



## AGENDA

### Love Loughborough BID Board Meeting

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

Via ZOOM

- 1. Apologies** LCN  
Welcome – Christian Allen-Clay, Kinch Bus/Trent Barton (Christian is the new replacement for Sue Blount)  
Tim Garratt – Slider Town  
Thank you – Sue Blount, Kinch Bus  
Apologies – John Ashford, Karen Barnett, Michael Stokes, Baljit Kooner, David Pagett Wright.  
In attendance- Lez Cope Newman, Lisa Brown, Kelly Hill, Charlotte Havis, Ioni Ashford, Helen Harris, Cllr Shona Rattray, Mike Tyler, Tim Garrett, Tom Mackey, Andy Rhodes, Jason Cimurs, Cllr Johnathan Morgan, Christian Allen Clay, Sylvia Wright, PC Gary Bailey, Cllr Jenny Boker, MP Jane Hunt & David Exley  
NB – MP Jane Hunt will be joining late & Helen Harris & Lisa Brown need to leave at 1.30pm
- 2. Declarations of Interest**  
None
- 3. Minutes of Meeting held on 8<sup>th</sup> December 2020.** LCN  
None
- 4. Matters Arising not on the Agenda** LCN  
None
- 5. Partner Updates**
  - a. Charnwood BC SW

The Highstreet helpers are still out and helping. They are presently focused on outdoor spaces such as the Outwood's and Charnwood Water. They are making

sure that social distancing is adhered to by the public. They are also monitoring footfall which will impact and determine the EDRF funding.

Work is in place to help businesses when the high street is allowed to open again. This is by way of new graphics/signage that is all around the 'shop safe shop local' theme. These will be on bollards, TIP's at car parks, issued to parish councils, shop signage. This is a co-ordinated approach with Love Loughborough.

Christmas lights will be taken down soon and new 'markets' themed lighting and street dressing will go up in its place.

The Charnwood online shop is still being pushed, this is focusing on the Charnwood businesses but does include some Loughborough town businesses too. It has seen 361 users and 74 businesses have signed up.

CBC have applied for the ERDF funding to be extended to beyond the existing deadline as lockdown has meant that it couldn't all be used as wanted and they need some funding to support businesses when they are allowed to reopen. This needs to be addressed as any changes to the plan of spend needs to be granted permission in order to use it in that way.

Environmental health is very busy. Priorities are helping supermarkets around the encouragement of mask wearing. More posters are being printed and distributed to help encourage the usage of masks.

It's the 800<sup>th</sup> celebration of the Royal Market and Fair Charter this year. The official charter was signed for the market on the 22<sup>nd</sup> January 1221 and the Fair charter was signed on 27<sup>th</sup> January 1221.

To acknowledge this the Sheriff of Leicestershire will read the Charter from a scroll which will be shared on social media. It will be filmed prior to the day and shared on the day to allow for any editing. There will also be a press release for the media.

The heart lights in the town are old and will not go up this year. New lights have been made using icons of the towns new market branding, which include a

banana, handbag etc. These will go up around the town. The christmas projectors were returned and with the refund the new market lights have been purchased, so no cost to the council. This commissioned market branding can be used on merchandise such as bags.

LCN: The christmas light's in the town hall windows looked good this year.

b. Police & Ambassador Update

IA: Is working on a new project that was initiated at Christmas. It has been found that 95% of retail crime is not reported to police so BID is looking at a new scheme to improve retail reporting. Love Loughborough want to support businesses in partnership with the police and the new scheme would be an approach when information is shared (whilst being GDPR compliant) This would make the approach seamless and more consistent.

The programme would build up profiles of offenders and BID to share the information with businesses and the Police. It is a recognised system, and we are now working towards the accreditation. Mansfield BID have this in place already and they have seen an 87% reduction in retail crime.

We will continue with the retail radio scheme alongside the Business Crime Reduction Accreditation scheme.

LCN: sounds good, thanks IA for her work on this.

PC. GB: great work, let the Police know how they can help

Police are currently working on problem management plans. Shop theft is down, and statistics are falling, but this could be due to under reporting, as IA has just mentioned. Police want to improve the confidence of the businesses to report crime.

3 prolific thieves in the town. 2 are currently in prison and 1 is going to court this month, whereby they are hoping to have him banned from the town.

LCN: Where is the boundary line of the town?

GB: We have a map that is issued that the police use

LCN: does it include Tesco Express on Leicester Road?

GB: It's done on an individual basis, if the individual has no criminal activity reported from certain areas such as Tesco on Leicester Road it won't be included in their ban. If all the activity is the town centre it will be this area that they can't go to.

LCN: lots of theft in Tesco on Leicester Road

GB: none is reported here, will go to Tesco and tell them if this is the case, they need to report it.

