



## **AGENDA**

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

**Tuesday 8<sup>th</sup> September 2020 at 12.00 noon**

#### **Via ZOOM**

**1. Apologies**

AR: Apologies from: David Paggett-Wright, Jo Gregory-Bough, Emma Bishop, Mike Tyler, Lez Cope-Newman, Charlotte Havis, Celine Patel, Karen Barnett, Lou Cavner

**In attendance:**

Lisa Brown, Andy Rhodes, Kelly Hill, Cllr Jenny Boker, Helen Harris, Rebecca Garrett, Cllr Johnathan Morgan, Cllr Shona Rattray, MP Jane Hunt, Sylvia Wright, Sue Blount, David Exley

**2. Declarations of Interest**

None

**3. Minutes of Meeting held on 11<sup>th</sup> August 2020.**

AR

None

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

AR

None

**5. Partner Updates**

a. Charnwood BC

SW

Leisure Centre: This will be reopening on the 14<sup>th</sup> September, it is the last one to open in the borough. The swimming pool will also reopen. There has been a good response to the reopening and classes are being filled for when it reopens at a 90% capacity. A press release will be done in due course.

Museum: The museum is open. This opened for the August bank holiday and saw 74 visitors on its first day. Customers are being asked if they will complete an exit survey so we can monitor thoughts. A one-way system is in place for museum and the coffee shop.

Events: There is an event safety management team for all events, and they will be completing a COVID secure questionnaire for all events that will take place.

Fair: There will be a selection of children's rides on Devonshire Square and some sort of food offering/food stalls. The market for the first time will run alongside the Fair in the marketplace and stalls will be decorated with bunting. It is also looking like that there will be an announcement from the town hall balcony too.

Remembrance Sunday: There will be no parade in line with the rest of the country based on guidelines by the British Legion. There will be live footage and people will be encouraged to watch this from home. There will be a small procession from John Storer House to the Carillon, the Poppy drop and service will take place as normal. Footage for filming will take place prior to the day to put a video together that will then be put in the Carillon to mark this time during Covid and how Loughborough adapted.

Christmas Lights: There will be no light switch on as an event, but the lights will be on. This will coincide with the food plaza that is looking to be in place at the time. The plaza will be in the marketplace, currently CBC are looking at staffing, procedures and planning for this. It will be similar to the Derby model

b. Tourism Update

SW

With the SLA, Charnwood Borough Council are working with Leicestershire Promotions and are proceeding with the Placemaking Action Plan for the Borough.

This is in process and are finalising the brief for the uncover the story project. Great Central Railway and Bell foundry getting involved.

c. Police, NTE, LCDG & Radio Update

LB

Main issue for the police in recent days has been an emergence of youth ASB in the Town Centre.

The Police have been receiving complaints of young people around the area of Southfields Park. Police presence in this area has probably had the effect of

dispersing the group towards the Town. ASB issues involving this group are riding on the rear of the buses (clinging on to the bumper and back window) climbing on the bus stops, running in and out of McDonalds and riding scooters through the shopping centre. Some of the group are also responsible for damage to an empty property on High St and damage at the Ramada Hotel, these are being investigated.

The group have been raised at the LCDG and a review of each individual is being carried out in partnership with YOS. A plan to engage this group in the ASB incremental approach will be implemented.

Licencing checks continue to ensure covid compliance. All premises visited have implemented the requirements and have carried out professional risk assessments.

Begging has all but been removed as an issue from the Market Place and surrounding streets.

Beat team continue to engage with retailers to encourage the reporting of theft.

d. Leicestershire County Council

HH: Leicestershire County Council have 750,000 pounds in funding to giveaway and allocate. £207,000 has been allocated so far with £543,000 left to claim.

Charnwood Borough Council has applied for 7 out of the 35 remits.

Lots of event companies have applied as they can't put on events in their normal capacity and are moving to online events, which needs specialised equipment.

The applications have improved in quality and people are now adding quotes and account details which they weren't demonstrating before.

