



bury st edmunds...

Business Improvement District

AGM Meeting of

BSE BIDCO Limited

Company number 09480444 (trading as Our Bury St Edmunds)

Minutes of the Annual General Meeting

6.30pm on Tuesday, 27th July 2021

At the Guildhall, Bury St Edmunds. IP33 1PY

MINUTES

Present - BID Directors	Present – BID Members
Wil Bryant – Chairman Maria Broadbent – Vice Chair Mark Cordell – CEO Andrea Mayley - WSC Barry Peters -Iiffe Media	Niesha Arnold (<i>Dennys</i>) Jill Badman (<i>The Guildhall</i>) Jasper Baker (<i>Adnams</i>) Sheila Burke (<i>Jacobs Allen</i>) Lindsay Cutting (<i>Fred Olsen Travel</i>) Joy Denny (<i>Dennys</i>) Maureen Denny (<i>Dennys</i>) Michael Ford (<i>Jacobs Allen</i>) Howard Jones (<i>Molly Carpets</i>) Greg Luton (<i>Bury Town Council</i>) Mary Poch (<i>WSCAB & Farmers Club</i>) Andy Poxon (<i>Casa</i>) Mark Scrivener (<i>Fred Olsen Travel</i>)
<u>BID Board Members</u> Steve Bunce – Arc Manager Thomas Crittenden- Adnams Chloe Hailstone – Mick’s Cycles Graeme Hawken -Marks & Spencer Ben Parkington – Hair (His & Hers)	Heather Warren (<i>Oakes Barn</i>) Sarah Wightman (<i>Revels</i>)
Keith Senior – Jacobs Allen (Company Accountants).	
<u>Guest</u> Charlotte Cox (<i>Cubiq Design</i>) Claire Philips (<i>BID PR Officer</i>) Chris Morris (<i>Bury Free Press reporter</i>)	<u>Apologies</u> Fiona Bovill Simon Burton Robert Everitt Neville Horn Andrew Speed

1) Attendance, Apologies and Introductions:

Chairman, Wil Bryant, opened the meeting by thanking Jill Badman for providing The Guildhall as a magnificent venue for the meeting and Baileys2 for the wonderful food provided, pre meeting. It was noted that a valid notice of the meeting had been given and the meeting was opened at 18:47.

He recognised what a difficult year or so it had been for so many BID members and congratulated all who had survived the considerable challenges and ever changing rules, regulations and restrictions. He outlined why no AGM had taken place last year and briefly outlined the programme for the evening.

He read out those who had tendered their apologies and who are recorded above.

2) Approval of AGM Minutes of 12th June 2018:

WB then addressed the meeting by referring to the minutes of the last AGM, from 2019, which had been circulated prior to the meeting and copies were available at the meeting. There were no matters arising and the minutes were accepted as a true record. This was proposed by Heather Warren and seconded by Andrea Mayley. Subsequently a written copy of the minutes has been signed by **WB** and posted onto the BID members section of the website.

3) Approval of the Annual Accounts for 2020-2021:

Keith Senior (accountant from Jacobs Allen) explained that his company had taken over the role of Company Accountants for the BID from April and that the end of year accounts had been managed and created by our previous accountants, Gascoynes.

He spoke to the formal accounts for the financial year 2020/21, for BSE BID Co Ltd (hard copies available at the meeting). He gave a brief overview of the accounts by referring to income and expenditure relating to the four key priorities of the BID during the current 5 year term.

He specifically referred to the levy collection, Government Grants (including furlough) the funding of the Loyal Free and Gift Card initiatives and also touched on the BSE BID CO (Events) Ltd accounts.

He pointed out that the funding and expenditure of the BID could be acquired and spent at anytime during a 5 year term (currently in the 2nd year of our 3rd term) and there was no requirement to spend all the income form 20/21, within the financial year. This provided flexibility and opportunity to spend on value for money initiatives for the benefit of members without being constrained by timescales.

Maureen Denny raised a query around how funds had been received from HMG utilising the Furlough scheme. KS answered this point and then **MC** provided further information and context, in this regard.

