



THESE MINUTES ARE DRAFT UNTIL APPROVED BY THE BOARD AT ITS NEXT MEETING

A Meeting of the Abingdon BID Board Was held on Wednesday 18th January 2017

Attendance:

Paul Holt, Bryan Brown, Stuart Bates, Nick Cosford, Mel Inness, Melanie Smans, Julie Downing, Russell Downing, Andrew Watts, Sandy Lovatt, Rob Broadbent, Dean Bigley, Kevin Thomson.

1. Welcome

The Chairman welcomed all to the meeting. It was decided to cancel the next planned board meeting on the 7th December, as few would be able to attend leading so close up to Christmas.

2. Apologies

Apologies for inability to attend the meeting were submitted on behalf of: Mark Thornton and Suzanna Huggett.

3. A.O.B:

Dean Bigley from the Crown & Thistle and Rob Broadbent from R & R attended the board meeting for the first time.

4. Minutes

There being no matters arising, Paul Holt proposed the minutes as an accurate record of the meeting. This was seconded by Stuart Bates.

5. Correspondence

None received.

6. BID Managers Report

Russell Downing and Andrew Watts presented to the board where we are and an overview form the last 6 months. This report is available to view on the BID pages of Visit Abingdon.

RESOLVED: That the report be accepted by the Board

7. Finance

Stuart Bates reported that approx. £10,000 had been invoiced to the Vale for Decembers collection. BID collection stands at 91% collection rate.

In Publications have sourced and will fund a grant finder company to source additional income.

RESOLVED: That the report be accepted by the Board



8. Project Up-date

8.1 A well-Known Town

The BID has been working with the local newspaper to help promote the Town with the different events and write ups that have been taking place.

Two leaflets are in the process of being designed and printed:

One to help promote the annual events to the local community. By working in partnership with other main organisers of events we will by mid March have printed and distributed 18,000 leaflets to the residents with another 12,000 printed to be displayed in public areas around the town. The leaflets will advertise the main annual events taking place throughout the year with all relevant contact information to gain further details and more events.

The other leaflet will be to help advertise Abingdon as a tourist destination promoting top things to do in Abingdon.

Newsletter's – should they be delivered outside the BID area? In Publications to look at cost.

Need to look at the website to see if we can gain commercial revenue for advertising.

8.2. An Eventful Town

The 'Best dressed Christmas Window Display' was carried out in December. 32 shops took part, judged by our Mayor. The decision was tricky and there were many certificates awarded. The joint winners being Helen & Douglas House and The Nursery Shop. The Festive Carol sing a long took place in the Market Place led by the Community Choir and Orchestra. This was a great success with many of the local community joining in with the organised choirs. This will be in the diary for next year and hopefully grow in size and popularity.

Small business Saturday – will work with the Vale to see if achievable.

8.3. An Attractive Town

Bunting has now been installed using the current installation sights, this will be extended when fixings have been tested.

Conversations have been had with certain agents of the vacant units to see if we can work to tidy up the exterior of the shop fronts. This is an ongoing process. Also the BID can help gain retailers that can add to what is here.

8.4. A Productive Town

To add to the joint utilities company, we have engaged the services of 'Meercat'. The company works with only BIDs and have a huge joint buying power and visible results in saving businesses money on their bills. This will start in the next few months with Meercat coming into the businesses personally to explain the service.



An email data base of all businesses to enable more contact, has been compiled by Julie Downing.

RESOLVED: That the report be accepted by the Board

9. K.P.I's

9.1 Footfall

There was no change in the footfall last month.

Permission has been given to position a footfall censor in Abbey House gaining more data from Waitrose to the Town area.

Sven will carry out a survey later in the month to gain a true reflection of data.

9.2 Vacant Units

Julie Downing presented the vacant unit report, Abingdon currently sits considerably above the regional average.

RESOLVED: That the report be accepted by the Board

A.O.B

Can we work with the Vale to look extending the opening hours of the multi-story car park and also to improve the aesthetics.

The Vale will be starting a series of Social Media workshops that we can work with our businesses to provide the information that they need.

A Community Led Plan has been launched. We will work closely with Sandy Lovatt to gain businesses opinions on how to help move the Town forward.

Next meeting: 1st March 2017 – Crown & Thistle