



Minutes Staines-upon-Thames BID Board Meeting Wednesday 4th May 2022

Attendees: (alphabetical order)

Con O'Brien	Staines Business Improvement District
Donna Ayres	Barclays Bank
Dorees Rose	Martin & Co
Giuseppe Vaccaro	Mova Hairdressing Ltd
Gary Little	Elmsleigh Shopping Centre
Helen Belkhodja	Specsavers
Ibrahim Miah	Primark Stores Ltd
Joanna Hall	Two Rivers Retail Park
Jaynie Oarer	JD Weatherspoon's (The George)
Keith McGroary	Spelthorne Borough Council
Michele Gibson	Thameside Brewery
Paul Milner	Lewis Furniture
Philippa Fewins	Kalkwik
Peter Williams	Thames Club
Steven Harvey	Oasis Estate Agents
Terry Collier	Spelthorne Borough Council
Tony Woodward	Talking Tree
Tina Stiles	Barclays Bank
Vijay Pampanna	Thames Lodge Hotel

Apologies: (alphabetical order)

Ali Dunlop	Police Neighbourhood Safer Team
Laura Woodward	Frost Lettings
Mark Schweizer	McDonalds
Michelle Baker	Visit Staines

1.0 Welcome

Steven Harvey welcomed everyone to the inaugural meeting of the second five-year term of the Business Improvement District (BID) and thanked Michele Gibson for hosting the meeting.

2.0 Attendees and Apologies

Going round the table everyone introduced themselves and Steve Harvey read out the apologies received.



3.0 Term 2 Appointments of the new BID Board

3.1 Con O'Brien gave a summary of the results following the successful 'Yes' vote obtained on the 1st April 2022.

- There was a 54% turnout at ballot of which:
- 84% of businesses voted in favour of which:
- Their combined total rateable value equated to 89%.

This commitment from businesses will invest a further £1.8m over the next five years (2022 – 2027)

3.2 Con O'Brien confirmed that all three hundred BID members located within the BID boundary had been informed of the positive ballot outcome and invited to join the new BID Board. The invite to the inaugural Board meeting for the new five-year term was included within the Year one bills issued by Spelthorne Borough Council in April.

He confirmed that there are five company directors for the BID, these being Steven Harvey (Previous Chairman) Paul Milner (Previous Vice Chair) Terry Collier, Joanna Hall and Gary Little, and confirmed that BID Directors cannot propose/second their own appointment.

He suggested that 'we would go round the table and ask for nominations for the new BID Board. Please state when asked, whether you would like to stand as a BID Board Member, we will accept self-nomination and a company director would second you'. There were two written nominations received from Mark Schweizer from McDonald and Laura Woodward from Frost Partnership who were unable to attend the meeting.

Following those wishing to be on the board, they were nominated and seconded, BID Board Directors were also nominated and seconded.

The board agreed with the nominations and by a show of hands the new BID Board and Directors were officially appointed.

3.3 The Chairman for new BID Board was tabled with Steven Harvey being nominated by Joanna Hall and seconded by Terry Collier. Steven was elected as Chair of Visit Staines by a unanimous vote of the newly elected board.

There were no nominations the Vice Chairman position, Helen Belkhodja from Specsavers indicated she may consider the position, as did Peter Williams from the Thames Club. It was concluded that this position would remain vacant at present and be added as an agenda item at the next meeting.

Keith McGroary from Spelthorne Borough Council and Tony Woodward from The Talking Tree will be observers.



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Joanna Hall said that for as per the business plan full board capacity it of 17 members across all business sectors will be our goal. Jaynie Oarer from The George said that they potentially would be Board members, Con O'brien said they would be a good addition given they are from the pub and licence premises.

Please refer to: Appendix 1 – Appointment of BID Board members.

3.4 Sub Committees

It was discussed that there would be sub-committees that would work on various projects over the BID term, and these would include:

- Finance, Operations and Personnel
- Marketing and Events
- Christmas
- Any other committees required.

Potentially, the committee groups could meet up once per month and report into the quarterly Board Meetings. The time commitment would depend on the committee group and members would not be required or expected to stay on the group for the duration of the BID.

These working groups would be discussed at the next board meeting but any expressions of interest in any particular area would be welcome

4.0 **BID Management**

4.1 BID Manager Recruitment Update.

Joanna Hall said that they were currently recruiting for a new BID Manager, with the position being advertised on various professional sites including British BID's and Linked In. Currently there were six applications that had been received. There is a committee group looking at the recruitment process with Mark Schweizer, Joanna Hall and Helen Belkhodja participating. Mark had undertaken an initial phone interview with five of the applicants and the priority for each applicant was to:

- Acknowledge their continued interest in the position.
- Explain the current and expected timelines to which they should expect to hear a response/be invited for a formal face-to-face interview.
- Gain a general insight into their character, communication skills, suitability for position and understanding what they might bring to the role.

Initial interviews will be undertaken in early May and further feedback reported at the next meeting.



4.2 Proposed Staffing Structure.

Joanna Hall confirmed that Con O'Brien would continue with the Business Liaison role for six months working two days per week, with Tim Kita continuing supporting the Stai-Safe Radio and the security platform 'Disc' one day per week.

4.3 Service Provider Obligations

Joanna Hall confirmed that there were some service providers that were required to be retained albeit temporarily following the successful 'Yes' vote, these included:

- Zonkey Solutions – Website hosting
- Freerunner – Free wi-fi in the High Street
- Bidvest Noonan – BID Rangers
- Window Flowers – Flower Towers
- Spelthorne Borough Council – Seasonal hanging baskets
- Regus- BID Office

Some of the service providers have synergies with either Two Rivers or the Elmsleigh Centre or both, for example Freerunner who provide the free Wi-Fi in the town are also the service provider for the two shopping centres so it would be beneficial to retain them. The security provider for Two Rivers is Bidvest and due to the potential issues of recruiting BID Rangers to cover weekends and school holidays only can be problematic so by continuing to use the same service provider allows more flexibility to provide the BID Rangers when required.

The BID has a lease on the office within the Regus building on London Road until May 2023 and it was agreed that notice to terminate would be served, the office would still be used until May 2023 but by serving notice allows the BID board to keep its options open and will review the office requirements whether something more central would be more appropriate.

Liquid were the service providers for all digital marketing channels for the BID and performed poorly so were terminated on the 31st March 2022. It was suggested that Destination CMS, who are the Elmsleigh Centres digital marketing company take over this for a twelve-month period, allowing the new BID Manager to settle into the role and they may want to re-tender for years two to five. Destination CMS are fully aware of the BID and have worked alongside Liquid and Two Rivers service provider Key Lime previously.

If any BID member had any promotions or special offers to email any content over to info@visitstaines.co.uk and these will be promoted on the social media channels.

The board agreed to retain those service providers required.



5.0 BID Financial Update

- 5.1 Gary Little informed the meeting that a forecast of expenditure had been undertaken until the end of June and would see the BID with a negative balance of £10,000 and urged all members to approve and pay their BID levy as soon as possible. He thanked Terry Collier for arranging a £15,000 loan in April which assisted in paying committed expenditure and would be repaid from the BID levy collected.

The expenditure report would be updated which would reflect the year-end forecast of expenditure per element, such as security, marketing, management etc and would be distributed prior to each board meeting.

6.0 BID Levy Collection Update

Spelthorne Borough Council collect the levy on behalf of the BID with invoices being sent out with the non-domestic rates invoices. During the first five years they did not charge for this service, but it is included within the business plan financials that they can charge a fee for this very valuable service.

- 6.1 Terry Collier gave an update on the BID levy collected annually from the first five years as detailed below:

21/22 collected £252,968.91 from £275,195.19 invoiced = 91.92%

20/21 collected £269,701.00 from £292,081.29 invoiced= 92.34%

19/20 collected £311,539.86 from £318,528.15 invoiced= 97.81%

18/19 collected £318,528.15 from £323,940.09 invoiced= 98.33%

17/18 collected £314,193.17 form £318,223.26 invoiced= 98.73%

It was agreed that this collection level was extremely high, with only £62,000 remaining unpaid over the five-year period and it was hoped that Spelthorne Borough Council will recover some of the 20/21 & 21/22 balances outstanding and increase collection, however the balances were hit considerable with liquidations and empty premises due to Covid and where the owners were capped at £5k.

Terry added that payments have started to come in for 22/23 but not many, however payment due date is 13th May 2022.

Joanna Hall said it would be important for the BID to have a list of any company that has not paid as they could chase up payments, particularly within the two shopping centres.

7.0 BID Events

- 7.1 Joanna Hall gave an update on events but said that since the 'Yes' vote was only received on April 1st nothing prior to that date was arranged due to the uncertainty of a second term.



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Queens Platinum Jubilee

Spelthorne Borough Council have arranged street parties at various locations throughout the borough.

Post Meeting Note:

Content will be designed for the High Street digital screens along with two banners one at each of the High Street, (subject to testing the anchor fixings). This design will be re-sized and printed in A3 and A4 laminated that can be put on display in shop windows.

Christmas Lights Update

It was proposed that the BID retains Field and Lawn who supplied and installed the Christmas lights during the first five years term, are given an additional year which would see the same festive decorations installed this year. This suggestion was due to the current timing plus they have dealt with Surrey County Council regarding the installation of lights on lamp posts. The BID would then go to tender for the Christmas decorations covering the remaining four years.

Potential upgrade to the existing lights on London Road will be investigated as to whether the High-level Christmas trees above the stores could be illuminated or replaced with something else along with pea lights placed in trees.

The board agreed to retain Field and Lawn for this year.

Hanging Basket Update

Spelthorne Borough Council will provide the hanging baskets and additional flower bed planting throughout the town as in previous years.

Window flower will supply the flower towers. Some of these are sponsored and JH and COB will confirm sponsors for the 2022/23 season.

Peter Willams from the Thames Club enquired if there would be interest for the BID to support the outdoor Yoga Boot Camp again in Memorial Gardens which was very popular when they held it previously. It was agreed that this would be a good promotion to arrange in the summer.

Steven Harvey asked if anyone had seen any events elsewhere that they felt would be good for Staines to let the board know.

Helen Belkhodja said that if any member were not on the Visit Staines Facebook page site to join and to share with friends and family.

Joanna Hall said that FaceBook likes had exceed 7,000 over the previous five years and it would be good to grow this number over the next five years.



8.0 Staines-upon-Thames Day Update

Steven Harvey confirmed that the Stain-upon-Thames day will be held on Sunday 26th June 2022 with this year being the tenth anniversary of re-naming of Staines to Staines-upon-Thames. He asked if the BID would once again be a headline sponsor for the event which costs £1,200. It was agreed that it was important that the BID should support this and would have a promotional stand at the event. The BID logo would also be incorporated into all forms of media promoting the event.

9.0 Police Update

Ali Dunlop the Police Neighbourhood Safer Team had sent her apologies so there was no update from the Police on this occasion.

Joanna Hall said that there was an increase in antisocial behaviour (ASB) particularly Sunday evenings. The dispersal order that was in place over the Easter Bank Holiday weekend had assisted in keeping the ASB at lower levels.

There was an increase of 'Bag Dipping' and bag thefts in the town recently.

It was encouraged that all BID members make the most of the towns 'Stai-Safe' radio system and 'Disc' which is the online platform for recording incidents and uploading images of offenders, whether theft or ASB related.

Gary Little informed the meeting that they were looking at introducing additional powers to some of their security team under the 'Community Safety Accreditation Scheme' (CSAS) scheme. The scheme has twenty-four additional powers which would allow the collation of addresses of youths to issuing fines for littering or dog fouling. Joanna Hall would also investigate this with some of her security team and the BID Rangers so these additional powers would be town wide and will send a strong message out to the local populace. Gary and Joanna are meeting Maxine Cilia the Spelthorne Borough Commander on the 10th May to investigate this further as Police support will be extremely important and the Police have indicated their support.

10.0 Council Update

Changing Places Facility

Keith McGroary informed the meeting that they had received confirmation from the Department for Levelling Up, Housing and Communities Department of Central Government for a grant from the Changing Places Fund which would enable a Changing Places Facility being installed in the Elmsleigh Centre. This facility allows any disabled person to have a facility that they can use. Marianne's café on Thames Street does have such a facility but is not easily accessible due to their location and opening times.

The facility which will be installed next to the first-floor toilets in the centre, should be completed in the summer.



Spelthorne Business Awards

Keith reminded the meeting that the business awards are now open for applicants and is free for 300 BID members to enter. The BID has sponsored the 'Best BID Business' category. Online entry is now open until 2nd October 2022 with the black-tie gala dinner to announce the winners will take place on 17th November 2022.

<https://sbf.biz/spelthorne-business-awards-2022-is-now-open-for-entries/>

11.0 Two Rivers Update

- All looking positive, footfall measured by car park numbers and are around pre Covid Levels.
- 5 Guys –are now onsite in the old Christmas Shop / Laura Ashley Unit. They should open at the start of July (tbc)
- Sports Direct & Game The future of their current stores is being discussed they both relocate at the end of May
- Bon Marche has now closed we are awaiting planning consent on the unit before we can confirm the new occupier.
- HMV will close on May 7th Tapi will be the new occupier moving in will open over the summer.
- Burrells – a planning application is in on the old Burrells unit. Hopefully this will be approved this month and the new occupier will start to fit out. Once planning is received then lease will complete and then we can confirm who the occupier will be.
- Gourmet 4 – still awaiting a start date for their fit out works in the old Limeyard unit but technically they are in occupation!
- PC World – no news!

12.0 Elmsleigh Centre Update

Gary Little informed the meeting that Sports Direct were currently shop fitting in the unit previously occupied by Marks & Spencer. They are introducing their other brands into the store including UCS which is the sports fashion brand plus Game and Sports Direct, the opening date will be early June.

He added that Johnson Shoes had closed but currently the lease was still with the retailer.

13.0 Any Other Business

Terry Collier informed the meeting that their BID for funding a theatre in the Oast House was unsuccessful so were looking at pop up arts venue in the town.

Terry added that the council had now a full local plan which will have a significant impact on how Staines develops over the next few years.

Post meeting note:

The Elmsleigh Centre have been contacted by the council to hold a consultation of the local plan in July by having a display within the centre.



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Attached to the minutes is appendix 2 – Levy Payer Information Sheet, if all members could complete and return to info@visitstaines.co.uk the BID member database can be updated.

Peter Williams also updated on the issues at the Thames Club in terms of rumours of a football tournament. Thames Club had worked hard to ensure that the local community could see the visible presence to ensure the safety of the area.

14.0 Date of next meeting

The next meeting will be held on **Thursday 9th June at 11am** at the New Thameside Brewer. It was agreed that there would also be an option to join via Zoom for any member who could not make the meeting.

14.1 Action Points for next meeting:

- Recruitment
- Budget
- Christmas
- Working groups