The accounts were accepted and proposed by Barry Peters and seconded by Graeme Hawken.

The accounts of the financial year 2020/21 were to be promptly posted onto the BID Members section of the Our Bury St Edmunds website.

5) Report from CEO *(Mark Cordell, CEO)*

MC opened with thanking everyone for attending. He spoke to a prepared PowerPoint Presentation outlining the challenges of 2020/21 but focussed upon the future, how the BID would continue to support its members and do all it can to encourage more people back to visit the town centre.

He specifically thanked WSC and in particular the Economic Development team for all their hard work in ensuring that the numerous and various grants that were made available during 2020 we paid to businesses as soon as possible and this had undoubtedly contributed to many businesses surviving at such a difficult time.

He also thanked Bury Town Council for their financial support of a £20K grant for a 100 day initiative from the Christmas Lights Switch on through to the end of February (with no prior knowledge of a decision on Boxing Day to lock down the Country until 12th April!)

The highlight project used with this money was the Christmas video which was viewed over 150,000 times.

He painted an optimistic picture of the situation today but also going forward but assured those present that no one at the BID was complacent and recognised that need to continue to be innovative and aware of the needs of both the members and their customers.

He also referred to the staffing challenges currently being faced by businesses as a consequence of a number of issues including, Brexit, furlough, training & more recently the “pingdemic”.

Some of the specific issues he addressed were the level of vacant units, footfall levels, a new data initiative that would enable the BID to have far greater detail about visitor behaviour which would benefit the BID and its members alike.

There were some interactive discussions with members of the audience regarding the above subjects.

4) Passing of Resolutions of the meeting:

a) Reappointment of Directors.

Keith Senior proposed, and Steve Bunce seconded.

b) Appointment of new Directors:

Steve Bunce – Arc Manager

Simon Burton – Suffolk Chamber of Commerce

Thomas Crittenden- Adnams

Chloe Hailstone – Mick’s Cycles

Graeme Hawken -Marks & Spencer

Ben Parkington – Hair (His & Hers)

This was proposed by Maria Broadbent and seconded by Barry Peters.

6) Questions

Heather Warren asked: Whether there were plans to have a representative on the Board from the Night-Time Economy Sector. **WB** explained that this would be welcomed and **MC** stated that since she had stood down there had been no one from that sector identified but if she was aware of someone who would be interested he would be happy to approach that individual.

The issue of the level of Policing resources in the town now that the NTE was fully open. **MC** explained his good positive relationship with the Police hierarchy continued with the recently appointed Inspector and explained the additional resources that are based in Bury, beyond the Safer Neighbourhood and Patrol officers allocated to the town.

Graeme Hawken explained his recent experience when he used the online reporting facility for a non-urgent issue and he was visited by a Police Officer within two hours, which he felt was very good.

Jasper Baker raised his concerns about the recently increased car parking charges and how he feared this would deter people from visiting the town. He also stated that the "Free from 3" scheme on a Tuesday was a great incentive for people to visit the town and could this not be extended to another day.

MC outlined the position of the BID on this matter. He explained that prices had not been increased since 2016 and that he had made representations in late 2019 and early 2020 that proposed price increases from April 2020, would not be welcomed or helpful at a time the economy was slumping but WSC still decided to go ahead with the increases.

Subsequently they voluntarily delayed the increase for all of 2020 and consulted with the BID earlier this year which further delayed the implementation until 5th July.

The BID position was that it acknowledged the increased operational costs faced by WSC but we feel there are other ways of increasing car parking revenue rather than the unimaginative move of just increasing charges which can have a damaging impact upon visitors. Perception is everything and if people perceive the car parking charges are too high for what is on offer in Bury they will go elsewhere and we can't afford to lose customers for our businesses.

Heather Warren thanked the BID for all they do for the town and their members.

WB thanked, everyone for their attendance and interest and to keep in contact with the BID throughout this 3rd term..

Meeting Closed at 20:05

The Minutes are confirmed as a true and accurate record and signed by the Chairman.

Signed:Maria Broadbent (*Chair*) Date: