

## **AGENDA**

### **Love Loughborough BID Board Meeting**

**Tuesday 7<sup>th</sup> July 2020 at 12.00 noon**

**Via ZOOM**

#### **1. Apologies**

Helen Harris, Sgt James Thomas, Karen Barnett, Natalie Glass, Andy Rhodes, Celine Patel, Caroline Nash, Michael Stokes, Darren Jones, John Ashford, Jonathan Morgan, Sarah Goode

In attendance: Lisa Brown, Lez Cope Newman, Kelly Hill, Rebecca Garratt, David Pagett Wright, David Exley, Sylvia Wright, Charlotte Havis, Roger Perrett, Tom Mackey, Jenny Boker, Jane Hunt MP, Mike Tyler

#### **2. Declarations of Interest -**

None

#### **3. Minutes of Meeting held on 28<sup>th</sup> May 2020**

No issues

#### **4. Matters Arising not on the Agenda**

No issues

#### **5. COVID-19 Update**

Lisa Brown:

##### **a. Love Loughborough Update**

Business Grants have now been allocated including the discretionary grants.

Successful applicants included Tylers (£25K and the Basin £10K).

The full report has not yet been received to know all the successful applications.

Business Update: we have now seen the return of opening for hairdressers, barbers, leisure attractions and the hospitality sector.

Approximately 50% pubs re-opened at the weekend across Loughborough.

Most cafes and restaurants are now open in some capacity and we can see more of a phased opening over the next few weeks with the remaining ones that are yet to open.

Cineworld Loughborough confirmed opening as of the 31<sup>st</sup> July, Centro Lounge 22<sup>nd</sup>, Starbucks is open.

No news presently for Pizza Express or Nando's

Confirmed closures are Bella Italia, Fenway's and Energie Fitness

The Rushes is now nearly fully open

D.E confirmed that Subway, Pure Gym and Argos are still presently closed in The Rushes

LB: Carillon Court, is now also almost fully open

Wards End we know is struggling, in the next few weeks BID want to start some targeted campaigns to get shoppers to go and visit certain areas of the town to increase footfall. Maybe a trail or competition around that area so they can win Love Loughborough vouchers that can be spent in that area only.

R.P: Can we make sure any improvements/plans for that area of the town are communicated to the businesses, it is really important that they are kept aware of any situations.

L.B: BID put in support for these sectors to ensure a safe opening – (SW to update on measures put in place shortly.)

Trading Safely Campaign was a success and we are still getting requests for PPE from businesses although this has now slowed down as more businesses have reopened.

Businesses that are still closed are – nail bars, beauty salons, tattooist, gyms, leisure centres, swimming pools, indoor play and currently Laser Quest (this is classed as indoor sport by the WHO and still remains closed)

No questions.

b. Charnwood BC Update

SW:

It was good business in the town at the weekend, especially for hair dresses and barbers.

The main focus was on pubs, as we didn't want Loughborough hitting the press for any negative comments.

Charnwood Borough Council had 12 stewards on the day from SP Security that were working alongside the police to make sure the town was safe. The stewards had access to the retail radio which then linked to CCTV and the BID Ambassador. SW was acting as silver control for the whole weekend to maintain a consistent approach .

12 teams monitored and visited the pubs across Charnwood with the police, so they had real time data.

Villages had good systems in place and were operating a track and trace system. Pubs welcomed the stewards and it was very positive.

Town Centre: For the town there were some problems in certain pubs, this was from potentially not having good systems and procedures in place initially.

The public were refused entry if they didn't have ID and underage drinkers were reported to the police.

Pubs with difficulties closed early, some were lacking security and as a consequence didn't open on the Sunday.

There is a police debrief today, where lessons can be learnt for this weekend. We will see what the police say in regards to having stewards on this weekend or not.

LCN: noted it would be good to have stewards on whilst the lockdown in Leicester is still on.

JB: Asked which pubs were affected and if police can close pubs that were not acting on these procedures?

SW: Track and Trace is advised by the government. The police have strict rules of what they can and can't do and it is still classed as guidance. Pubs are advised to put procedures in place.

LCN: one pub which is not on pub watch and had some issues is being followed up by licensing at CBC

JB: if pubs are not following track and trace, their customers should know as this could affect their health in the future with the virus.

SW: pubs with the issues have been reported to licensing. Will pass the names of the pubs and the report that was completed onto JB separately.

LCN: Pubs seemed happy with the security and thinks it should be repeated for the next 3-4 weeks.

JB: thanked SW for her work with this

DPW: Thanked SW for her work also. DPW noted that this was voluntary of the pubs and not a legal requirement. He hoped the struggling pubs learnt from this, its new territory and we have to learn and make adjustments and move forward.

RP: noted that if some youths were not allowed in the pubs they might congregate around the town and deter people coming into the town which could affect trade and affect the reputation of the town.

SW: wasn't surprised for this weekend as it was built up as 'Super Saturday' Police were quick to act. Police have more intel on what happened and how it was dealt with.

MT: For the track and trace Tylers asked customers to sign up for their loyalty scheme at the same time and then everyone that did got a free hand sanitizer, so they made it work in their favour.

