



Minutes of Meeting
 Monday 1st June 2009
 Coffee Cup Café, 94 High Road, Beeston

Attendees

Stephanie Wilkinson	Broxtowe Borough Council	Chris Timson	Touchlight System
June Cobley	Scents of Harmony	Sue Maddex	Beeston Market
Matthew Robinson	Beeston BID	Sheila Eden	Beeston Express
Barbara Selwood	Beeston Civic Society	Peter Robinson	Beeston Civic Society
Janet Clifford	Broadgate Laundry	Sally Handley	Coffee Cup Cafe

Apologies

Lynda Lally	Broxtowe Borough Council	Alison White	Baldwin Cox
Pat Lally	Broxtowe Borough Council	Pam Phillips	Broadgate Laundry

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

CT welcomed the group. Actions from the last meeting were to be covered in the agenda.

2. Make Up of the Group

• **Terms of Reference**

This item has been rolled over due to the lack of attendance at Mays meeting. SW adapted the TOR document to reflect the changes put forward at the last meeting. The group agreed the changes. This document will be put on the BBF website. **Action**

• **Chair, Vice Chair, Secretary**

CT asked the group if there were any volunteers for Chair or Vice Chair. As there were no volunteers, CT agreed to carry on as Chair and SW agreed to continue the Secretary role. The group will continue without a Vice Chair role unless any volunteers come forward.

3. Footfall Count

Statistics for the last month indicated that footfall seems to be picking up. The Arts and Craft Fair along with the “Beeston Big Buzz” event have seen the footfall increase along with half term and the good weather.

W/c 4 th May	93845 (Bank Holiday)
W/c 11 th May	96339
W/c 18 th May	102697 (Arts and Craft Fair)
W/C 25 th May	101683 (Beeston’s Big Buzz/Half term)

4. High Road Improvement works update

SW informed the group that works were immanent. All businesses along the High Road will have received a letter explaining what will be happening. All businesses will be informed when works will be taking place outside their premises. Works will last

approximately 24 weeks which will hopefully miss the busy Christmas period. If works do happen to over run, measures will be put in place to ensure that the Christmas period is not disrupted. SH commented that she had spoken to the contractors who had informed her that work was starting this week from Fred Hallam's and working its way towards Broadgate. PR asked if anymore trees were to be taken out. CT responded that all the trees have been taken out and cut in such a way to prevent birds from nesting. All but 2 of these trees will eventually be replaced. SW will inform the group of all developments.

5. BIDs update

MR explained that a Bids task group has been established and consists of local stakeholders. The group have agreed a logo and promotional material is in the process of being produced. Within the next 4 weeks, MR will personally visit all businesses with the promotional material to introduce the Bids concept to them.

PR asked if MR could explain the phases and the timescales of the project. MR explained that the process will take until April 2010 and would be in the following phases:

- Visit all businesses with factsheets and collate personal details
- Consultation and Survey
- Build a business plan
- Voting

MR emphasised that the business plan will consist solely of what the businesses want to see in the town. If there is an overwhelming positive response to the Bid then voting may be put forward.

6. Chilwell Road Advertising opportunity

SW explained that Derek from the Guitar spot had contacted her about the possibility of a joint advertising campaign with businesses on Chilwell Road. He explained that something similar had been tried in the past but had been unsuccessful. After a discussion it was agreed that this would be a good idea but that getting the right publication and visiting businesses personally to encourage them to take part were essential in making it a success.

MR also commented that if the Bid is successful, it can help with providing discounted advertising packages to businesses.

SW to speak to Chilwell Road businesses and report back at the next meeting. **Action**

7. Any other business

- Beeston Carnival – Just a reminder that the carnival is taking place on Sat 11th July.
- Making Markets Matter – SW has been liaising with the NMTF regarding hosting a Making Markets Matter event in summer 2010. SM explained that this would be an event that it away from the market that would encourage them to visit the market. She also explained that the market has gone quiet on the Friday but the meat van has had to come back.
- The Civic Trust – PR explained that this has now gone bust and that they used to run the heritage open days. English Heritage has now taken over and the open days will take place 10-13 September.

7. Date and venue for the next meeting

Monday 6th July

Venue to be confirmed