

STRATFORD UPON AVON BID

Board Meeting - Notes 26th July 2022

Attendance

Who	Org
Flair Gougoulia (FG)	El Greco
Rebecca Hampson (RH)	Stratford Town Trust
Caroline Nash – Observer	Stratford Town Council
CLlr Kate Rolfe (KR)	WCC
Louisa Stott (LS)	SBT
John Careford (JC) – Observer	Stratford District Council
Zenios Loucas (ZL)	The Fourteas
Peter Monks (PM) - Chair	Shakespeare Distillery
Sarah Summers (SS) – Observer	Stratford Town Council
Rachel Arkle (RA)	Boots
Diane Mansell (DM) – BID Manager	Stratford Upon Avon BID
Sky Cole – Marketing & Events Coordinator (Note Taker)	Stratford Upon Avon BID
Shelly Buckingham	Davisons Law
Lindsey Armstrong (LA)	Shakespeare's Schoolroom & Guildhall
Helen Peters (HP)	Shakespeares England

1. Introduction by Crown Plaza Management Team
 - a. Introductions and welcome to the venue given by Clare Galvin-Jones and Robin Ford – they are looking forward to working with businesses and the BID, though Crowne Plaza is a national chain name, they operate as a local business.
 - b. PM thanked Clare and Robin for their hospitality and their time.
2. Welcome & Introductions
 - a. Introductions were made around the table – new attendees for this meeting were:-
 - i. Caroline Nash, Stratford Town Council – will be replacing Sarah Summers as Town Clerk and Observer on the BID Board
 - ii. Sky Cole, SUA BID Marketing & Events Coordinate and note taker
3. Apologies
 - a. Josefine Blomqvist (JB) Arden Hotel
 - b. Kevin Taylor (KT), Stratford Town Council
 - c. Chris Hill, Royal Shakespeare Company
 - d. Dermot McGillicuddy (DC), LSD Promotions
 - e. Aaron Corsi (AC), WCC Observer
 - f. Richard Jones (RJ), Bell Court Manager
 - g. Courtney Gilbert (CG), Cosy Chic Pet Boutique
 - h. Matt Jennings (MJ), Stratford District Council
4. Declarations of Interest
 - a. No declarations of interest were raised or noted for this meeting
5. Minutes of the last meetings

- a. The minutes of the previous two meetings (14/6/22 & 30/6/22) were agreed as true reflections of both meetings.
6. Review of Outstanding Actions
 - a. The actions were reviewed and the Actions Log updated
7. Update from the Chair
 - a. New process put in place to record actions and document issues raised going forward
8. Sub-Committee Updates
 - a. **HR Sub-Committee**
 - i. No issues to report. Chris to be added
 - b. **Finance Sub-Committee**
 - i. No meeting held yet.
 - ii. Will be reviewing paperwork circulated.
 - iii. **All Finance files to be shared as one cohesive folder for ease of reference – ACTION DM**
 - iv. Forecast hasn't been changed
 - v. At year end, profit reserves at £164k. Budget has a deficit of £96k.
 - vi. **Will have revised financial forecast for the next Board meeting – ACTION RH**
 - vii. Summary of Levy collection to date was discussed – all Levy Payers sent letters.
 - viii. How to recover unpaid Levy where businesses have gone out of business was queried
 - ix. **Outstanding debts and writing off said debts need to be discussed – need to understand how the auditors are reviewing this - ACTION DM/RH**
 - c. **Marketing Sub-Committee**
 - i. Need to look at how this will look going forward
 - ii. There has been no meeting of this group
9. Events Advisory Panel Updates
 - a. No businesses have applied to be part of the Advisory Panel
 - b. The invite has gone out on several e-newsletters and will continue to do so
 - c. The issue of events being divisive was discussed
 - d. All agreed that there needs to be joined up working between partner organisations and a willingness to compromise.
 - e. Strategic Partnership to look at governance and also look at events for the town as a whole, with a view to identifying what events should be delivered and who is best placed to lead on the delivery of those events.
 - f. **DM attending Strategic Partnership meeting and to feedback to the Board - ACTION DM**
 - g. The operational costs of delivering events was discussed, particularly road closures and safety – ideas have been drawn up and discussed previously, but work needs to be done to finalise those strategic plans and bring them to fruition. Meeting happening on Thursday 28th July to look at events holistically for the town and how the BID can be involved going forward.
 - h. **Need the aligned vision for the town and events to be delivered – DM to take this action to the Strategic Partnership meeting on behalf of the BID Board – ACTION DM**
 - i. **September Board meeting will shape the events for the remainder of the BID – AGREED**
10. BID Manager's Update
 - a. **Road to Ballot**
 - i. Initial discussions have taken place with Stratford on Avon District Council and we are now working on a draft version of Operating Agreement and Baseline Agreement documents
 - ii. Asked for postcode analysis of the BID area so a full Levy Payer analysis can be completed – currently in progress
 - iii. Quarterly meetings with County Council – David Ayton Hill
 - iv. Started conversations with Strategic Partnership and Town Trust
 - v. Continuation meetings with the ASB team and Police to discuss ways of working moving forward

