

Mansfield Business Improvement District Board Meeting

Held on Tuesday 1st November 2011 at The Town Hall, Market Place

from 5pm – 7.00pm

Minutes

PRESENT

John Sankey	Financial & Professional Services (Chair)
John Carter	Landlord or Property Owner
Craig Erye	Independent Retailer
Ian Stubbs	Independent Café/Restaurant Operator
Rebekah O'Neill	Shopping Centre Manager, Four Seasons Centre
Nevil Croston	Financial & Professional Services
Paul Anderton	Leisure Provider
Dave Wilson	BID Business crime Coordinator
Sarah Newton	BID Manager

APOLOGIES

Barry Hibbert	Shopping Centre Manager, The Rosemary Centre
Vijay Chadda	Independent Retailer
Mark Wells	National Large Retailer, Westgate Store
Tony Eggington	MDC
Bev Smith	MDC
Kate Allsop	MDC
David Collier	Independent Retailer
Lucy Moran	National Large Retailer, Debenhams
Jono Wilson	Barnett & Turner
Sue Rogers	BID Coordinator

1. Minutes of the meeting held on 4th October 2011

The minutes of the meeting held on 4th October 2011 were agreed as a correct and true record and were signed

a. Matters Arising

None

b. Alterations to minutes

Pg4. CE would like to clarify he did not vote in favour of the contribution to the town centre bins being painted.

Pg5. KA clarified the £2.00 car parking in the evenings is at the Old Town Hall and Queens Head and that the Council were looking at rolling this offer out to Handley Arcade and Toothill next financial year.

c. Declarations of interest

None

Outstanding actions from previous minutes:

The following updates were given relating to the previous minutes:

Pg3. SN and DW have met with the street pastors regarding spend of the BID's contribution to the scheme. We will be working closely with them as part of the night time economy work. We are also waiting to hear of the BID can become part of the street pastors board.

Pg3. Press release for the cleansing scheme has gone to the Chad and the Notts evening post

Pg4. 'No Show' insurance has been arranged for Lemar in case of adverse weather conditions and he is unable to make the xmas light switch on

Pg6. New board member proposal. This has been added as an agenda item.

2. Free Car Parking

Following on from the majority agreement by the board, the proposal put forward to fund free car parking on late night Thursday evenings, between 5pm – 8pm was agreed.

The calculation of cost by MDC was based on loss of income from the average income generated from the previous two years.

After some concerns were flagged up regarding the cost, further discussions took place and MDC has now offered this for £8000 (once the four seasons has been taken out of the equation as this will be funded by RO'N).

If further information is needed regarding the calculations of this, board members are to contact Bev Smith.

<p>The board would like to see returns figures after this scheme.</p> <p>SN will also conduct further consultation with the businesses regarding their views on this scheme.</p> <p>The scheme will be advertised through the following mediums:</p> <p>The Chad, Leaflets, 103.2, 50+ magazine, Experience Nottinghamshire, and the back of stagecoach buses.</p> <p>Further discussions took place regarding what can be done in the future in terms of car parking.</p> <p>JC raised the issue that he would like us to look at the possibility of one free car parking day on a busy shopping day Jan- April and investigate if this had made a difference to footfall.</p> <p>There is a need for longer term strategies regarding car parking. A new working group to be established in the new year to work on this consisting of RO’N, JC, CE and SN. Others not at the meeting to be asked</p>	<p>SN</p>
<p>SN to research what other areas around the county are doing around the issue of car parking and bring to this working group</p> <p><u>3. MSBP Presentation / Update</u></p> <p>DW gave an update of the history and future changes regarding MSBP.</p> <p>This gave a brief overview of the definition of a business crime partnership, the aims of MSBP, brief history, overview of radio scheme, overview of exclusions, shop watch and MALV.</p> <p>A demonstration was given regarding ACIS and the ability of businesses to use this to report both incidents and environmental issues.</p> <p>The current structure was shown and what could possibly be the new structure to reduce duplication. A decision will need to be made where the BID will fit into this structure but work is being done on this between MDC, DW and SN. BID board will be kept informed with possible views of how we should be involved.</p> <p>Slides of presentation available to board members if required</p> <p>CE raised concerns regarding ensuring we are focused on the BID boundary. The Ambassadors do attend outside the BID area to see those businesses that have radios, however this is not a large proportion of time and all other ‘safe and secure’ activities are firmly for the BID area. Issue also raised around lack</p>	<p>SN</p>

of training of radio use for some businesses.

CE to produce a list of those businesses who have told him they would like extra training, however DW will set up some workshops for refreshers for all radio users.

CE
DW

4. Budget Update

Update given and on track with spend towards the budgets/proposals set at the start of the year and are as follows as of end of Sept 2011

Levy received: £243,000

Cleaner Environ spend - £1,800

Safe and Secure - £38,000 – income received from radio's £16,000

Access & parking - £0

More appealing Mansfield - £10,000

Investing in Mansfield - £1,300

Marketing Mansfield - £43,000

5. Christmas activity update

a) Christmas best dressed shop window competition is going well. We have 16 entries. A cap has had to be done as the Chad has limited space for the photos of the shop windows. The Chad is being used to encourage more members of the public to vote. This will be advertised 16th Nov and the photos will be in on 23rd Nov.

The business who wins will receive a trophy and a free advert and editorial in the Chad. A member of the public will win a hamper of goodies worth up to £350.

Thanks to SR for encouraging businesses to donate for this, all of who will be recognised for their donations.

A point was raised why all businesses could not automatically have been entered. This will be considered for next year but could not be done this year due to the marketing route of the competition.

b) Stickers have been produced for all shops that are opening late night to place in their windows to let shoppers know they are opening.

c) Leaflets have been produced to advertise the late night shopping and car parking for all shops to hand out. These have been received well and some businesses have been handing them out in their shopping bags. These leaflets

are also being distributed to residents in Ravenshead and Quarry Estate.

d) Late night shopping / car parks being advertised in the Chad, Retro, 103.2, Facebook, website, 50+, bus advertising and experience Nottinghamshire

e) We are having limited edition 'I Love Xmas in Mansfield' bags produce as the others have been very successful. It has of yet not been decided how these will be offered out.

6. Communication with businesses

Open office sessions are happening next week so it would be helpful if these could be continued to be promoted. The dates are Mon 7th 10am – 11am, Tues 8th 2pm- 3pm and Tues 15th, 5.30pm – 6.30pm

We are trying to communicate with businesses more through letters, emails and the website. We are also developing a blog. However asked the board for further ideas on how to communicate.

Discussion around twitter and uploading board minutes to the website. Decision took that the minutes would be uploaded, however all confidential items would be removed. At future meetings if an item is confidential it is to be declared. SN will upload the minutes only after all board members have approved them.

CE will pass login details for twitter account to SN to be able to use.

7. New board member proposal

Biog for Anthony Ridgill passed around as would like to join the board for the second leisure provider position.

Agreed to co-opt Anthony who will be invited to the next board meeting.

Mem's of association to be sent to NC to look over.

8. AOB

A request for funding has been received by David Collier and was passed around. This was from Mansfield Family Life Centre. Though the board agreed it was a very worthwhile charity; it felt it was not within the remit of the BID to be able to fund this project.

Information passed around regarding an electronic way finding system that some businesses have mentioned they would be keen to have. Beeston BID has also recently commissioned two of these. For info only and to be discussed at the next meeting.

There being no other business the meeting was closed at 18.50

board

Craig

Sarah

Chair Signature.....

BID Manager Signature.....

Dates of forthcoming meetings:

Tuesday 6th December 5pm – 6.30pm

Venues TBC