

Love Loughborough BID Company Ltd – General Meeting

Tuesday 11th February 2020

The Ramada Hotel, High Street. Loughborough

Present

John Ashford, Tom, Bates, Dr Bhojani, Dermot Breen, Lisa Brown, Louis Caverner, Marta Child, Jason Cimurs, Lez Cope-Newman, Jose Diaz, Rebecca Garratt, Natalie Glass, Sarah Goode, Mustafa Gurhan Kaya, Suzanne Hatton, Charlotte Havis, Kelly Hill, Jamal Ibrahim, Michelle Johnston, Mick Johnston, Niall Kingsley, Steve Kirwin, Baljit Kooner, James Lee, Thomas Mackey, Joe Marston, Kawsar Miah, Rob Mitchell, Cllr Jonathan Morgan, Caroline Nash, David Pagett Wright, Celine Patel, Roger Perret, Andy Rhodes, Nadia Sacco, Adam Thomas, Mike Tyler, Peter Vasil, Sylvia Wright, Martin Widman, Tina Widman, Mike Johnston,

Apologies

Aziz Afir, Alvin Bailiss, Karen Barnett, Sue Blount, Cllr Jenny Boker, Aimee-Louise Carroll, David Exley, Andy Fisher, Megan Bezzano-Griffiths, Andy Hardy, Helen Harris, Cllr Jane Hunt MP, Darren Jones, Liz & Andy Rice, Michael Stokes, Sgt James Thomas, Carol Whipham, Libby Wigginton, Jun Zhang, Elaine – Swan in The Rushes,

Item	Action
<p>Minutes of Last Meeting</p> <p>It was proposed by Lez Cope-Newman and seconded by Andy Rhodes that the minutes of the General Meeting held on 26th February 2019 were accepted as a true record. There were no matters arising.</p>	None
<p>Chairs Introduction</p> <p>LCN welcomed everyone to the meeting and general housekeeping (i.e. toilets and fire escapes were outlined)</p> <p>LCN introduced the Love Loughborough Team – Lisa, Charlotte, Kelly & Celine.</p> <p>LCN welcomed the New Chief Executive of Charnwood Borough Council Rob Mitchell, Cllr Jonathan Morgan, Leader of the Council and Sylvia Wright, Charnwood Borough Council</p> <p>LCN asked the attendees to introduce themselves and state the business they were representing.</p> <p>Chairman’s Summary 2019/20 - LCN</p>	None

<p>BID continues deliver projects and campaigns that were set in the 2nd term of BID and are fulfilling the business plan. BID collected £250,000 from BID levy income that was used to fulfil the requirements set out.</p> <p>Grant funding of £5K was secured from Charnwood Borough Council for High Street Improvements. Love Loughborough BID matched funded with £5K. £10,000 was then used for the improvement scheme to High Street which included the implementation of new infrastructure of anchor points and catenary wire to enable new festive lights. It also enables High Street to be street dressed with bunting during the Summer months. High Street is a key gateway to the town and the scheme has enhanced the appearance of the town centre.</p> <p>A grant of £31,500 was secured from Charnwood Borough Council for a street cleaning project. Love Loughborough BID used this money to highlight key areas in the town that had the most grime, chewing gum and dirt – see item in Enjoy.</p>	<p>None</p>
<p>Shout</p> <p><i>Loyalty Scheme and Digital Trail update - LB</i> 9,607 engaged used on the app 239 Businesses on the app (Increase from 60 in 2017) 19,147 offers redeemed</p> <p>The app offers free advertising for businesses who pay the levy. The offers are then promoted by Love Loughborough BID and LoyalFree.</p> <p>Digital trails are growing with 11 live trails, including Gluten free, vegan, dog friendly, independent and others. The digital trails also contain elf on a shelf, bunny trail, valentines trail at seasonal times.</p>	<p>None</p>
<p><i>Town Centre Maps - LB</i> 10,000 copies produced and distributed in the student welcome boxes, promoted around the town, TIP's and visitor and accommodation providers</p>	<p>None</p>
<p><i>New Monthly Market Stalls - LB</i> The BID team now promote Loughborough on a monthly market stall. The Love Loughborough team hand out maps, guides, promotional items and general information on Loughborough to visitors and users of the town centre on the last Saturday of every month. Over 1200 Cotton shopping bags were handed out on the January stall!</p>	<p>None</p>
<p><i>New Love Loughborough Website - CH</i> New Love Loughborough website has been designed & implemented by CH in house. There were previously 2 separate websites with the business site having a member login. This was just not being used and businesses were losing their logins. The new site now promotes both visitor and business information via 2 tabs on one site.</p> <p>It now has easier access, live footfall stats, job vacancies, business training options, a comprehensive events calendar and no requirement for logins so quicker to access.</p>	<p>None</p>

