

26th Board Meeting of  
Fleet Business Improvement District (BID) Company Limited  
Held on Tuesday 18<sup>th</sup> February 2020 at 17:30 at Chadney Bulgin

Attendees:

Bruce Bulgin (BB)	Chair & levy payer director
David Moll (DM)	Levy payer director
Emma Molyneux (EM)	Vice chair and levy payer director
Tim Neale (TN)	Levy payer director
Bob Schofield (BS)	Fleet Town Council (FTC)
Tracey Shrimpton (TS)	BID Management Sixth Sense Marketing
Michael Butcher (MB)	Company Secretary Proxy for EM

Apologies:

Chris Chessell (CC)	Levy payer director
Ian Fuell (IF)	EM acting as proxy
Tyler Harman (TH)	MB acting as proxy
Alan Oliver (AO)	Hart District Council (HDC)

1a Welcome, apologies and conflicts of interest

Apologies had been received from AO, CC, TH (MB as proxy) and IF (EM as proxy).

There were no conflicts of interest declared.

1b Minutes of the previous meetings and matters arising

BS queried the phrase "late 2000's" in Section 3 of the minutes for the previous board. This referred to the period of earlier development proposals for the town centre. The board agreed to change the phrase to "2008-10". **Action: MB to update minutes accordingly.**

There were several matters arising from point 4a on the food festival.

- EM reported that the BID had still not received approval from FTC for the use of The Views for the event (the BID had applied for approval in July 2019). BS replied that as this was a repeat event, the Clerk had the authority to approve the event without reference to full council. **Action: BS will investigate**

- There was still a concern about marshalling pedestrians on the footpath which crosses the proposed site. The BID's subcontractor is awaiting a response from FTC on the matter. **Action: BS to progress**
- The question of VAT on the gate money was discussed as this depends on how such money is classified. The board concluded that it was VATable.
- With the exception of the musical entertainment, the provision of the event is now fully subcontracted on a turnkey basis. This will require the contractor to have full PLI and theft/damage insurance for the event. The BID for its part, will then need contingent PLI insurance.

## 2 Strategy Discussion

The Operations Committee had met several times since the last meeting to refine the BID's strategy. MB presented the progress to date and the board considered and agreed each point:

- The fundamental purpose of the BID is:  
*"To use the BID levy to undertake activities that help the levy payers in Fleet."*
- The board recognised that there are many different types of levy payers, each with different needs e.g. independent retailers, service businesses, large corporates, food outlets etc.
- People come into Fleet for a variety of purposes e.g. shopping, working, socialising, having a coffee or meal, attending events or entertainment.
- There are four facets of the town centre which may either attract or discourage visitors:
  - The businesses in the town, what they offer etc.
  - The place itself, is it easy to park, clean, attractive etc.
  - The events and activities on offer
  - The atmosphere, is it friendly, vibrant etc.

These points comprise the Fleet "brand" which the BID needs to market as a whole to locals and potential out-of-town visitors alike. As part of its marketing, the BID also needed to refine Fleet's "USP" (unique selling proposition).

- The other core activities to achieve the BID's purpose were:
  - Providing additional support to businesses and encouraging new businesses to set up in Fleet. At the strategic level, this would include acting as the voice of local business to government, councils etc. It was important to recognise there were other organisations also working in this arena like the Federation of Small Businesses and the BID should work with these other potential partners. (Similarly, there were other stakeholders, like the local councils, with whom the BID should work.)
  - Making Fleet a pleasant place for people to visit. This includes strategic activities such as potential redevelopment activity in the town centre. It was recognised that surrounding towns are undertaking major regeneration projects and there was a risk of Fleet being left behind. The BID should therefore be prepared to support requests for planning permission and other development where it was felt such developments would improve the Fleet "brand" and the town centre's long-term viability. It was recognised that this might not be welcomed by all.
  - Creating a vibrant feel in Fleet by running, sponsoring, promoting or supporting a programme of events and activities.

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- The board debated a variety of ideas under these headings and the newly formed Advisory Groups have a key role to play in this by providing their own ideas and opinions.
- The above activities were very much in line with the original business plan put to ballot by the levy payers and approved in 2017

The discussion then moved onto the appropriate allocation of the budget to these different activities. This was done from a top down perspective and after some debate, the following split was agreed (the total levy figure is an approximation):

	Percentage	Total £
<b>Business Support:</b>		
Provide additional businesses support for levy payers' businesses	15.0%	£24,000
<b>Improving the experience:</b>		
Make Fleet a pleasant place for people to visit and go about their business	25.0%	£40,000
<b>Events (turnkey):</b>		
Create a vibrant feel in Fleet with events and activities both large and small (costs include project management and insurance)	25.0%	£40,000
<b>Marketing:</b>		
Encourage people to use Fleet town centre to the ultimate benefit of levy payers.	20.0%	£32,000
<b>Administration:</b>		
BID management, communicating with levy payers, levy collection costs, planning, professional fees, general insurance, contingency	15.0%	£24,000
<b>Total:</b>	<b>100.0%</b>	<b>£160,000</b>
<b>Total levy:</b>		<b>£160,000</b>

Budget lines could now be passed to individual directors or the BID manager. Alternatively, they can be broken down further e.g. between tactical and strategic components. **Action: TN will now work with TS and others to use this ballot allocation to develop the 2020/21 budget at a more detailed level.**

### 3 Papers for noting

The meeting had been structured to allow most of the time to be spent discussing the strategic plan. The remaining papers were for noting only and no director had requested they be debated during the meeting. Key points:

#### Operations Committee Update:

- The annual levy payer meeting will take place on Tuesday 12<sup>th</sup> May.
- A decision on a BID Ambassador will follow on from the strategy and planning as part of review of how resources are allocated.
- The bookkeeper contract will be renewed for 2020/21.
- FindYourFree parking logos will not be printed on the reverse of parking tickets going forward.
- The Customer Service review and mystery shopper programme is being reviewed to consider whether a review of the experience of the town as a whole would be more effective.
- Agreed the BID should submit an objection to the planning application for 164 Fleet Road relating to the siting of domestic bins for collection, and potential damage that could be caused with glass bottles being left on the street.

#### Finance Committee Update:

- Levy collection:
  - For 2019/20 £10,901 remains payable
  - Levy bills for 2020/21 will be sent out in early March

### 7 There were no AOB items

The meeting concluded at 18:55

Next meeting: 18 February 2020

#### 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.