

Levy Payers Meeting 28th September 2022

Intro from the Chair of the Board, Peter Monks

- Regular meetings now happening
- Street Reps appointed/being appointed
- Sector representation on the Board
- Looking to next year and shaping the events to understand what works and what doesn't work as nothing yet set in stone

DM ran through the Agenda for the meeting

- To receive a report on Stratforward Business Improvement District Limited from Diane Mansell BID Manager :
 - o Company Updates
 - o Promoting Stratford
 - o Policing
 - o Networking and Meet The Team
 - o Business Savings - SMARTA
 - o Free Meeting and Training Space
 - o Future Event Activities and Feedback
- AOB
- Date of Next Meeting – 30th November 2022

Company Updates

- Board Members who have stood down since AGM
 - o Cllr Kevin Taylor – Representing Town Council
 - o Cllr Matt Jennings – Representing District Council
 - o Courtney Gilbert Cosy Chic Pet Boutique – Representing Independent Retail
- Additions to Board Positions
 - o Shelly Buckingham Davidson Solicitors – Representing Professional Services
 - o Cllr Philip How – Representing Town Council
 - o Cllr Anne Parry – Representing District Council

- Will be looking for replacements and that will be going out in the newsletter for applications
- **Due to a Board Director stepping down the Board will be looking for a representative for Independent Retail information on how to apply will be coming out in BID Newsletter**
- **NOTED: All confirmed that they are receiving newsletters**

Promoting Stratford

- Improved focus on Social Media channels under the Stratford Upon Avon BID brand name
 - o Facebook – 12,500 (2848)
 - o Instagram – 6087 (5952)
 - o LinkedIn - 593 (50)
 - o Twitter – 4400 (4390)
- Website – www.stratforduponavonbid.co.uk - 17,000 views over the last 90 days – high for a BID

Policing



STRATFORD-UPON-AVON BEGGING AND HOMELESSNESS

TACTICAL INTERVENTIONS PLAN

Key Aims and Objectives:

1. To prevent and reduce Begging
2. To prevent and reduce associated Anti-social Behaviour
3. To pursue those who are the most persistent, where it is unreasonable and is impacting on the communities' and businesses' quality of life, cause the most significant harassment, alarm, and distress to the public
4. To improve feelings of safety, reduce fear of crime and improve confidence in local services
5. To work in partnership to support those who are vulnerable and reduce homelessness

- Ambassador Programme
 - o Police and ASB Partnership Working
 - o ASB Work
 - o Issue reporting
 - o Business Visit's
 - o Aug – 332
 - o Sep – 455
- Conversation about the work of the Ambassadors and the value of their roles.
- Conversation about Baseline Agreements between partner agencies being created as BID works toward Accreditation.
- Conversation about the fact that there isn't the same level of funding in Police or Councils as there used to be, meaning BID is helping provide resource to support businesses/improve the Town Centre- it's not about 'paying twice'.
- **NOTED: Ambassadors/BID working with Police and ASB, not replacing or doing the job of the Police or the Council.**
- **ACTION: DM to ensure Police are invited to a future meeting to facilitate face to face/ first-hand conversation.**
- **ACTION: DM to ensure Councillors are invited to future meeting to facilitate direct conversation and do a Question and Answer Session.**
- **AGREED: Purpose of next meeting to be further discussion around the topic of the roles of the BID, Police and Councils.**

Networking and Meet The Team

- Open Office Days - Every Wednesday from 21 September 2022, 10am to 4pm just come in and see us! No Appointment needed
- **Levy Payer Meetings - 2022/23**
 - o 30 November 6pm
 - o 1 Feb 6pm
 - o 19 April 6pm
 - o 12 July 6pm
 - o 27 September 6pm
 - o 22 November 6pm
- **Huddles -**
 - o Hair & Beauty - 18 October 10am - The Arden Hotel – Brooke Suite
 - o Hospitality & Accommodation - 18 October 2pm – The Arden Hotel – Brooke Suite
 - o Professional Services - 20 October 10am – Judith's No1 High Street
 - o Attractions - 20 October 2pm – Judith's No1 High Street
 - o National & Retail - 20 October 4pm – Judith's No1 High Street

Business Savings – SMARTA

- Information on the website and opportunity to save, which could become vital with the cost of living crisis, so all encouraged to look into potential savings for their business!

Free Meeting / Training Space

- Being used for meetings, 1:1s, training already and all welcome to book it / use it – email admin@stratforduponavonbid.co.uk

Events Feedback

- **Motor Festival Feedback**
 - o Early bird tickets maybe released before Christmas to help drum up marketing for the event
 - o The event has been moved back to a 2 day festival on the Sunday and Monday of the May Bank Holiday 2023
 - o Funding
 - The team are working with a Motor Trade consultant to secure sponsorship
 - Motor Festival themed market to help support event costs – the market stalls will be motor traders and stall holders linked to the motor trade
 - Car charge is to be kept in place as in previous years to help pay for event costs
 - o Car Criteria will be included in the 2023 event pack and all entries will be vetted
 - o More activities within the closed section of Henley Street and Rother Street
 - o Bookings
 - Overall 407 booked and 323 turned up
 - 2019 253 turned up
- **Food Festival – 30th September, 1st and 2nd October**
 - o Most activity rearranged or alternatives found
 - o Large proportion of funding from sponsorship
- **Halloween – 22nd – 31st October**
 - o Free Pop-Up Pumpkin Patch – pick your own pumpkin and carve it – Rother Market on 26th & 27th October
 - o Halloween Trail – 10 businesses 22nd – 31st October
- **Christmas Lights Switch On – 19th November**
- Conversation about markets at events, including the fact that some businesses feel they draw trade away from the Levy Paying businesses. DM explained that the sale of stalls greatly helps to fund events by generating income without the stalls we would need to find considerable sponsorship from elsewhere.
- **NOTED: Businesses would like more information about budgets/spend**
- **NOTED: Avoid having events on Bank Holiday weekends**
- **AGREED: Trails must require families to go into the premises and families must complete the whole trail to enter the prize draw.**
- **ACTION: DM to find out where the old Christmas Lights are going – Businesses asked for lights in Meer Street.**
- **Stratford Upon Avon River Festival**
- Does this festival still support the towns objectives?

- Should we change how and who it is delivered by?
- What should we do about the River Festival?
- **Feedback received:**
 - o Is a music festival
 - o Going to have to do something for Coronation potentially
 - o Don't see the Coronation as being a BID/Town Centre event – more about residential communities doing their own thing/street parties
 - o Would like a Stratford event – current River Festival isn't about Stratford
 - o In town and not across river if it's to benefit businesses/be a BID event
 - o Would like to see tables and chairs in the town centre
 - o Need a big event during school times and on a weekend, not Bank Holidays and not Half Term etc.
 - o Potential for a Fringe Festival to run in the shoulder season – small theatre and arts focus. Possibly midweek/across a week or more and not about another event.
- **NOTED: Before Edinburgh Fringe – strong support for this idea**
 - o Film Festival – there are ambitions to bring this back
 - o Stratford or Warwickshire Got Talent another possible idea for an event
- **ACTION: DM to come with clear options for what could be done and the budget plan for each option, so that businesses can make an informed choice based upon what is presented.**
- **DM/SC to explore creating an annual Fringe Festival and including in the Business Plan for the next BID Term/renewal.**