



Love Loughborough BID Board Meeting, Tuesday 22nd January, 2019 at 5.30 pm

Minutes from the Board Meeting

Upstairs at The Organ Grinder, Woodgate, Loughborough

In attendance: KH, LB, LCN,AR,HH, GB, JA, CW, RP, DPW, JB,SW, CT

1. Apologies/Introductions

Charlotte Havis, Dermot Breen, Rupert Harrison, Caroline Nash, Karen Barnett, Eric Vardy, Gareth Smith

Introductions made around the table as Future Generations were present to present on new student accommodation for the start of the meeting.

2. Declarations of Interest

RP noted that GS has now resigned from BID. LB confirmed this.

3. Minutes of Meeting held on 9th October 2018 (attached).

Actions from last Board meeting:

All actioned.

Future Generations Presentation

New student accommodation development for Auberry Gap (behind the Phantom Pub)

Bed reductions has now been planned for reductions from 600 to 440 beds with a two-level development, half 7 stories and half 3 stories. The idea to look less obtrusive in the area. It will use natural material, such as brick as it weathers well and to stay in keeping with the surroundings.

Building to be manned by 4 people throughout the day and night to ensure staff are there for first point of contact if needed, entry via key card

LCN: Conserved of safety of students as in deprived area, will there be lighting? Secure storing of bikes, weekend security?

PC.GB Can space downstairs be used as a community space?

FUTURE.G: It will be an active space downstairs; The Bridge organizations have approached Future.G to get involved. It will be multipurpose. With Spin bikes, gym equipment's and open to the community.

JA: Asked for date of completion

Future.G noted as one level as been reduced it is looking to be 2021.

LCN: noted that Shenton House and Lemyington Street was now going to be accommodation too, so it could all work well together.

RP: noted that this could help with spend in the town, as bringing more students into the town center. It would also help with aesthetics as they are in importance entrances to the town. Made note about the use of a lighter brick colour.

LCN: commented on external lighting and if there will be any

Future G. noted design was subjective, but there is a lighting strategy in place. Light from the downstairs living will give off light, as will the windows, around door, entrances to the building.

HH: Asked if Bin space was there and strategy for when students move into the building.

Future.G: Students are now given moving in times to adhere to. Bin space is also in place. There are four disabled car parking spaces too.

DPW: Noted it would be good for the economics of the town. Would it be busy in the downstairs area?

Future G. noted that it could be timetabled.

CT. noted that trolleys could be left around the building and they didn't want them ending around the town.

SW. Highlighted the four spaces, noted it would be tight for unloading students, could give a backlog getting into the town.

Future.G They will manage the process the best they can with time slots, clause in contract to say students can't park in the town, they will monitor car parking before and after accommodation is built to see if it changes, they are hoping as it is a sports university people will walk into town and cars are discouraged.

RP: noted the universities growth and students how this would make an impact.

Future G. Undergrad growth is stable, post grad students are rising. There are 16,000 students and 7000 units for students, so demand is high. Students could improve footfall of the town as they are very separate presently.

CT. noted the upkeep on HMO's

Future G. Noted this student accommodation will be purpose build and looked after.

LCN wished it well.

Future G. Exited the room for the rest of the meeting.

4. Matters Arising not on the Agenda.

None

5. Crime & Safety

a. Police Update

PC.GB Good results for the courts, people being put away. Jodie Long has just got 15 months, Dave Watson getting 7 months.

Police are encouraging people to report crime, so the criminals get a longer sentence. Operations are in place 1)intelligence around groups selling and dealing drugs in Baxter Gate and Market Place. Police working with CCTV 2) civil injunctions are being put in place for ring leaders of antisocial behaviour. Warning are in place and parents of the individuals are involved. Putting larger case files together.

Police meeting the right council departments to issue injunctions for begging in the town centre

RP: noted people begging are pretending to be homeless when they have houses and conning the public.

LB. Asked if names and phots can be given out

CT: noted we all have to report it and there was one beggar that has a dog and sits outside the townhall that need moving on as the dog has attacked other dogs.

PC.GB: People are begging for money then they are spending it on drugs

SW: market operatives now have radios for safety in the office

RP: noted it was off putting, people won't come back into the town and it is driving people to do online shopping.

AR: noted there are more needles being found in the McDonalds toilets with

LCN: echoed he had found them too around the Guest House.

JB: noted it is now everywhere

PC GB: said they are waiting for meeting to enforce injunctions for people

LCN: was please that things are being done and that it was good to see that it was in hand

b. FACT Membership Update

LB: 49 Businesses now have retail radio and 21 Pubs now have retail radio

Including 3 new ones for Charnwood Borough Council and 1 Jodi Skillen.

Invoices are rolling out. The 1st Newsletter has gone out

Ambassador role currently being advertised to replace Marianne

DPW: asked if Marianne had left

LB: confirmed that she had resigned

DPW: asked about new ambassador of Mailey

AR: noted that Mailey couldn't commit to the role and we were now out to full recruitment

CW: said she Gill Cooke could help with recruitment. KH to send details over.

LB: noted it was 30 hours a week role for £18,000 on a self-employed basis.

More income to hopefully come through the retail radios that will in turn help fund the role

c. Pub Watch Update

AR: Meeting being held on 12.2.2019 which will include intro from Sgt Matt Allingham

AR: John McCarthy will head Pub Watch

LB: Love Loughborough will be assisting in helping with the night time economy in the town, how we can help, promote offers etc

LCN: Noted before the meeting carried on that he wanted to write a letter to Leicester Highways regarding Loughborough Town centre, regarding the appearance of bus stops, how the streets are looked after. LCN noted that he wanted to write the letter to include Geoff Parker, Nicky Morgan and Johnathan Morgan

AR, LCN, AR, DPW, RP to be on the group to collaborate the letter, will clear operational details and strategy

To be actioned for the next meeting.

6. Current Project Update

a. Loyalty App Update

LB: New uptake Straw & Pearce, Champs, Cactus Café, Lusso, Olivia's,

Specsavers. Total of 169 businesses on the App in Loughborough. Full report

sent out to all board members by email. Social media promotion is constant every day.

Businesses with over 100 active customers include Wilko's (531), Orange Tree & Kelso, Browns, Goodliffe's & Fenways.

Loyalty Card – only 36 requests for December / January as people are moving to the app

b. Website

LB: CH currently inputting content, this will be brought to Board when the content is ready

c. AGM – 26th Feb

AR: will front the AGM with the title 'Life without BID' with the focus to businesses of what it would be like if BID were not here

AGM confirmed to be held at the Golf Range on the A6 as it is bigger and cheaper than the town hall at £120 for room hire.

d. Future High Street Fund

SW: Future High Streets Fund - information session in Leicester on **Wednesday 6 February, 2pm-3.30pm**. Laura Hurley, Head of the Future High Streets Fund for the Cities and Local Growth Unit

SW is working on application to bid for the future Highstreet fund. There is 675 million in the pot that SW is getting the process started.

HH: each district must apply and 25 million per area that districts can apply for with £25 million per area

LCN: the application for needs to highlight negative elements and why Loughborough needs it

RP: noted the generator project- project has got legs and generator board to assist.

e. Switch On Stand Out

LB: Over 45 students signed up to the initiative. Actively targeted businesses to sign up. Includes 3 workshops – 12th Feb 21st March & 13th May.

f. Recycling Update

KH: More businesses are signing up, so the tonnage weight has increased.

Serco now offering bag collection on a Thursday and bin collection on a Saturday after the market. Businesses are constantly joining the scheme it is very popular. Charnwood Borough Council has now signed up with Serco to

bring a commercial waste scheme that is competitive but not free like the recycling to business in the town.

g. Marketing & Promotion

LB: TIP's / Car Park Posters – Market themed with new market branding. Charnwood News Advert the same – includes FREE Wi-Fi & Loyalfree App After valentine slights are removed the banners for the post in the town will go up matching the flower colours.

LB: costs before to dress Highstreet was expensive new to centenary wires, testing, anchor points but now CBC will match fund £5000 with Love Loughborough to help to dress Highstreet with lights. LB and SW to have a meeting on Sunday to discuss.

h. Business Support

LB: Business Surgeries with LLEP Business Gateway Advisor – Jo Maltby 28th Feb / 25th Mar & 10th April. There are 4 Sessions

To Book: Joanne.Maltby@emc-dnl.co.uk / Chris Grace

Love Loughborough have promoted it via social media, eblasts etc

One to One Business consultation with CH now available. Cactus Café already receiving a full assessment of the business and backed up with sessions on how to implement

7. Budget Review 2018/19

LB: No overspend Budget allocated and spent with no overspend to date.

Shout budget to cover: App, Student, Wi-Fi, Events, Promo, Website has decreased to £73,000 (~~£132,000~~)

LB: Digital marketing is proving to be cost effective, we are spending less on paper advertising. New budget to be set in April

LCN: noted that Duncan and Toplis were very complimentary of the BID and LB.

8. Performance Stats

a. Footfall

JA noted it was very difficult to measure, as counters have moved, there have been electricity cut out and due to that it is always at least 15% out

LCN noted that it made the data was flawed

LB noted we can't compare the data as beacons have moved and it has changed the data by 47%

SW noted that there was no more electricity in the Grid

LCN noted that if this is the case how can what power we have in the town support new buildings/flats

SW: noted that the developers must deal with that in their planning

DPW: wanted to know the cost of what the BID pays

RP noted that it is frustrating that it is not working and that it needs to be proper and accurate data. Suggest scrapping it and save the cost or can we reduce what we pay to eliminate the footfall side of it as link to Wi-Fi

JA noted January was down in footfall by 16% but the readings were more accurate in the market place where events are held as they hadn't been moved so more constants.

SW: suggested that a letter be writed to Nicky Morgan and the National Grid

LCN: noted that there could be other options like rent a roof space/solar panels and that the Fair wants to reduce their generator usage.

SW: is working with management supplies to support the market

LCN: thanked JA for his hard work on anylising it.

LB: Meeting booked with Elephant Wi-Fi and Love Loughborough Team

b. Wi Fi - dashboard currently unavailable

c. Social Media

LB: noted that constant information/offers are going out on social media.

Facebook was up by 80 likes in the last 28 days. Top posts were for eateries in the town.

d. Vacant Units / Business Movement - December count not produced due to staffing levels. January currently being evaluated but reflects the national trends.

KH: to send DPW, RP and JA a copy of the documents of national trends

RP: noted a reduction in business rates if the business has a ratable value of £50,000 or less it will get a reduction of 30%

Ward end and Devonshire square businesses have decreased and there has been no interest for key sites

LCN: noted that we need a rent reduction

RP: noted about the Melton Government pilot scheme- pilot investment scheme and how it is working.

LB: noted that she was part of the scheme, but all members involved in its initiation left Melton borough council and it didn't come to fruition.

LB: noted she thinks the latest member there is now starting to pick it up.

LCN: noted that big businesses are leaving and mentioned the new Lidl coming to Loughborough

DPW: asked if Adam from Wilko would be attending any more meetings?

9. Future Projects

a. Street Dressing (High Street / Swan Street)

LB and SW Meeting booked for 27th January to look at project with CBC to enhance Swan Street & High Street - £5K each but would need to come out of next year's budget.

b. Vacant Units

LB: noted Love Loughborough are sending anyone interest in starting a pop-up shop to go to BK in Carillon Court

c. Landlords & Agents Meeting

Meeting booked for the 8th February

Good responses to date. Agenda to include :

New Business Rates 2019/21

Future High Street Fund

Town Centre Vacant Units

Artwork / Dressing of vacant units

Business Start Up Initiatives - Pop up Shops / Low Rent / Short Leases

Initiatives to Reduce Vacancy Units

Marketing & Promotion of available premises

Masterplan

Grants / Funding

d. Colorite Festival

LB has provisional dates March / May

PC.GB has had a meeting with Dan and identified premises, Poundland, greenwoods, burtons, school wear shop, Clintons

PC.GB: noted that Dan was going to ring the agents for permissions

LCN: noted about the pharmacy on BAXTER Gate could be one to look at
Dan has approach Baljit in regards a pop-up shop in the Carillon Court where
the artist could then sell their artwork too

PC G: Noted that there is an idea to have triangle pods down swan street for 3
artists to work on so the public can watch which would make a display maybe
on may bank holiday

LCN mention to do it on a market day as more people are around to watch

RP noted that it sounded like a good idea

e. Evening Economy

LB to lead on Pub Watch and look at initiatives to boost evening economy via
promoting events/offers etc

f. Digital Trail Launch

LB this will be to cover at the next meeting

g. Events and Markets

LB: noted that Emma Bishop at the University had been in touch about events
but there was too many costs and Legislation to go ahead. LB asked if
Charnwood could agree to waiver for LU / LL events and regarding their
markets? LU forced to cancel Party in the Park and chilli fest. LU Evening
market planned for end March at Cineworld complex, but they were unaware
of the rival market and cost implication.

CT: asked who she spoke to regarding all the implications

SW agreed to speak to Emma Bishop about it

RP was concerned about blockages with the university and if so, they needed
to be looked at

CT: noted that if the students were selling bread for example this could affect
the market traders in the day and they wouldn't be happy

LB: noted they were entrepreneurial students selling thing they had made

JA: noted that he wouldn't have a problem with it

CT: noted that some traders might and could affect the footfall in the day

LCN: said he didn't think this would be the case as it is at different times

LB to put SW and Emma Bishop together to talk about it

10. Event Update

a. Christmas

LB made references to Elf on a shelf, where 50 businesses took part in the town. Choc Alchemy / Irish Clothing received the most visits. Vouchers so far redeemed at Irish, Oxfam, JC's, Claire's, Murdoch's 6 winners in total - £350 in gift vouchers & town hall panto tickets Christmas wrapping was very successful
Late Night Shopping on Wednesdays in December wasn't very well received. Love Loughborough to build on the Christmas wrapping on the Sunday before Christmas
Christmas Tree Festival at the church saw a massive increase in visitors with 3000 responded to Big Screen at Switch On & LL Facebook
Looking to introduce new events to include Beer & Carols using a local pop up bar.
Letter to Santa were based in the Carillon. It had a good response with over 100 letters. This year the post-box is to move to Tyler's

b. 2019 LL Events: KH

1. Bike Show
Date is set for Sunday 19th May. All in process, flyer is being produced, the band is book, looking to get a stunt act this year to perform in the town centre
2. Car Show will be on Father's Day as previous on Sunday 16th June. The flyer is in process, this year we have Alex Riley form The One Show hosting the event, band is booked,
3. Loughborough By the Sea, is in the planning stages with punch and Judy, donkeys all being booked. The date has changed as it clashed with the MELA, so it is on Sunday 18th August- Wednesday 21st August
4. Dog Show, is happening again this year on Sunday 15th September
5. SW noted if JR is aware of all the dates - LB, noted that she is

11. Any Other Business

LB made note about the AGM and suggested the Golf Range on the A6 as it was bigger and more cost effective than the town hall and the Ramada. All agreed. KH to book

12. Date of next Meeting – Tuesday 7th May 2019