

**CLEVEDON TOWN COUNCIL**

**Minutes of the Special meeting of COUNCIL held in The Council Office, 44 Old Street, Clevedon on Monday 9<sup>th</sup> January 2017 at 7.30pm**

**PRESENT:** Chairman – Cllr J. Geldart  
 Councillors N. Barton, C. Blades, J. Cook, C. Francis-Pester, S. Hale, G. Hill, L. Little, J. Middleton, T. Morgan, K. O'Brien, A. Shopland (7.40pm), D. Shopland (7.40pm), C. Starr, G. Watkins, J. West  
 Town Clerk - Ms P Heath;  
 Presentation Team: Mr J. Fox, Mr C. Tucker, Mr P. Anslow, Mr G Grace. With Mr B. Hardcastle, Mr P. Curme and Mrs L. Knott supporting

**17/725 APOLOGIES FOR ABSENCE**

Apologies were received from Councillors C. Hall (Illness), B. Hatch (illness) J. Norton-Sealey (other commitment) **RESOLVED:** That Council **ACCEPTS** the apologies and reasons given for absence.

**17/726 DECLARATIONS OF INTEREST**

There were no formal declarations of interest on items on the agenda. Cllr Geldart, Cllr Little, Cllr Francis-Pester, Cllr Watkins declared a personal interest as Town Council representatives on the Coastal Communities Team.

**17/728 RECEIVE PRESENTATION FROM CLEVEDON COASTAL COMMUNITY TEAM ON THE PROPOSAL TO CREATE A BID (BUSINESS IMPROVEMENT DISTRICT) IN CLEVEDON AND TO RECEIVE A REQUEST FOR MATCHED FUNDING FOR THE CONSULTATION AND REFERENDUM**

The Presentation was made from the Business and Traders of Clevedon – Mrs John Fox Chairman of The Triangle Traders, Mr Chris Tucker Chairman of Hill and Sea Independent Traders (HASIT), Mr Paul Anslow Chamber of Trade and Mr George Grace. Mr Grace is a consultant engaged by the CCT to produce the Economic Plan, from which the Business Improvement District (BID) proposal had arisen.

Mr Fox explained the needs and requirements of the Triangle and Queen Square traders and Mr Tucker explained the needs of the Hill Road, Alexandra Road, and Sea front both of which expressed the need of the funds raised by the BID. The BID is seen as an exciting way forward for the business and traders to work together to improve the town for the benefit of all.

- Improve the visual appearance of the Town Centre to make it more attractive place to visit and encourage more business into the area.
- Improve and install signage directing people to the different areas of retail and interest in the town. Looking at both electronic and more traditional finger post all interlinked.
- Marketing the town and what it can offer both within Clevedon, making resident aware of what is on offer, and without to the wider catchment area including the thousands of visitors passing on the M5.
- To set up linked transport around the town linking the Town Centre, Hill/Alexandra Road and Sea front plus all the areas of interest in-between.

- Improve the infrastructure in the area to encourage visitor and residents alike to stay in the town with seating, greening and street enhancement, improving the offer of the green spaces in the town.

Mr Anslow explained how not only the retail sector were backing the BID but also the businesses. They were seeking to improve the job offering by creating a visually attractive, safe place, with a lot to offer for employees. 22% of the businesses in the BID area are none retail. Through the conduit of the CCT all the traders, business and the Council were working together for the benefit of Clevedon as a whole.

Mr Grace explained to members with a PowerPoint presentation

What is a Business Improvement District, how it is created, the consultation and work prior to a referendum of all business in the designated area, what is the referendum and what a yes vote would mean. He then went on to express ideas on how the BID board would be constituted and decisions taken forward.

Members were given an opportunity to question the presentation team the following points were raised and responded to:-

- Query was raised over the date of the BID proposal that had been circulated prior to the meeting. It was explained that the document had been created at the start of the consultation process but had not been updated due to the extended timeframe it's taken for the project to be presented to the Town Council
- A request was made for details of the £30k to create the BID. It was explained that NSC had already pledged earlier in 2016 £15k this was being held by the Chamber of Trade pending the creation of the BID accounts. The majority of the funding is for the necessary marketing and consultation needed prior to the referendum, the legal expenses and towards the referendum costs. It was explained that the traders and business had looked in detail as to the best way to undertake the consultation/marketing prior to the referendum and the associated cost. To employ a BID project manager, with support and input from the traders and business, was the most cost effective way.
- Members queried the inclusion or exclusion of the large retailers in the town. It was explained that Tesco, Aldi and Asda would be outside of the BID area. Lidl's had been approached. B & M would be included in the next round of consultation.
- Members were informed that the BID rate is collected as part of the business rates so would be done by NSC at a cost of £6-£7K a year payable from the monies raised.
- The BID last for 5 years after which a further referendum is held, this will be paid for from the BID monies and would cost approximately £5-£10K; Most BIDs continue on beyond the initial 5 years.
- The BID Board would work with all the stakeholders (those who pay the BID Levy) to create a business plan deciding which projects, put forward by members, for the funding and to decide on the best way to carry the projects forward, either by all volunteers or part volunteer and part paid part time staff.
- It was explained that consultation so far had indicated a positive response to the proposal. Business and traders feel that the BID levy although increasing the cost to the business rates will give them control over the levy amount to be able to

undertake the projects they feel would benefit them and the town, that are not currently being funded by the Councils.

- The amount raised under the figures calculated is estimated as £81k per year, this could then unlock further funding to increase the amount spent for the BID projects.
- The £15k requested from the Town Council would facilitate the possibility of rising £400k over 5 years with possibility of unlocking other funding from Lottery or Government grants, most of which is unavailable to Parish & Town Councils. Also corporation and private grants which are only available to organisations like the BID Board.
- The Marketing of Clevedon would be a priority helped by the recent filming and television programs, including the new BBC indents. Clevedon is being known as a film friendly town.
- The timescale, should the Town Council agree the funding, would be Consultation working to a referendum in Jan/Feb 2018 and if yes the first money being raised in April 2018.

#### *8.45 Cllr Blades left the meeting*

Following a discussion, members were asked to indicate their support, or not, for the BID funding. Members noted that the Budget would be discussed at the FGP meeting on Wednesday with the decision being made at the Precept meeting on 25<sup>th</sup> January 2017.

During the discussion members commented on the proactive role of Clevedon Town Council in supporting the town and facilitating the benefits for the town.

VOTE 8 in support – 7 members abstained and requested their abstention recorded.  
Cllr Barton, Hill, Morgan, O'Brien, A. Shopland, D. Shopland, Starr

Meeting closed at 9.00 pm.

APPROVED AS A TRUE RECORD

CHAIRMAN.....DATE.....