

Mansfield Business Improvement District Board Meeting

Held on Tuesday 4th October 2011 at The Town Hall, Market Place

from 5pm – 6.45pm

Minutes

PRESENT

Barry Hibbert	Shopping Centre Manager, The Rosemary Centre
John Carter	Landlord or Property Owner
Vijay Chadda	Independent Retailer
Craig Erye	Independent Retailer
Ian Stubbs	Independent Café/Restaurant Operator
Kate Allsop	MDC
Craig Bonar	MDC
Nevil Croston	Financial & Professional Services
Paul Anderton	Leisure Provider
Sue Rogers	BID Coordinator
Dave Wilson	BID Business crime Coordinator
Sarah Newton	BID Manager

APOLOGIES

John Sankey	Financial & Professional Services
Rebekah O'Neill	Shopping Centre Manager, Four Seasons Centre
Mark Wells	National Large Retailer, Westgate Store
Tony Eggington	MDC
Bev Smith	MDC
David Collier	Independent Retailer
Lucy Moran	National Large Retailer, Debenhams
Jono Wilson	Barnett & Turner

Lucy Moran would like to send apologies as she has been posted to the Meadow Hall store for 6 weeks.

1. Minutes of the meeting held on 23rd August 2011

The minutes of the meeting held on 23rd August 2011 were agreed as a correct and true record and were signed.

a. Matters Arising

None

b. Alterations to minutes

None required

c. Declarations of interest

None

Action by:

Outstanding actions from previous minutes:

The following updates were given relating to the previous minutes:

Items 2.1 – Thanks is continually given to the radio for ongoing support for the 'I Love Mansfield' campaign

Barry confirmed a slot to present at the 20/20 meeting has been arranged for next April

Item 3 – Dukeries had written to the Mayor and a response had been sent back from MDC. Sarah to pass this to NC

Item 9 – Sarah confirmed and thanked MDC for allowing the BID to use the office space at the Town Hall at no cost and for also allowing full private use of the room. MDC's items are being removed and external phone lines / internet will be installed shortly once the spec has been approved by Nick due to the Town Hall being a listed building

2. Street Pastor Presentation

Tim Bates and Insp Neil Williams gave a detailed presentation regarding the role, benefits and budgets regarding the Street Pastor Scheme due to start in Nov.

It was noted that since the scheme has been established in Nottingham a 41% crime rate has fallen on nights the pastors are out.

The Pastor scheme would like to employ a part time coordinator who would also be used to generate ongoing fund raising ideas/campaigns.

A question was put forward regarding both the safety of the pastors and the members of public. Insp Neil Williams confirmed the extensive training and vetting each pastor goes through and that by no way are they a replacement

for the police.

NW stated that Lincoln are in the process of going for purple flag.

Both were thanked for the presentation and once had left the board considered funding the scheme:

All were happy to fund the scheme and decision made for this funding to come from the 'Investing in Mansfield' budget.

Discussions occurred regarding concerns of sustainability for next year, as no set funding has been confirmed for the scheme to continue.

All agreed to contribute £8000 to the scheme – SN to arrange a meeting with the pastors to clarify how this could be spent and to see if the coordinator could participate in other schemes for NTE. To also stipulate as a one off payment for this year only.

3. Budget Update

We have received around £252,636 of levy payment so far. All summons have gone out for those who have not paid

Budgets for all areas are on track with slight over expenditure on the Marketing Budget but this will be looked at as some invoices may have been wrongly attributed to this. Currently nothing has been spent from the 'Access and Parking' and 'Investing in Mansfield' budget.

4. Cleansing Scheme

An update on the cleansing scheme was given which was launched last week. We have had a good response from businesses wanting to use the service all of which have thought it is a good idea. They have currently worked on the back alleyway of subway and walkthrough to Toothill Lane car park. All have been very happy with this.

The Vans and Uniforms have the BID logo on and look very good.

SN will be doing a press release soon about the scheme. Board members happy for this to be done without any involvement from them

4.1 – Love where you Live / Action Days

SN is working with Julie Snowdon to develop action days where clean ups of areas will be tackled in partnership. Highways are currently looking at the embankments to see what they can contribute.

