

10th Board Meeting of Fleet Business Improvement District (BID) Ltd

Held on Monday 19th March 2018 at 17:30 at the Chadney Bulgin offices

Attendees:

Emma Molyneux (EM)	Chair
Bruce Bulgin (BB)	Vice Chair
Simon Clarke (SC)	
Ian Fuell (IF)	
Tyler Harman (TH)	
Alan Oliver (AO)	(till 18:32)
Bob Schofield (BS)	
David Stanton (DS)	
Tracey Shrimpton (TS)	BID Manager
Michael Butcher (MB)	Company Secretary

Apologies

James Kirkpatrick (JK)
Sue Tilley (ST)

1.1 Welcome and apologies

Apologies had been received from ST.

All papers for the meeting had been distributed on 14 March. The meeting started at 17:30.

1.2 Minutes of the previous meeting

The minutes of the eighth board meeting held on 22nd February were approved and signed as an accurate record.



1.3

The list of action points from previous meetings was updated as follows:

Board Meeting Date	Action Item	Who	Current Status
24 October	Procure business cards	TS	Completed
20 November	Respond to the Neighbourhood Plan consultation exercise when required	EM	Consultation period 1 st May
22 February 2018	Develop 2018-19 Budget Plan	Working groups	Agreed during meeting
	New articles of association		Agreed during meeting
	Christmas programme to be discussed at next board meeting		Deferred to next board meeting
	Director to represent Waterfront Business Park		Covered in agenda
22 February Part 2 confidential items	Food Festival: Need FTC approval on 8th March (paperwork to be submitted by deadline)	EM	Complete
	Need to review potential council grant of £3k	ST	Need to wait for notification of funds in approximately 6 months time

2.1

Town Centre Survey Proposal

The board considered the proposal to run the next in the series of town centre surveys, the first was run by FTC in 2012 and the second by Fleet Future in 2015. The survey is run to a standard format by an outside contractor. The benefits of the survey include:

- Providing a good evidence base for making decisions on how to improve the town centre rather than relying on anecdotal evidence
- Benchmarking how Fleet compares to other similar sized towns and how it is progressing
- Helping correct misconceptions about the town such as vacancy rates.

It was emphasised that the BID needed a good balance of improvement activity versus research work such as the survey. It was also proposed that the survey be repeated in 2021 to help assess the results of the BID after four years in operation. The board agreed the proposal but wished Avondale Parade to be included. The project director will be ST.

3 Revised Articles of Association

The BID company was initially set up as an off-the-shelf company with standard Model Articles. These are not well suited to a BID, so a revised set of articles had been developed. These were based on advice from British BIDs and borrowed heavily from the articles of both Uxbridge and Camberley BIDs to provide the features agreed at the September board meeting. The draft articles were then reviewed and finalised by Herrington Carmichael, the solicitors for the Camberley BID. BS raised queries about the compatibility of Clauses 3.3 and 3.4.1, and about the appointment of alternate directors. Both points were addressed by MB.

The board considered the new articles and agreed them for subsequent approval at a General Meeting. The board also approved the associated rules describing the structure of the board (as laid out in the BID's Business Plan) and the quorum for board meetings. A provision for additional levy payer ballots within the five-year BID term was considered but rejected on grounds of cost and practicality. The proposed description of the BIDs governance arrangements for the website was adjusted accordingly and is attached to these minutes.

The board also approved the application form for new members and following completion of the forms, approved the directors present as members.

Action: MB to submit the necessary paperwork to Companies House to record the above and to update the Company's registers

4.1 Project Updates

Marketing, events and measurement Working Group

- i. Proposals for Christmas events will be brought to a subsequent board meeting. **Action: EM**
- ii. SC has agreed to be the project director for the signage project
- iii. Lunchtime will be the focus of the proposed parking initiative
- iv. TH agreed to be the project director for the CCTV project
- v. JK will support DS on the night time economy project
- vi. Catherine Turness (Winchester BID and event organiser) is to propose a programme of events for the BID to cover the next 12 months. Catherine has been invited to attend the next working group meeting to talk through her proposal.
- vii. BS is investigating chewing gum removal options following an unsatisfactory quote from HDC. **Action BS**
- viii. The next edition of the printed newsletter for businesses is planned for April.
- ix. Footfall counters – site survey was expected to take place w/c 12 March. **Action: TS to chase**
- x. Visitor map – first draft from agency was unsatisfactory, now being re-worked
- xi. Work is about to start on the FindYourFleet consumer publication.
- xii. Awaiting dates from Savoir Fayre for a return of the continental market in 2018

Improving the Experience working Group

- i. Extending Christmas lights to the station – electrical testing has been ordered.