LCN: well done- great idea.

DPW: Underage drinkers with fake ID can not get into pubs and worry where they might congregate in the town as a result

SW: We will know more from the police after their briefing and how to move forward for this weekend.

c. Leicestershire Promotions Update

SW: They are continuing to support businesses with 1-1 support, sending information out. They are working with Visit England to communicate information to businesses. SW will send this to LB to communicate out.

LCN: Has been to all the LPL meetings and has found them very useful. Loughborough University came out on top for how they acting and preparing for students to come back to campus. Imago has done really well also.

SW: people from Leicester were refused entry on track and trace

LCN: Him and Lisa have been doing interviews with Radio Leicester who have been very positive on Loughborough and what we are doing as a town as a whole.

d. Police Update (NTE)

LB: Full report will be attached. KH to send with minutes of board meeting. Partnership working with CBC, Police and Love Loughborough is going really well and making a big positive impact for the town.

A shop lifter in the town has been arrested, which was a direct result of the effective use of the retail radio.

Drug usage near Barclays Bank side alley is being addressed with extra resources being put in place.

6 extra officers are also being put on patrol on a Saturday night to monitor the town and help with the night-time economy.

Beggars in the town have decreased, showing that the civil injunctions are working.

Please note that catalytic converter theft has gone up around Ashby Road Sainsbury's car park area.

e. LCC Update

LB: HH has sent an update that KH will attach with minutes. The main point being the grant funding which has been secured.

LB: Independent retailers are eligible for these new grants. Retailers are normally not eligible but this time they are which is a positive step.

This will launch in Mid July- Love Loughborough will send information out.

## 6. BID Company Operational Update

a. Office Move

LB: We have now moved out of Leicester Road, it took two days to move but we are now moved into Southfields.

Essential workers only are allowed in the building to work, which will mean that only the Love Loughborough Ambassador will be based there.

CP is on hand to help businesses when needed.

CP is around and fully operational full time.

The BID telephone number will stay the same and the BID accountant will update companies house of the new address.

An update on social media and to all businesses in the BID area has been sent out and we are updating our suppliers list.

DPW: If it is essential workers at CBC, the lack of people will then have an impact on the town in terms of spend, not buying lunch, shopping etc.

JB: asked if reception workers were due to start

SW: Reception staff were due to start but some travel from the new Leicester lockdown area's so this has been postponed for the time being.

LCN: income for BID is down so we thank CBC for helping us out and rehoming us until March.

b. Project Update

a. Solomon CRM

CH: Solomon is a new CRM system that we have just acquired that is purpose made for BID's.

Love Loughborough currently work off lots of spreadsheets, which means duplication and it takes a lot of time.

With the CRM it is a one business listing with tabs that you can add. This makes it easier to manage, quicker to maintain and track and various touchpoints can be monitored in more detail.

We can pull businesses up and see a timeline of what they have been offered, actioned, requested. This can then depict the value that they have had as a business from BID.

The ambassador can also note when bags have been delivered in the day and see how many businesses have been visited in a certain time frame too.

With the new funding from CBC we also have over 5,000 businesses to contact and communicate with so we needed something to make this as easy as possible.

Solomon allows you to section businesses via location, postcode, area etc so it will make tailoring communication a lot more simple and effective.

Set up is quite quick, we just need to sign the GDPR notice and give a days training to the Love Loughborough staff.

The CRM will also be good for when we come to Ballot as we can tell businesses how much value they have had from BID.

LCN: We were shown this years ago but it was expensive. Rugby have it and it works very effectively and now the costs are significantly reduced

RP: thank CH for your time on this

LCN: thank you BID. Businesses he has spoken to have said that Love Loughborough has produced more information than the Federation of Small Businesses and the information we have sent out has been clear, concise and helpful.

b. Retail Radio / Pub watch

LB:

Majority of radios now back in use and operational.

CP is re-issuing radio training where needed.

CP is now fully operational and available day to day.

If you have any issues with radios please contact CP direct

CCTV have noted that McDonald's are still not using their radio correctly and this needs to be sorted. Add to actions to address\*

c. Christmas Lighting

LB

Love Loughborough is currently operating on core facilities and have no budget to install Christmas lights but feel that businesses will want the icicles and high street scheme.

Could leave the lamp columns.

We have different options

1. Get back from the contractor & store somewhere else
2. Continue with contractor but its £12,000 plus £1,000 for testing

We need to make a decision for the next board meeting.

SW: CBC will put up their lights this year. Light switch on is to be discussed in the future as presently government guidelines would not allow it. A Christmas market is being planned.

MT: what is the percentage cost for the storage of the lights as they have some facilities that we might be able to use.

LB: they maintain and test the lights when they are in storage before, they install. It isn't local, it's only been one set cost before as maintain and storage is all one sum.

MT: Keep them in the loop if look for new storage

d. Events

LB: In talks with SW about events, but the term event can't be used. Darren Jones wants to look to do something, but we can't encourage mass gatherings at one place at one time. Stages etc are therefore not allowed.

