

## LOUGHBOROUGH BID AGM 2025

### Minutes of Meeting

Wednesday 26<sup>th</sup> March 2025. 5.30pm. Via Zoom

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#### In Attendance:

Lisa Brown, Lez Cope Newman, Jamie Reynolds, Jason Cimurs, David Pagett Wright, Cllr Jewel Miah, Justin Henry, Tim Garratt, Martin Dunn, Mike Tyler, Jonathan Fraser, Dr Jun Zhang, Andrew Hill

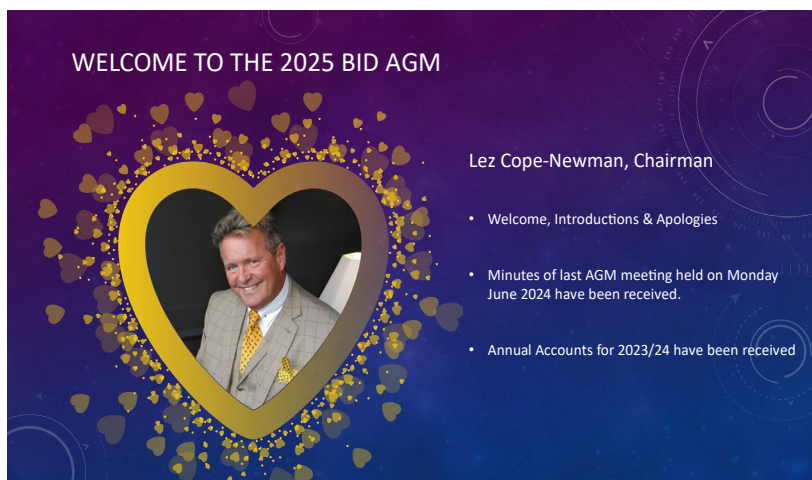
#### Apologies:

Karen Barnett, Dr Tahera Bhojani Lynch, Cllr Jonathan Morgan, Chris Grace, Sarah Goode, Katy Ingram, Rob Smart, Mohammed Vhora, John Ashford, Malcolm Holmes, Meg Bezzano-Griffiths, Janine Williams

#### Welcome:



LCN: Opened the meeting



LCN: Minutes of the last meeting were approved by ALL in attendance

**APPROVED**

LCN: Explained what the resolutions of the AGM are:

**RESOLUTIONS OF THE AGM ARE:**

- That the Chairman's Summary Report of 2024/25 has been received
- That the 2024/25 Full BID Report has been received
- That the Annual Accounts for 2023/24 are approved
- That the proposed accountant is approved for the preparation of the 2024 25 accounts
- That the list of nominations to serve as Directors of the Company is considered and approved
- That all Directors have signed consent to be a Director
- That the list of all resignations of Directors and Levy Members are considered and approved

LCN: Delivered his Chairman's Report 2024 / 25

**CHAIRMAN'S REPORT – SUMMARY OF 2024/25**

**New Team:** 2024 welcomed the new team structure

- Has resulted in a 30% increase in business activity, despite a 27% reduction in staff hours
- Focus on business engagement, crime reduction, business support & event delivery
- BID Presence on Friday & Saturday evenings to support the Evening Economy
- Partnership with LPL to deliver BID's Digital Engagement Activities
  - Increase in Social Media activity and Business Engagement

**Lobbied against new Car Parking Fees:**

- Resulted in a discount of 50% on Sundays to support events

**Business Support Hub**

- Over 70 support sessions delivered by Paul Ince of LikeMind Media (Town Deal Funded)

**Launch of Shopwatch:**

- To tackle retail crime. 7 New Radio Users & increased reporting on DISC

**New Window Vinyls:** Partnership with LPL & CBC creating stunning visuals at The Rushes Shopping Centre and in a prominent vacant premises.

Key Summary Points to Note:

**New Team:** New structure has been successful and the new team has delivered over and beyond

**Car Parking Fees:** LCN thanked CBC for listening to the responses of the consultation and offering the 50% Sunday discount.

**Business Support HUB:** Reinforced the value of the training offered through the Hub

**Window Visuals:** LCN commented how impressed he was with the visuals and their location

LCN: Introduces Lisa Brown, BID Manager & Company Secretary to present the 2024/25 Full Report

**LOVE LOUGHBOROUGH BID  
2024/25 FULL REPORT**

**BID LEVY STATEMENT 2024 / 25**

Expected Levy Income:	£245,000
Grants:	£14,000

**Project Expenditure Breakdown:**

• Shout -	£52,200
• Enjoy -	£39,100
• Adding Value -	£84,600
• Voice -	£4,000

Full Levy Statement can be found @[loveloughborough.co.uk](https://loveloughborough.co.uk)

Full Accounts can be found @[loveloughborough.co.uk](https://loveloughborough.co.uk)

Lisa gives an overview of the BID Levy Statement and the breakdown of budget for project activity. Advised that the full Levy Statement and the Accounts can be found on the Love Loughborough (Blue) website)

Lisa delivered the Full Report as per the presentation slides below:

### LOUGHBOROUGH BID ACTIVITY 2024/25 – SHOUT

#### SHOP LOCAL



**£1000** Gift Vouchers  
Purchased from [shop.loughborough.co.uk](http://shop.loughborough.co.uk)

#### Digital Trails

- 2454 Trail Interactions
- 83 Competition Entries
- +675 October
- +322 December