<p>Wi-Fi & Performance Data - CH 274,727 connections per year to the wi-fi 27,473 connections per month 82 minutes on average connection time Vital footfall performance data is available for all BID business on request</p>	None
<p>Events - LB Love Loughborough organise and deliver 4 big events in the year including Car show- footfall 22578 Bike and Trike Show- footfall 23922 Loughborough by the Sea- 111,912 Dog Show- footfall 22,692 Love Loughborough BID will soon be able to evaluate the economic viability of events with a new partnership with a key financial data company – See later</p>	None
<p>Shop Local Campaigns - LB Shop local themed campaign for 2020. There are new ‘shop local’ tourist information points in the town- to promote, shop local, eat local, social local This links to the town trails- elf on the shelf, Easter trail to get the public into the shops to find the elf/bunny for the business to be promoted. Winners of the trail get ‘love Loughborough’ vouchers, provided for by Love Loughborough that can be spent in the participating shops, so the money is fed back into the Loughborough shops. Will look into the ability for customers to purchase Loughborough Gift Cards in 2020.</p>	None
<p>Enjoy</p> <p>Lighting & Street Dressing - LB Festive and winter lighting has been installed in the town; this includes the new High Street scheme. (This was helped by the funding of Charnwood Council as minuted earlier on) New bunting is put up in the spring and heart lines are up in the town. 40+ column displays and shop front lights are also issued to businesses</p>	None
<p>Floral displays - CP Loughborough was announced Gold winners for In Bloom Love Loughborough have 225 retail baskets in the town New flower planters have been put up in Market Street Daily street inspections are carried out by the BID ambassador to check for sick, broken glass, needles, weeds etc and then reported where necessary for this to be cleaned up</p>	None
<p>New Ambassador - CP Pub watch and the evening economy has been a focus. This links to clamping down on anti-social behaviour in the town and working closely with the police. The pubs all meet to discuss behaviour/individuals that are causing a nuisance and collectively decisions are made with the pubs to issue banning letters.</p> <p>Training for the pub watch/retail radio is unlimited to businesses. If a new member of staff joins the team Love Loughborough can issue training.</p>	None

<p>90 users/businesses on the radio presently. Businesses can talk to each other and make each other aware of shop lifters in the town and notify CCTV.</p> <p>FACT- business crime reduction scheme. Links to clamping down on shoplifting and crime in the town. Any issues in the town can be reported, and the ambassador will assist and offer support.</p> <p>New spring-cleaning grant - CP 13,574 sqm of Town Centre was hot washed and cleaned to remove gum and dirt from key areas in the town. The deep cleaned attracted local and national media with TV footage aired on BBC East Midlands Today</p> <p>Adding Value - LB</p> <ul style="list-style-type: none"> • BID offer a free weekly recycling collection to businesses, that is getting ever more popular with now 2 collections (Thursday bags and Saturday bins) • Free business training and support is offered to businesses and delivered by C.Havis. This is now developing into a more bespoke service • Free business mentor scheme is offered to businesses with Loughborough University students initiated by a project to help businesses become more tech savvy <p>T. Windham: noted that this was really good and beneficial training</p>	<p>None</p> <p>None</p>
<p>2020 & Beyond</p> <p>Loughborough University – Digital High Street Financial Data - AR There is a new project that is in the process with a well-known financial partner (details of which can not be disclosed) that will evaluate town spend. This is a new project that hasn't been done before, where Loughborough and 3 other towns have been chosen to be the pilots. It will allow BID to see where money is spent, what days, if it is different when an event is on, if it is one off spend or repeated, if pedestrianisation has made a difference (previous years can be analysed)</p> <p>We can find out all the data and then look to make any changes if needed. People have a lot of views on spend but footfall doesn't always account to spend. This information and decisions to come from this is data led. The data will allow BID to make justified investment in projects i.e. where economic spend has increased directly due to a project, campaign, event or development</p> <p>BID Survey - AR We need this data to lead in with the BID survey. This survey will go to businesses and is a series of questions that Love Loughborough BID want feedback on so we can listen to what businesses want. Are we offering what the businesses want? If not, what do businesses want?</p> <p>We want as many responses as possible. This survey will be circulated for BID businesses to have input into the questions being asked and we need another meeting after the survey is back in to discuss the results and the way forward for 2020. To ensure BID is listening to BID business and investing their money (the levy) on improvements which businesses want to see happen.</p>	<p>To Report to BID Businesses on progress LB</p> <p>Businesses to send suggestions on questions to LB b4 24.2.20 LB To book a meeting</p>

