



AGENDA

Love Loughborough BID Board Meeting

Tuesday 8th December 2020 at 12.00 noon

Via ZOOM

1. Apologies

LCN:

Baljit Kooner, David Exley, Rebecca Garrett, Gary Bailey, John Ashford, Karen Barnett, Mike Tyler, Sarah Goode, Alvin Bailiss, Natalie Glass, Tom Mackey, Joe Marson, Kawsar Miah,

No Response: Lou Cavner, Roger Perrett, Zenib and Faiz Abbas

In Attendance: Lez Cope-Newman, Andy Rhodes, David Pagett Wright, Cllr Shona Rattray, Cllr Jenny Bokor, MP Jane Hunt, Cllr Jonathan Morgan, Helen Harris, Sylvia Wright, Sue Blount, Lisa Brown, Kelly Hill, Ioni Ashford, Charlotte Havis and Jason Cimurs.

LCN: Welcome: Jason Cimurs

2. Declarations of Interest

LCN: None

3. Minutes of Meeting held on 3rd November 2020.

LCN: None

4. Matters Arising not on the Agenda

LCN: None

5. Partner Updates

a. Charnwood BC

SW:

The council has been busy since coming out of lockdown and going into tier three. The regulations teams are out and about visiting businesses in the borough, offering advice and guidance. Generally, there is good compliance. There have been a few warning notices issued but not many. The team have

been visiting bigger supermarkets to check that they are COVID compliant. This week they will be moving onto larger shops and gyms.

The EDRF funding has paid for two new High Street Ambassadors that are working across the borough and will supplement the High Street Helpers. They will also be working closely with Ioni (The BID Ambassador).

The Shop Safe/Shop local campaign is ongoing, with ongoing positive messages and promoted in a festive way. This is working alongside the BID ecommerce platform to promote people to shop local and online. The CBC platform has 50 businesses listed on the website.

Grants: They are being issued by CBC. The grants must last up until end of 2022. It is an online process, with businesses having to apply online for the discretionary element. 580 businesses applied by the 19th November and have received their grants.

The market is back to full capacity, returning on the 2nd December. The stalls holders got a week with no fees.

The festive lights are up and look good, with many positive comments received by businesses and the public. Next year to mark the 800 year charter, when the festive lights come down the market lights will go back up with additional new lights. These will go up in the new year. There is a programme of activities that are being arranged within the core budget. This will include exhibitions at the town hall and the museum.

LCN: the lights look really good.

b. Police & Ambassador Update

IA: Police update sent by Gary Bailey:

“PCSO Phil Wright and I are looking forward to working in partnership with the new ambassador and are meeting Ioni in the Market Place on the 11th December.

Ioni has mentioned she plans to improve the efficiency of the retail radio.

This will build confidence, increase membership and encourage more reporting.

We would also like to discuss how the police can assist with the safe return of non-essential retail post lockdown, licensing matters and plans for events in the coming year.

We want to build a team Loughborough approach to tackle homelessness, begging, drug related ASB, theft, youth ASB and public order. Making the Town safer and maintaining the space as a pleasant Town in which to work and visit.

A new police priority is to tackle the issue of vehicles accessing the pedestrianised zone in the Market Place.

To date we have been out on foot patrols and advising drivers, most of whom are collecting food orders for customers of Just Eats etc.

We are looking at working with food outlets and CBC to allow everyone to trade safely and within the law.

Andy has started to work with the delivery companies, CBC and is looking at solutions employed by other Town Centers. The food collection service is something that is here to stay and has been expanding quickly. Many of the vehicles are taxis who are supplementing their incomes with food deliveries whilst the night time economy is on hold.

I have arrested 2 of our most prolific shop lifters in the past week. Both charged and remanded into custody. I would encourage reporting to continue and we are ready to deal with the perpetrators”

IA: Has a meeting this Friday with the police and PCSO where the town will be patrolled, offering guidance and advice to businesses & making sure businesses are trading within the rules and regulations.

There has been issues with arson in The Ruses Shopping Centre and the fire service are now involved.

Delivery drivers in the town are being monitored, whereby a public protection order for space will be looked at if needs be.

Generally, robbery is down but violent crime has increased.

Working closely with the High Street helpers, mainly helping with the elderly who need reassurance with returning to the town and shopping again.

Working on a new platform, that will be GDPR secure for BID, the police and retailers to be faster and more efficient at sharing information with theft in the town.

LCN: Youths are hanging around on the stalls near McDonald's, seem to be congregating there more. Also, the scrap bike is still there

IA: is looking at the bike

AR: Is aware that the Market Place and The Rushes have issues with ASB at the moment. There is nothing in store at McDonald's, but that could be because it is takeaway only at present. If people sit in, if the tier moves to 2, it might be a problem.

