

MINUTES

Love Loughborough BID Board Meeting

Tuesday 3rd November 2020 at 12.00 noon

Via ZOOM

1. Apologies

LCN: Natalie Glass, John Ashford, Karen Barnett, Andy Rhodes, Sarah Goode, Thomas Mackey, Sue Blount.

In Attendance: Lez Cope Newman, Lisa Brown, Kelly Hill, Ioni Ashford, Charlotte Havis, Rebecca Garrett, Jenny Boker, Mike Tyler, Helen Harris, David Pagett Wright, Sylvia Wright.

LCN: We would like to Welcome Ioni to the team, she is the new Love Loughborough Ambassador, and we are pleased to have her on board

IA: happy to be on board and looking forward to getting started.

LCN: Resignation: Caroline Nash has resigned and the proposed new director Jason Cimurs. Caroline has been a big supporter of the BID since day one and we thank her for all her work, time and effort

DPW: is Jason part of the same organisation

LB: he is part of their senior management team and is the financial director for Gill Cooke

2. Declarations of Interest

None

3. Minutes of Meeting held on 6th October 2020.

No issues arising

4. Matters Arising not on the Agenda

No matters arising

5. Partner Updates

a. Charnwood BC

SW: Charnwood Borough Council are currently putting lockdown arrangements in place and looking at the government guidance.

They are also presently looking at arrangements for Remembrance Sunday, finalised plans should be in place later on today.

The council was prepped for tier 2 and communication on this had gone just prior to Lockdown restrictions. Last weekend the council and stewards visited the pubs and restaurants and passed on information on the Tier 2 rules.

Unfortunately the announcement of Lockdown restrictions was made during the Saturday evening which meant that Charnwood would only be in Tier 2 until 5th November.

After lockdown is lifted, it is anticipated that Loughborough/Charnwood will be back into tier 2 unless anything changes.

The shop safe shop local campaign supported by the return of the High Street means that most shops have to close unless selling essential items.

We are working with Love Loughborough to get messages out about local independent retailers online. Artwork for this and brief will be communicated with Lisa.

The installation of Christmas lights and the christmas tree will still proceed but with no switch on event.

Banners, TIP's/bollards will be dressed festive but informative and give the necessary information

LCN: can I have the shop local information for when doing the radio interview

SW: Yes. We can't promote people coming into town so need to get the right pitch over.

MT: Tylers will stay open in lockdown. The shop will be closed for customers to enter but people will be able to do a click and collect service. The guidance seems to indicate that this is something that they can do.

SW: Will check, this lockdown isn't the same as before, but we need clear answers of what we and businesses can do.

MT: There will be more people in the town than before, this will allow them to shop differently

SW: Will check with their enforcement team. They will have ambassadors and stewards in the town to help manage people

LCN: will they have a stall?

SW: Most likely, they will work in a similar way to the Highstreet helpers. Once they have the shop safe shop local advertising in place they will dress the town with it. The plaza concept and Loughborough Fair will not go ahead.

JB: The plaza will happen eventually

LB: do we have an update on grants?

SW: think it will be £1000 - £3,000 per month per business but will confirm this and send the information of to LB when has it

JB: Members will get the information tonight at around 5.30pm may have more information on this tomorrow

SW: BID did brilliant passing on grant information before so will look to so this again.

LCN: what happens to the money that is left from the previous grants that didn't get claimed for?

JB: Doesn't know, not my department but think it will be internally digested and wouldn't be for the public's consumption. It will be part of the internal financial management to sort.

The speed of delivery of grants from CBC was better than other councils.

LCN: some businesses didn't claim grants

JB: we all did everything we could to get that information out to businesses

RG: with the stewards, although they were good can they speak to management at venues direct before they pass any information on to whoever they see first

SW: Good feedback; will pass this on.

RG: with mask, what do they do if people don't wear them and say they are exempt? They are in a difficult position to enforce it, upset the customer or other customers for not making them enforce it. Had a customer complain that it was against the equality act after they asked them to wear one. What are the rules?

SW: will pass this on to environmental health. Stewards are the eyes and ears and will keep a look at for this, they can get a general overview of compliance and then they can focus and target places.

JB: Do we have more wear your mask posters?

LCN: they are in my porch for businesses to collect

LB: talk to Andy Rhodes, he doesn't let anyone in without a mask

RG: what about the equality act?

JB: new covid rules oversee the equality act. They must have a mask this is over and above the equality act.

SW: send relevant information to Charnwood Borough Council so they can assist.

DPW: Didn't know this covid mask rule was over and above the equality act

JB: business are allowed to act safety and say who enters and doesn't enter.

SW: will confirm this.

DPW: There seems to be daily changes and hard to keep up on it. If people can leave for click and collect for retail, it allows for grey areas on leaving the home.

JB: B & Q did click and collect in lockdown. Tylers would need a safely managed queue.

MT: plan to do this in Carillon Court

JB: it is to stop people going to into the shop directly.

RG: One other point. Can we have clarity on the delivery of alcohol.