GB: Another issue that has been flagged by Cllr Ted Parton is vehicles entering pedestrianised zones in the town. Police don't want to stop businesses trade, but it is creating a safety issue. Police are encouraging drivers to use delivery bays and they are allocating officers to look at this more.

LCN: Where delivery drivers park on Baxter Gate is causing an issue for the buses.

GB: understand that buses get annoyed, will patrol High Street and Baxter Gate.

AR: Home delivery is up and can't see this changing anytime so, delivery is the lifeline for many businesses, and we need to be mindful that we don't make this more difficult for businesses. We need to look at if there is enough space for them to park. McDonalds Market Place is down £30-£40,000 each month. If we drive away this element it will be detrimental to businesses.

LCN: can we have an area in the town designated for this?

AR: UberEATS, Just Eats and Deliveroo all work on time, they have to be quick. If people are ordering from Shephshed then drivers have to use cars to get it there on time. Customer demand is high for food delivery now.

HH: when lockdown ends will it change, what are the key points of this in the day?

AR: We don't see this declining the times of increased demand are:

Weekends at breakfast time

5pm for teatime when the kids are back from school.

Students are later on. Busy until around 2am

Between 11-3 its really quiet

HH: this needs to be taken to market town subgroup to be addressed, are other towns experiencing the same thing. Take it to highways to look at too.

LCN: Could we use the carparks in the town.

AR: The turn around time for the driver to come and get the food back out again is 4 minutes. The car parks are too far away. They need to park just outside the business. Drivers are self employed and need to have a quick turnaround to make their money.

HH: will take this to Highways.

SW: Good idea. Look at this as a county-wide issue.

AR: knows this is true in Hinckley and Thurmaston as they both have a McDonald's. Leicester is incredibly busy too.

GB: Police don't want to penalise everyone and its good to all work together on this

Drug ASB is reduced. Police working with CBC. Working on an intervention order, gathering evidence on people and then working with youth support services. Issues more around Carillon Court and the Rushes. Police are working with security there so they can report more cleanly and extensively on these people. Police are also looking to get funding so the security teams can have body cam equipment.

LCN: thanks Gary

c. LCC Update

HH: Leicester Recovery Fund is now closed.

Monies have been allocated. 220 applications were submitted, 106 have been supported. It has allowed 234 jobs to be secured. 18 applications were from Charnwood.

HH: businesses in the hospitality sector are struggling, can I get a contact for someone at CBC looking after this.

LB: will send the details over

SR: when will businesses be reimbursed

HH: they need support invoices.

SR: With the two different grants, referring to the smaller grants.

HH: That was issued by the city council not county.

SR: Both issued from the business gateway. Grant email will go to businesses today and it will be paid in one payment.

(JB arrived to meeting)

## 6. BID Company Operational Update

### a. Business Support - COVID

#### a. Business Grants

Will send an email out to businesses on benchmark today about the grant information. If they don't receive the email from CBC, then businesses will need to apply. Amount for the discretionary grant is being finalised.

#### b. Digital Training & Support

CH: has tidied up the COVID page on the website, there was lots of information being added but as the pandemic has gone on it was becoming difficult to find the relevant information needed, so it is now in sections so its easier to navigate.

LB: Applied to CBC for the Reopening of High Streets Grant that included digital training and creating a Charnwood business database. If Love Loughborough are awarded this, we will need to outsource some of this work as we don't have the capacity in the team to do it ourselves.

If we do or don't get the funding, we will still progress with the digital training side for businesses.

CH: if we don't get the grant, we will still be providing this digital training on offering digital support. We want to widen our reach with virtual training, to assist with getting businesses online, on social media, selling on social media. This is be put together as a suite of offerings. We will also be initiating campfires of professional people to offer their expert advice to businesses. Our first one will be with Dean from Barclays Bank in Loughborough. Thank you, Tom at Barclays, for helping us with this.

#### c. Shop. Loveloughborough Update

CH: 51 businesses have signed up as a directory or as shop selling their products. KH has been actively contacting and calling businesses to sign up. In December we had 712 users and 3,000 engagements on the site.

We have received £399 in sales across 13 orders.

We are also selling our Love Loughborough vouchers on there too which are proving popular.

We are actively promoting this on the big digital screen in the town, social media and we are also looking to sell through Instagram. Permission from Instagram on this has been sought and awaiting approval.

LCN: good work everyone

b. Future Campaigns

- a. Advertising.
- b. Social Media
- c. Print & promotion.

LB: focus is around shop Loughborough, shop safe, shop local. Promotion around this will incorporate, new z-maps, loyalty cards, loyalty card holders, gift voucher holders, social media.

On Thursday LB and CH have a meeting with the University in regards to Switch On Stand Out that we will also be promoting to businesses.

