

MINUTES
TWICKENHAM BID AGM
5th May 2015

Attendees	Apologies
<ol style="list-style-type: none"> 1. (CK) Crawford Knott 2. (GB) Gerry Barwick 3. (SS) Susan Shaw 4. (CKx) Carla Knox 5. (PC) Paul Cooper 6. (SG) Stuart Green 7. (BL) Bruce Lyons 8. (SM) Simon Morden 9. (DW) Danny Wain <p>Lesley Baillie - Minutes Melissa Versteeg – Technical Support Shanaz Hameed - Photography</p>	<ol style="list-style-type: none"> 1. Pamela Fleming

Next Board Meeting: Tuesday 30th June 2015, 18.00, ArtHouse Pop-up Exhibition, 1-3 Richmond Road, Twickenham TW1 3AB

1. Welcome & Introductions

CK welcomed everyone to the AGM and introduced himself as the Chairman of Try Twickenham and BID levy payer for Hawk Training in Regal House.

Before the introductions, CK stressed the importance of realising that all the Board Members including himself are all BID levy payers and by becoming Board Members it gives you more of a say in how the BID levy is spent. CK added that we are always keen to attract new Board Members and are always open to your input and ideas.

Introductions are made from BID Manager Gerry Barwick, Board Members Danny Wain (Richmond Shakespeare Society), Susan Shaw (LBRuT and representing Cllr Pamela Fleming), Carla Knox (Sweet Memories), Bruce Lyons (Crusader Travel), Paul Cooper (Cousins), Stuart Greene (The Cabbage Patch) and Simon Morden (Prosell), BID Ambassador Lesley Baillie and BID intern Melissa Versteeg.

CK stated the meeting will be recorded, minuted and available for you to view on the Try Twickenham website.

2. Update from the Chairman (CK)

CK informed attendees that for those new to BIDs, they were first established in the UK around 10 years ago and now there are over 200 up and down the country. Hawk Training was established in 1998, has been in Regal House for around 10 years and had no involvement in Twickenham until the start up of the BID.

Financially, the 1.5% levy from the BID area equates to around £280,000 per annum, £1.4m over 5 years, giving the community an opportunity to do things it could otherwise not afford, complimenting and supplementing what the council do.

CK invited everyone to come along and get involved, to join the board or if you're not sure what it entails, to attend a Board Meeting as an observer.

We complement and supplement what the Council do and with the Rugby World Cup approaching and all eyes on Twickenham, we need to make the most of this opportunity.

Hawk Training offers apprenticeship programmes mainly in the South East and with a BID bill of over £2,300 we were keen to ensure the money collected was spent effectively. By joining the Board it gives businesses an opportunity to put something back into Twickenham.

One of the benefits is the potential savings which can be made e.g. through joint procurement; one of the unexpected benefits has been to be exposed to networks which businesses may not have been previously exposed to.

3. Board Member Reports

CK invited Paul Cooper and Stuart Green to explain their reasons for becoming Board Members.

PC owns and runs Cousins Greengrocers on King Street. His family have been trading in fruit and veg since 1870.

PC explained that he was initially against the BID but after talking with GB he realised that it is all about pulling together to make Twickenham better.

Having a business dealing with people on a one to one basis it is easy for him to get the views from the street and by joining the Board he can ensure these views are heard. At the moment all the businesses are suffering because of the roadworks but by pulling together we can help all our businesses to grow.

SG runs The Cabbage Patch Pub on London Road and has been here for 17 years. He sees the BID as our chance to make a difference to spend the money in our own way. Views are welcome from everyone and it is a shame that more are not in attendance at the AGM.

The BID is about pulling businesses together at street level, championing the same cause to improve Twickenham and if we can get

more people into Twickenham it will help us all. We'd love to work with your ideas, every idea is given some thought so please get in touch.

CK pointed out the stands in the room showing our business plans for the next five years (available to view in the Business Section under Twickenham BID). The points are:

1. Improving and Increasing Marketing, Promotions and Events.
2. Creating a More Attractive, Welcoming and Safe Environment.
3. Addressing Car Parking Issues.
4. Connecting and Representing Businesses.
5. Positioning Twickenham Town Centre to Compete for the Future.

CK stated we want to work with the council and do have a regular dialogue with them, we want to cut costs through joint procurement, to attract sponsorship and to look at developing our potential.

Our TryCycle event was designed to bring people into Twickenham. We need people to be aware of what Twickenham has to offer. At Hawk Training we have 91 staff but many know nothing about Twickenham or what it has to offer.

CK introduces a 2 minute film from our recent TryCycle Twickenham event (available to view on our website and Facebook page).

CK stressed that it has not been without it's challenges but that Gerry's appointment had been instrumental in its success. There were problems with the billing, with the infrastructure owned by the council resulting in the bills not going out until August which meant we did not get any of our own money until September.

He emphasised that the BID is a transparent process and how important meetings like the AGM are. He reiterated that we want input and ideas from all our businesses and we would welcome more people on the Board.