With the delivery drivers, they are independents that are contracted by Uber Eats, Just Eats etc and are not McDonald's staff. Home delivery is getting ever more popular which makes this more prominent and might also be the case with other food retailers. The police have been in contact with AR and AR is looking at a private events management company to come to the town and look and observe what is happening and come up with a plan of action to tackle this problem. AR is paying for this.

We can't ban the drivers as this would harm the economy so its looking at how to best manage it. Home delivery is accounting for 52% of sales at present so this is a big percentage that we can not harm as businesses are already suffering.

LCN: Thankyou for this. What is it like for Kinch Bus?

SB: They are facing issues buy they are reporting it. Night time is where most of the issues are.

C: LCC update:

HH: Kickstart scheme, the County Council are taking on placements at present. The City council is working with the work hub to help people with CV writing, interview techniques etc. This was for a specific cohort of people but now they are looking to make this more inclusive so people that are looking for a new job or have lost their previous job can access the help that is on offer.

Recovery Fund: 95 businesses have applied, £637,000 in grants have been issued and £113,000 left in the pot. 17 businesses were from Charnwood. Many businesses are asking for outdoor seating equipment/heating etc in the funding application so they can adapt their business to the current times.

LCN: it is a complicated process.

DPW: With the Kickstart scheme, Moss Solicitors have investigated taking on some placements, but it is a long and difficult process.

JH: is having a meeting tomorrow with the employment minister that will be looking at and addressing this to hopefully make it easier.

DPW; thank you.

JM: Can CC job scheme keep the people in the borough and not go to the city. We want to keep the talent in the borough and Loughborough

JH: will support the request with the college, the apprenticeship team at the college are working on the kickstart scheme. Its getting the network going.

HH: the LCC are joining with the City Council as the they are part of the employment hub.

6. BID Company Operational Update

a. Business Support - Grants & Guidance

Deadline was 3rd December 2020. Feedback this time was that businesses have found it very confusing to apply for. Some businesses got the grant automatically and some did not. The businesses were talking to each other and the businesses that did not get the grant automatically thought they would as others did and therefore did not apply and then missed the deadline.

The LL team have been available to offer support throughout.

A lot of businesses who are not tech savvy found it more difficult with some businesses not able to docu-sign forms required in other grant applications such as the LLEP grants. Thinks this is important feedback to pass back as it was a lot more complex than the previous form.

b. Christmas Lighting

LB. Icicles were put up on the shops with 1376m icicles being put up. (including Ashby Square, which was new for 2020)

Businesses really appreciated this, especially this year. It was important for us to support these businesses in this way and focus on this and less on the lamp columns that were not put up this year.

c. We are Locals.

Shop. Loveloughborough

CH: We have launched gift vouchers on the shop local platform, and we have seen our first purchase with £50 worth of vouchers.

We are locals is free for 3 months and it is charged at 3% of the BID levy.

3% BID Levy Collected (£256,000) – equating to £7680.00 per annum for Love Loughborough to pay.

44 businesses are signed up so far

17 are live and 3 are directories (so still have a present but sales are directed through their own website)

With the 27 that are not live, the team are working with them to make them live. This is because they need help setting up the payment process or uploading their products to the platform.

So far there have been 956 users to the site. There is no sales report yet, we are waiting this from the we are locals' team.

Fleurs en Fleur found it so popular that the rise in demand meant she had to turn off her online shop as she could not keep up with the demand.

We are Locals is a purpose-built site, unlike the Loyal Free Marketplace which means it would be slightly harder for businesses to upload their products as LoyalFree uses WordPress which We are Locals doesn't.

Both platforms are free for the businesses themselves. We are Locals has our branding with the domain of shoploveloughborough. LoyalFree would be free for BID but have their branding and we would be able to keep our shop name.

(See attached for full table of comparisons)

LB: Will put the decision process to the full board in a simplified way with links to the platform so they can decide which one we go for.

d. Shop Local Campaign

LB:

- a. Advertising using the We are Locals has commenced with an advertising campaign with Fosse Radio, a Tesco advert, big screen electronic screen just off Leicester Road. Flyers and poster have also been printed.

Vouchers for Love Loughborough will go on the LoyalFree platform as well and be on both platforms as no cost implications.

BID Board will need to approve this, as there will be a cost to BID if we choose the We are Locals platform.

HH: has been approached by Shop Appy do you know about this?

LB: Yes we have had a conversation with her before but it is very community focused where businesses pull their goods together and leave at a central hub

so would need staff to put the products together and a place for people to collect which we don't have.

We would need people to manage it which would be at a cost. The version we are looking at is more like an alternative to Amazon.

b. Social Media

KH:

A robust social marketing campaign has been implemented to promote the businesses that are on the shopping platform. Initially it was promoting the businesses and including the link to the shop on all of our social media platforms but now it is more strategic with showcasing specific products that they have for sale on the platform across all social channels. Photos have been taken of the businesses with a shop local board too which has been used in the marketing campaign.

The top social post this month were, christmas lights with 230 likes, Goodliffes at Christmas with 100 likes and an old picture of the town at 100 likes.

