

Board Meeting - 8 November 2022

Attendance

ATTENDEE	ORGANISATION
Flair Gougoulia (FG) VOTING DIRECTOR	El Greco
Rebecca Hampson (RH) VOTING DIRECTOR NOTE TAKER	Stratford Town Trust
Lindsey Armstrong (LA) VOTING DIRECTOR	Shakespeare's Schoolroom & Guildhall
Cllr Kate Rolfe (KR) VOTING DIRECTOR	WCC
Aaron Corsi (AC) OBSERVER	WCC
John Careford (JC) OBSERVER	Stratford District Council
Zenios Loucas (ZL) VOTING DIRECTOR	The Fourteas
Peter Monks (PM) VOTING DIRECTOR CHAIR	Shakespeare Distillery
Rachel Arkle (RA) VOTING DIRECTOR	Boots
Diane Mansell (DM) BID MANAGER	Stratford Upon Avon BID
Jo Bozdoganli (JB) OBSERVER	Stratford District Council
Shelly Buckingham (SB) VOTING DIRECTOR	Davisons Law
Cllr Philip How (PH) VOTING DIRECTOR	Stratford Town Council
Cllr Anne Parry (AP) VOTING DIRECTOR	Stratford District Council
Josefine Blomqvist (JB) VOTING DIRECTOR	Arden Hotel
Chris Hill (CH) VOTING DIRECTOR	Royal Shakespeare Company
Richard Jones (RJ) VOTING DIRECTOR	Bell Court Manager

1. Introduction by Crown Plaza Management Team
2. Welcome & Apologies
 - a. Introductions were made around the table. The following apologies were given:

ATTENDEE	ORGANISATION
Sky Cole (SC) Marketing & Events Coordinator	Stratford Upon Avon BID
Helen Peters (HP) OBSERVER	Shakespeare's England
Louisa Stott (LS) VOTING DIRECTOR	SBT
Caroline Nash (CN) OBSERVER	Stratford Town Council

3. Declarations of Interest
 - a. KR - Met with Jon-Don Goukan from BAGs to discuss working with the BID
 - b. DM - Recruitment
4. Minutes of the last meetings
 - a. Cllr Anne Parry and Cllr Philip How were missed off the attendance list – this was rectified during the meeting. Once amendment was made the minutes of the previous meeting (13/09/2022) were agreed as true reflections of the meeting. **VOTE: AGREED**
 - b. The Board asked if a Vote for a true reflection of BID minutes could be done via email in future to speed up the time it takes to publish minutes to the BID website. All Voting members in attendance at the meeting must vote the minutes as a true record over email for them to be published early. **VOTE: AGREED**

5. Review of Outstanding Actions

- a. The actions were reviewed and the Actions Log updated
- b. Update re director recruitment, brought in 3 year cycle process over the summer so at next AGM the 3 longest standing directors will step down and spaces will be opened up for recruitment.
- c. DM will speak to new applicants, they will write a personal statement and then the will Board decide on the appointment. Current applicants for the Independent Retail vacancy have come from 1 retailer, 1 leisure provider and 1 accommodation sector. The closing date for the current vacancy is 11/11/22.
ACTION: DM and PM will work together to review applications based on sector need and skill set from applicants

6. Update from the Chair

- a. No further updates from the Chair all updates covered in set agenda items

7. Sub-Committee Updates

a. HR Sub-Committee

- i. The Street Ambassador role has changed to be more security focused (50% of the role) since April 2022. RA confirmed links with radios and other support for retailers and other businesses see this as a positive. Rationale for this is the service needs to be supportive of all Levy Payers – in early 2022 a number of issues re antisocial behaviour and businesses needing support came to the attention of the management team. National brands look for a security offering from a BID, so this amendment to the job description was approved in spring. Change proved very successful during summer season.
- ii. Street Ambassador role is still open until the 20th November. DM overseeing Street Ambassador recruitment process – one director to sit in on interviews as is normal BID Protocol.
- iii. CH the Senior Ambassador role closed last week. The current job advert has been open for 21 days. The Board have decided to widen the recruitment process and use a recruitment consultant as position is quite specialised and the candidate needs a particular skill set. It was noted that a member of BID's staff have applied for the role who. Due to this DM has not been part of the recruitment process for the role. The role profile is being reviewed by the HR Sub-Committee before being re-advertised by the recruitment consultant.
- iv. HR Sub Committee asked Board to approve a revised Senior Ambassador role to oversee all Ambassador job roles and to ratify for all Street Ambassador roles to follow the approach taken since April to deliver more engagement to antisocial behaviour and business security needs. **VOTE: AGREED**
- v. All Street Ambassador staff have had SIA training for their safety and safety of the town centre businesses when out in town; other staff members have had refresher courses booked for early 2023.
- vi. Discussed having Volunteer Ambassadors for the softer side of role, it was confirmed BID is open to such volunteers and a Volunteer JD was released in April but as yet no individuals have applied.
- vii. **ACTION: DM to advertise all new jobs in the Herald and Observer as well as Indeed.**

b. Finance Sub-Committee

- i. To end of September financial results are £101k surplus against full year forecast of £12k deficit
- ii. Collection Rate
 1. 2019/20 – 99.1% (99.1%)
 2. 2022/21 – 98% (96.2%)
 3. 2021/22 – 95.1% (92%)
 4. 2022/23 – 89.5% (87%) (April to Oct 2022)
 5. Overall – 95.4% (93.5%)

c. Marketing & Events Sub-Committee

- i. No update given

8. BID Manager's Update

- a. DM reconfirmed to the Board that DmG had resigned as a Board Director from the BID Board on the 2 November 2022, due to personal reasons.