b. Funding

- i. Working with County Council Communities Team to put a funding application together to create a yearlong Town of Culture activity – approx. cost £50,000 to £100,000 depending on how far we wanted to go with the activities. Looking to have a different theme each month and working with a funding writer on that. Flair asked about the funding writer and working with experts – DM explained that they like the ideas of what we have put forward for the next 12 months and they are putting money forward to help finance a funding writer, which is a huge step forward and delivers against the Business Plan commitment to get match funding.
- ii. Working with the Levelling Up Fund to help secure funding for regeneration of the Town Centre
- iii. SDC UK Shared Prosperity Fund Opportunity – working with the team to secure funding for cultural development, design out crime and environmental impacts improvement projects within the town centre.
- iv. Purchased the Body Cameras using Crime Commissioner Money – these are now at the BID office and due to go into use imminently.

c. Accreditation

- i. Action Minutes need to be uploaded onto the Website - decision needs to be made by the Board
- ii. **All agreed that the Board Minutes should be put onto the website once approved as a true reflection of the meeting – AGREED**
- iii. **Include note on newsletters to say minutes on website once available – ACTION SC**
- iv. BID Foundation accreditation 50% complete – want to have it complete before October
- v. British BIDs Accreditation in progress

d. Visitor Plan 2022 – 2032

- i. SC and PM attended a Zoom meeting to discuss Tourism in Warwickshire
- ii. DM will attend the in-person meeting

e. Street Reps

- i. Code of conduct and job description has been written in draft format
- ii. DM giving them pointers for conversations
- iii. This is where some of the feedback from the businesses regarding the events will come from
- iv. **DM to circulate the Street Reps Code of Conduct for the Board for information, so that the work can be launched – ACTION DM**
- v. DM gave an overview of who the Street Reps would be for each area:
 - Alcester Road – N/A
 - Arden Street – Dan at A-Plan – Confirmed
 - Bancroft Place – N/A
 - Banbury Road – Alveston Manor
 - Bards Walk – N/A
 - Bell Court – Someone in Bell Court Possibly Sam from Magic Alley
 - Birmingham Road – Dan at A-Plan – Confirmed
 - Bridgefoot – Del @ Coxs Yard
 - Bridgeway – Del @ Coxs Yard
 - Bridge Street – Rosie O’Connell Jigsaw – Confirmed
 - Brunel Way – Possibly Esquires Coffee
 - Chapel Lane - N/A
 - Chapel Street – Kelly Calvert at Jack Wills Confirmed
 - Chestnut Walk – Possibly Alsters Kelley Solicitors Ltd – 01789 299 115
 - Church Street – Kelly Calvert at Jack Wills Confirmed
 - Clopton Bridge - N/A
 - Cooks Alley – Symon Powell at Bensons Restaurant - confirmed
 - Ely Street – possibly C G Optical
 - Greenhill Street – Natalie at Hotel Du Vin confirmed
 - Guild Street -

- Grove Road – Dan at A-Plan – Confirmed
- Henley Street – Symon Powell at Bensons Restaurant - confirmed
- High Street – Kelly Calvert at Jack Wills Confirmed
- Mansell Street ??
- Meer Street ??
- Old Red Lion Court – Clare at Oakley and Irvine confirmed
- Old Town - N/A
- Payton Street - N/A
- Rother Market – Natalie at Hotel Du Vin confirmed
- Rother Street – Natalie at Hotel Du Vin confirmed
- Scholars Lane - N/A
- Shakespeare Street - N/A
- Sheep Street – Sam at Rohan’s confirmed
- Shipston Road - possibly Honey Blue
- Southern Lane - N/A
- Station Road - N/A
- Swans Nest Lane – Jane at Butterfly Farm
- Minories – Symon Powell at Bensons Restaurant - confirmed
- Waterways – Premier Inn and McDonalds – possibly
- Union Street – Peter Vaughan – Vaughan Reynolds – possibly
- Warwick Road – Premier Inn and McDonalds – possibly
- Waterside – Sam at Rohan’s confirmed
- Western Road – Premier Inn and McDonalds – possibly
- Windsor Court – Dan at A-Plan – Confirmed
- Windsor Street – Dan at A-Plan – Confirmed
- Wood Street – ??

f. Huddles

- i. Hospitality / Accommodation – Lead Director needed
- ii. Nationals / Retail – Rachel Arkle
- iii. Hair and Beauty – it was noted that this the hair and beauty sector were not keen to engage – Lead Director needed
- iv. Professional Services – Shelly Buckingham
- v. Visitor Attractions – Lead Director needed

g. Marketing Review

- i. Facebook – 12400 followers (3062) – SC managed to combine all previous Facebook pages into one, so now operating with a single BID Facebook page for all activity and events.
- ii. Instagram – 6056 (6037)
- iii. Twitter – 4396 (4397)
- iv. LinkedIn – 383 (266)
- v. DM asked if all the BID Board Members are joined in on all channels to promote what is being pushed out? All to check and connect on BID channels - ACTION ALL**
- vi. Website – the old website has now been closed down
- vii. DM going through all businesses and cross referencing postcodes to make sure the BIDBase system is up to date – ACTION DM**
- viii. BID Newsletter – Goes out every Wednesday and is being really well received – DM reported an open rate of around 50%
- ix. Ruby Road Activation – the install has now taken place and have received really positive feedback
- x. Herald - SC negotiated a fortnightly half a page in the herald to advertise activities. Will include monthly free editorial piece. This is linked to and paid for by the Road to Ballot activities
- xi. Independence Day – Daily Videos sent out via all social channels during the independents day week

h. Events Diary

- i. Open Office Days – Start every Wednesday from 21/09/2022 until the end of the BID Term.

ii. Activity and Event Programme – possible identified events and dates

2022

- 28 July / 8 August - Commonwealth Games
- August – Begin Stakeholder mapping activities will take approx. 6 months to complete fully
- September 16th, 17th & 18th – Food Festival
- **October - Launch Consultation and Road to Ballot Network Meeting, events – get Street Reps onboard - ACTION DM**
- October 11th and 12th – Stratford MOP
- October 21st and 22nd – Stratford Runaway MOP
- October 22nd – 30th – Half Term / BID Pumpkin/Autumn Festival
- November 19th – Christmas Lights Switch-On
- 21 November – 18 December – World Cup – England Group B
- November 26th – Small Business Saturday
- December 8th – 11th – Victorian Christmas Market