SW: Yes, thinks they can deliver alcohol with a meal- will get clarification on this.

LB: Need appointment time slots for click and collect

MT: It will have time slots, people can also pull into the car park

b. Police Update

LB: no update sent.

c. LCC

HH: They had £750,000 in the business recovery fund. They have had 71 applications approved and 13 of those came from Charnwood Borough Council. This was the 3rd highest district.

LCC are looking into different initiatives and are extending the work club offer.

They will be overing 30 placements for 12 months.

JB: 30 placements sound brilliant

6. BID Company Operational Update

a. Lockdown Support

a. LoyalFree Trails

LB: We are finding ways to help the businesses. We had a food delivery trail from lockdown one that is still available for people to use and now we have

initiated a lockdown 2 trail focusing on retail and Independents where you can shop online or purchase via click and collect.

This has been promoted to all business and KH is working on putting it together on the loyalfree app.

CH is helping businesses to learn how to sell online via a website or through Facebook marketplace, which is good for smaller independents businesses. Other trails include the Christmas Trail.

b. Online Selling – BID

CH: will work with businesses that do not offer a website some guidance and discuss Facebook selling page. This allows quick impulse buys and stops people having to change platforms, they can be on Facebook and buy from Facebook instead of having to close the platform to find their website.

c. We are Local Campaign

CH: is working with 'We are Local' to get our High Street online. It is a platform to put our High Street on to generate larger and wider sales. This will be an ecommerce site for businesses to upload their stock.

The benefits are that it is free for BID for the first 3 months but free for businesses throughout. People can look at all the shops in one place. The 'we are local' tech team will set this up and help businesses where needed.

DPW: it sounds like a good scheme.

LCN: Are tips staying open?

HH: will check

LB: we will do the 'we are local' scheme for 3 months as its is free and see how it goes to see if it will continue or not. After the 3 month free period the fee is calculated at 3% of BID Levy (£256,000)

DPW: sounds good let's do it.

d. Grants / Guidance

JH: There is a debate tomorrow for lockdown we will know more information from that point. The lockdown doesn't seem the same as before, it is not as stringent. We need to get the R rate down.

Small business Saturday: there is no bus this year. On Friday 13th they want businesses to discuss how they are adapting. LCN to speak about Loughborough and what it is doing.

From 1st- 5th December want to encourage people to get back shopping. This will coincide with the best dressed shop window competition being drawn. Will look to extend the closing date now so more businesses will have time to do their windows.

JH: To send information to LB so BID can promote.

JB: number of coronavirus cases at the university are dropping.

DPW: not sure on the guidance for Moss solicitors and the professional services

JH: some information on the government website.

DPW: Some details on there but need further of what it means for them

JH: debate on Wednesday, more information will be released after that.

DPW: When does it end, does it include the 2nd December

JH: it needs to be a full 28 days in lockdown from the 5th November

JB: Some estate agents are still being asked to work inside with the door locked.

JH: that's ok if they can't work from home. It is up to the business to decide.

e. Advertising Opportunity

Advertising opportunity for 2 weeks on the big screen on Leicester Road.

Will utilise this for the Shop online campaign

7. Town Centre Performance

a. Footfall & Business Performance

In October the town was 50% down on last years figures. It had gone up in August but was still 26% down on last year but September it dropped. Yesterday it was up to 12,000 people in the town compared to the previous week where it as 10,000 people in the town. Indicates some last-minute shopping before lockdown 2.

DPW: down on last year not last week, figures for 2019.

LB: yes, the figures are for the year.

LCN: tried to get the crowd counter information but couldn't find it

LB: Will send over the link – its on the front page of the Love Loughborough website.

Business performance: McDonald's will be open for takeaway and delivery

LCN: has slider town been ok?

RG: they have just had their best month yet. Not the same lockdown as before, before they bought all the food, and it went to waste as had little notice. This time round they know what to expect and have adapted already so a smoother transition. Reduced menu is already in place.

JB: just need this circuit break. Far less confusing this way than tiers.

RG: it was hard to police before if people were from different households or not.

DPW: the danger will be with notice if people go crazy before the lockdown starts.

RG: they employ students and has been told that some are breaking the rules with large parties still

LB: will report this at the NTE meeting

JB: CBC will look into this and send out stewards to the areas breaking the rule

JH: Disappointed to hear this. They knocked on doors for those that were meant to be isolating and all of the students were there. So, some are still being strict and doing as they should. With students if 1 gets it and they share a house of 5 they all get it so passed in the household quickly. This is why we weren't moved up a tier sooner.

8. Budget Update

a. BID Levy Collected

79,000 in the bank currently

13,000 collected in levy in October

A team effort in chasing

b. Outstanding Levy Payers

LB: Sports direct and the courts haven't paid

JB: How much to the courts owe

LB: 1500

JH: she will chase them

9. Any Other Business

LCN: How is moss solicitors getting on?

DPW: best month in October

10. Dates of next Meeting: 8th December, 12pm.