

Love Loughborough BID Company Ltd – General Meeting

Tuesday 26<sup>th</sup> February 2019

The Charnwood Golfing Leisure Complex, Derby Road, Loughborough

**Present**

Lez Cope-Newman, Lisa Brown, Kelly Hill, Sam Bird, David Creasley, Niall Kingsley, Natalie Glass, Sarah Goode, Andy Rhodes, Cllr Eric Vardy, Adam Thomas, Caroline Nash, Baljit Kooner, Cllr Jonathan Morgan, Dermot Breen, Louis Caverner, Chris Trail, Sylvia Wright, John Ashford, Cllr Jenny Boker, Rebecca Garratt, Joe Marston, Kawsar Miah, J Zhang, Carol Whipham, Anne Beavis, Roger Perrett

**Apologies**

Mike Tyler, David Pagett-Wright, Jo Gregory-Bough, David Exley, Divyesh Palana, Andrew Hardy, Rupert Harrison, Emma Bishop, Ally McDonald, Helen Harris, Michael Stokes, Karen Barnett, Dr Bhojani

Item	Action
<p><b>Minutes of Last Meeting</b></p> <p>It was proposed by Lez Cope-Newman and seconded by Andy Rhodes that the minutes of the General Meeting held on Tuesday 12<sup>th</sup> December 2017 were accepted as a true record. There were no matters arising.</p>	
<p><b>Chairs Introduction</b></p> <p>LCN welcomed everyone to the meeting</p> <p><b>Andy Rhodes; Vice Chair: Life Without BID</b></p> <p>AR presented the PowerPoint presentation (Presentation attached)</p> <p>AR There is a maximum of £270,000 BID levy which can be collected per annum</p> <p>AR stated the importance of Loughborough having an App as all towns have one and this is what is now common place. Loughborough needed an app also which is why we had Loyal free which is being developed to now include trails.</p>	

Loughborough gained the service for £10,000 per year as a pilot scheme, the cost of the LoyalFree scheme to BIDs signing up now is £22,000-£28,000. Saving Loughborough BID up to £90,000 over the 5 year term

6,394 engaged app users  
7,647 redemptions of offers  
166 businesses added  
Saving businesses £79,680 +VAT per year

Lots of intelligence can be collected from the age of people that are coming into the town, time of day, dwell time, route people navigate the town. It is very valuable to businesses.

AR noted that the role of the Ambassador was being interviewed for presented due to the previously ambassador resigning from the post.

The role is £18K per year for New Ambassador Role with the role in place to tackle crime and safety in Loughborough, meet and greet visitors, offer retail radio training, escalate any issue within the town, first point of contact for business if they need anything.

- In Bloom: 225 Flower baskets keeping the town centre looking attractive
- Events had increased footfall:

Bike and Trike Show: 17,300

Car Show: 17,700

Loughborough by the Sea: 95,300

Dog Show: 18,200

Christmas Light Switch On: 23,500

- Recycling:

Helps save Loughborough businesses £200,000 per year.

250 businesses receiving recycling

services worth £400 per year per business

DB: Noted that without BID we wouldn't have the hanging baskets that make the town so attractive.

AR: 164 Businesses trained by attending training sessions or booking one to one advice, which has saved businesses money

Social media reach:

Sharing BID Businesses posts to increase reach:

Facebook: 7,411

Twitter: 4,158

Instagram: 1,529

Business listing on the Love Loughborough website have had 85,250 per year, demonstrating the extra audience that the BID can generate for businesses

**Lez Cope Newman; Chair: The future of BID**

LCN went through the PowerPoint (PowerPoint attached)

LCN: The BID listen to businesses and what they are looking for, which is why the New Ambassador role to focus on tackling crime in Loughborough with new F.A.C.T Scheme (Fighting Against Crime Together) Radio scheme. BID have taken over the retail radio scheme from Serco and now look after this and Pub watch for the night time economy of the town.

Loughborough BID to potentially fund a report which could align rent and rateable value and save businesses about £2.5 million

New future for the loyalty app; the app is growing with 5 new town trails going live in March, this will help navigate new people around Loughborough.

The future of Loughborough is to use the town centre as a space for events and to rent out the town for people to hold their events which would generate income and footfall to the town.

Street dressing and vacant units; We have listened to the voice of businesses and in partnership with CBC have agreed to fund a scheme to enable street dressing on **High Street & Swan Street**. The new infrastructure will enable both bunting and festive lighting for 2019 and onwards.

This has worked alongside the street art that has already taken place in the town on the Carillon hoardings at the back of Carillon Court. More street art events are scheduled to take place this year (May 2019) which encourages people to watch, come into the town, talking and PR for the town

#### **Special Item – Business Rate Re-Valuation Proposal: Sam Bird**

SB introduced himself from Bird and Howe, formerly part of the evaluation team working for HMRC

Based on SB's background he has the insight to look at business rates or properties in Loughborough to try and reduce them.