Hanging baskets and In Bloom will be themed around the market branding. More hanging baskets will be issued this year too and by extending the scheme to more businesses. KH collating the list of interest and Michael Swain will look at the site locations to make sure the brick is viable for the brackets.

No events will be taking place this year due to COVID current and predicted restrictions. KH has spoken to the Charnwood Cruisers in regard to Car Show and they fully support this. Planning for the Car Show and Bike Show would need to commence in January. Press release to be sent next week.

We will work with CBC around the plaza and smaller events that could take place in time around the markets, obviously working within the guidelines. Ballot is this year too, so there will be a lot of focus on this.

c. Wards End, Bedford Square Regeneration Update

No current update and awaiting on information regarding the move of the Welfare Site from Steve Dibner.

SW: A comms plan is currently being put together. Waiting for this to be signed off.

LCN: need to communicate this when we can so businesses are aware.

JM: There is a board meeting on this on Friday.

d. Town Deal Update

LB: DPW sent apologies. Cllr Jonathan Morgan updated the Board on the current position of the Town Deal application. A meeting is due to take place to discuss this soon.

e. Hanging Baskets 2021

LB: Working with the 800 years celebrations, colours for baskets and bunting with match columns for a coordinated approach. City dressing and LoyalFree have been in touch about a QR code trail in the town whereby columns with have a QR image and pictures of the town from years gone by with come up with some history. KH has sourced photos and text for this and this is ready to go. We are also looking at a trail for children too, but this needs to be put together. We are not sure when to launch, no plan until we know what is happening with the pandemic, we can't encourage people out at present. So will keep that on the back burner for now.

LCN: We need to increase people confidence in the town.

f. Ballot 2021

LB: Thanks to SW for taking the Ballot to cabinet and the monies are now signed off. This money covers costs involved with the ballot.

LCN: Thank you JM.

LB: signed Mosaic as the consultant and initial meeting has been had and we have an initial timeline. The process will start in February. The ballot opens on the 30<sup>th</sup> of September- 28<sup>th</sup> October. Declaration will be on the 29<sup>th</sup> October.

AGM will kick start it all off

g. AGM – 23<sup>rd</sup> February 2021

LCN: all agreed the time on 2pm-4pm.

LB: There is a strict timetable to send out letters/forms etc that needs to be adhered too. Normally these are all hand delivered but we can't do this this time, some will be posted, information will be emailed out to businesses and

put on the website. Information will also be put on social media, highlighting the need to check their inbox.

## **7. Town Centre Performance**

### **a. Performance Data - Footfall**

December footfall was up 29% compared to November, which as inevitable as November we were in lockdown. Market place is still the businesses part of the town with a 105 minute dwell time. Saturday 5<sup>th</sup> December was the busiest day.

LCN: does this equate to buses?

CAC: is new so doesn't know that information, will look into it.

SB: buses were up before Christmas

SW: will pull this with car park figures to see how people are arriving at the town.

### **b. Pilot Initiative – Store footfall vs town footfall**

AR: No one is coming in or out at present due to lockdown. A sensor is on the door to track movement and compare this to what is happening in the town.

This will be installed in the next couple of days.

### **c. Case Study – Elephant Wi-Fi / People & Places –**

LB: this has been deferred to next week

## **8. Budget Update**

### **a. BID Levy Collected**

LB: December - £2576.81 was collected

## **9. Any Other Business**

MT: after customer feedback they are going to reinstate the cookshop in Tylers.

AR: Carillon car park needs to move to card payments. Doesn't park there anymore as cash only.

MT: Spoke to Baljit on this before, customers come in to ask for change

LCN: can we put this view forward?

AR: it was convenient before but now no time for it.

TG: agreed no longer parks there.

JM: Also agreed

JH: Will write letter to the owners as it is losing businesses.

LB: To send contact details to JH

TM: Bounce back loan is extended until the end of March. They are really busy and has had to employ 5 extra staff. They are open 7 days a week due to demand and

processing applications. He had noticed that scams are very prolific. Has made contact with care homes and places they might be able to pass this information on to be vigilant with scammers.

HH: Parish council might be able to help if pass the information there.

JH: Could we put something in the council tax bills.

JM: Have done this before, we could look at this again.

LCN: Some businesses can claim on their insurance for loss of business against virus. A trail court case has just been won supporting the business against the insurers. We should suggest to businesses to look into contacting their insurers and making a claim.

AR: The devil is in the detail; the wording makes it very tricky to claim on

**Actions:**

**LB to send carpark details for Carillon Court to JH**

**LB to send contact details to HH for the grants department at the Council**

**10. Dates of next Meeting:** AGM – 23<sup>rd</sup> February 2021. 2pm