



**BEESTON
BUSINESS FORUM**

Minutes of Meeting
Monday 10th March, 6.15pm
Town Hall, Foster Avenue

Attendees

June Cobley	Scents of harmony	Pam Phillips	Broadgate Laundry services
Sue Maddex	Beeston Market	Malcolm Gent	About my area
Sheila Eden	Beeston Express	Barbara Selwood	Beeston Civic Society
Peter Robinson	Beeston Civic Society	Chris Timson	Touchlight Systems
Cllr Lynda Lally	Broxtowe Borough Council	Henri Baptiste	Broxtowe Borough Council
Stephanie Wilkinson	Broxtowe Borough Council		

Apologies

Janet Clifford	Broadgate Laundry services	Cllr Pat Lally	Broxtowe Borough Council
Alison White	Baldwin Cox Ltd		

1. Welcome, apologies and actions from the last meeting.

CT welcomed the group to the meeting. Henri Baptiste introduced himself as the new Principal Economic Development Officer for Broxtowe Borough Council. He will be job sharing with Nicola Boyles who is now back from maternity leave.

Actions from the last meeting:

Springboard footfall counter: SW informed the group that the council were in the process of purchasing the footfall counter. They are still unsure as to how they are going to distribute information once it is installed. It is thought that the counter will be placed around the Boots/WHSmith area. SW will keep the group updated.

BIDs Stakeholder event: To be discussed as part of the agenda

2. Feedback on BIDs event

CT explained that everyone that attended the event would have received a copy of the report via email. An executive summary from the report was distributed amongst the group. This briefly explained the purpose of the event, what happened on the day and then the important elements that came out of the workshops. This included attracting more shoppers and visitors, public realm improvements, creating a thriving economy, creating night time/evening economy and transport and communications.

SW asked for feedback from the event. General comments were that the event was incredibly useful and thoroughly worthwhile. It got a mix of people into a room and really got them talking about the town. Looking at Beeston's past was also seen as a good icebreaker.

One negative comment was that it was a shame that more businesses were not there but it was thought that the timing of the event was probably an issue.

LL commented that this event was timely, as the Beeston Masterplan will be coming up for public consultation in the spring.

The next step is create a steering group of interested parties to carry the momentum forward and look at ways in which the forum can be more proactive, with the possibility of going down the Business Improvement District route. A meeting is to be held on

Tuesday 25th March, 12.30-2pm at the Town Hall and all interested parties are welcome to attend.

3. **Events update**

Continental Market – First one of the year happened last week and 2 more are booked for July and November. Feedback from the group was that in general these events are positive for the town and bring people in who wouldn't have necessarily come into the town that weekend. There did seem to be a bit of negativity from a small number of retailers around the square and precinct area on the first day of operation but apart from that, things ran smoothly. The only negative comments were that it seemed a bit of a mish mash of stalls and there were a few loose cables that would not have complied with health and safety regulations.

Arts and Craft Fairs – Same operator as the fair in West Bridgford, this arts and craft fair approached the Council at the end of last year as they felt that Beeston was a prime location. The fair will run in April, May, July and September and is hoped to be a success and a good pull for the town centre.

SW commented that she is hoping to create a "Markets and Fairs guide" for Beeston to include the traditional market as well as the farmers market and the country market that is held at the Methodist church.

Carnival – LL explained that the carnival date has been changed to Saturday July 12th. This year they are hoping to get more people involved in the event. In particular it would be great if more businesses came forward to contribute or sponsor certain elements. CP Walker has been approached and they are willing to put some money forward. Economic Development has offered to pay towards street entertainment on the day. SW and LL agreed to get together and produce a "wish list" of what is needed ready for the next meeting. They will then ask for volunteers to speak to businesses in the town centre.

ACTION 1

4. **"Fairtrade town" status for Beeston**

SW informed the group that to tie in nicely with Fairtrade fortnight, an initiative has been created by community development to look at creating fair trade town status for Beeston. An initial meeting was set up in February, where over 25 representatives from various organisations attended. An action plan has been devised and regular meetings will now take place. The next meeting will be held on Monday 4th April, 10am at the Council offices. Anyone wishing to get involved should speak to SW and they will be added to the mailing list.

5. **Any other business**

Shop local campaign – MG commented on an initiative that has recently gained ministerial support about buying local produce from your local area. Could this be pushed alongside the idea of fair-trade? Could we also help businesses through some form of training to make their business more appealing? HB commented that the council wants to work with businesses to develop their skills as Beeston is going through both a physical and cultural change.

Tesco update – As far as the council are aware, the 2004 planning consent still stands and they have 5 years to build from that date. The job centre is ready for moving and clearing of the site has begun. Concerns were raised about rumours that have been circulating. LL commented that they fought hard not to have a white box and it is hoped that the finished result will be more like the Ilkeston one rather than Toton and Long Eaton. The group will be updated of any developments

Actions

SW and LL to get together to devise "wish list" for Carnival

Date of next meeting: Monday 7th April, 6.15pm, Town Hall