2023

- January – Launch Consultation stage 2 Road to Ballot Network meetings
- February 14th – St Valentine’s Day/ Love Stratford-upon-Avon
- February 20th – 24th – Half Term
- April 1st – 16th – Easter Holidays
- April 7th – 10th – Easter Weekend celebrations
- April – Spring Networking – How to get more involved in the years event activities
- April ??? – Shakespeare’s Birthday
- ??? – Rotary Marathon
- April 30th & May 1st – Festival of Motoring
- May 27th – June 4th – Half Term
- June – Stratford upon Avon Boat Club Sprint Regatta – Stratford Rowing Club
- July 1st & 2nd – River Festival
- July – Summer Networking – Topic still to be decided
- August ?? – September ?? – Summer Holidays
- Rotary Duck Race
- 2nd September – Launch Business Plan Networking event
- September 15th, 16th & 17th – Food Festival
- October 11th and 12th – Stratford MOP?
- 13 October Day one of Ballot
- October ??? – Stratford Runaway MOP
- October 28th – November 5th – Half Term
- 9 Nov – Final Day of Ballot
- 10 Nov – Announcement of Ballot Result and Christmas Networking Event
- November 18th – Christmas Lights Switch-On

- December 7th – 10th – Victorian Christmas Market
- December 23rd – January 7th – Christmas holidays for schools

2024

- February Networking event – Topic to still be decided
- February 14th – St Valentine's Day/ Love Stratford-upon-Avon
- February 10th – 18th – Half Term
- March 23rd – April 7th – Easter holiday for schools
- March 29th – April 1st – Easter Weekend celebrations

i. **Collection Rate**

- 2019/20 – 98.9% (98%)
- 2022/21 – 95.8% (94.6%)
- 2021/22 – 90.6% (89.5%)
- 2022/23 – 79.8% (75.7%)
- Overall – 91.2% (89.35%)

11. Food Festival Progress Report

- Finance Breakdown shared with the Board papers, which all were able to view and no concerns were raised
- Sponsors
 - Loxleys
- Partnership Payment
 - LSD
- Layout - road closures High Street, Wood Street and Bridge Street
- Sell the Offers Booklet
 - 333 per day
 - All entries to provide email addresses and be entered into a prize draw to win the Stratford-upon-Avon hamper.
 - Will keep that data for future comms
- Sent out via BID Newsletter – Stand alone and a further two inclusions in the newsletter
- Hand delivered twice to all hospitality businesses
- Stalls being booked, but still spaces available
- Entertainment
 - Stage bookings
 - Fri - 1
 - Sat - 4
 - Sun - 3
 - Demo Kitchen bookings – Deadline 1st Aug
 - Fri – 6
 - Sat – 4 slots (plus 3 held open for Headliner)
 - Sun – 5 slots booked
 - For Demo Kitchen, Speak to RSC about member of staff who was on Bake-off – ACTION DM**
 - HP to send SC & DM details of potential chefs for the Demonstration Kitchen – ACTION HP**
- Props

- i. Possibly Odin or RSC gathering quotes

12. Risks & Issue Register – BID Team / Board work to do

- a. **Review Ricks & Issues Register at next meeting – ACTION ALL**

13. AOB

- a. DM – email came through regarding extending the market on Waterside through the winter and BID asked for comment on positive or negative opinion – DM advised that the BID remain neutral in that application. Looking to have them in January, February and March as well as throughout the remainder of the year.
 - i. **Decision of the Board is that the BID should not provide formal comment, but instead ensure businesses are aware of the application for them to make comment where applicable – AGREED**
 - ii. **DM to share the link that has been sent to her regarding the Markets with the Board for information – ACTION DM**
 - iii. **Include licencing application in the newsletter for others to make comment where applicable - ACTION DM/SC**
 - iv. **Include a regular section in the newsletter for planning applications and licencing applications with links to the relevant portals – ACTION DM/SC**
- b. PM thanked SS for her contributions to the Board and her support for the BID and gifted SS with a token of the BID's appreciation. All wished SS well for the future.