

## AGENDA

### Love Loughborough BID Board Meeting

Tuesday 19<sup>th</sup> January 2021 at 12.00 noon

Via ZOOM

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|--|-----|
| <b>1. Apologies</b>  | LCN |
| Welcome & Apologies  |     |
| <b>2. Declarations of Interest</b>                                 |     |
| <b>3. Minutes of Meeting held on 8<sup>th</sup> December 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 - COVID  | LB  |
| a. Business Grants   |     |
| b. Digital Training & Support                                      | CH  |
| c. Shop.Loveloughborough Update                                    | CH  |
| b. Future Campaigns  | LB  |
| a. Advertising   |     |
| b. Social Media  |     |
| c. Print & promotion   |     |
| c. Wards End, Bedford Square Regeneration Update                   | LB  |
| d. Town Deal Update  | DPW |
| e. Hanging Baskets 2021  | LB  |
| f. Ballot 2021   | LB  |
| <b>7. Town Centre Performance</b>                                  |     |
| a. Performance Data - Footfall                                     | CH  |
| b. Pilot Initiative – Store footfall vs town footfall              | AR  |

- 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:** AGM – 23<sup>rd</sup> February 2021 time tbc