#### LOYALTY APP



#### LOVE FREE WI-FI

**76,187** users per year

- 333,936 connections per year
- 44 average registrations per week BUT increasing – 80 LAST WEEK
- 5000+ marketing contacts

#### Deals & Offers

- 1101 New Engaged Users
- 18,939 Deal Redemptions
- 113,297 Interactions

### LOUGHBOROUGH BID ACTIVITY 2024/25 – SHOUT

#### BID EVENTS

4,592,613 visitors per year



#### SOCIAL MEDIA

Platforms to promote activity

- Facebook: 12,412 Followers
- Instagram: 5,190 Followers
- Tik Tok: 285 Followers
- X: 4707 Followers



#### WEBSITE (Blue)

**6,500** Page hits this year

- Promoting events, activity, businesses and offers
- Providing news & information
- One Stop Shop for Loughborough



### LOUGHBOROUGH BID ACTIVITY 2024/25 - ENJOY

#### Dressing Premises



Partner working to utilize empty space Dressing vacant shop fronts

#### Radio Link



- 75 Radio Users
- Free Training
- 3 Month Free
- Direct Link CCTV

Funded by: 

#### Pub Watch



Loughborough Town & Charnwood

#### Shop Watch



### LOUGHBOROUGH BID ACTIVITY 2024/25 – ADDING VALUE

#### Business Support Hub



- Business Hub
- 121 Marketing Surgeries
- Workshops & Webinars
- Over 70 Sessions delivered
- Access to past training webinars

#### FREE Recycling

**£125,000** Saving per year

250 businesses receiving recycling services worth £500 per year per business



#### Social Media Promotion



- Tag
- Like
- Follow
- Share

### LOUGHBOROUGH BID ACTIVITY 2024/25 - VOICE

#### LATEST NEWS FROM



Monthly E-Newsletters to BID Members Uploaded to website

#### BID Representative at key strategic meetings:

- NTE / LCDG / Rough Sleepers
- Market Towns
- Loughborough in Bloom



#### Charnwood Borough Council Car Parking Fee Review 2024




- Lobbied to reduced the proposed new Sunday fees
- Encouraged businesses to respond to the consultation
- 50% Sunday Discount agreed

#### GEO SENSE

Town Centre Performance Data




### COMING SOON !



LOVE LOUGHBOROUGH

# SHOP LOCAL, SAVE MORE!

COMING SOON - CLICK TO REGISTER FOR MORE INFORMATION



GET IT ON Google Play

Download on the App Store

## LOUGHBOROUGH BID - DELIVERY

A DEDICATED & EXPERIENCED TEAM



**+16** Directors

Working with Key Partners



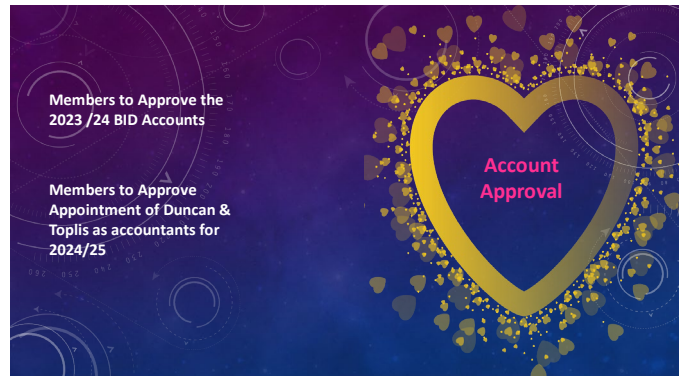









**LCN: Proposed the Approval of the BID Accounts 2023 / 24**



Proposer: Mike Tyler

Secunder: David Pagett-Wright

Accounts for 2023 / 24

**APPROVED**

**LCN: Proposed the Appointment of Duncan & Toplis to prepare the BID's Accounts for 2024 / 25**

Proposer: Mike Tyler

Secunder: David Pagett-Wright

Duncan & Toplis Appointment for 2024 / 25

**APPROVED**

**LCN: To Agree the Appointment of Directors**

(LCN reads out the names)



Proposer: David Pagett-Wright

Secunder: Mike Tyler

**APPOINTED**

**LB: To Agree the Appointment of the Chairman and Vice Chair**

Lez Cope-Newman put forward for the Re-Appointment of CHAIR

Proposer: Mike Tyler

Secunder: Martin Dunn

**APPOINTED**

David Pagett-Wright put forward for the Appointment of VICE CHAIR

Proposer: Lez Cope-Newman

Seconder: Cllr Jewel Miah

**APPOINTED**

LCN: **To Agree the Resignation of Directors & Levy Members** (LCN reads out the names)



LCN: Thanked Jonathan Morgan for all his support over the years.

LCN: Wished Karen & Chris Barnett all the best for their retirement and thanked Katy Ingram for her support over the past year.

DPW: Thanked the BID Team for all the great work and achievements in a challenging environment and thanked Lez for continuing his tremendous work as Chair. MT agreed and seconded.

LCN: Thanked everyone and closed the meeting

**CLOSED**