

Shrewsbury BID Annual Meeting

Thursday 18th May 2017, 6pm to 7pm

Shrewsbury Museum and Art Gallery

Attendees

Andrew Prow (AP) - Halon Menswear
Ann Tudor (AT) – Claremont Accounting
Claire Brown (CB) – Infinity
Charlotte Shute (CS) – Templeton Jones
Ellie Glover (EG) – Bistro Jacques
Emily Periam (EP) – The Armoury
Ewan Caird (EC) – Stan’s Cycles
David Gregg (DG) - Montgomery’s Tower
David Parry (DP) – Wellmeadow
Dilwyn Jones (DJ) – Sabrina Boat
Gemma Davies (GD) – Shropshire Council
Helen Ball (HB) - Shrewsbury Town Council
John Hall (JHall) – Write Here
John Major (JM) - Majors
James Handley (JHandley) - AHR
James Hitchin (JHitchin) – The Alb

James Shute (JS) – Templeton Jones
Kate Gittins (KG) – Market Hall
Kevin Lockwood (KL) – Shrewsbury Shopping Centres
Louise Chadwick (LC) – Button and Bear
Mike Matthews (MM) - The Prince Rupert
Neil Jacques (NJ) - Tesco
Cllr Nic Laurens – Shropshire Council
Richard Goodchild (RG) – M&S
Sam Briggs (SB) – Wace Morgan
Steve Jones (SJ) – Shrewsbury Street Pastors
Suzanne Freegard (SF) – Signal
Seb Slater (SS) – Shrewsbury BID
Aleks Vladimirov (AV) – Shrewsbury BID
Emma Molyneux (EM) - Shrewsbury BID

1. Apologies

- Apologies were noted from:
 - Chris Child of Energize
 - James Tanner of Tanners
 - Charlotte Hudson of The West Brom
 - Tracey Wilcox of Riverside Doctors Surgery
 - Brian Hamilton of AHR
 - Peter Nutting of Shropshire Council and Sports and Games

2. Chairman’s Welcome

- MM welcomed the attendees to the event.
- MM reviewed the process of starting the BID and the national and internal context of the BID industry. He thanked the BID board and team for their contribution.

3. BID Presentation

- SS presented a [review of 2016/17](#) to attendees, acknowledging the help of the main partners and reviewing the governance of the BID, including the board and members of the team.

- SS reviewed the objectives of Shrewsbury BID and presented a year in numbers, including media coverage, workshops, cost saving, bulletins and communication, and grants received.
- SS highlighted one project in each objective area:
 - Marketing Profile and Promotion – Evolution Explored, which brought world-class photography to Shrewsbury, in a first for a UK town. The project brought together sponsors and was an opportunity to explore how town centres can diversify with experiential activities to make themselves competitive. Attendees watched the [Evolution Explored video](#).
 - Access and Car Parking – Wayfinding, the transformational project is reaching installation, with the first prototype now ready to be installed next month.
 - Backing Business – Shrewsbury Watch, working with partners to roll out digital crime-fighting software and achieving Purple Flag.
 - Direction and Drive – Campaigning to keep the Quarry Swimming Pool in the town centre and working closely with partners.
- SS presented an [overview of 2017/18](#).
- SS reviewed the [2017/18 Action Plan](#), which was agreed at the last board meeting, highlighting projects from each objective area:
 - Access and Car Parking
 - Advocating for our car park priorities, which include pay-on-exit, a county wide linear pricing strategy and making Raven Meadows 24-hour.
 - Big Town Plan, Gemma Davies is now joining the board and will be championing this within her role as Head of Economic Development.
 - Direction and Drive
 - Collaborating with Shrewsbury Tourism and developing the Discover Shropshire brand.
 - Working with Shropshire Council to unlock development on Victoria Quay.
 - Marketing, Profile and Promotion
 - Growing the Original Shrewsbury website, including better user experience through design and smart tools for visitors
 - Championing the town as the birthplace of Charles Darwin and promoting Shrewsbury through the lens of Darwin.
 - Increasing engagement through social media with member involvement and PPC.
 - Backing Business
 - Expanded cost saving to reach more members
 - Development of the Shrewsbury Business Dashboard, creating a central information point for the business community
 - Organising more forums and workshops to provide our members with engagement opportunities.
- SS presented the 2017/18 budget, which is included in the [2016-17 Annual Review](#).
- There were no questions from attendees.

4. 2016/17 Annual Accounts

- SS presented the 2016/17 annual accounts to the group, highlighting the strong financial position.
- The income generated through grants and project contributions offsets the overheads for the second year, therefore all levy invested from businesses is being used for projects and services.
- Levy collection is at 98%, which is better than the industry standard.
- Reserves have increased compare to last year, but this is planned against an ambitious action plan for the coming year.
- There were no questions.

5. Board Director Elections

- SS explained the board structure, including highlighting the spaces available for others wishing to join the board.
- SS thanked resigning directors; David Gregg, Megan Edwards, Mike Dalton, Salla Virman and Tim Smith.
- Directors that have held their position for three years have resigned; John Hall, Mike Matthews, Helen Ball, James Handley, Kevin Lockwood and Dilwyn Jones. All these directors re-stood for election.
- Three new directors applied for positions on the board; Gemma Davies of Shropshire Council to represent Public Sector, Rachel Williams of M&S to represent National Retail and Paul Kirkbright of University Centre Shrewsbury to represent Education, Health and Third Sector.
- JHitchin proposed the list of directors, JM seconded the proposal.
- There were no further questions from attendees.

6. AOB

- None

The meeting closed at 7pm.