

# Minutes of Annual General Meeting

6pm-8pm, 12<sup>th</sup> June 2014, Broadway House

**Present:**

Russell Downing (RD), Suzanne Young (SY), Scott Waters (SW), Nigel Morrison (NM), Lindsey Finch (LF), Graeme Leech (GL), Chris Davies (CJD), Philip Gray (PG), Rupert Reeves (RR), Paul Redman (PR), Andrew Watts (AW), Caroline Digby (CD), Dominic Bartlett (DB), Nettie Griffin (NG), John Donachey (JD), Andy Day (AD), Andrew Cooch (AC), Stephen McKinnon (SM), Lionel Zeffertt (LF), Caroline Edmunds (CE), Barry Forkin (BF), Fraser Crumlish (FC), Helen Vickers (HV), Paul Trincas (PT), Hemant Amin (HA).

**Apologies:**

James Allen (JA), Laura Jones (LJ), Brien Beharrell (BB), Graham Hunt (GH), Jonathan Hopson (JH), Bruno Brookes (BB\*), Wendy Berkeley (WB).

	<i>Item</i>	<i>Action</i>
1	Welcome & Introduction <ul style="list-style-type: none"> <li>All were welcomed.</li> </ul>	
2	SM queried the agenda as not reflecting the agenda posted on the BID website, AD clarified that the BID Board elected the Chair & Vice Chair from the Board and that it would report on it at the AGM. SM asked that the minutes reflect that this was not clear from the agenda.	
3	BID Board were asked whether they would accept the report of Directors – all voted in favour.	
4	SM’s desire to become a Board Member: <ul style="list-style-type: none"> <li>SM asked if the next item on the agenda could be laid aside in order that he could raise a new agenda item and make a proposal to nominate himself to the BID board, and asked for a seconder, this was seconded by LZ. SM then asked for a vote in favour stating that he had collected 15 proxy votes. RD explained that there was a process that needed to be followed and the BID board was sector represented, as such he could not just nominate himself to the board. However if he (SM) was proposing to increase the board by an additional seat this could be done. SM asked what sector would be increased; RD informed him it would have to be Leisure as this was the category that his business fell into.</li> <li>SM stated that there was no representation from Leisure on the current BID Board; RD stated that James Allen was the leisure representative and has been the Board Chairman for the past two years;</li> <li>AD stated that SM’s nomination (to increase the board</li> </ul>	

	<p>by one seat) had been accepted subject to other Leisure levy payers being consulted and having the opportunity to put someone forward;</p> <ul style="list-style-type: none"> <li>• SM asked what the process would be; RD stated that they would all be consulted and this process would get underway within the next month (July);</li> <li>• SM asked what “Leisure” encompasses, RD stated restaurants, pubs, gyms (any business which is not retail or professional/office);</li> <li>• If there is more than one nomination there will be a vote, if not then SM will become a BID Board member subject to the administration process.</li> </ul> <p><b><i>Having had chance to review the proxy notices the following morning, notwithstanding no formal consultation had taken place prior to the AGM. I can confirm that at the time of last night’s proposal and vote that the proposer (SM), seconder (LZ) and fourteen of the proxy voters were not registered members of Newbury BID CIC. Membership of the company is free and required in order to be able to make a proposal or vote at the AGM.</i></b></p> <p><b><i>In the interest of moving forward, the Directors of the BID have agreed that the motion will stand.</i></b></p>	
5	<p>Chair, Vice and Accountants</p> <ul style="list-style-type: none"> <li>• RD informed all that SW will now be Chair, NM Vice and Ross Brooke continue as BID Accountants.</li> </ul>	
6	<p>Overview of BID’s last year (RD)</p> <ul style="list-style-type: none"> <li>• A marketing video was shown summarising activity within the past year.</li> </ul> <p>(6.1) Spreading the Word – a review of new branding, Visit Newbury website, Shopping Guides, Events and Marketing.  (6.2) Out &amp; About – a review of Wayfinding project, Rangers and car parking promotions.  (6.3) Attractive Town Centre – a review of Christmas Lights and Purple Flag accreditation.  (6.4) Business Income – a review of Shop Local Week, Free Wi-Fi, Commercial Revenue, and Collective Utility Buying</p> <ul style="list-style-type: none"> <li>• RD reminded all that the financial figures are unaudited as the account has not yet been closed, but</li> </ul>	

