**Minutes of RTWT Board Meeting**

**8.30am on Monday 12th December 2022, via Teams**

**Attendees**

Sarah-Jane Adams (BID Director)

Alex Greig (Vice Chair)

Justine Rutland

Simon Youden

Peter Allinson

Richard Simm

Alexia Taylor

Alex Green

Hilary Smith (TWBC Observer)

**Welcome and Apologies**

Apologies received from Gavin Tyler

**Actions from last meeting**

**Comms strategy:** Sarah-Jane noted that the WhatsApp Group will continue to operate as it did previously, but she has converted the account to a business account so that there is the option to switch to a business account with admin-only broadcasting of messages should any inappropriate comments resurface. The board agreed with this.

**Board Directors contributing to BID communications:** Justine Rutland will write a short piece for the January edition of the Royal Tunbridge Wells Together newsletter, whilst Peter Allinson would like to provide something about Christmas retail.

**BID Business Plan:** Alex Greig proposed a separate meeting in January to discuss the BID Business Plan for Term 2.

**BID membership:** Peter Allinson has consulted the other BIDs that his business is part of re membership. Other BIDs are happy to share their feedback on this. Alex Greig noted that the Board would like to make changes to the membership process to make it clearer and more accessible for levy payers going into the second term.

**Minutes of last meeting**

The Board agreed the minutes of the previous Board meeting on Monday 31st October 2022.

**Board update**

Alex Greig welcomed Alexia Taylor from Walsh Bros Jeweller to the Board. Sarah-Jane also welcomed Simon Youden of Fenwick to his first board meeting. Alex Green has stepped down as a Board Director. Pam Loch has stepped down from the Board as Chair.

Sarah-Jane suggested that a round of active recruitment to the board needs to take place before a Chair is instated.

**Board governance**

Sarah-Jane noted that some BIDs have specific roles for each Board member, such as finance, HR, marketing, etc. The Board agreed that this approach could be useful for RTWT moving forward. Peter and Sarah-Jane will create a list of potential remits for Board members to take on.

**BID update**

* **Second term ballot**

Sarah-Jane has been meeting with BID consultants, with a view to engaging someone to support the upcoming second term ballot. Meetings have been held with British BIDs and a separate company called Locus. Sarah-Jane presented the costings for Locus, to support the second term ballot and some additional street scene projects to the Board, at a total cost of £16,895, negotiated down from an original quote of 25k – this includes the entire BID ballot year and additional street scene consultancy. Sarah-Jane was asked to submit a written proposal to the Board for consideration, with tenders from 3 consultants – British BIDS, Julie Grail & Locus.

The board met with Judy Grail to discuss the ballot, a consultant recommended by the Canterbury BID.

The cost for re-ballot consultancy will come out of the secondary budget that has been set aside for the second term ballot campaign.

* **BID Restructure**

Sarah-Jane expressed concern about the Board’s proposal to restructure the BID team in a re ballot year, with impact on her own role. Sarah-Jane noted that the second term ballot is a 12-month process that requires stability and continuity within the BID team and expressed concerns about hiring new senior staff members to oversee the BID during this period.

Rich Simm noted that a separate meeting will be held to discuss the proposal and the impact on the ballot process.

* **Christmas promotional activity**

50,000 gift guides have been distributed across Crowborough, Tonbridge, Hildenborough and Tunbridge Wells, including in businesses throughout the town centre. The gift guide is also available on the website.

Sarah-Jane noted that she has engaged web developers to rebuild the BID website and improve its findability and SEO rankings. In the meantime, Alex Greig will log into the back end of the site to check the settings and ensure that it can be ranked on Google.

The Christmas promotional film has been released, achieving over 6,000 views so far. At the request of the board, Sarah-Jane has been exploring ad spend on Facebook, having spent around £1,000 so far to promote the Christmas film. A total budget of £5,000 for ad spend has been allocated by the board. The impact of the ad spend can be seen in the number of views, which have been increasing rapidly.

It was also noted after the meeting that RTWT has provided funding for Safe Town Partnership to support extra security in the town centre with the aim of reducing retail losses over the Christmas period.

RTWT also provided support funding to TWBC/Visit Tunbridge Wells/Economic Dev team for Small Business Saturday (c.£500) and supported the West Kent Hospitality Groups’ ‘Gift Of Going Out’ website and campaign to support Hospitality (c.£250)

**Street Scene/Place Making works**

A proposal for six planters for the Fiveways area to consider as part of the BID’s street scene work – four on the clock tower side and two on the other side, with a delivery timeframe of 8-10 weeks. The total cost is £14,570.

Hilary Smith noted that the project would expand the number of planters already in place in the pedestrianised precinct, which have been generally well received by the public.

Simon Youden asked for some photos of the planters, which Hilary will provide. Rich Simm requested a formal proposal to consider the scheme and the proposed contractors in more detail.

**Any Other Business**

N/A.

Due to the meeting running considerably over time, agenda items not covered be moved across to a future meeting.

**Future Meetings**

The next Board meeting will be on Monday 23rd January 2023 via Teams.