- ii. Bulk buying – Meercat have been briefed on the topics to be included in their work recognising that telecoms and printing businesses are represented within the BID area.
- iii. Mystery shopper programme is on track with 39 retailers signed up with the awards ceremony to take place at the annual levy payer meeting in May.
- iv. The march GDPR business briefing was attended by over 30 people with very positive feedback being received.
- v. The Wild Animal Trail for the summer has been contracted to Odin Events
- vi. Meetings are under way with Hampshire Farmer’s Markets (HFM) for the two dates of 22nd April and 23rd September. This event will be run by HFM with the BID providing additional publicity and other entertainment

4.2 Finance Update

The board approved the detailed budget for the remaining period of the BID, the major categories in the budget being as follows:

	2018	2019	2020	2021
TOTAL INCOME	£221,600	£162,000	£162,000	£162,000
Theme: Marketing promotion and Events				
Sub total: Marketing and Communications Working Group	£70,560	£65,560	£65,560	£73,560
Sub total: Markets and Events Working Group	£35,000	£15,000	£10,000	£5,000
Total: Marketing and events	£105,560	£80,560	£75,560	£78,560
Theme: Improving the experience in Fleet				
Total: Improving the Experience	£37,000	£37,000	£37,000	£32,000
Theme: Business Support				
Business Support / Money Saving Working Group				
Total : Business Support	£32,500	£32,500	£32,500	£27,500
Admin				
	£24,850	£24,850	£24,850	£24,850
Admin percent of total	11%	15%	15%	15%
TOTAL SPEND	£199,910	£174,910	£169,910	£162,910

The board noted that:

- Unspent funds from 2017 are carried over to 2018
- The budget proportion has changed from the original Business Plan to reflect changed project priorities – the budget for Improving the Experience has reduced and the budget for Business Support and Events has increased.
- Projects / Expenses that were identified in the Business Plan that are not required in 2018-19 have been removed from the budget, although this requirement may change in future years
 - Town Centre WiFi
 - Zone Ambassadors
 - Staff
- Admin costs, despite high levy collection costs, are significantly lower than the British BIDs' recommendation of 20%

4.3 BID Manager progress report

- Priority projects for April requiring BID Manager support are:

- Advertising plan to present to the Board in April
- Consumer magazine (June delivery)
- BID business newsletter (April delivery)
- Food Festival website pages and promotional plan
- Mystery Shopper project – completion and Customer Service Awards
- Business Briefings – deliver social media training (March) and plan June
- Footfall counter installation
- Progress bulk buying project with Meercat Associates to launch
- Ongoing support for DISC / Fleetwatch and dealing with enquiries from levy payers
- Ongoing communication – website updates, email updates
- Levy payer queries re 2017 summons and 2018 bills
- Support for 1to1 meetings the Chair and Vice Chair are having with levy payers.
- Social media posts and website updates
- Promoting networking event with Hampshire Chamber of Commerce on 23 May

AOB

The boards agreed a proposal from EM to extend the summer flowers further down Fleet Road to the station. The work would be undertaken by FTC with EM as project director. The board agreed with a suggestion by SC that the tubs should include an acknowledgement that the BID had funded the flowers.

TS advised that the 23rd May board meeting date needed to be changed because of a clash with other items in the programme.

The meeting closed at 18:55

Next meetings:

- 2018 Board meetings:
 - Tuesday 24 April
 - Wednesday 23 May (to be rearranged)
 - Thursday 28 June
 - Monday 16 July
 - Tuesday 21 August
 - Wednesday 26 September
 - Thursday 18 October
 - Monday 19 November
 - Tuesday 11 December

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.

Attachment – statement on the BID’s governance procedures

“There are lots of rules, regulation and guidance about how a BID should be run: The Companies Act, the Business Improvement Districts Regulations, and guidance published by British BIDs (the trade body for BIDs in the UK). Our BID adheres to all of these. And we’ve also incorporated good ideas on governance from other BIDs.

Our BID is democratic. Like the government of the UK, it is voted in for a five-year period, based on a published Business Plan (like a manifesto). We want our BID to represent all levy payers, so we strive to have directors from each of the different constituencies in the BID area: independent retailers, large national multiples, food and leisure outlets, service businesses and the Waterfront Business Park. We have up to seven levy payer directors, then a councillor from each of Fleet Town Council and Hart District and finally we appoint up to two co-opted directors. Our directors are also the members of the BID company.

We consult our levy payers regularly by email, newsletter, surveys, one-on-one meetings and our annual levy payer progress meeting. And we have an active presence on Facebook, Twitter, LinkedIn and our own website. We follow best practice in balancing maximum transparency with privacy and confidentiality requirements. Minutes of our board meetings are posted on our website. Our accounts will be fully audited and presented to the annual levy payer meeting along with an update on delivering the Business Plan.

The BID is run for the benefit of the levy payers who fund it. We would like all levy payers to participate in helping make the BID a success. Please let us know your views and ideas by responding to our emails, surveys or newsletters, or take advantage of our website, Facebook pages or Twitter account to give us your feedback. Or let us know if you would like a one-on-one meeting with one of our directors”