	will be available in due course.	
7	<p>Rangers (DB)</p> <ul style="list-style-type: none"> <li>DB introduced himself and NG (DB now in role since August 2013)</li> </ul> <p>(7.1) Ambassadors</p> <ul style="list-style-type: none"> <li>A slide was shown with number of general visits and formal business visits (3 per day of the latter) to all areas of the town.</li> <li>Aim to carry out formal visits with all 650 businesses once within a year, but much general contact on a daily basis too.</li> <li>Range of tasks: visitor concierge, help and assist (eg. call for ambulance), report problems with street furniture/lighting/pavements to WBC.</li> </ul> <p>(7.2) Environmental Issues</p> <ul style="list-style-type: none"> <li>Off the beaten track: dealing with issues including fly-tipping, fly-posting, graffiti, drugs needles, trolleys, often liaising with WBC to resolve.</li> </ul> <p>(7.3) Other Tasks</p> <ul style="list-style-type: none"> <li>Dealing with crime (liaising with Shop Safe team, town CCTV, Police), chuggers, buskers, and ensuring street furniture is serviceable,</li> </ul> <p>LZ asked what are chuggers? RD explained and stated that they are now regulated by the PFRA; the policy allows a maximum of 5 chuggers per day, and a maximum of 2 chugger organisations per week; if there are any issues please call BID office and we can have them removed.</p> <p>RD stated that peddlers are issued a license by a police force; currently they can work in the town provided they have a license and keep moving around.</p>	
	<p>(7.4) The next 12 months</p> <ul style="list-style-type: none"> <li>Twitter account (@newburyrangers) – to increase awareness and interactions.</li> <li>To acquire for the town centre an Automated External Defibrillator. In discussions with companies in town and HeartStart.</li> </ul> <p>SM stated that he is trained first responder.</p> <ul style="list-style-type: none"> <li>Vacant Shop project: to utilise space for art exhibitions and possibly job fairs.</li> </ul> <p>AD: could businesses use them to promote apprenticeships?</p> <ul style="list-style-type: none"> <li>Quarterly “Have Your Say” events – to collect feedback on BID.</li> <li>Coaches meet and greet service.</li> <li>Monthly environmental visual audits – to do a</li> </ul>	

	<p>thorough examination of a particular area and report to relevant agency.</p> <p>LZ: please ensure Rangers content in newsletter includes a range of important tasks.</p> <p>RD: recently addressed and format is changing so more forward looking and customer focussed (BID's first year focussed on cleaning up the town, now the focus is on projects too).</p> <p>HA: is aggrieved when men walk around town carrying beer cans, wearing no shirt and using foul language; can they be removed?</p> <p>LF: no, not unless their behaviour is disorderly.</p> <p>LF: increased police presence for World Cup, but it is everyone's responsibility to behave appropriately.</p>	
8	<p>Marketing – AW and CD: strategy is to deliver campaigns (to increase footfall), which can then be monitored.</p> <p>(8.1) Social Media – increased interaction on Visit Newbury Twitter and Facebook; dialogue more important than just “likes”; relatively cheap and effective marketing; we can see who is communicating with us and when; over the next year the strategy is to target visitors from London, Reading and Basingstoke.</p> <p>(8.2) Events – AW asked that the BID levy payers give feedback and ideas.</p> <p>(8.3) Social Media Workshops: AM asked if well attended; AW stated that some numbers were low but well received; HV stated that they were “excellent” and people should take up the opportunity; AW: in future will concentrate on a particular platform, with 1-2 overviews per year.</p> <p>RD: BID will address any other training requests if there is enough demand.</p> <p>PG: social media is vital for Newbury to attract more people in 20-40 year old bracket.</p> <p>(8.4) Radio – Christmas 2013 used Heart FM for 10 weeks, and Kennet Radio for 4 weeks. Heart's stat's given.</p> <p>(8.5) Direct Mail – NewburyFest 2013 and Christmas 2013 brochures to 65,000 homes within a 30 minute drive time of Newbury; reducing costs now for NewburyFest 2014 by sending a postcard with a competition link to <a href="http://www.newburyfest.co.uk">www.newburyfest.co.uk</a> so we can collect data; these figures will be in the next Marketing meeting.</p> <p>(8.6) Website Traffic – when BID took over WBC Visit Newbury there were 170 hits per month; now 40,000 unique visitors per month; aim is to reduce bounce rate from 40% to</p>	

	<p>20% (number of people who don't find what they need immediately on home page).</p> <p>HA: asked about hard copy door drop marketing; AW: very costly, using digital marketing as more cost effective within BID budget available, to generate additional levy to then re-invest in more hard copy marketing.</p> <p>LZ: voiced concerns over on line businesses benefitting from our marketing; AW reassured that marketing strategy is mindful of this and will always endeavour to market the non-online businesses.</p>	
<b>10</b>	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>• SM asked when was the BID set up? RD: June 2012; SM stated that the BID 2012-2017 Business Plan states that an annual levy survey would take place and asked that the Board organise this; RD stated that the BID office will organise this in the next few weeks.</li> </ul> <p>PG voiced concern over how much time would be taken up with this. Can the newsletter be used for this?</p> <p>RD agreed good idea to send out with annual report to keep costs to a minimum.</p>	
<b>10</b>	<p>The full presentation from the AGM will be available from Newbury BID website.</p>	