



Love Loughborough BID Board Meeting, Thursday 28th May 2020 at 2pm

Minutes from the Board Meeting

Remotely due to Coronavirus via Zoom

In attendance: Lez Cope Newman, Sarah Goode, Johnathan Morgan, Kelly Hill, Lisa Brown, Jenny Boker, Jane Hunt MP, David Exley, Baljit Kooner, Sylvia Wright, David Pagett Wright, Rebecca Garrett, Sue Blount

1. Apologies/Introductions

Apologies: Charlotte Havis, Celine Patel, Lou Cavner, Rob Mitchell, Helen Harris, Tom Mackay, Sgt James Thomas, Andy Rhodes, Natalie Glass, John Ashford

2. Declarations of Interest

None

3. Minutes arising from the minutes held on Tuesday 12th November 2019

None

4. Matters Arising not on the Agenda

There were none

5. BID Company Operational Update

LB

a. Office Space

LB: From March to now there has been a lot of changes due to the Coronavirus. BID levy went out in April and only a fraction of what we normally receive has come in. BID is operating on bank reserves. Due to this a decision-making board was put in place so decisions could be made quickly to adapt to the situation we were in.

Office space was an issue. BID gave up a room at the office that was no longer required to reduce costs. We had already paid the full amount of rent which

meant that we have paid rent up until 26th June based on the money back for this room.

CBC have offered to rehome BID, not sure where yet, IT are looking into the computer/Wi-Fi side of the move. BID landlord can offer BID a rolling week by week contract to keep BID going until BID can vacant the premise.

BID team is currently working remotely and in contact via phone/email/zoom on a regular daily basis.

b. Project Suspensions.

LB: Projects were all suspended due to costs.

All events postponed for this year.

Wi-Fi continued as the university look at footfall for the town for their statistics.

Loyal free is continuing as this is paid for up until July

Radios and recycling were both suspended

6. Budget Update

a. Current Funding.

LB: core delivery for the year is £150,000

There is currently £26,000 in the bank, £10,000 rate relief was received and £62,000 was collected in levy (30% of the usual amount collected at this time)

That left £98,000 which is £50,000 short.

This shortfall was given to us in a form of a grant from Charnwood Borough Council to provide business services to the borough which will then allow BID to operate until the 31st March 2021 (when the next levy bills will go out)

LB: BID Ambassador is redeployed as her current role was unfulfillable. BID ambassador has been calling businesses about grants available alongside KH. Ambassador contacting businesses about outstanding levy. KH and CP actively calling and contacting businesses in the town and wider borough.

b. Levy Collection

LB: active calls/contact/emails are being made to chase payments

7. COVID-19 Report

a. Business Grants / Funding

SW: Charnwood Borough Council has distributed over 90% of funding which equates to a total of £29.46 million. This is made up of £8.4 million in £25K grants, £3.12 million in £10K retail grants and £17.94 million in £10K SBRR grants.

Top Up Grants - Discretionary grants guidance has been received and the application form will be available next week (w/c 1st June) The application process is open for 2 weeks with then one week for staff to review.

Therefore, by the 29th June payments should be raised.

There is however no idea on the demand it might see.

There will also be a fund available to market traders

b. Current Situation

i. Businesses currently trading

LB: Essential trading is open, such as banks, convenience stores. Other businesses are diversifying to trade with takeaway and/or deliveries and reconfiguring their premises. This includes businesses such as Cheesecake Shop, Dolcino, Olivia's Bakery. Florists are also offering a delivery service such as Fleurs en Fleur and Madeleine's Florist.

ii. Problems Arising

LB: Some convenience stores had nothing in place for safety, no ppe, no sneeze guards etc. LB did an assessment of the town and the businesses who were trading and assisted those who needed guidance. Floor distancing stickers were sourced and delivered these to the businesses as required.

There are large queues outside Barclays Bank, which wasn't so much of a problem when everywhere was closed but needed to be addressed now more places are opening. BID, CBC and Carillon Court all working closely with Tom at Barclays to resolve the problem. Tom has been very

helpful and has constantly made adjustments and changes to resolve the issue.

Public toilets remain closed, so no hand washing facilities in the town.

Car parks are open and free to avoid touching the machines and having queues.

D.E: car parking is free at the rushes. There may be possible changes from June 14th. The car park is run by NCP so they will decide on what action to take. It will be cashless when it reopens.

B.K: Carillon Car park is cash only but will be cleaned regular and hand sanitiser station in place

c. Trading Safely Campaign

SW: The outside space is being looked after by Charnwood Borough Council; this is the space in the town but also the surrounding villages in the borough.

Teams have been out on foot mapping areas and aerial mapping is also being used. They are gridding the urban areas so they can see where hotspots/shops are and then CBC can work with their partners such as the police and highways.

Floor graphics in the town have been implemented, with 2 metres apart stickers and end of queue signs. There will be 'helpers' in the town making sure these are adhered too. CCTV will help monitor the town and retailers will also be in charge of monitoring the outside of their shops with door staff etc.

LCN: Is it worth looking to implement the new market layout that was discussed previously?

SW: Public have responded well to what is in place now. More things need to be looked at, need highways to work with us re narrow pavements, cycle tracks, restriction of parking bays etc

DE: Took the template of what is in the town to implement in the Rushes. Good to keep the continuity all over the town

SW: Great idea.