SW: Is there a timescale to apply?

HH: no, it's when there is no money left to allocate

HH: Information on this is being set to the different councils so they know what they can apply for.

## **6. BID Company Operational Update**

### **a. Solomon CRM**

LB: Solomon is in its infancy, but the team are getting used to working with it. We can log what actions a business has had and assign tasks to relevant team members. This allows us to see how much assistance one business has had. Not all information has been pulled through such as email addresses, so CH is looking to get this rectified.

b. Stay Safe Video Campaign

LB

These have been a great success and KH has shared via all our social media platforms.

Videos produced so far and have been promoted on our social media platforms are:

Body Transformations, Irish Clothing, Baobab Café, Beautique, Topshop, Tylers, McDonalds, Kinch Buses, Olivia's, Head Gardner, Hot Pod Yoga, Culver & Class, The Printers & Slider Town

To Do: Jam Garden, Revolution, The Organ Grinder (This is to focus on the evening economy and will take place on Friday 11<sup>th</sup> September in the evening form 7pm)

To Do: Fernandez Grill, Beacon Bingo, Centro Lounge, Fork in Chips, German Kebab, Sundae Gelato Corner (date to be confirmed)

c. BID Ballot 2021

LB: Has been in contacted Mo Aswat from Mosaic– in regards to the next ballot. Mo is pulling a proposal together. We are also looking at dates for when we can go to ballot. It will be next year not the start of 2022 as we do not want it to be straight after Christmas and that will mean that the campaign will also run over the Christmas period which we want to avoid.

We are currently looking for 2021 but we need to get dates to see legally when this will be.

LB to talk to SW as Love Loughborough will need CBC support for capital funding.

HH: Will there be a change of emphasis on the BID plan?

LB: looking at dates only at present, have not got any further

HH: to early to know what to include in the plan as times have changed

LB: Town deal to be included and BID support after COVID

HH: is there anything to extend the term from 5 to 7 years

LB: not seen anything on that

SW: The Devonshire square campaign will fit in with this timetable. Is there going to be a working group?

LB: will pull mosaic proposal and dates and then we can go from there, but yes that will be a good idea

SW: timetable needs writing up asap

## 7. Town Deal Update

### a. Living Loughborough Application

SW: BIDS put together a town deal but after talking with various people it seemed a good idea to do a joint application with Love Loughborough and CBC. LB and SW put one together and submitted by the deadline on 31<sup>st</sup> August. It's called 'Living Loughborough' and has a strong COVID response element. The idea is to support infrastructure of the town, to support the market, to support the events. For the town to be more of a destination through the infrastructure and technology. Elements and learning taken from the Grimsey proposal.

LB: Took inspiration from the Portobello Market with their sail across the marketplace. The space there is used all the time to make the town a destination, this is something we want to have in Loughborough

### b. Project POD Zero 4

AR: Put in a project for the town deal too for driverless, electric cabs/pods. The pods can be programmed to take people around the town or to the town. They could pick you up from the train station and take you to your destination in the town via voice control or the app. They are user friendly, ideal for people with disabilities or additional needs, forward thinking, create a revenue, would be talking point for the town.

The pods have seats and carry 4 people at a time, but you can get bigger ones. They are from Coventry and we would need to set up a company to run it in the town.

Would need charging stations and somewhere to home them but could sell advertising space on the pod too.

Would need to work with highways and currently legislation is an issue, although this is looking to be changed in the future.

JB: saw that these are being run in japan, seem very sustainable and the way forward. Can they run 24 hours a day?

AR: we are in control and can decide what we want. They could run all the time; they are low maintenance. We were thinking initially 6am-12pm but that could change. It takes away a drink drive element too. The driver is not responsible for the pod.

JB: what about people being drunk?

AR: We can control when the doors open when people are in them, they have cameras too

JH: Great idea, fab projects coming up for the town deal. JH is getting the small business Saturday bus back into the town, which will coincide with the time of the fair and could get a pod to show at the same time. Would be a good press opportunity to show what Loughborough is doing.

