



## **BID OPS Minutes**

**Love Loughborough BID Operations Meeting, Tuesday 2<sup>nd</sup> April, 2019 at 5.30 pm**

**Upstairs Function Room, The Organ Grinder, Woodgate, Loughborough**

- 1. Apologies:** Andy Rhodes, Charlie Havis, Emma Bishop, Nita Beeson, Jo Gregory-Bough, Caroline Nash, Sgt James Thomas

**In attendance:**

Kelly Hill, Lisa Brown, Lez Cope Newman, David Pagett Wright, Sylvia Wright, Chris Traill, Dermot Breen, Tahera Bhojani- Lynch, John Ashford, Sue Blount.

- 2. Declarations of Interest**

There were none

- 3. Minutes of Meetings held on 4<sup>th</sup> December 2018**

No objections

- 4. Matters Arising not on the Agenda**

DB: noted the homelessness in the door ways of the old Burtons

LCN: Informed that it was to be reported to the community email:

[community.safety@charnwood.co.uk](mailto:community.safety@charnwood.co.uk)

- 5. Crime & Safety Update**

- a. Police Update**

LB noted there has been a meeting with the Police and Mc Donald's in town about the ASB and looking at ways to reduce it in the town. Things to be implemented are:

Removing chairs from outside/closing the upstairs of the building from an earlier time, removing the charging points, shutters to be added to the inside of the building upstairs/change the music that is being played/

Targets have been put in place by the police that Mc Donald's needs to follow and there are regular checks to make sure that this is happening.

Police instructed gates to be erected to the side ally way next to Mc Donald's, but head office of Mc Donald's needed to know who the land belonged to. It was found to be the councils land and permission was needed to put them up.

SW: noted this was due to the height of them  
CT: noted it was council land and that she had approached AR so they could pay half each  
LB: AR has bought the gates and was waiting to know who the land was owned by  
CT: confirmed to be in contact with AR and pay half the full total  
LB: training going to be put into place to help staff with youth and ASB in a half day workshop involving Leicestershire County Council.

**b. Love Loughborough Ambassador**

LB informed everyone that we have a Love Loughborough have a new ambassador, Dan Carter. He is working on a part time basis and the team have interviews tomorrow for another Ambassador role.  
Ambassador role and Dan presently is carrying our radio training, informing shops how to report theft and how to report ASB

SW: has what is background was  
LB: Noted a doorman/security. There will be branded clothing for the Ambassador to wear so they are easy notifiable.  
KH,AR,LCN to interview second ambassador role on Wednesday 3<sup>rd</sup> April  
DPW: Asked if they could work a Saturday  
LB: this is something we need to investigate  
LCN: noted there was less ASB on a Saturday, but yes it would be ideal and good to have a presence in the town.

**c. FACT & Pub Watch Update**

LB: noted that there had been a few initial teething issues, but the issues were smoothing out. The latest pub watch meeting went well, there is more to do on governance, but the meeting was well attended and there is now a new chair, John Mc Garthy (The Griffin Pub)  
LB noted that JT would provide police at next meeting

DB noted that it sounded positive

**6. Projects Update**

**a. Future High Street Seminar**

Love Loughborough went to present on the back of Loyal Free, LCN completed a speech on the day about Loughborough. LCN noted it was a positive day and Loughborough really shined and stood out.

LB noted that Banbury BID wanted to make a visit to Loughborough to see how we worked so they could replicate it.

Scarborough too were impressed with Loughborough and wanted some information so they could learn from us.

LCN noted that the essence of the seminar on the day was that children aren't as engaged with shopping in the town due to using the internet and that we need to engage the families more and therefore bring the young people in

SB noted that we were a cashless society now and all cards

JA noted that children go to the park in town but not the town centre

LCN noted that Southfields park should bring young people in with the new skatepark

CT shops need to embrace change, order online but go into collect so they are still coming in.

DB noted were more events needed?

LB noted it was not about events but interaction and activities in the town

DR.BL noted it was about bringing the children/young people in to socialise

DB asked about bringing football clubs in to speak to young people.

DPW: noted about the Purple Flag initiative.

LB: wanted to get the ambassador role sorted first and purple flag is expensive so needed everything in place first before it was to go ahead.

LCN: asked if we could get LCFC to come to Loughborough

**b. Future High Street Fund Application**

SW

SW noted that it was submitted on 22<sup>nd</sup> March. She thanked people for the letters of support. Lots of towns apply, we had to note what challenges Loughborough has and how to overcome. Noted that it is a massive student town and when they all leave for holidays it has an impact on the town financially.

