

4th Board Meeting of Fleet Business Improvement District (BID) Ltd

Held on Thursday 20 July 2017 at 17:30 at the Chadney Bulgin Offices

Attendees:

Emma Molyneux (EM) Chair
Bruce Bulgin (BB) Vice Chair
Caroleanne Baker (CB)
Simon Clarke (SC)
Ian Fuell (IF)
James Kirkpatrick (JK)
Alan Oliver (AO)
Bob Schofield (BS)
David Stanton (DS)
Sue Tilley (ST)
Tracey Shrimpton (TS) BID Manager
Michael Butcher (MB) Company Secretary

Apologies

Tyler Harman (TH)

1 Welcome and apologies

Apologies had been received Tyler Harman. All papers for the meeting had been distributed on 14 July. The meeting started at 17:40.

The Chair reminded the meeting that both Kevin Whibley and Mike Morris had resigned since the last meeting. Alan Oliver had been proposed by Hart District Council to replace Mike Morris as their nominated director. The meeting then confirmed that Alan Oliver should be appointed as the HDC nominated director and also that Bob Schofield was the appointed director nominated by Fleet Town Council.

2.1 Minutes of the previous meeting

The minutes of the third board meeting held on 19 June were approved as an accurate record.

2.2 Action points from previous meetings

The following updates were provided:

Event calendar. Review how this might be done	TS	Will be handled by the Marketing and Communications Working Group
Email update to levy payers	TS	Completed. TS to file on SharePoint and provide a copy to MB.

2.3 Conflicts of Interest

No conflicts of interest were declared at this point.

3 Presentation on Branding, corporate identity and website

TS took the board through a presentation on branding. BS queried the need for a brand. Others commented that branding in the context of a town should be thought of as its reputation, feel or identity. Further detailed discussion took place in the next item of the agenda.

4.0 Proposal for visual identity, branding and website

Following the above presentation, the board considered a proposal for a branding exercise. The aim is to develop a visual identity for Fleet based on Fleet's brand values and to develop a website for Fleet BID. BIDs are increasingly focusing on 'place marketing', all Business Improvement Districts have websites and in a recent review of BIDs seeking renewal, all mentioned the branding and visual identity work as a key deliverable of the BID. In Fleet there are no websites which present the town (or BID area) as a whole.

However, there were concerns about the exercise looking too corporate or too like a council brand. Others believed it was essentially about the look and feel of the town and this should be reflected in our chosen website design, brochures etc. It was emphasised that the branding must represent both large and small businesses across industry sectors. Potential suppliers included two local companies with suitable experience plus a company used by another BID team in the South East

Costs could be minimised by using a website based on Wordpress which could then be updated and maintained in house, once it had been professionally designed and developed. This could all be readily linked to social media, MailChimp etc.

The board agreed to get competitive proposals (Action TS) which would be brought back to the board for subsequent consideration. As regards sequencing the work, JK queried whether Guildford BID did their branding or website first (Action TS). TS confirmed that the prime audience for the website was the community but with a separate dedicated section for BID members (possibly as a second phase).

4.1 Footfall monitoring project proposal

Footfall is used as a Key Performance indicator (KPI) by many BIDs when assessing what benefits have derived from their activities. From existing footfall counters in the Hart Shopping Centre, it is clear that events are a major driver of footfall in Fleet. It was suggested that two potential suppliers of equipment to monitor footfall be investigated further.

DS was concerned that although the current outline budget includes an item for this, it is insufficient to cover the likely costs. SC commented that footfall measurements are a 'nice to have' and that event execution is more important. JK replied that measurement is crucial in deciding what works and what does not, so that levy payers can judge the impact of BID activities. BS did not believe that increased footfall automatically benefited levy payers as footfall did not always translate into more business for retailers. MB commented that the board should decide an appropriate percentage of its spend that should be allocated to measurement. The board then decided to suspend activity on this project until the budget had been developed in more detail. Action: Finance working group to develop budget (with cash flow) in more detail and bring this to the next board.

4.2 Information Wall project proposal

EM outline a proposal for an 'Information Wall'. The plan would involve installation of informational stud wall decorated white, across the front of the unit recently vacated by More Than Coffee. The Informational Wall could include some or all the following:

- A visitor map of the town highlighting areas of interest, location of disabled parking, car parks, public toilets, Fleet Pond, the station etc....
- Seasonal advertising for levy payers outside of the centre, for example highlighting offers and seasonal product. This business advertising would be free to levy payers and could be planned to allow rotation quarterly keeping it fresh and interesting.
- Ports for posting through waste items allowing waste to be separated for recycling.

In addition to providing a high impact information point, the wall would help address the perception that 'Fleet has lots of empty shops'. The structure itself could be in place by mid August with the Information Wall being fully operational in the Autumn. Costs were estimated at a once off element of £5480 with ongoing costs of £1280 per annum. MB was concerned that this spend might appear to particularly help the Hart Shopping Centre (HSC) rather than all levy payers. EM replied that this was the only available site in the town centre and HSC would not charge us for using the chosen site whereas other locations might incur a cost. The board agreed to progress the proposal (CB abstained as she was conflicted).