SB noted that it is a reactive process that takes around 18 month period.

SB would be able to compile market knowledge reports and current evidence of the town to submit with the aim to reduce rates and therefore being a tax benefit for the town.

SB: noted it was a slow system. In previous years it was reflective of the market rent as shops and retail was consistent but as the market is changing this needs to also.

This was a national system and a national tax system that needs to be tackled at the source. SB noted that MP's like tax as it is easy to enforce.

LCN: noted that was early days and it needed to be investigated how it could be funded.

LCN: asked if in principle everyone agreed

All were in favour

DB: Thought it was a good idea to utilise SB's knowledge to save the businesses money

LCN: noted that the BID had been recommended SB and he was highly recommended

RP: everything that the BID said would happen 6 years ago has happened. RP noted that 1/3 business rates should reduce by April but if there above 50,000 wouldn't make an impact and that key businesses are above £50k that drives footfall.

LCN: noted that he wanted to be ahead of the game asos etc are all struggling and that we need to get this right to benefit the town. LCN noted that he wanted the next BID to slide thorough.

SB: sub 12k business have no tax. Can be a lag on small units.

**Presentation and approval of Annual Accounts for 2017/18 (Attached) Niall Kingsley from Duncan & Topliss**

NK: signed the audit off, which ran to the 31<sup>st</sup> March 2018. The accounts were signed off with a clean bill of health, a formal report has been submitted to the trustees.

NK noted that the BID area had increased which impacted the amount of revenue Some grants have been received for the WI-FI developments and also from the Charnwood Borough Council.

NK: noted that all money that came in went straight out again to benefit the town and the expenditure was in line with what was being set and within the budgets

DB: noted that with the BID's involvement with THE BASKETS AND Bloom Loughborough won the Gold medal award and that the town would know be represented in the East Midlands

RP noted that the hearts on the baskets were important to show that the BID provided them as some people are still unaware so to make sure they all have one attached.

LCN thanked LB for all her hard work. LB works incredible hard to make sure money is allocated correctly, that everything is covered and in place and LCN thanked her personally for all her efforts.

AR echoed this and thanked the whole BID tea, LB, KH and CH for all their hard work, effort, extra hours and that we all work incredibly hard in what we do.

LCN also thanked the BID team and noted that we are all reliable, diligent, all work closely and he has a really dependable team. LCN also thanked Emily, the BID in turn who works 1 day a week but has become in recent weeks more of a semi-town ambassador and that he appreciated all her efforts.

**To approve the appointment of Duncan and Toplis as the Auditors for 2018/19**

All approved

**To agree the Appointment of the following Members as Directors of the Company:**

***Existing Directors to be re-elected:***

1. Alvin Bailiss – Zodiac
2. Karen Barnett – Barnetts
3. Lou Cavner – Market Trader
4. Lez Cope-Newman – Holywell House
5. David Exley – The Rushes
6. Natalie Glass – Culver & Glass
7. Joseph Marson – Fernandez Grill
8. Kawsar Miah – Fernandez Grill
9. Caroline Nash – Gill Cooke
10. David Padgett-Wright – Moss Solicitors
11. Roger Perrett – Perrett & Co
12. Andrew Rhodes – McDonalds
13. Adam Thomas – Wilko's
14. Michael Tyler – Tylers
15. Tahera Bhojani-Lynch – Laser & Light
16. Faizal Jamal – The Giftworks
17. Zenib Abbas – The Giftworks

***New Director Requests:***

18. Carol Whipham – Gill Cooke
19. Rebecca Garratt – Slider Town

***Co-Opted Directors:***

Re-Elect John Ashford, Darren Jones, Dermot Breen, Michael Stokes  
& Megan Bezzano-Griffiths

***Resignations:***

Paul Lockton  
Michael Osbourne  
Paul Gareth Smith  
Rupert Harrison  
Aziz Afkir  
Baljit Kooner  
Ally MacDonald-Alonzo

RP: Noted with the people stepping down he would like to say that they have given terrific service and it is greatly appreciated

LCN: noted that RP was in the original start up and thanked him for his words

RP: Was keen to show thank them

<p>LCN: noted that Chris Trail was leaving post and moving on to another role at Rutland.</p> <p>CT: Thank LCN</p> <p><b>Any other business</b></p> <p>DB: With interviewing for the new ambassador when they are in post, if they need any assistance Graham Collom pf Leicester City watch would be more than happy to give them some tips</p> <p>AR: Has a designer recently come to Loughborough Mc Donald’s and they said how they impresses they were with the town and thoroughly enjoyed looking around the market. What a great thing it is to have. Designer compared Leicester to Loughborough and said what a great job Loughborough was doing.</p> <p>LCN: noted more to Loughborough than what meets the eye</p> <p>RP: Would BID be putting forward to government directly about business rates</p> <p>LCN: This is ongoing, and Loughborough needs to take actions</p> <p>All were thanked for coming</p> <p>Minutes to be sent out.</p>	