



**BEESTON
BUSINESS FORUM**

Minutes of Meeting
Wednesday 2nd July, 6.15pm
Pearson Centre, Nuart Road

Attendees

Stephanie Wilkinson	Broxtowe Borough Council	Pam Phillips	Broadgate Laundry services
Malcolm Gent	About my area NG9	Chris Timson	Touchlight System
Sheila Eden	Beeston Express	Barbara Selwood	Beeston Civic Society
Peter Robinson	Beeston Civic Society	Dan Walker	CP Walker
Cllr Lynda Lally	Broxtowe Borough Council	Cllr Pat Lally	Broxtowe Borough Council
A. R Doar	Ashley Peake	W. Peake	Ashley Peake
Kevin Brown	Charlie Foggs	David Gibson	Beeston Snooker Centre

Apologies

Sue Maddox	Beeston Market	June Cobley	Scents of Harmony
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1. Welcome, apologies and actions from the last meeting.

CT welcomed the group to the meeting and as there were some new faces, a quick round the room introduction was done.

Action – SW to update on banners. This would be discussed I the Council update.

2. Council update

BIDs – SW updated the group that the economic development is currently in the process of applying for a funding bid from Nottingham County Council towards the development of a BID. If successful, the money will be awarded in September.

High Road Improvements consultation – A public consultation has been undertaken on the high road, on the councils website and in the library. Around 75 comments forms were returned and are just in the process of being evaluated. The plans are now to be taken to the town centre working group on Tuesday 8th July and if all goes to plan the works will begin in the spring of next year.

Big Clean weeks/town centre surveys – During 16-20th June, Broxtowe Borough Council did a big clean week in Beeston town centre. This involved Graffiti removal at various locations within the town centre, heightened presence if Neighbourhood wardens, an assembly in a local school explaining to children about recycling and litter, an awareness day on the square and a pack of information to all businesses. In this pack was the business survey that will shape the action plan for 2009/2010. There have so far been over 50 returned surveys and the data will be analysed in the next couple of months.

Banners – The artist has now visited all 4 town centres and is beginning to work on her design. Unfortunately only 1 person attended the meeting, which made it difficult for the artist to paint a true picture of the town. Potential sites for the new banners include: the flagpoles in the square and lampposts both at the Broadgate end of town and also on Chilwell Road.

3. Carnival update

LL informed the group that everything was ready for the Carnival. The leaflets have been printed and distributed and special thanks to those who sponsored it including Rothera Dowson, PN Designs, Touchlight and Broxtowe Borough Council. If anyone is able to help out on the day that would be appreciated.

4. **Newsletter**

It has been a while since the forum sent out a newsletter to the businesses. SW asked the group if they would like to see both a business and residents newsletter?

Both SE and MG said that they would be happy to put something in the Beeston Express and on the NG9 website.

In regards to the business newsletter, it was thought that this needed to be relevant, needed to look at local issues and what the forum is about and how it has benefited businesses.

CT also explained that he had been looking for an alternative logo. The group felt that this was a good idea, as the current logo looks corporate and could give the wrong impression to businesses. The group were shown the new logo and were in agreement that it should change. CT to take this forward **ACTION 1**

As the new logo is in the shape of a key, it was decided that the strap line should follow this theme. Suggestions included "Our/Your/A/The key to Beeston's future", "Unlocking Beeston's Potential". It was also suggested that the group let the businesses decide what the strap line could be. CT to arrange for this to go on the BBF website. **ACTION 2**

CT also informed the group that he was looking at rejuvenating the current BBF website as this is a potential tool to encourage more people to get involved.

5. **Beeston Creative 2008**

DW explained that he had come up with the idea of creating a competition to give creative people something to do throughout the summer. There will be a number of categories and prizes with an over all winner. The group thought that this was a great idea and it was noted that this was similar to something that the civic society wanted to do. The question was asked as to whether the end results could be turned into postcards and DW said that this is what he was hoping for as the current postcard has a picture of the Beekeeper with boarded up shops behind it.

SW will update poster accordingly and distribute to members of the forum along with school/community and leisure centre/library contacts **ACTION 3**

6. **Any other business**

Retail events in the square – AD explained to the group that as a business on Beeston Square, he didn't feel that retail events in the square benefited his businesses and has seen a loss of sales on some occasions. This was particularly the case with the recent Arts and Craft fairs. After a lengthy discussion, it was explained that all markets and fairs were booked for this year but when it came to looking at possibilities for next year this would be reviewed. It was also noted that it might be worth doing a survey of businesses on the square to see their opinions of such events. SW to arrange this. **ACTION 4**

7. **Date and Venue for next meeting**

It was decided that due to August being in the middle of holiday season, it was best to wait until September for the next meeting.

Actions for the next meeting

1. CT to take this forward the new logo
2. CT to arrange for the strap line suggestions to go on the BBF website
3. SW will update poster accordingly and distribute to members of the forum along with school/community and leisure centre/library contacts.
4. SW to arrange feedback survey for retail events in the square