4.3 Christmas Extravaganza project proposal

Following approval of the project in principle by The Board in June 2017 and the Board's request to develop an enhanced proposal, the Project Proposer (ST) and Bid Project Manager have visited a small number of businesses to gain initial feedback for the project. The response from the businesses approached was that simply focusing on Small Business Saturday was not compelling and in the light of this feedback, the project has been revised/expanded to include:

- A Nutcracker trail to encourage our youngest visitors into Fleet (will be in place for six weeks)
- Buy Local campaign for 60 days in the build up to Small Business Saturday
- Christmas Grotto
- Promoting events in Fleet (Fleet Christmas Festival, Pantomime at The Harlington, local choirs)
- Musical entertainment in the high street and Hart Shopping Centre on the 2nd December

The overall objective is to help make Fleet more of a destination. EM informed the board that FTC had agreed to contribute £3k towards the project budget specifically for the Nutcracker Trail. The board thanked FTC for their contribution. There was then a debate about contributions from HDC. ST explained that HDC had provided free parking on Small Business Saturday in the past and that the BID had hoped to exchange this for an equivalent cash contribution this year. AO explained that any HDC policy would be applied across the district but did not expect any grant to be made available in lieu of free parking. **Action: AO to confirm HDC's position by the next board.**

Directors made various suggestions about the proposal. EM wanted the project to have some “tasteful” offerings. JK questioned if retailers could sponsor a Nutcracker King. DS suggested a programme of offers for “buying local”. ST suggested a focus on a different “buy local” retailer each day. The board agreed the proposal should be taken to the next stage.

4.4 Continental Market project proposal

Fleet BID were contacted by Savoir Fayre who run *Flavours of the World* markets with a proposal to run a Continental Market in Fleet in September or October on a Sunday in Gurkha Square. The aim is to increase footfall and deliver an event at minimal cost to the BID. EM explained that Savoir Fayre make no charge to the BID for this but there would be a cost in terms of the BID Manager’s time required. AO raised the point that HDC would probably want to recoup the value of the lost Sunday parking from the BID or the market.

Action: AO will investigate and reply to TS with HDC’s position on this. Following receipt of this information, the board will make a decision about whether to progress the project.

5.1 Accounting Services – Purchase Approval Request

The board had received a request to purchase accounting services for the following purposes:

- Preparation and filing annual accounts
- Annual audit element to meet British BIDs best practice guidance
- Filing annual Confirmation Statement with Companies House
- VAT registration.

It had been decided that to avoid any conflicts of interest, only firms outside the area should be considered. Three firms were reviewed and the proposed firm, Turner & Co in Blackwater, provided a significant saving compared to the alternatives. The board agreed the proposal. There is also a requirement for bookkeeping services. **Action: TS to prepare costings**

5.2 Operating Agreements with HDC and FTC

ST explained that the agreements defined what services HDC and FTC already provide and how the BID company and the councils will operate together. The two main documents are:

- An Operating Agreement with Hart District Council which defines the contractual relationship between the BID and the Local Authority in relation to levy collection and enforcement, and overall BID management and delivery.
- Baseline Services – a list of services that are provided by Hampshire County Council, Hart District Council and Fleet Town Council in the BID area. This is included in the BID proposal document to enable the BID to demonstrate that the services they deliver are over and above those delivered by service providers. It is possible that these services may change over the course of a BID term, but this provides a baseline measure of services delivered at the outset of the BID term.

The Operating Agreement is based on Basingstoke BID’s Operating Agreement with Basingstoke Council, with significant input from the legal team at Basingstoke and amended to reflect the differences in Fleet. The agreements will be monitored as follows:

- A Service Review panel with attendees from Fleet BID and Hart District Council will meet twice a year.
- Service review meetings will also be required with Fleet Town Council.
- The BID Board will need to decide whether service review meetings with Hampshire County Council would be of value.
- A Finance monitoring group with attendees from Fleet BID and Hart District Council should meet twice a year. Additional meetings will be required, particularly during year one to discuss BID levy collection.

The board approved the documents for signature by the company.

6.1 Project Updates from the BID Manager

- BB updated the board on ideas for an Arts Event. An initial meeting took place on 20th July with Bruce Bulgin, Sue Tilley and Mike Mellor (of the Fleet Film Club) - to scope the project and to identify others who could be invited to join the working group. Soundings have also been taken from various stakeholders and the feedback is positive. To ensure that all activity is for the benefit of levy payers, all events will take place within the BID area. The target date is Spring 2018 and the project will come back to the board in due course for a formal decision on whether to proceed.
- TS updated the board on the FleetWatch project. DS is exploring the needs of the night time economy and will develop a paper for the Board proposing how the BID can help, **action TS**. A meeting is to be arranged with the PCSO team and radio provider to plan the launch of the scheme.

6.2 Report from the Governance and Finance working groups

There were two matters relating to previous meetings.

1. Concerning the provision of minutes, the board agreed that:
 - the level of detail contained in the last set of minutes (Board Meeting #3) should be adopted for future meetings
 - points of discussion will be attributed to individual directors or officers to the extent necessary to demonstrate broad engagement of directors in the board discussions
 - the minutes will be made available to levy payers but where confidential matters are discussed, these will be contained in a separate "Part 2" of the minutes which will remain confidential
2. The company secretary had reviewed the Sixth Sense Marketing contract decision in detail and all the information had been made available to the board on the SharePoint server.

The board approved the proposed conflicts of interest form and agreed that the register of interests should also be used to record all gifts of a value over £5 and hospitality over £20 received by directors or staff in connection with their work for the company. **MB will send a form to each director for completion.**

Concerning the application process for members of the company, the board approved both an email form of words and a hardcopy form for membership applications in accordance with the company's articles of association.

7 There were no AOB items

The meeting closed at 19:45. The next meeting will be on Thursday 24 August at 17:30 at the Chadney Bulgin offices.

Note:

The meeting included material deemed confidential by virtue of its commercial, legal or personal nature, or because it is covered by the Data Protection Act or the new GDPR provisions. In accordance with the policy agreed at the 4th meeting of the board, this confidential element is recorded separately.