CK then invited BID Manager Gerry Barwick to give her report.

4. BID Manager Report (GB)

GB – The purpose of this report is to keep everyone updated on what has been achieved so far.

GB stated that the TryCycle event was a great success, very well attended and we've had some great feedback about the day. People walked to that event and it just showed how many people there are in walking distance of the town.

The short video had over 4,500 views on our Facebook and website. (As of 12/5/15 the viewing figure is now over 7,500) and is a great advertisement for Twickenham.

GB said we were able to involve some local businesses in the event with a local business making the medals and another supplying the balloons. The food and drink stalls were BID businesses and people liked the fact that they were local. It was a great promotional opportunity for these businesses and all have asked to be involved again next year.

GB said the Try Twickenham Office opened in January 2014 with the company being launched in April. Our registered name is Twickenham BID but our branding, trading and website name is Try Twickenham.

The BID is planning a "Try Twickenham for the Basics" promotion featuring our local Bakers, Greengrocer, Butcher etc. and plan to do a "Try Twickenham for Beauty" after that. We can't compete with Kingston and Richmond for shopping but we can give people a feeling of community and let them know more about their local businesses.

The BID is open to ideas for future promotions like this, GB urged levy payers to get in touch with any ideas or suggestions.

GB informed the attendees that in May 2014 we launched Littoralis, a pub intranet scheme enabling the night-time economy to communicate directly with each other and the police. Twickenham Police are actively involved with the scheme and with the World Cup coming we want to reassure tourists that Twickenham is a safe place to have a night out.

GB said in May/June 2014 following a few problems getting permissions from the Council, the BID rolled out a small summer planting scheme offering free watering to existing flower baskets and providing flowering

planters on Heath Road. This year we are expanding our planting plans with our free basket offer. All the baskets will have a small tag with our branding (example below) so anyone can see that it is the businesses of Twickenham, the levy payers who are paying for these baskets and not the council. This is a free offer - there is no catch! The baskets will be watered and maintained and you can apply via the Business section on our website. On Heath Road the Council hanging baskets were only half of the street from Sandys towards the Green and we had planned to fund the baskets to continue all the way along to The Green. The Council have now decided that they are now doing no flower baskets at all on Heath Road so we are now planning to fund all the baskets.



GB went on to say in July 2014 the BID created a pilot “Try Twickenham for the True Taste of Alfresco Dining” map. It proved to be popular so we will be improving it this year and changing the layout so we can include website addresses. We will also be doing one for the Rugby World Cup to encourage visitors to spend their money in Twickenham.

In July Lesley Baillie joined the BID as a part-time ambassador and officially became an employee in November bringing our employee headcount to 1½ .

Also in July the BID sponsored the Try Twickenham area map produced by Con O'Brien to ensure visitors have an easy to read layout of Twickenham. This was not our map but had our advert on it to promote our website and there will be another one coming out in time for The World Cup.

The BID also sponsored the first pop up shop in Church Street, helping them expand and include more artists. We wanted to find out if it would work, to get more information into how it worked, and we are hoping this will encourage more landlords to be receptive to the idea of short term lets and pop up opportunities.

GB said October saw the launch of the new town website and social media. We started from zero, had no inherited audience nor did the BID inherit the Council's town website name so we have worked hard to get noticed in the public domain. It has a brilliant What's On page; it has news, stories, offers and jobs. We have a Business-to-Business section with offers exclusively from and for our businesses, to offer special deals and discounts to other BID levy payers and their employees. We have a special offer page but we are also writing news stories so it is not just about the advertising but giving more depth about who they are and what they offer. We want your input so we can promote what you're doing, what offers you have and to let everyone know what's going on.

Last Christmas was the BID's biggest spend with the lights in trees and decorations on the lampposts. We did have issues getting it right and some delays waiting for the Council's permission, however this is a five year plan with the lights being stored ready to be used again. The Christmas event was a success with lots of positive comments. We worked with the TTBA and Diamond Jubilee Gardens and would like to thank them for their events. Try Twickenham funded the Christmas Train, which had fantastic feedback. We also funded the CSP Marshalls and St John's Ambulance to ensure visitors had a safe and enjoyable time. The BID would like your opinion as to when we have our Christmas Lights Switch On, whether you would like to keep it on a Friday evening or perhaps move it to the weekend. We have a poll on our website for you to express your preference.

The BID has a budget of £35,000 to spend on parking and are in final discussions with Ringo to confirm the details. There have been a lot of problems with offering the parking. We were unable to find a way to do it with the council and we have had to work with Ringo to determine the software needed to do the offer. To get the best benefit we are having to consider paying for the software, which we are then looking at getting a rollback from Ringo should that software be taken up by other BIDs. Again we would like your input into when you think the free parking would work to your benefit. There is a poll on our website where you can indicate your preference.

We have been in consultation with Network Rail to have a banner on the side of the railway bridge by The Green. We have to clear the wording on the banner with the Council's Advertising Permissions before we can go ahead.

