



Love Loughborough BID Board Meeting, Tuesday 13th August 2019 at 5.30 pm

Minutes from the Board Meeting

The Organ Grinder, Woodgate, Loughborough

In attendance: Kelly H, Lisa B, Lez CN, Celine P, Carol W, Roger P, Jennie B, Nita B, Eric Vardy, Helen Harris, Charlotte Havis, Rebecca Garret

1. Apologies/Introductions

Apologies: Karen Barnett, David Pagett Wright, John Ashford, Caroline Nash, Andy Rhodes, James Thomas, Michael Stokes, Dermot Breen, Sylvia Wright, Johnathan Morgan

2. Declarations of Interest

None

3. Minutes arising from the minutes held on the 7th May 2019

None

4. Matters Arising not on the Agenda

There were none

5. Crime & Safety

a. Police Update

James Thomas not present.

CP. Working closely with the police. The police have a new executive, (as discussed at the last meeting) that is having an impact on the town.

He is working closely with the pubs to assist with night time economy and safety in the town.

JB: noted that there had been complaints previously about the police not getting involved/responding to complaints

EV: noted everyone should report everything so that there this is a log. So that this this can be matched with the CCTV footage and the crimes can then be paired together. This needs to be done at the time of the crime.

RP: the general perception is that the town is struggling, it takes time to report crimes, nothing seems to come back, it is a long process and businesses are feeling demoralised. Asked why CCTV isn't enough?

EV: All reports have to be reported to link it back to CCTV.

LB: noted that if you report online it is a much quicker process, Love Loughborough do promote this on our newsletters, website, face to face etc to help the businesses to be informed about what to do.

RG: noted this was why the retail radio was valuable so businesses can talk to each other, work together and try and act on the criminals.

LCN: noted that Julie Robertson in the town was looking into rough sleepers etc and CP to work closely with her at LCDG.

b. Ambassador Update:

a.

CP: The positive relations workshop was successful, it was great to see the nationals there such as Primark, Marks and Spencer's, Mc Donald's engaging and coming along as well as independents. The workshop was over subscribed and the feedback was positive.

LCN: was impressed with the turnout and we will be looking to replicate this again in the future

B. In Bloom

CP: Was heavily involved with the In Bloom and carried out weekly walks around the town to look at issues of concern, i.e. weeds, broken glass etc that were present in the town centre.

Michael who made the Loughborough Hanging baskets is happy to look after all of the towns flowers if CBC buy the hanging baskets off Ide Verde.

The planters on Market street are looking to be extended

LCN: noted anything like this needed branding.

C. Gum

CP: We had four onsite surveys carried out to get the best price. In the end two contractors were used to hot wash and remove chewing gum from the pavements.

The feedback from everyone at the Board was complimentary, as has been the public feedback to Love Loughborough via email, social media and in person.

JB: noted to thank the council for their money

LB: acknowledged this and said we were grateful for it

D. Retail Radio:

CP: One new business this month has come on board: JC'S late store

CP: highlighted the benefits of the scheme and emphasised that this was relayed to businesses when she is on her visits i.e. cohesive working, reporting together, businesses keeping an eye out and being more involved in the town to protect it.

Pub Watch Update:

a. Banning orders:

CP: A meeting was held today that the police attended.

The banning orders are read out and the police can see if that person has any previous crimes etc

From this additional information from the police all pubs can decide and make an informed decision of who is to be banned.

Photos of the banned members are circulated to all the pubs for their reference.

LB: noted that this is something we would like to look to mirror in the town for retail, where any shoplifters can be banned from the town and all shops are aware who has been stealing. This is something we would look to role out in the future.

6. Current Project Update

A. Website:

CH: The website is ready to go live, the links to it have been shared more than once to all Board members to look at it and give their feedback.

There now is a page on YouTube for it to be watched.

The old and new website will work together initially to allow a cross over period.

There will be a campaign around its launch, and this will be around freshers week as the two link together nicely.

Staff training for the website is scheduled for the week after the bank holiday weekend.

b. Business Support:

Love Loughborough did previously offer group training sessions to all business in the BID, but we have now moved to more of a 1;1 and bespoke session for businesses to focus on their individual needs.

Recent businesses to receive training are: Blues bistro, Fenway's, Baxter's and Ashby square news.

Not all businesses are engaging with the BID, so we will be targeting the ones that don't use social media and don't have a website etc so they don't fall behind

HH: noted that the university was looking for case studies, and that we could link to this.

CH: will keep this in mind. Businesses are in extremes, some are very savvy and want additional information that might help others don't have anything in place.

Social Media:

CH: There is a continuous growth with social. The social media platforms are being posted on regularly each day and this is having a great impact with more people following and engaging with us.

The top posts seem to be about the history of the town, facts, the park.

