

Mansfield Business Improvement District Board Meeting

Held on Tuesday 6th December 2011 at The Town Hall, Market Place

from 5pm – 6pm

Minutes

PRESENT

John Sankey	Financial & Professional Services (Chairman)
John Carter	Landlord or Property Owner
Vijay Chadda	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
Anthony Ridgill	Leisure Provider
Bev Smith	MDC
Kate Allsop	MDC
Dave Wilson	BID Business crime Coordinator
Sarah Newton	BID Manager
Sue Rogers	BID Coordinator

APOLOGIES

Barry Hibbert	Shopping Centre Manager, The Rosemary Centre
Tony Eggington	MDC
David Collier	Independent Retailer
Lucy Moran	National Large Retailer, Debenhams
Jono Wilson	Barnett & Turner
Craig Eyre	Independent Retailer

1. Minutes of the meeting held on 1st November 2011

The minutes of the meeting held on 1st November 2011 were agreed as a correct and true record and were signed. These were previously agreed for submitting to the website

JS welcomed new board member Anthony Ridgill from Widow frost and all board members introduced themselves

a. Matters Arising

JS informed the board that Mark Wells had resigned as a board member due to ever growing work commitments and being unable to commit enough time for the BID. Thanks has already been given to MW for his time but JS will visit also

LM sent her apologies and explained that she was unsure if she would now be permanently posted at the meadow hall branch. SN will talk to her in the new year to get a clearer picture then

SN has spoken to the manager of M&S who would like to get involved, however as she is only 6 weeks into post and very busy at the moment a meeting has been arranged for January with herself and SN

b. Alterations to minutes

None

c. Declarations of interest

None

Outstanding actions from previous minutes:

Actions from previous minutes are to be completed in the new year to look at the car parking / footfall figures and establish a working group to look at other car park initiatives around the country.

2. 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 Oct 2011

All detailed breakdown of budgets have been reviewed by the finance group prior to reporting back to the board and are available in the BID office.

Levy received: £270,665.03 Levy left to receive: £18,767.29 (reminders have been issued)

Cleaner Environ spend - £6,211.73

Safe and Secure - £47,000

Access & parking - £0

More appealing Mansfield - £10,000

Investing in Mansfield - £9,340

Marketing Mansfield - £49,561.34

MDC need to receive the BID end of year finance pamphlet by the end of Feb to be issued with the new bills in March. Therefore we need to be thinking what priorities we want to set for next year and confirm future initiatives for these priorities. Businesses will also be asked.

Decision taken to invite all board members to a meeting at the start of Jan 2012 to discuss and set these. If unable to attend the meeting once set, then members are to email SN or JS with their input

SN

SN to arrange the meeting

3. Xmas Update

SR gave an update regarding the best dressed shop front. The competition has been received well and the deadline is Wed 7th so the winner will be announced soon. They win a trophy and a free advert in the Chad.

The limited edition 'I Love Xmas' in Mansfield bags are also being distributed during late night shopping to attract more people. This has gone on facebook and has received good feedback.

We are also doing a jingle bell campaign and handing out purse bells and crime prevention advice to shop safely this xmas.

Update was given on the footfall figures over the previous weeks:

Thurs 17th Nov 2011 – 42,833 up 2,200 on 2010

Thurs 24th Nov 2011 – 23,809 up 408 on 2010

Thurs 31st Nov 2011- 24,222 up 6,800 on 2010

Xmas light switch on (5pm – 7pm) 2011 – 22190

Xmas light switch on (5pm – 7pm) 2010 – 14327

These are being looked at to monitor the effectiveness of the free car parking scheme, the switch on event / light contribution and the other above schemes the BID has put in place this xmas.

4.Olympics and Cultural Olympiad Week

BS gave an update on the Olympic Torch coming to Mansfield on Thursday 28th

June 2012 around midday. The route cannot be announced until two weeks before but will be the town centre. A county project team has been established as has a safety advisory group. A local strategic group has been established which does include SN who has been asked to be project manager for the event for the town in consultation with the Town Centre Manager. This will be a positive element to allow businesses to have an input.

MDC has a contingency budget in place and will be liable for such things as barriers, security and the route. Events have to be limited for attendance numbers to be controlled. Official sponsor branding also has to be adhered to.

The security of the torch itself and convoy will be established by the London police but all other security will rest with the local areas.

This is an exciting opportunity for Mansfield. Other work is also being done by Active Mansfield to engage with schools and an events will be occurring the previous day

The 2nd phase is a cultural week between 7th – 14th July. The hope is to turn this into an annual event. A steering group has been established to engage different partners to put on as many different cultural events during this week in different venues. Again this will be working with schools and others and the BID is also included in this to engage with businesses. The week will end in a two day event run by the theatre. This hopes to be a community project depicting Mansfield over past years and into the future. The hope is to have 6 stages around the town centre with different plays.

Discussion around extra funding for the theatre project. It was felt £3000 was enough at this point as other businesses have also been given the chance to sponsor this event, such as the Mansfield Building Society who has already committed some money to it.

The steering group for this cultural week will establish an events schedule to see where gaps are.

5. Vision/ Business Plan

JS would like board members to think of a strap line / vision for the BID to tie in with the business plan and next year's priorities. Discussion that we need to set these regardless of action plans with MTCP and we need to ensure we are working together but there is no duplication.

As point 2 this will be discussed at the January Vision meeting and the baseline agreements will also be revisited

6. Communication with businesses

SN showed a visual of a new blog board for businesses. Here all businesses can

see what we are doing and share ideas.

Discussion around the perception of the lack of communication that businesses may get at times. The BID team often sends communication through either letters or emails but at time this may fall through the gap. From now on signatures will be gained when letters are delivered by the ambassadors.

A letter is going to all businesses to also explain about the new Blog board and about the BID part of the website where news and links are often put for information for businesses.

7. Next year's Board Meeting dates

Mixed discussion regarding the time of day to hold the board meetings. It was raised that some are unable to attend evening meetings; however the majority prefer evening meetings.

Decision was taken to keep meetings for the evenings but for these to be limited to one hour and always to finish by 6pm.

8. AOB

1. IS raised the issue of the charity collectors and making nuisance of themselves. These are known as CHUGGERS. DW informed the group that this was an on-going issue and they were not doing anything illegal. However it has been raised at the MPAC meeting. Nick Turner is doing some work on a policy for this issue.

PA asked if the ambassadors could help members of public walk past them without being targeted. SN to task the ambassadors.

2. NC raised the concern from one business regarding being able to pay instalments over non-consecutive months. SN explained what had happen with the communication regarding the business and that a letter of apology had been sent. The board however still agreed that instalments could not be spread over non-consecutive months.

3. BS apologised on behalf of MDC regarding access issues to the town hall and toilets for the market traders on strike day and that this issue was being investigated.

4. SN asked for a BID view on leafleting in the night time economy and the rubbish this caused as Lesley Reece from MDC was enquiring. PA informed the board that at the moment the issue wasn't too bad but it had been discussed before at MALV and there was a need for licensing and a central distribution point. SN will inform Lesley Reece of this.

Chairman's Signature.....

BID Manager Signature.....

Dates of forthcoming meetings 2012:

Tuesday 7th February 5pm – 6pm

Tuesday 6th March 5pm – 6pm

Tuesday 3rd April 5pm – 6pm

Tuesday 1st May 5pm – 6pm

Tuesday 5th June 5pm – 6pm

Tuesday 3rd July 5pm -6pm

Venues TBC