaflet include a breakdown of potential costs of the levy for guidance purposes.</p> <p>b. Letter through NNDR The group agreed the text of the letter, and that it should be distributed through the Council's contact database once it had been translated into Welsh. The group agreed that the letter should feature the BID's branding.</p> <p>c. Letter through the Cambrian News CMG suggested contacting the Cambrian News for an editorial to publish the letter, as this would have more impact than a submission for the letters page. JW suggested approaching the Aberystwyth Ego to include a piece on the BID/ the letter in their next issues – JW agreed to discuss this with Huw Bates.</p>	
7.0	<p>Connectivity: linking the Mill Street development and town centre</p> <p>CMG provided the group with an update from the meeting with the Council regarding the Mill Street development and connectivity with the town.</p> <ul style="list-style-type: none"> • The new development is scheduled to open in summer 2016. • As yet, there was no agreed strategy in place to manage the issue of connectivity between the new development and the existing town centre. • It was agreed that a working group should be formed to develop a strategy. CMG indicated that this would include a nominated representative from the BID 	

	<p>steering group. It was agreed that CMG and LS would represent the group at these meetings.</p> <ul style="list-style-type: none"> • CMG indicated that the Council has proposed the use of the £250,000 from the sale of the Mill Street site earmarked to support the town's independent traders to develop a solution for the connectivity issue. This might include interactive visitor boards and new sign posting. 	
9.0	A.O.B.	
10.	D.O.N.M. T.B.C.	