CH: we are also going to launch a shop on Instagram where members of the public can click and buy a product that is advertised that will take them straight to the platform to process the payment. KH and CH looking to getting this working in the next few months.

e. Wards End, Bedford Square Improvement – DEFER

LB: An email was sent to the businesses involved with an update of what is happening. Steve Dibner has a meeting on the 10th December with the cabinet. The tenders are in for the works but they are over budget so revised plans have been submitted.

DPW: The town deal has not met due to COVID. The next meeting is next month

LB: all the meetings are at 5pm which is tricky with peoples new working schedules at home. Juggling work and home life can be difficult can the time be reviewed?

DPW: This is something to look at and can be added to the agenda.

f. Town Deal Update

JM: The town deal needs some revision and will be amended and reviewed in January. We now have a scoring sheet, which will make it easier to know what they are looking for.

DPW: Still awaiting the letter of details

JM: this has not come back yet. The city team met with Rob Mitchell and the details were discussed which Rob felt happier with as we now have more clarification, and we can recomplete accordingly.

DPW: The plan was to complex, and we need to explain the actual projects with a better message to make it clearer.

LCN: Does David Marlow know the result?

JM: does not know

g. Hanging Baskets 2021

LB: Flowers need to be ordered now for next year's hanging baskets, the cost of which will be £16,000 - £18,000

Will email to full board for a decision on this

h. Ballot 2021

LB: this has been deferred until early next year, to coincide it with the AGM.

7. Town Centre Performance

a. Performance Data - Footfall

CH: 28.8% down in November which is understandable as we were in Lockdown.

Wednesday before lockdown commenced, the footfall was up, which shows people were getting their last-minute bits before the shops closed.

1st Saturday in the month footfall was down 50%

(See attached full report on footfall)

LB: we do not want the town to be busy, we need to be a safe town with social distancing but need to support the businesses, it's a hard balance to get.

Nottingham has had bad press recently on too many people shopping and have had to close their christmas market as a result.

JB: The shopping centres at the Range were busy in Loughborough

LB: Those shops could stay open in lockdown

JB: shows people were still shopping in Loughborough, do we have counters there?

AR: This is for BID area; this is a BID meeting, and the town centre footfall is down

LB: the counters are just in the town centre

JB: the point being made is that people are shopping still in Loughborough just maybe not in the town centre.

b. Pilot Initiative – Store footfall vs town footfall

LB: There is going to be a test pilot with cameras in stores so we can compare if businesses footfall is comparable to the town's footfall. People might be in the town but that does not always mean they are in the shops spending.

c. Case Study – Elephant Wi-Fi / People and Places

LB: A case study is being carried out in Loughborough as they see us as a high-tech town that is using the technology well. The case study will be looking at how we use technology to get figures and data.

8. Budget Update

a. BID Levy Collected

LB: This is what we collected:

Mar	£17,059.77
April	£46,021.72
May	£37,510.30
June	£6,162.14
July	£9,285.53
Aug	£23,429.99

Sept	£41,218.58
Oct	£13,573.13
Nov	£6,873.38
Total	£201,134.54

Bank Balance 2020 : £122,875.79

8th December 2019: £62,468.37

Love Loughborough have not had to rely on CBC grant. We have worked hard to collect this from calling the businesses and given up a lot, including our own office.

LCN: Thanked the team for their hard work on the debt collecting front.

9. Any Other Business

JH: carried out the best dressed competition this weekend. Thank you, Love Loughborough, for promoting this and sending the emails out to the businesses to keep them involved.

7 businesses were shortlisted, the judging team went round individually.

Baxter's won the competition for 2020.

Has a debate on Thursday regarding the futures of the high street that she is hoping to be allowed to speak at, can she use our footfall figures?

LB: Yes

AR: can businesses rates be addressed? The rates are not reflective of the time and were issued years ago.

BIDS need to make noise about this country wide too.

LCN: Good to see some new businesses coming to the town.

LB: some smaller independents are coming to the town, but the big ones are on the brink of collapse

JH: Will raise this point.

Certificates for the shop window competition are now available to sign, can LCN sign it please.

JB: Some awful looking shops on Baxter gate, do we know what is happening to them?

LCN: one is turning into a restaurant, the other has interest in it too.

DPW: Tiers are being revaluated next week, what is the turn around time if we move tiers and then them being implemented, as businesses will need to be ready

JH: wants the areas to be slit by district and not by city. The tiers will be reviewed on the 16th and any changed would then be in place by the 19th.

Does not know if we will change tiers in charnwood.

DPW: thanks, wanted to know more about the turnaround time.

AR: is ready with outdoor seating whenever the decision comes for us to go back into tier 2.

JB: Thinks the changes by hospitality with outdoor seating will be a good thing moving forward even if it has come about in a bad way.

Credit to mention to SW for the lights, the choice of lights is perfect.

10. Dates of next Meeting: 19th January 2021 at 12.00pm via Zoom.