

## **Minutes of the Aberystwyth BID Steering Group Held on 12th October 2015, at Wiff Waff**

### 1. Present

Chris MacKenzie-Grieve, Wiff Waff  
Alison Richards, Spellbound  
James Wallace, Aberystwyth University  
Peter Austin, CCC  
Cyril Baker The Jewellery House  
Mark Joseph The Jewellery House  
Eddy Webb, In SYnch  
Sophie Fuller, Sophie's Café

### 2. Apologies for Absence: Received from

Tony Bates, Solicitors  
Richard Griffiths, Richmond Hotel  
David Millar, National Library  
Rob Mills, Sterling Asset Management

### 3. Minutes of last meeting

Those present at the last meeting reported briefly on the discussions.  
All matters arising were encompassed in the Agenda

### 4. Current trading conditions

The poor summer weather was noted, and the consensus suggested that overall things were either on a par with or showing a decline on the previous year. Professional services were continuing to feel the impact of the squeeze on public spending. Also Menter's promotional activity was constrained by the increasing difficulty in attracting grant funding. The university recruitment was up on the year before. It was felt that Aber should be doing more collectively to benefit from the conference trade. The need to investigate what other towns/areas e.g. Southwold and Cornwall, were doing in the shoulder seasons was raised.

### 5. BID Levy Collection Charge

Different councils had approached this in a variety of ways. CCC proposed to recharge the £12,000 software cost but spread it over the 5 year lifetime of the BID. In addition there would be a £1500 maintenance cost chargeable. However no other costs of collection would be charged other than court costs which would be met by the debtor.

The group requested to see a copy of the proposed SLA between the BID and Council. (N.B. these considerations would be covered in the Operating Agreement.)

### 6. Baseline Agreement

PA reported that work on the Baseline Agreement was advanced. This would record all the services that the Council currently provides into the BID area to ensure that all services commissioned by the BID would be in addition to these.

The group felt that the Town Council is a key player in this also and that they should be included in the discussions and preparation of the Baseline Agreement.

### 7. Connectivity between Mill Street and the town centre – how can it be maximised

There had been no further feedback from the council since the June meeting. PA reported that he was now the point of liaison between the council and the group. It was felt that actions needed to go beyond physical linkages with the centre and include such things as naming the car park as *Town Centre Car Park*, and installing a street map of the centre prominently in the development. An early

dialogue with the developer was sought. PA stated that a sum approaching £250k would be available to support these efforts if the BID could clarify what businesses would like to see. SF volunteered to undertake a quick survey of businesses. The group were asked to input their ideas and comments (Post Meeting Note: SF circulated a draft survey form).

8. The Town and Gown initiative – how, if at all, does it relate to the BID  
PA had attended the most recent T&G meeting, and the Chair CMG has presented on the BID at an earlier occasion. Neither the chair or the University had been invited to attend. Menter wished to establish what T&G's plans and aims in moving into event promotions. It was agreed that the Chair seek to meet with T&G. The university had invited them to meet and JW would pass contact details to CMG.

7. The BID ballot

a. Timeline – the following target dates were agreed

Notice of ballot	14/01/16
Ballot Papers issued	28/01/16
Ballot Day	25/02/16

b. Design studio presentation of the update leaflet

The leave behind leaflet was agreed subject to change of timeline. The map would remain as was, but may be subject to pre-proposal amendment depending on the outcome of further consultation with the edge of town retail/business occupiers.

Discussions to take place with the Hospital about excluding it from the BID area and inviting a relatively small financial contribution to secure voluntary membership.

c. Distribution of leaflet/consultation

Once the leaflet is available they would be hand delivered by *the means* team. Any assistance from Steering Group would be welcome.

d. BID Arrangements

It was agreed that Charities would receive 80% discount on their levy liability, reflecting the mandatory relief on NNDR. This would be extended to the university and the National Library of Wales. However charities who occupy and operate as Shops and Premises on the ratings list would not qualify for this discount.

9. AOB

The positive outcomes to the ballots in Bangor and Caernarfon were welcomed.

The next meeting of the Welsh Government Network would be held in Aberystwyth on 22<sup>nd</sup> October. PA is presenting. CMG and SF would present on the BID's progress.

PA reported that People and Places had begun their surveying work.

10. DONB

17:30 – 19:00, Friday 6<sup>th</sup> November, Wiff Waff

*NB date and venue subject to change*