B.K: Carillon has end of queue signs in place too

J.H: The market looks superb. Has heard lots of complimentary comments.

Currently lots of people outside Barclays as they have been offering business banking advice and guidance to all town businesses regardless if they have an account there. This is great but wondered if they could have a pop-up shop which would help queues and spread out people?

B.K: Will talk to Tom on this next week to see what they can offer in the Carillon

d. CBC Partnership Campaign

LB: Charnwood Borough Council has agreed a SLA for BID to produce a safety leaflet that will be available to all businesses across the borough.

BID (KH and CP) has been contacting business also across the borough to inform businesses of grants and to help them to apply for the grants that are available.

BID will also support over 5,000 business across the borough by creating a database, that we can then use to inform businesses on advice and guidance.

The branding for the leaflet is of BID and CBC to make it cohesive and has been put together by CH

The idea then could be for a Love Loughborough to carry on and evolve to the other towns i.e. Love Birstall, Love Shepshed etc

e. Crime & Safety Update

LB: The police couldn't attend the meeting as they aren't allowed to use Zoom. James Thomas sent an update. (full update attached to email)

There are vacant units in the town that the police have been monitoring and keeping an eye on. Commercial burglaries are low. CCTV is still operation and the BID Ambassador is in close contact with them. Beggars in the town have decreased but still there. A prolific shoplifter was in the town but has since been arrested.

The police are looking to a plan to help with the night-time economy.

8. Market Towns Update

LB: Monthly meetings are still taking place remotely. SW is now on the board too.

Market towns want to make sure that everything happens at the same time and that there is continuity across the borough i.e. if car parks are free in one town they are elsewhere. This will make sure people don't move to shop in one place because of the free parking.

9. LPL Tourism Update

SW: Leicestershire Promotions is supporting tourism to Leicestershire. They are working alongside the City Council, Visit England and the Districts.

There is a 3-phase project from survival and supporting businesses in a 1-1 capacity, offering advice, guidance and support. It then moves on to emerging strategies and looking at government guidelines, carrying out risk assessments and then they can have a certificate which will help to build confidence

10. Project Update

LB

- a. WiFi & Geosense - still fully operational
- b. Ambassador / Retail Radio

LB: Pubwatch radio was suspended (apart from Slider Town) but retail radios for those stores still open has continued (M&S, Tesco, Sainsburys etc)

- c. Recycling

LB: Recycling was suspended, staffing at Serco needed taking into consideration as crews were limited and teams going into isolation. BID had to be mindful that black bin waste was prioritised with their teams so recycling was suspended and then brought back on a fortnightly basis. This is now to be reinstated on a weekly basis and be the same as it was prior to the coronavirus. More businesses are getting back on track and the market is being reinstated so seemed sensible.

- d. Loyalty App:

LB: KH initiated a delivery and takeaway trail at the start of lockdown to promote businesses to the public that were still open. This is being amended week by week as businesses change and diversify. There are currently 29 businesses on this trail.

Offers and discounts are still being responded to from businesses and going on the app.

e. Lockdown Challenge:

This was initiated a few weeks into lockdown to engage the public, keep BID presence and engage with businesses where we could on another level. There has been a weekly challenge from colouring, to quiz's, to photography challenge. From the heart (tattooist in the town) drew the colouring competition template and MP Jane Hunt and Loyalfree kindly sponsored two of the challenges for £100 each. A winner was chosen for the weekly challenge winning £100 of Love Loughborough vouchers to spend in participating shops when they can reopen. 28 business will be accepting the vouchers, where BID will then reimburse for the amount spent there.

11. Charnwood BC Update

- Town Fund

SW: The town deal board will draft a plan for 12th June. Market research and online surveys will be carried out, so the data reflects a good overview of all demographics. 15th June the online survey will open. LCN and LB are on the board

- Bedford Square Project

SW: Public engagement secured cabinet approval for delivery of the plans. Full drawings were submitted to highways and improvements were made based on the mobility and safety evidence.

This will include widening of pavements, additional pedestrianised road crossings, dropped curbs and pedestrian friendly carparking bollards.

LCN: This is good to hear

12. Any Other Business

LCN: asked about the bounce back loan, first time he applied it was declined so applied again and still waiting to here back and its been weeks. Other business have experienced a similar thing.

J.H its taking a very short amount of time with some businesses so she will look into via the direct map route

J.M thanked everyone for their hard work and noted he couldn't understand why businesses are getting all this support they don't pay their levy.

J.H mentioned that people might not be flying abroad this year but want to do something in the holidays so may have some spare money to spend. She thought it would be good to investigate this further

J.B asked about Loughborough by the sea or the opportunity for other community events as restrictions are lifted

LB: Noted that LBTS would not be happening this year due to cost implications

JB: wondered if this is something that could be looked into to explore further

LCN: asked if there was an update on the buses

SB; that buses have cab screens in place and hand sanitizers in place too. It is mainly keyworkers using the buses

JB: noted that if buses were quiet were all routes still viable

SB: noted it was too early to tell but routes may change in the future

LB: Asked if there was any information on the BID resilience grants as some BIDs had already received their grants from CBC .

SW. noted that she hadn't heard anything but would follow this up

13. Dates of next Meeting:

TBC

LB: A date will be set for around a months' time. This will be in the daytime.

LCN: Thanked everyone and the meeting ended at 3.30pm