

Fleet Business Improvement District (BID) Company Ltd.

First Meeting of the proposed Directors on Thursday, 27th April, 2017

Those present: Emma Molyneux (Chair), Simon Clarke, Ian Fuell, Tyler Harman, Mike Morris, David Stanton, Sue Tilley, Kevin Whibley

1. Welcome

Emma welcomed everyone to the meeting and said that it provided a chance to give those, who had not been involved in the work of the Fleet Business Forum, some of the background leading up to the successful BID ballot.

2. Background

The BID project had involved two years' work and countless hours of relationship building with the businesses in the town. An Operating Agreement was now being finalised that would define the agreement between Hart District Council and the BID Company for the collection of the levy. It was hoped that the bills would be going out within the next 2 weeks, with a 28 day payment. A further reminder would be sent out to those who had not paid within the required period and, if there was still no payment forthcoming, enforcement would be implemented.

The opinion was expressed that each case of non-payment should be looked at on its merits, but it was also pointed out that advice had been sought, through discussion with other BID areas, and that all had agreed that it was important that there should be no exceptions to payment.

Emma referred to an email that she had sent out to all those present. This had attachments covering the following: A presentation giving a summary of the BID process to date, a high level outline of the suggested deliverables, a more detailed breakdown of the first six months' suggested deliverables and a form to be completed requesting Directors' details.

3. Representation on the Board

Emma referred to the requirement within the Business Plan for the Board to, as far as possible, represent all the business sectors in the town and said that there might be occasions when the Board would wish to bring in other expertise to assist them. She also referred to the provision in the Plan for the appointment of up to 2 community representatives.

Following a short discussion, it was **AGREED** that Caroleanne Baker and James Fitzpatrick should be asked to join the Board as they brought previous BID and other local experience that would be helpful to any future success. **ACTION:** Emma to approach both Caroleanne and James to let them know of the Board's decision

Emma also outlined Sue's role as Interim Secretary to the Board and said that Sue had agreed to stay on (following her role in helping to set up the Fleet Business Forum) whilst the Board took shape. Sue pointed out that the Board would need to make early decisions on how they would manage the duties involved in the Company Secretary role for the future.

4. Relationship of the BID to other parties in the town

Emma said that Baseline Agreements had been completed that detailed the services that are

provided to the town by both Hart District Council and Fleet Town Council. It was important to recognise that the BID can only carry out services or improvements that are additional to those already provided by the local authorities.

It was felt by those present that the BID should function on a B2B basis, every project undertaken will be voted on by the Board before it commences and all projects must be measurable and proven to bring benefit to the levy payers. It was also acknowledged that how the levy payers view the BID would be of the utmost importance – it is not a community group, it is a business! Nor is it a lobby group.

There was a lengthy discussion on the relationship between the BID and other community organisations that deliver events in the town. Kevin strongly expressed his personal view that it should be made clear to community groups that the BID would not be contributing funding to their events. He said that his personal, past experience had been that there had not been a good relationship between the community organisations and the Fleet Business Partnership that he had previously run. Sue, as a representative of both the Fleet Food Festival and the Fleet Christmas Festival Committees said that Kevin was representing a historic perspective and there was currently no requirement for funding from the town centre businesses for the two major events she was involved with. If, however, the volunteers who presently run the events decide to retire, then the BID may be asked to consider taking on the events. Emma explained that would only be considered if clear benefit to stakeholders can be established, and mentioned that the business plan clearly states that new events will be introduced as a revenue generator for the BID.

5. Resources

Emma referred to the Business Plan which contains the outline example of how the BID levy might be spent over the 5 year period and includes the role of a part time BID Project Manager who would be responsible for the delivery of projects as directed by the Board. She also referred to the detailed breakdown of the first six months' suggested deliverables, many of which had already been started under the auspices of the Fleet Business Forum, that would need to be moved forward, e.g.

- 5.1 **FleetWatch** - She said that the various projects, such as FleetWatch and other town centre security issues, would need to be "owned" by various directors. She asked David whether he would be willing to take on FleetWatch and other high street security issues and stressed the importance of these projects to combat the targeting of the town centre by shoplifters. David agreed to take this on, in liaison with Mike and Carolanne. **ACTION: David, Mike, Carolanne.**
- 5.2 **Travel and Transport** - Emma mentioned Travel and Transport as another area to be addressed and Mike said that these came within his role as HDC Cabinet Member for Urban Regeneration. **ACTION: Mike to take on this area**
- 5.3 **Discount Schemes** – No one nominated at this stage
- 5.4 **Events/Markets** – Kevin agreed to put forward proposals to the Board for their consideration **ACTION: Kevin.** Kevin said that he already had some ideas for high street market stalls. He said that he wanted the BID to send out a letter to all existing event owners saying that the BID would not be contributing to their budgets. Emma clearly stated that this was not necessary and any approaches could be met with the explanation that our mandate does not include giving community grants. Other members expressed the view that the Board should not close off relationships with anyone at this stage and should maintain the ability to work with all of them. Emma explained that this can be addressed further down the line when the need arises. Mike mentioned that he had ideas for improvements to the Gurkha Square

Saturday market and that he was willing to work with Kevin on this and also on the idea for the stalls in the high street Emma mentioned information she had sent Kevin re setting up a "Food Assembly" to drive footfall to the market. **ACTION: Kevin and Mike**

6. **Marketing**

Emma referred to the Marketing element mentioned in the list of tasks, which mentioned the actions that might be taken in the next 100 days. She said that the town identity "logo", mentioned in the list, had already been developed but could, of course, be replaced by the Board. She mentioned also the Business Forum's idea of developing an App for the town. Mike said that he was working on free wi-fi access for the town centre and would keep the Board informed on progress **ACTION: Mike and Emma**

It was **AGREED** that it was important to have a consistent message that came from the whole Board. Any Board member can research an event or project but it must be brought back to the Board for approval and must also fall under the 3 headings outlined in the Business Plan that had been voted on by the levy payers.

7. **Project Management**

Emma explained that Tracey had been working with the Fleet Business Forum as Project Manager since its inception and that her role had been financed up to now by both HDC and FTC. Tracey had been immersed in the projects for the last two years and Emma felt that there would be benefits to gain from maintaining the momentum she had built up.

Emma pointed out the list of tasks in black that had been outlined as those to be carried out by the BID Project Manager, if appointed. Some concern was expressed as to the proportion of the levy that was proposed to cover the Project Management role and Emma said again that the role had been identified in the costings within the Business Plan. Kevin said he would like to see what individual costs were involved in each elements of the tasks.

Simon suggested going back out to the levy payers to confirm their priorities and Emma said that the Fleet Business Forum had agreed to stop all activity in expectation of the Board's formation. Mike said that the Board might wish to consider appointing a Project Manager for 2 days per week, which would meet the expectations set within the Business Plan, and then it would be up to the Board to direct the activities of the appointee.

It was suggested that an asset list should be drawn up setting out all existing elements such as the "logo" etc.

In reply to Simon Emma said that this was an example of the sort of thing that the Project Manager could do. She also said that the Business Plan was a document that had been voted on by the levy payers and the elements within it needed to be delivered.

She referred to the fact that FTC had kindly agreed that, if there were projects that needed to be delivered before the levy monies had been collected, it would be possible for the Council to lend money to the Board to undertake that activity.

Website

It was AGREED that everyone should research websites of other BID areas to see the sort of information they provided **ACTION: All**

Kevin left the meeting at 9.15 a.m.

8. Summary

It was appreciated that some Directors, who had not been part of the Business Forum, had a lot of information to take on board and Emma said she would meet with them individually to help the process. Ian pointed out that this was important as no-one but the Directors would be responsible for what happens from now on.

It was also **AGREED** that Tracey should be invited to give a presentation on the project management role and to give more details on the individual projects that had been suggested for delivery within its scope. **ACTION: Emma to invite Tracey and agree a date**

In answer to a question, Emma said that after the 5 year period of the BID, a second ballot would need to be held if the BID was to be renewed. She also mentioned that grants and other funding could be sought for the newly formed BID Company and that she had already been in contact with the Local Enterprise Partnership (LEP) about the opportunities.

Tyler suggested that using the voice of the BID to achieve reduction in utilities bills for those within the BID area could be an early win that would garner support for the new company.

9. Date of Next Meeting

Aside from the individual meetings that Emma would be having with Board members in the very near future, it was agreed that a date for the next Board meeting would be circulated. Emma stated that all future director's meetings would be held in private due to the sensitive nature of discussions.

10. Any Other Business

Those present were reminded that they needed to supply the personal information required for them to be registered as Directors of the BID Company, as per the email they had received from Tracey. Sue to send out a reminder **ACTION: Sue**

There being no further business, the meeting closed at 09.35

Signed  Chairman

Date 20/7/2017