Instagram has a lower age demographic and Facebook now has tipped to have an older one. (Stats attached)

Wi-Fi:

CH: All TIP's in the town highlight that there is free wi-fi in the own (5 TIPS in total are dotted around the town) This will also be promoted to freshers when we go to the fresher's fair.

JB: mentions is it at the train station?

LB: Currently not, it has been looked at, but it is very expensive. It is promoted at the Tesco in shelthorpe. LB has a meeting with the university on the 14th August so will look to see how this can be promoted more on campus.

Z Maps: now have all the new market branding on that will be taken to freshers too.

NB: Noted that we currently don't operate in the public realm and that this could be discussed further with SW.

JB: can CH send an email to SW about rebranding the posts in the town, could look at attaching them to bus shelters, near the benches in the town etc.

Footfall:

CH: There has been some downtime this month in the town.

We have 4 extra counters which effects the data from previous years, so it is not comparable as not the same data being fed back. From now moving forward it will be the same and it will be better to analyze and get more accurate readings moving forward.

LB: There is a national drop over the summer months in the towns.

HH: noted that we can benchmark now across all the towns in the area so we can see how all the market towns are performing which will be really good data. If the footfall is down that helps towards funding.

Vacant Units:

LB: Hinckley's new website has gone live and it has vacant units on there.

From this one has already been filled.

CH: this is something we would like to add too and will add the links to the agents to help with the process of getting them filled.

HH: noted that this will help the Landlords.

C. In Bloom Awards

KH: The In Bloom voting is now live and the expiry date to vote is the end of August.

It was disappointing that not many businesses were getting involved so KH went to the businesses on foot and spoke to the businesses, took

the photos and applied for them. The general response was poor to getting involved.

There are 8 businesses and 3 pubs that have been entered. Voting is on the Love Loughborough website

The voting is now live on the website and the photos look vibrant which is positive. Social media pushes will be sent out to make people aware that it is live.

D. BID consultation

LCN: Wants to put together a task and finish group to promote a survey to go to all businesses to complete to get their feedback. This will show what BID has achieved so far, what we are looking to do and any ideas that the business have that we can look to add.

RP: Noted that this was essential to start

JB: echoed this and said it was a great idea.

NB: asked which other BID; s are going through this now to see how they are doing it

RP: Ask how nationals are presently voting

LB: To find out the information from Mosaic

JB: Asked what happened to Michael Bird and the business rates proposition

LB: noted that the price was non-negotiable, so it was left

LCN: noted that this is something that looked to be changing naturally now

F. Charnwood BC update

A. JB; Jeff is retiring the new CE is from Ashfield district Council. JB noted that he was very innovative, dynamic and focused on regeneration which was a great thing.

b. Heritage Day

NB: Sue Swain to send links. Carillon and the Bell foundry is open and free to the public on Saturday as part of the Heritage Day. There will be a trail on for free to join.

KH: will promote on social media

Market Charter:

NB. There will be exhibition/banquets at the town hall and in other places, lots of events will be happening throughout the year to mark the occasion

7 Performance Stats:

Footfall- see above

Wi-Fi- see above

Social media- see above

Vacant units:

LB: Geoff's toys is believed to become a French restaurant

Greenwoods to become a fish and chip shop, JD sports is moving into the rushes, Sliced is now Beirut express, Bowler hat has gone, Ab fab vintage has moved into wards end, PDSA has moved next door to Farmfoods, Las Barbers is now up Baxter Gate, Barber by Ozzy is at the bottom of Churchgate, Deadlock a new escape rooms is moving to Granby street and a new nightclub will be in the old district building above the Heart Foundation charity shop

8.Events:

Wimbledon:

LB: this was a pilot scheme; we needed more seating and a change of layout to next year would be done to make the food vendors into a horse shape. The feedback was positive.

JB: Noted that this was a good starting point.

RP: It is difficult as a one of but the more it is replicated it will grow as more people will be award

Loughborough by the Sea:

KH: Sand, fair, hay will be bought in on Saturday night after the market.

Everything else will come in on the Sunday. There will be punch and Judy, donkeys, hair braiding, face paints, sandcastle competition , improved seaside trail, balance bikes, GCR, archery legends coming in for the show. More things will be happening as opposed to in previous years.

Dog show

Taking place on Sunday 15th September, regular meeting are taking place with Stacey.

9 AOB:

RP: Money went to Coalville. The task and finished group has come to an end.

The generator project is positive, the building looks to be divided and used as a coffee shop and creative space on the ground floor and for business use in the other sections.

EV: Planning permissions are coming through for the town. This to be put on the agenda for the next meeting to discuss.

HH:

Next Board meeting will be on Tuesday 12th November 5.30pm in the Hayloft at the Organ Grinder