AR: can get them down, see what the town deal says to see if people are interested.

## **8. Town Centre Performance**

### **a. Footfall**

LB: 66% down in April when it was at its worst, which was inevitable based that we were in Lockdown.

36% Down in August compared to last year

The percentage is getting less, figures across the country show we are on par with other towns.

This is one of the reasons why the shop safely videos were released to show to the public that the town and businesses are safe to come back too.

### **b. Business Performance**

LB: There has been some movement in the town

New- Londis to open on Devonshire Square (which was the old My Local)

New -Turkish Barber on Wards End (formally was messy hair)

Emporium has been selling their paint at an amazing rate during lockdown. They are giving the shop a revamp from gifts to coffee shop as the gifts are not selling so much so will move that part online

New -Bed City – Bedford Square

New- Crazy Daisy – Bedford Square

New - N Money – Carillon Court

CVA is in place for New Look in Carillon Court

Not opened – the Kelso, which is now up for sale

Firefly will open at the end Sept in the same capacity as Revolution

No response from Echo's,

Vape HQ is due to open

Odeon cinema is still closed

Oh Deer will remain online only

Wards end is still very quiet, some pubs are performing very well.

AR: Mc Donald's sales are down by 40% but up from 8% to 30% with home deliveries.

Are doing very well with Deliveroo.

No footfall in the town and the new PPE and track and trace etc is very expensive

Have applied for a payment licence which came through in 48 hours which was great.

Can't see the footfall or people coming back as before this year

DE: Subway in the rushes opened last Wednesday

Argos is opening tomorrow (9 people can wait outside and some socially distance queuing allowed inside)

JB: if businesses can adapt and keep going it will get better, change for many is a good idea

JH: The Loughborough University is writing the guidelines on how students can come back for the rest of the country; they are leading by example which is great. We need the students to come back into town and spend their money

JH: What is happening with PoundStretcher?

LB: All PoundStretchers have been taken off the high street and are looking for retail parks to trade from. Currently looking at the Harveys Building in Regent Place

JH: any idea what will happen to old now vacant building

LB: no plans

AR: The new police presence in town makes the town feel safe

JB: it will establish a new way of life

LB: The Kickstart government scheme has now launched. Small businesses need to team up and need 30 placements not sure BID is right to look after this

JH: this would fit well with the Loughborough College

SR: had talks with CBC last week, lots of people are looking at how they can get involved with it

JH: Agreed it was for BID and needed expertise. Wants to keep it in the town to keep the expertise here and in Loughborough

HH: Hinckley BID also agreed that it wasn't right for BIDs but asked Hinckley & Bosworth Council to represent them as councils can act as a body

SR: there is no rep in Loughborough as yet but will keep LB and JH updated

HH: need to bring it to the market towns subgroup

## 9. Budget Update

### a. BID Levy Collected

LB: we've had a 55.5% collection rate of the levy to date

June bought in £6,000 and July bought in £9,000 in August brought in £23,000

+ Vat

Mar	£17,059.77	£20,471.72
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April	£45,173.22	£54,207.86
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May	£37,510.30	£45,012.36
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June	£6,162.14	£7,394.57
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July	£9,285.53	£11,142.64
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Aug	£23,429.99	£28,115.99
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Total	£138,620.95	£166,345.14
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Bank Balance: £92,654.20

Equates to £13K per month.

LB: Voluntary levy pays that did not want to renew are now coming back with new ones coming on board. Beacon Bingo have again just signed up and so have the Cedars Hotel

SR: what's voluntary levy

LB: people what are not in the BID area that want to join to have our benefits. If its promotion only its £100 to join

SR: is there a distance limit?

LB: All the voluntary payers are Loughborough so far, but we do not have a limit

**10. Any Other Business**

None

**11. Dates of next Meeting:** 6<sup>th</sup> October at 12.00pm via zoom

3<sup>rd</sup> November at 12.00pm via zoom