

Attendees

Chris MacKenzie, Wiff Waf (Chair)
 Peter Austin, Ceredigion County Council
 Tony Bates
 Sophie Fuller, Sophie's Café
 Cyril Baker, The Jewellery House
 Mark Joseph, The Jewellery House
 James Wallace, Aberystwyth University
 Cllr Alun Williams, Aberystwyth Town Council
 Cllr Mererid Jones, Aberystwyth Town Council

Peter Williams, The means
 Mandy Jenkins, The means

Apologies

Eileen Kinsman, National Library of Wales

Item	Detail	Action
1.0	<p>Apologies for absence</p> <p>CM opened the meeting and apologies were given</p>	
2.0	<p>Minutes of the last meeting</p> <p>TB pointed out a number of issues with the Matters arising and BID proposal section of the minutes:</p> <p>Matters arising</p> <p>TB said that a new process had been agreed at the previous meeting whereby the minutes would be sent to the Chair for comment in advance of circulating to the steering group who would then have one week to comment.</p> <p>He said that this process had not happened in advance of the meeting.</p> <p>There was a discussion around who the members of the steering group actually were. TB pointed out that it had been requested at the last meeting that James Thomas find out who the members were and let the group know by checking the minutes of a previous meeting held at The Cambria.</p> <p>SF asked if the database of contacts could be given to the group so that they could be contacted by group members and informed about progress.</p> <p>PW confirmed that during the process to date every business engaged were given the opportunity to join and attend the steering group. Around 55 names and contact details were in the database. It was emphasised how important it was that these were communicated with in a consistent manner, and that communication should be</p>	

from a single central point. As the offer had been made to all businesses interviewed it was recommended to continue to circulate the minutes of the meeting to them. Additionally the challenge for all BIDS is to communicate sufficiently with voters. 'No' campaigns elsewhere had criticised BIDs for being insufficiently transparent. There was a discussion around whether only members present at steering group meetings, those that had given apologies and potentially those that had attended at least two meetings should be considered members and should be on the circulation list for the minutes. PW warned against excluding anyone and talked about the advantages of circulating information to a wider group.

TB said he was unsure whether the group was a lobby group for the BID or not. JW said that he thought they were not a lobby group, their job was to inform and let people make their own decision. CM said that the job of the group was to shape how the BID would look, that the leaflet was a culmination of the group's ideas and that they should try to get other people to agree to the BID. TB said that it was important that the steering group not be criticised at a later date.

There was a brief discussion around the 'leave behind' leaflet and its distribution. TB said that there has been a lengthy discussion around this at the last meeting, specifically around the cost of postage to ensure that the leaflet reached all of the people that it needed to and that this had not been noted anywhere in the minutes.

The group expressed concern that there was not a list of people that the leaflet had been given to as it was hand delivered. There was also concern that not enough effort was made to engage with businesses. MJ pointed out that she has delivered some of the leaflets and had talked to anyone that has been willing to talk to her about the BID.

The group expressed concern that people would have no knowledge of the BID. PW stated that it was a statutory requirement that all businesses within the BID boundary would receive a notice of ballot from the Local Authority. It was also made clear that the "leave behind leaflet" should not be confused with the much more comprehensive BID Proposal.

5.1 – TB stated that he didn't understand what this meant.

5.2 – TB said that The means were due to have consulted with Morrisons and adjacent businesses before the steering group meeting.

5.3 – TB said that this was not an accurate account of discussions and that it has been decided to exclude the

	<p>hospital from the BID levy but include other, smaller properties owned by them within the BID area.</p> <p>5.4 – TB said the matrix had not been circulated to the group by The means.</p> <p>5.5 – TB stated that he did not understand what this meant.</p> <p>5.6 – TB said that this should have been done by The means.</p> <p>PW explained that the Operating Agreement and Baseline Agreement had to be completed by the time the ballot was underway. However they would not become active until the BID did.</p> <p>AW said that it had been brought to his attention that the website was out of date, specifically the front page. It was evident that meeting minutes had been updated.</p> <p>PW acknowledged that it did need to be kept updated as it would be one of the major tools in the campaign.</p>	<p>The means to look back at the minutes from the meeting at The Cambria to see if there is a definition of the steering group.</p> <p>The means to update the website.</p>
<p>3.0</p>	<p>Matters arising</p> <p>Another discussion took place around sharing the contacts in the database with the steering group. PW confirmed that The Means happy to act as secretariat to the group and liaise with those on the database. The group agreed that any correspondence should be passed through the Chair before a general circulation.</p> <p>The group decided that the Town Council should have two representatives on the group.</p>	<p>The means to contact people in the database to ask if they want to attend steering group meetings.</p>
<p>4.0</p>	<p>Making decisions about the options around BID arrangements</p> <p>There was a lengthy discussion about the levy and PA presented some figures about the potential BID income from the different zones and percentage levy payments.</p> <p>PW gave information to the group regarding how some of the nationals based in Zone 3 had responded to the earlier consultation with them and how these multiples had voted in other BID ballots.</p> <p>CMG proposed to the group that the 1.25% levy be chosen and that the Zone 3 (containing the Parc y Llyn retail park) be excluded. The group approved this.</p> <p>The group decided: The BID would run for 5 years Charities – 80% discount would apply for offices but not for retail premises No discounts for shopping centres</p>	

	<p>Empty units to be charged in full Rateable value to be fixed at outset Levy to be fixed for 5 years (no increase with inflation) Voluntary BID contributions to be allowed Places of worship, churches and schools to be given exemptions but not car parks Hospitals and NHS health care centres to be given an exemption but not privately owned health centres or dentists 2 payments a year, the first on the first day of the BID.</p>	
5.0	<p>BID boundaries</p> <p>There was a discussion around Zone 4 (the University and National Library of Wales) and whether this Zone should be included. PW pointed out that the University and Library had indicated their support in principle and these large RVs could potentially have an important part in securing a yes outcome when voting takes place.</p> <p>The group resolved that they would feel better promoting the BID if it was just town centre businesses involved in the vote.</p> <p>JW said that he was happy to go with the opinion of the group and that the University may feel it had an unfair effect on the town centre having such a large RV. He said that the University had some buildings in the town centre and would still have a vote on those. He would look at the figures and circulate them to the group.</p> <p>The group agreed that Zone 4 would be taken out (unless JW's analysis showed otherwise).</p> <p>TB expressed concern that the leaflet had been distributed with Zones 3 and 4 included. PW explained that the final proposal document still had to be written and the final BID area would be defined in that. He also showed the group proposal examples for Neath and Llanelli.</p>	<p>JW to circulate figures on Zone 4.</p>
6.0	<p>Draft BID proposal</p> <p>The group acknowledged that there was not enough time left to discuss the proposal but asked PW to circulate the document so they could have at least 7 days to look at it before the next meeting.</p> <p>The group asked about SF ideas paper, SF confirmed that she had sent this to PW and CM. CM to circulate to the group.</p>	<p>The means to circulate draft proposal to the group.</p> <p>CM to circulate SF's ideas paper to the group.</p>
7.0	<p>AOB</p>	<p>The means to look back through meeting minutes and identify people who have</p>

Minutes of the Advancing Aberystwyth BID Steering Group 23rd November 2015, 5.15pm at Seddon Room, Old College

	The group decided that it would be a good idea to look back through previous meeting minutes and identify those who had been to at least two meetings and ask them if they would still like to be involved.	been to at least two meetings and ask them if they would still like to be involved.
8.0	Date of next meeting Tuesday, 15 th December at 5:30pm, Seddon Room, Old College	