We are looking at helping businesses cut their base-line costs and have commissioned a trial with companies Meercats, First Mile and Commercial Waste using The Albany on Queens Road as our example. By using Commercial Waste (who offer a bin collection service) rather than the council The Albany can cut their recycling costs by £1,250 and this increases to £1,400 because they are a BID member. This service will be at no cost to the levy payers.

Our spend as of Friday (1/5/15) was £190,000, funds collected £252,000 with £7,000 expected, which is about £20,000 short of our projected figure. It has not all been spent with items like the free parking being delayed. Anything not spent will be rolled over to next year.

GB reiterated that the BID is here to help you and we want to make sure we represent you all. Please send us your ads, offers, news and promotions. Please use us, use the website, follow our Facebook and Tweets and let us represent you.

5. Q&A session

Arash Shababi (AA), A&A Accounting Services representing Beyond Skin on York Street, asked if the breakdown of costs would be available to which GB replied that they will be, that nothing is hidden. AA also asked why the Council are stopping the flowers on Heath Road and whether Try Twickenham is having to fund things previously funded by the Council.

GB responded saying the Council explanation is that they are spending the same on flowers as before but are doing them in different places. She went on to say that the Council's baseline agreement does not include any flowers. The baseline agreement with the council regarding what they will do throughout the BID term. While items such as street cleaning and CCTV are in the agreement, flowers are not.

Chris Tiernan (CT), Grosvenor Consultancy Services on Church Street, requested further information about the parking scheme and whether any other models of free parking had been looked at, citing the Waitrose Twickenham and Teddington Marks & Spencer car parks as an example.

GB explained that it had been a complicated process. We had planned to have scratchcards which could be easily distributed to businesses who could in turn pass them to their customers, but the council did not approve that idea. One issue we have is that it is hard to track how the spend is being delivered and we need to ensure if people are getting free parking they know it is Try Twickenham who is paying for it. Another is we that we don't own any of the infrastructure.

CT asked if there would be a possibility of having a Twickenham Card along the lines of the Richmond Card.

GB suggested that there is a misconception that the Richmond Card is solely about Richmond town but is in fact the Borough card. We have looked at various discount and loyalty cards but they all cost the businesses money. We do have the Richmond Card offers on our website. We would be interested in your feedback as to whether you think the Richmond Card offers really work.

Nick Parkin (NP), Johnson's Shoes on King Street stated that he was concerned with the initial BID process, with the lack of communication and no voting paper sent to the Head Office. As a larger but still small family business they now have a BID levy bill of £950 because of their high rateable value, a Crossrail tax of £1,270. An extra tax of £2,200 on a small family business. GB whilst understanding his concerns explained that the mail had been sent to either the business address or Head Office in accordance with the regulations and laws set out for BIDs. NP noted that Try Twickenham's standard of communication should be better and that addressing letters to Dear BID Member was unacceptable. He suggested that the communication should be sent to

Head Office and not just to the individual business. GB took on board the comments about addressing letters to the individual and sending information to both the business and the billing address. NP went on to add that as a family business they had put a lot of money into the town, had been trading here for 62 years and whilst wanting to see improvements he felt the BID needed to better understand the businesses needs and should not dictate how the money is spent. GB repeated her offer to speak to each business individually with regards to concerns they have with their BID levy and CK suggested a meeting with NP, himself and Gerry.

Mike Ricard (MR), Glass by Jo Downs on Heath Road expressed that there is still a feeling of being forgotten at their end of town. He went on to say that they have had a visit from the Council's Highways Commission concerning the flower planters he has outside his shop, done not for sales but to improve the look of the street. The council has told him that he must either pay £300 for a street license or he will be charged with a £120 fine.

GB replied that there were ongoing issues with the council and that there did appear to be a conflict between their 2007 Street Furniture Policy and their more recent Village Plans. GB went on to say that she had been actively involved in the recent problem Sandy's had with their planters and their discussions with the council.

CT sparked a discussion on the state of the new paving stones which have been very well laid but quickly become very dirty, wanting to know if there was any plan to clean them.

GB stated that Try Twickenham felt that street cleaning is something the Business Rates should be paying for and was not something the BID would be willing to undertake, nor was it in our budget to do so.

CT responded to this by suggesting acting together to put some pressure on the council to clean it, to which GB and others agreed.

BL asked if there had been any discussion about the hanging baskets on Heath Road. He stated that the Council had made a declaration 2 years ago that the hanging baskets would remain exactly where they are for 3 years and that match funding had been agreed by Richmond Borough in Bloom. He enquired whether GB had been in touch with Pat Spooling, the Chair of RBIB.

GB replied that it had not been communicated to her from anyone that there was an agreement in place, she had only been in correspondence with the Head of Parks at Council and none of her emails had included Pat Spooling. GB said now being aware of this declaration she would follow up with the information BL had now supplied her with.

6. Chairman to close meeting

CK brought the meeting to a close thanking everyone for their attendance, time, contributions and questions. He invited everyone to stay for a drink and have the opportunity to talk with himself, GB and the Board Members.

END 19.30