- b. DM updated the Board on the Industry Standards Kite Mark application that the team have been working on since April 2022. DM confirmed that Stratford Upon Avon BID has passed the requirements to be awarded the Industry Standards Kite Mark, which is excellent news only 80 BIDs in the UK hold this Kite Mark. **Appendix 1. ACTION: DM and SC to promote the Kite Mark award**
 - c. DM gave update on LSD's Street Trading licencing decision by SDC re the Winter markets on Waterside.
 - d. Banners – DM updated the Board on current issues with banner locations within the BID area.
ACTION: DM to upload WCC Banners policy onto the Governance and Legal Documents page on the website
 - e. Review of the Andrew Cooper Report –
 - i. PM updated the Board to the background behind the Andrew Cooper report and BAGS activities since the last Board meeting. As the BAGS communications have never been signed by an individual the Board had asked for clarity on the current BAGS structure. PM updated the Board on the purpose of BAGS and its leadership. Committee members have been identified and Andy Rothwell has been identified as Chair. Andrew Rothwell is not a Levy Payer or business owner within the BID Boundary.
 - ii. PM also advised the Board that Andrew Cooper never approached or asked to speak to the BID Manager at any time during the process of compiling the report.
 - iii. BAGS have requested the BID to feedback on recommendations within the report submitted on Monday 7 November within 7 days and respond to the full report 31 January 2023. Board to offer a mediated meeting between the BID and BAGS. **VOTE: AGREED**
 - iv.
 - v. **ACTION**
 - 1. **DM to seek legal advice about some of the content of the report**
 - 2. **Write a report back to BAGS replying line by line on recommendations by end of week, will respond formally to report unless legal advice contravenes this decision.****Action DM, SC, PM and FG**
 - f. **Marketing Review**
 - i. Facebook – 12680 followers (12437)
 - ii. Instagram – 6082 (6081)
 - iii. Twitter – 4420 (4396)
 - iv. LinkedIn – 739 (568)
 - v. Halloween
 - 1. 1600 participants in the trail
 - 2. 199 qualifying entries to the competition
 - 3. 700 pumpkins carved in the pumpkin patch
 - 4. 50,000 Social media interactions in a week
 - vi. Food Festival
 - 1. 47,000 interactions over the 3 days
 - 2. 78% repeat visitors and 22% New Visitors over the weekend
9. AOB
- a. Nothing to report

Appendix 1

BID Recognised with National Accreditation for Excellent Governance!

Stratford Upon Avon BID has been recognised for its high standards and has received a national accreditation for Business Improvement Districts.

The BID Foundation's Industry Standards was awarded to Stratford Upon Avon BID in recognition of its standards of transparency and responsible governance, following an independent review process. The BID Foundation, a group of

over 80 influential Business Improvement Districts including Stratford Upon Avon BID, has developed the Industry Standards for all BIDs with input from UK government and other national bodies. The Standards highlight information and documentation that should be made publicly accessible and easily identifiable by every BID.

Stratford Upon Avon BID has passed the Industry Standards accreditation by demonstrating the high standards of aspects including its business plan, governance mechanisms and reporting, Directors and personal interests, and detail on ballot results.

Diane Mansell BID Manager for Stratford Upon Avon BID said “We are absolutely delighted to be receive this award. It is great to know that someone independent who really knows the industry inside out has checked key aspects of our work and recognises that we have all the protocols and procedures in place to ensure we are doing the best possible job on behalf of our membership and indeed the town.”

Introducing industry standards for BIDs was a recommendation of research into the BID sector and its development in the UK, published in 2020 by the Institute of Place Management. Professor Cathy Parker, Chair of the Institute of Place Management which helped to co-design the Industry Standards award, said: “We’re delighted to recognise the excellent governance and commitment to transparency at Stratford upon Avon BID. The BID Foundation Industry Standards are a crucial piece of work to support BIDs. They demonstrate the professionalism of BIDs that adopt them, and of the wider sector, which has stepped forward through the Covid pandemic and now through the national recovery to provide support to thousands of local businesses.”

The Industry Standards are awarded following a review process conducted by The BID Foundation, which is delivered with the support of the Institute of Place Management, the professional body for place managers and leaders, based at Manchester Metropolitan University. The BID Foundation Industry Standards awards a kite mark which BIDs can display through their work, to provide further confidence to levy payers and other stakeholders that the BID in question is well run and focused on the interests of its BID area. Find out more about The BID Foundation

<https://placemanagement.org/the-bid-foundation/> Find out more about the Industry Standards:
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