4.2 Bin Refurbishments

Sarah

Sarah

A picture was passed around for the proposed colour for the refurbishment of the bins. MDC are asking for £3000 towards this. Though there was a mixed response regarding the colour, majority agreed to fund this.

5. Milestone Performance Monitoring

We have jointly with MDC invested in a monitoring and benchmarking database which gives us a central source of town and city intelligence that establishes a framework we can monitor and benchmark ourselves against 5000 towns and cities. It can be used to generate a Town Profile, Benchmarking reports, Similarity Reports and Scenario Testing Reports. Examples were passed around the table

Such reports demonstrate Mansfield in a more positive light than perceived and can be used to market the town. Such reports will be put on the website. Board to let Sarah know if they want anything looking at in particular

6. I Love Mansfield Campaign

Sue gave an update regarding the ongoing success of the campaign. We have no wristbands and badges left but we are thinking of developing it in the new year into a loyalty card scheme. It would be re-launched in the new year and we hope to get bigger offers on board, for example possible bus discount tickets etc.

Sue is working very closely at the minute with Notts College. The students are generating a TV advert promoting the I love Mansfield campaign and this will be great for marketing both the campaign and the town

There is also future talks about working with the college on creating a 'Why you love Mansfield' DVD and holding a film festival type event. Sue will keep the board updated on this.

7. Christmas Update

Lemar has now been booked as the main event for the light switch on. Though as part of the contract negotiated by MDC, if for adverse weather conditions he can not attend the full booking fee is non refundable. The board queried this and Sarah will look into getting insurance to cover this.

To date we have had around 30 replies for the small individual xmas trees for businesses. However Bill Taylor is out canvassing and will update with how many other requests he receives.

Sue is about to launch the best dressed xmas shop front window. The businesses taking part will be advertised in the Chad and Retro and the winner will be given their own advert space. Members of the public will be asked to

Sarah

vote and then will be put in for a prize draw

8. Friends of 'The BID'

As we now have more to offer and we receive many requests from businesses to be involved, discussion occurred regarding 'having friends' of the BID. Decision was taken that this would dilute the services for the town so not to go ahead with it, but in the future to possibly offer advertising space etc at a cost

9. Car Parks

Kate gave an update regarding discussions that took place at the previous car park meeting

- Agreed that a clearer marketing strategy for the car parks was needed
- John was to talk to NCC
- Advertising the car parks on walls was recommended however there is no current budget for this
- Suggestion for the maps to be distributed further a field such as McArthur Glen
- New technology is being investigated, such as in Nottingham where mobile phones can be used to top up tickets. This costs around £6000 to set up and seems to be working very well in Nottingham . At this time there is no budget but a business case is being put forward for next year
- Other ideas are being looked at, such as possible parking in the market place for the evening economy, however these are only ideas and in early stages

Photos have been collated to look at cleanliness and areas for improvements. This will be continued to be investigated

Kate confirmed that there would be no free parking for the xmas period. BID will look at this

There was an ongoing debate regarding the costs of the varying car parks. Initiatives to be devised by all board members.

10. MSBP update

Due to time, Dave kindly offered to postpone this presentation until the next board meeting. He did however update on the DPPO, the approach has been confirmed as a Zero Tolerance approach and MDC are ensuring this message is sent out to all

All Board

11. AOB

PA stated that Anthony at The Widow Frost pub was interested in becoming a board member. SN to liaise with him

Sarah

SN updated that she had submitted a report to MDC regarding a joint retail incubation project. A further meeting is scheduled for next week and Sarah will keep the board updated.

The BID team are also about to hold three 'Open Office' Sessions to share info on what we are doing and gauge feedback from businesses. The dates are:

Monday 7th Nov – 10am – 11am

Tuesday 8th Nov – 2pm – 3pm

Tuesday 15th Nov – 5.30pm – 6.30pm

All businesses will be invited to these on a first come first served basis with approx 20 spaces. Other session will be run though in the new year. It would be beneficial if one board member could also attend these.

There being no other business the meeting was closed at 18.45

Chair Signature.....

BID Manager Signature.....

Dates of forthcoming meetings:

Tuesday 1st November 5pm – 6.30pm

Tuesday 6th December 5pm – 6.30pm

Venues TBC

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