

THESE MINUTES ARE DRAFT UNTIL APPROVED BY THE BOARD AT ITS NEXT MEETING

**A Meeting of the Newbury BID Board
Was held on 17 November 2014**

Attendance:

Russell Downing (RD), Scott Waters - Chair (SW), Nigel Morrison – Vice Chair (NM), Graeme Leech (GL), James Allen (JA), Andy Day (AD), Chris Davies (CD), David Pickett (DP), Lindsey Finch (LF), Ross Drake (RD*), Rupert Reeves (RR), Suzanne Young (SY)

1. Welcome

The Chairman welcomed all to the meeting.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of Philip Gray (PG) and Paul Redman (PR).

None Attendance: Laura Jones (LJ), Patrick Stewart (PS)

2.1 Resignations

RD informed all that GH and BB had resigned. As both represented “Newbury” organisations (NTC & NWN) RD proposed that their replacements should sit on the Board. GH’s replacement Andy Murrell had previous experience of working with Reading BID.

RESOLVED: Proposal accepted

3. A.O.B. To be addressed at the end of the meeting

- a. Rotary marketing – GL
- b. Footfall reporting – RD
- c. RD Annual review – SW/NM
- d. Proposed meeting time change - JA

4. Minutes

The Minutes of the meeting of the Board held on 22nd September 2014 were approved as a true and correct record and signed by the Chairman.

5. Correspondence

Further emails had been received from a local individual questioning the award of the Purple Flag. It was agreed that no action be taken.

RESOLVED: That the e mails be noted but that no action be taken

6. Managing Director's Report

The Board considered the report of the Managing Director (copy attached as Appendix A) which covered a number of areas of activity. In relation to the Christmas lights RD reported that the lights went on last Friday 14th. This was slightly later than planned, and 2 lights have been delayed due to technical issues.

Andy Day reported that the lights located just past the cinema were also not yet on. Russell Downing agreed to investigate this matter.

RESOLVED: The report be accepted by the Board

7. Finance

Russell Downing explained that the monthly itemized finances were sent to SW, then to CD for verification. The budget was based on a estimate of the potential commercial revenue which was then based on previous years with any surplus being invested in marketing. RD explained to RD* what commercial revenue includes. RD proposed that moving forward there was a regular 6-month review.

RESOLVED: The update be noted and a 6 monthly review be presented to the Board.

BID Levy

Russell Downing reported that this situation was looking healthy and on track to achieving a mid 99% collection rate for the third year in succession.

RESOLVED: The update be noted

8. Project Update

4.1 Marketing

RD reported that the BID had to renew the contract with NVG by late January 2015. It was proposed to take over the hosting of Visit Newbury ASAP which would, in turn, save £14k.

RD* asked what the marketing performance indicators were; RD summarised the marketing metrics and agreed to circulate to RD the Marketing meeting minutes and Board minutes in future.

RESOLVED: That the update be noted

4.2 Visit Newbury

RD reported that he had met with the manager of the VIC recently and again this week to discuss the wireframe and workings of the site. Going forward the BID would need to introduce an interactive map (like Visit Norwich) and e-commerce functionality as the VIC had lost the museum shop revenue.

RESOLVED: That the update be noted

4.3 Purple Flag

RD reported that the Flag was now flying at WBC. AD recommended speaking to the new NTC Chief Executive after the May 2015 elections.

Safer Socialising was now being launched; NM of West Berks Business Watch had offered first round of applications FOC (pubs only initially); window stickers now being produced; in future possibly lamp post banners but too costly currently; SY asked whether the welcome into Newbury sign could state "A Purple Flag town"? RD stated that the education process takes time, more press releases due.

A discussion around further marketing took place. GL suggested purple balloons and fliers at events; potentially creating a BID Purple Flag banner to fly when there are no banner bookings. The Christmas event fliers will include Purple Flag.

RESOLVED:

- (i) **That the update be noted**
- (ii) **All BID literature will carry the PF logo.**

4.4 Wayfinding

The refreshed signage was now in place.

RESOLVED: That the update be noted

4.5 WiFi

RD gave RD a brief overview of the WiFi project. Simon at Telefonica had now committed funds for a survey, from which the exact project cost would be clearer. The cost could be as much as £80k

RESOLVED: That the update be noted

4.6 Loyalty Card

SY is awaiting a visit to Guildford BID as theirs' is perceived as a good model, but internal staff changes have delayed this visit.

GL and SW each had a business contact in Guildford and would make contact to see what information they could obtain..

RESOLVED:

- (i) That the update be noted**
- (ii) GL & SW will contact their counterparts in Guildford**

4.7 Northbrook Street

RD confirmed that the project could be added to GCT find me a grant scheme to help bridge the shortfall. This project can re-start in 2015.

RESOLVED:

- (i) That the update be noted**
- (ii) RD to work with WBC to raise the project.**

Events

The full calendar of events was noted.

The BID intended to work more closely with NTC to use Victoria Park. BID also to consider feedback regarding Food Festivals to help develop these events going forward.

RESOLVED: That the update be noted

Newbury BID Street Rangers

Annette Griffin had resigned in order to re-locate to Hove; David Nunn had returned to a Warden role. A discussion took place regarding recruiting new Rangers.

RESOLVED:

- (i) BID advertise for 1.5 Rangers (1 x FT, 1 x PT) on BID site and at job centre.**
- (ii) RD to discuss an additional back-up volunteer role with Volunteer Centre.**
- (iii) Salary range agreed.**
- (iv) Agreed uniform be softened and new colour scheme of purple & green**

Christmas Update

The Board received an update on activities relating to Christmas ranging from lights, the switch on and the Christmas Market.

Regarding the latter, RD was keen to show key councilors and Board members that the Christmas Market could work, and without too much inconvenience and be a great addition to the Christmas offering.

RESOLVED: That the update be noted.

Confidentiality

AD proposed that all Board papers (incl. the Agenda) in future have “Confidential” stated at the top. When e-mailed they must be marked “NOT for distribution”. Confidentiality issues relate to salaries, contracts, and future business administration.

RESOLVED: That, in future, all Board papers be treated as confidential and marked accordingly.

British BIDs Accreditation

All BID meetings should be chaired by a board member.

RESOLVED: In future the following meetings will be chaired as:

Board/AGM	-Scott Waters
Operations	- Scott Waters
Marketing	- Rupert Reeves
Events & Christmas	- David Pickett

Newbury BID KPI's

RD provided a summary of his KPI's for 1/6/14-31/05/15. A discussion took place around any further KPI's that the board would like to see for them/Newbury BID

RESOLVED:

- (i) That the update be noted.
- (ii) Further discussion regarding KPI's be reviewed at the next meeting

9. BID II

BID II working party be ready and start work by mid 2015.

RESOLVED:

- (i) That the update be noted.
- (ii) That the working party will be chaired by NM

A.O.B.

- a. GL stated that Newbury Rotary were keen to raise their profile and would like to use vacant shop windows to cross promote Rotary/Bid events.

RESOLVED: RD had previous contact with City dressing regarding the above, agreed would keep Rotary in the loop with future conversations

- b. RD informed all that footfall data would give a better picture after 12 months; by early December the first monthly report will be available

RESOLVED: That Monthly reports be published on BID website and Newsletter

- c. Annual Review of RD,
(Note:at this stage RD & SY left the room)

RESOLVED: That the update be noted.

- d. Proposed meeting time change to 10:30

RESOLVED: That future meetings will start at 10:30

Next meeting: Monday 12th January 2015 at 10:30am.