Town Deal - LCN

Cllr J. Morgan gave a brief summary and update on the Town Deal: Businesses and community leaders have come together to kickstart projects to secure up to £25 million of Government funding to transform Loughborough's economic growth.

Town deals can be used:

- Redevelop vacant businesses
- Drive private sector investment
- Support small business
- Upskill young people
- Boost transport
- Increase access to high speed broadband

100 towns are bidding for the fund

People on the town team board are local businesses people which include Nik Kotecha (owner of Morningside pharmaceuticals) and J. Morgan as co-chair. Also, representation from BID, Loughborough University and Loughborough College Charnwood Borough Council have a 'Have your Say' Survey live online. 100 response have come back from the survey that was issued.

The Town Deal Executive Board have monthly meetings scheduled

When the contact from the government came to see Loughborough, they were so impressed with Loughborough that they want to use Loughborough has a beacon status, which means it could move things through faster.

D. Breen: is this money for the whole town or just the town centre

J. Morgan: the money is for the whole town. Martin Traynor is representing all businesses in the area as the Chamber representative.

The Council will be required to put a bid for the monies, and we do this through the development of an investment plan for the town.

Presentation of accounts

Niall Kingsley- Duncan and Toplis

Accounts were audited and have been cleared for the period up until March 2019

The idea of the auditors is to make sure everything is ok and monies are distributed correctly, no issues arose.

L. Brown- confirmed that a copy of the accounts was emailed to all BID Levy Members prior to the meeting

N. Kingsley: All income is consistent

More income has been generated from radios

£8,000 digital high street project from LCC (Via the LLEP)

Recycling has gone up on spend due to its popularity and increased users

Spending is line with budgets

There was a £5,000 surplus this year

T. Windham – asked where does the carry over go – do we loose it?

LCN: No - It will get carried over

to discuss results

LB to send out the link to the Have Your Say Survey

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

Existing Directors to be re-elected:

1. Alvin Bailiss – Zodiac
2. Adam Thomas- Wilko's
3. Andy Rhodes- McDonalds
4. Karen Barnett – Barnetts
5. Carol Whipham- Gill Cooke
6. Lou Cavner – Market Trader
7. Lez Cope-Newman – Holywell House
8. David Exley – The Rushes
9. Natalie Glass – Culver & Glass
10. Joseph Marson – Fernandez Grill
11. Kawsar Miah – Fernandez Grill
12. Caroline Nash – Gill Cooke
13. David Padgett-Wright – Moss Solicitors
14. Rebecca Garret- Slider Town
15. Roger Perrett – Perrett & Co
16. Michael Tyler – Tyler's
17. Faizal Jamal – The Giftworks
18. Sarah Goode- Purple Pumpkin Patch
19. Zenib Abbas – The Giftworks

Public Sector Directors (Automatic)

1. Cllr Jonathan Morgan- Leader of the Council
2. Cllr Jenny Boker- Cabinet Lead Member for Loughborough
3. Cllr Jane Hunt- MP for Loughborough

New Director Requests:

20. Thomas Mackey- Barclays Bank
21. Baljit Kooner- Carillon Court Shopping centre
22. Michelle Johnston- The Golden Fleece

Co-Opted Directors:

Re-elected

1. John Ashford- Market Trader
2. Darren Jones- Blueline Amusements
3. Dermot Breen- Chamber of trade
4. Michael Stokes-Great Central Railway
5. Megan Bezzano-Griffiths- Fearon Hall

Resignations- None

Any other business

Action –
Proposed
by Dermot
Breen &
seconded
by David
Pagett-
Wright

Roger
Perett –
Proposed
Mike Tyler
– Seconded

Proposed –
Lou Cavner
Seconded –
Andy
Rhodes

Mike Tyler:

Opposed the pedestrianisation and said it doesn't work for the town

In the last 20 years Loughborough is a different town to what it was, online shopping has had a made it a different place and the footfall in the town is going downhill.

Thinks the pedestrianisation has alienated people and they now drive into the cities or Fosse Park and the free parking.

Tyler's spend £7,000 a month on business rates to the council. No customers coming into the town and the town is quiet, no free parking is all having an issue in the town and in the businesses. MT stated that if didn't own the premises and had pay rent, Tylers would not be trading.

On the 18th December, the week before christmas all there was in the town was a second-hand market, which is low end, not ideal for the town or his business

We need shoppers to come into town and be more convenient for them.

BID do a great job with events etc and this isn't a dig at the BID but the spend in the town is low.

- A. Rhodes, this is why the survey is so important to capture this information and we can use the data to see what changes has happened and how we can adapt and move forward.

We need all the businesses to tell us what is wrong, so we have more voices and see what the common themes are.

M. Tyler: everything is online

L.C. Newman: only 20% of shopping is online. Businesses need to move with the times, things are changing, and we have to change with them

T. Windham: we need free parking. High Street isn't a traditional High Street anymore. The street is full of drug users and anti-social behaviour. Methadone collections from pharmacy on High Street is not helpful for trade or image of the town.

M. Tyler: Cars get stuck trying to park in Carillon Car Park, one loading bay at the end blocks the traffic and it goes up Swan Street. This is a bad layout that deters shoppers from coming into the town.

P. Vassil: this is used as a loading bay for Pete's Pizza and other businesses

S. Wright; Thanks for the insight and the issues with flow. This can be looked at in the new plans

B.Kooner: Carillon Court car park is full on a Saturday but quiet on all other days. Difficult to access and leave – causes traffic congestion

R. Perret: In BIDs first term, parking was looked at with White Young Green and more parking was suggested. The place highlighted for this was at Aumberry Gap, which is now being turned into Student Accommodation.

SW to look at traffic flow

<p>Business rates are killing the town. Loughborough was a portas pilot town. Perret and Co- give free parking to the town and clients don't make the use of it because the feedback of the town is poor. There are beggars, its dirty, grotty, antisocial behaviour which is all off putting to visitors for coming into the town.</p> <p>T.Windham: We saw police holding someone in the town down the other day, which is off putting especially for people with children.</p> <p>R. Perret: We have good links with the police. This is a pivotal moment with the town deal to be transformative. Brands bring footfall but if we go too far it will be harder to come back.</p> <p>R. Mitchell: BID is an asset and it is good to hear these thoughts and for us to take on these considerations. £25 million will make a difference but it can't do everything. We need to look to use the money in the most effective way that will have the best impact on the town</p> <p>A. Rhodes: let's get the BID survey out and have another meeting afterwards to discuss findings in more detail. The survey will go out on the 2nd March and we will contact the businesses to get another meeting after this.</p> <p>M. Tyler: Loughborough is a great town, but we need to make it great again</p> <p>David Pagett Wright: need to liaise survey with the town deal</p> <p>L. C. Newman. Meeting ended 7pm After Meeting discussion to note:</p> <p>J Marson & K Miah – Massive issue with antisocial behaviour on High Street and in the town. Where is the Police? Drug use is very public and putting people off from coming into the town. Need to address the begging issue and get a message out to the public that the beggars are just after money to feed their drug habits. Need a public campaign to stop people giving money to them. They are also shop lifting and then selling to generate cash for drugs.</p> <p>Need to work with Police and CBC urgently to get these people off the streets</p>	<p>LB – Arrange another meeting</p> <p>LL to look at getting a message out on social media</p> <p>LCDG</p>
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