We can look to do a market, trail, stalls as people would arrive at different times etc. A time for congregation isn't allowed so no live performances or stage.

We could look to do something focused around the park.

SW: Darren is bringing his first ride back into the town this weekend.

LB: Lets get over the Leicester lockdown and look after this point. LB and SW to arrange a meeting next week to discuss future plans

## **7. Town Deal Update**

DPW: 100 towns have been selected to received the money and Loughborough is one of those towns. The money is to help towards town life. The deadline is the 31<sup>st</sup> July. Loughborough is sticking with this time frame and David Marlow who is submitting the plans is sticking to this date too.

A draft plan has been put to consultation via an online survey which closed on the 5<sup>th</sup> July.

Feedback from this will be analysed and a board meeting is scheduled for the 24<sup>th</sup> July. It will be sent to government on the 31<sup>st</sup> July.

Some upfront funding is available for Loughborough mid-August that we will also apply for.

There are 4 points to make note of for it;

### **1. Loughborough to regenerate the town**

2. **Preparing people for the workplace including upskilling people**
3. **Smart/green technology in the town**
4. **Innovation city-life science and engineering**

JB: Has the Generator Project board put in their application form yet?

£1.57 billion has been promised to the arts, culture and heritage sectors, some in the form of grants some in loans.

DPW: Generator Project has received the pro forma and they have a draft in place. For funding, LLEP had funding and so did county. Need to see how we can unlock it

SW: Town Hall is probably not in the running but will investigate it. Lottery grants were suspended. JH to find out if Town Hall would be eligible.

## 8. Footfall Report

CH: Figures are attached and will be sent out with Board minutes.

This weekend (Saturday 4<sup>th</sup> July) compared to the weekend before was up by 3,000 people, however compared to the year before, on the same weekend it was 13,000 down.

## 9. Budget Update

LB:

Bank Balance is currently at: £115,871.00

March Levy:	£20,471.00
April Levy:	£54,207.00
May Levy:	£45,012.00
<b>Total:</b>	<b>£119,690.00 / £250,000.00 (47.8% collected)</b>
Grant received:	£10,000.00

Still waiting for Gov BID Support Grant - £12,700.00 & Charnwood Borough Council Grant of £50,000

SW: This money has been received and will look to sort it moving across

RP: 53% not paid can we get a breakdown of this to see it comparatively of independents v's nationals.

Thank you to CBC for their contribution and acting so quickly on this

LB: Not had June levy in yet. Nationals are normally on a 3 month payment run so this up now so this should come in soon.

Love Loughborough contacted all the businesses direct to tell them what they owed, and how to pay it. We have been chasing whilst telling them about the grants at the same time.

We will get a new list from Capita so we can get a better idea of who has and hasn't paid.

## **10. Any Other Business**

Jane Hunt: Now with Bella Italia closing, she can contact large nationals that aren't here like Burger King or Zizzi's to see if they want to come to the town. Might be a nice offering for them.

Wondered about a ticketed event for Christmas? Was thinking something in Tylers?

MT: can only have Christmas upstairs and they don't have a service lift, so people with pushchairs or wheelchairs struggle and then it can be a disappointment.

LB: Could talk to Baljit at the Carillon for a spare unit for a ticketed grotto like event (they do this at Twinlakes successfully with timeslots)

JH: If it's a ticketed event, they have times and dates so no mass gatherings.

Have had someone ask about an indoor skate park too.

LCN: knew about this and it is being dealt with

RP:

- Generator project is still progressing. Thank you everyone for the support they have shown, there have been a few obstacles but have vision to deliver
- The McDonalds end of town and with the new German Kebab shop, worries it could attract a lot of antisocial behaviour. We don't want it to increase
- There are a lack of directors of business representation on the board. He would have thought that more businesses in the current climate would want to get involved. Can we look to attract more? Contact those Directors who haven't attended meetings in a while – LB to Action
- Devonshire/wards end project, will cause a lot of disruption and communication is needed to keep the businesses in the loop of what is happening.

T.M: Banks in Leicester have now closed but more stores are reopening across the borough which means the Loughborough queue will be less. They were seeing 300 people a day in Loughborough.

CH: We have been approach by a local start up business called Aspect 3 that have asked about doing a video on Loughborough to showcase some businesses and the town on how we are dealing with shops reopening and the safety measures that the town has put in place. What are people thoughts

JB: How much is it?

CH: £2,000 and BID would promote it on our platforms

JB: good value, sounds a good idea

SW: European funding is available to support safe return of retail. This video would fit the proforma. SW and CH to join forces to sort this out but have potential funding sources for this venture.

LCN: lots of apologies for these meetings, it is the same core people that sit on the meeting.

JB: is it people not paying that don't turn up for the meetings?

LCN: will look to send out a letter to the board members

Next meeting to be confirmed with the currently climate think monthly will be a good idea

Thank you everyone. Meeting ended.

ACTIONS-

Look at the Mc Donald's radios to make sure they are being used more

Look at the Christmas Lights at the next meeting

LCN: to send a letter to board member about the meetings

Aspect 3 – Charlotte & Sylvia

**11. Dates of next Meeting: TBC**