

## AGENDA

### Love Loughborough BID Board Meeting

Tuesday 8<sup>th</sup> December 2020 at 12.00 noon

Via ZOOM

- |  |     |
|--|-----|
| <b>1. Apologies</b>  | LCN |
| Welcome: Jason Cimurs  |     |
| Apologies:   |     |
| <b>2. Declarations of Interest</b>                                 |     |
| <b>3. Minutes of Meeting held on 3<sup>rd</sup> November 2020.</b> | LCN |
| <b>4. Matters Arising not on the Agenda</b>                        | LCN |
| <b>5. Partner Updates</b>  |     |
| a. Charnwood BC  | SW  |
| b. Police & Ambassador Update                                      | IA  |
| c. LCC Update  | HH  |
| <b>6. BID Company Operational Update</b>                           |     |
| a. Business Support - Grants & Guidance                            | LB  |
| b. Christmas Lighting – update                                     | LB  |
| c. We are Locals – Shop.Loveloughborough                           | CH  |
| d. Shop Local Campaign   |     |
| a. Advertising (Fosse, Tesco, Screen)                              | LB  |
| b. Social Media  | KH  |
| e. Wards End, Bedford Square Improvement                           | LB  |
| f. Town Deal Update  | DPW |
| g. Hanging Baskets 2021  | LB  |
| h. Ballot 2021   | LB  |
| <b>7. Town Centre Performance</b>                                  |     |
| a. Performance Data - Footfall                                     | CH  |
| b. Pilot Initiative – Store footfall vs town footfall              | LB  |
| c. Case Study – Elephant Wifi / People & Places                    | LB  |

**8. Budget Update**

a. BID Levy Collected

LB

**9. Any Other Business**

ALL

**10. Dates of next Meeting:** 19<sup>th</sup> December at 12.00