Results announced before June.

DPW: noted about the strong towns fund.

A cleaning fund had gone to Serco as it must be delivered by volunteers.

LB: noted she had been in contact with Jo Maltby and students could do some research for us into Landlords, which could allow us to reach them.

Noted also that Poundland was open to sublet.

**c. Street Dressing – High Street / Swan Street**

**d. In Bloom**

Street Dressing and In Bloom discussed together.

LB had received complaints over High Street and Swan Street looking left out and in the dark over Christmas.

Infrastructure and anchor points now to be installed. They will have Christmas lights this year (Northampton's old lights)

LB to finalised basked for Bloom on Wednesday 3<sup>rd</sup> March. In the first term of BID people requested them and they got one, so they were planned and

therefore now look scattered around. LB to move them and make it more fluid to get the best effect.

SW: Noted that the bunting would be colour themed to new branding.

**e. Business Rates Proposal**

LB noted that rates were high and proposed for reports to be prepared so that the town can be rated correctly as discussed at the AGM. This could be a double edged sword as some rates could go up and some down. The ones that go up could be the smaller businesses so effect them worse.

DPW: noted need to weigh up how many winners and losers there would be to make a decision

LB noted that there were big savings to be made. Sam Bird has been referred to us, he is working with businesses in the town independently and they are seeing big savings.

CT: noted that she applauds the principle but need to analyse the whole risk.

LCN: noted it cost 30,000 for a two-year deal.

DR.BL: not everyone can do this themselves

JA: Noted it made good sense

LCN: we are obligated to help businesses

DPW: calculated that it works out at approx £50 per business. Asked about a break clause. If in one year we don't want to continue can we stop it.

\*LB to action and see.

**f. Gold standard community covenant**

CT: it has been submitted and will know more in June. It is a commitment from local authorities to serve armed forces, we applied previously and got the silver award. Gold is harder to achieve.

Noted it was a shame Wellbeck was closing, this shouldn't affect our application and Loughborough can support the transition. Letters of support from DNRC in Stanford.

**7. Performance Stats**

**a. Kinch Update**

SB stats given at town team. SB noted that people were moving to shop at the bigger cities. They found that the average spend per customer coming into town was £20-£30

SB to bring figures for next meeting

**b. Geo-Sense Footfall**

JA noted that the footfall was down by 8% this march compared to last march

DR.BL noted food bought people in the town and enquired about a food market or watching the football on a big screen with food

LCN: noted because of the market we can't do this on a Saturday

**c. Geo-Sense WiFi**

Wifi down

**d. Social Media (Facebook / Twitter / Instagram)**

See social media figures attached.

LB Facebook is very popular. Social media looked after daily by KH.

Old photos of Loughborough were very popular and this month a lot of interest around dog friendly trails.

**e. Vacant Units & Business Movement**

LB. Someone coming to talk to David Exley about vacant units in the Rushes.

New business recently coming into the town.

Movements:

Teas & C'S

Roses Attic

New barber on Baxter gate (no name yet)

Black Sea

Something moving into Greenwoods.

**8. Current Campaigns**

- **Easter Campaign**

KH confirmed details of the East Bunny trail

SW noted that this was a great idea

- **Digital Trails**

LB the dog trail has been launch

Other trails are active on the app and the feedback has been excellent.

LB to discuss on Radio Leicester on Thursday 4<sup>th</sup> April

- **Funding Application – Colorite**

LB applied for funding from the LCFC vichai funding

**9. Events Update**

- **Bike & Trike Show**

KH. All coming together, event on the 19<sup>th</sup> May

50 Bikes registered so far

Stunts acts, live music etc is scheduled for the day

- **Car Show**

KH over 120 cars registered

Promoting, all coming together

- **Loughborough By the Sea**

KH GCR are involved this year which is good

Looking at organising entertainment for the day for the children attending

- **Dog Show**  
KH working with Stacey Pepper to organise

#### **10. Any Other Business**

DPW noted it might be worth with the new term coming up in the future if we could seek feedback on BID from businesses so we can action any issues.

LB noted this is something the Ambassador can start collecting data. Their target is to meet all businesses.

CT noted should be done after Brexit

LCN seconded this

Meeting ended 8pm.

**Date of BID Board Meeting - 5.30pm Tuesday 7<sup>th</sup> May 2019**

**Date of BID Ops – 5.30pm Tuesday 2<sup>nd</sup> July 2019**