



Steering Group Meeting
11th September 2023 - 5.00pm to 6.30pm
Community Room, West Norwood Library

Present:

Stephanie Corriea - Meeting Chair/SRA

John Price - Chair of the Board/Portico

Domani Beer - Otter Cafe

Guy Bridger - Tax File

Melissa Chubb - Andrea Felice

Scholto Price - Portico

Jackie Meldrum - Lambeth Council Councillor

Marcus Chidgey - Loqiva

Charlotte Ashworth - Station to Station

Bronwen Rice - Station to Station

| Item | Notes | Action |
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| 1.0 | Matters Arising | No matters arising as it was the first meeting of the Steering Group |
| | Agenda Items | |
| 2.0 | Welcome and Introductions | SC welcomed all in attendance and all present introduced themselves |
| 3.0 | Digital Town Hub app presentation and Q&A | MC of Loqiva introduced the ChooSE27 app and how it will work for the businesses in S2S BID. They will receive an email invite to sign up to the app and have access to the opening page that shows the stats of who and how many people are using the app. S2S and the businesses will be able to track usage and see how successful it is. Individuals/residents download and sign up to the app and set preferences or interests. Notifications will be sent that relate to the preferences that users set. Local news and information will also appear including travel data, weather, road works etc. Events and offers are uploaded and listed by businesses. 50-100 events can fit onto the app at one time. |

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| | | <p>App users will use the app to claim any offers that the businesses have on, this is done in person to encourage people to visit businesses and designed to increase footfall.</p> <p>Trails and pub crawls etc, for seasonal campaigns can be uploaded either by individual businesses or S2S. Information pages and business support sections can be uploaded by S2S. There is also a setting for reporting things like fly tipping and other issues. Survey's can also be uploaded and notifications can be sent as people arrive in the area. E-commerce - this will be coming in the next year. This will be similar to Shopify, the app will begin by being complementary to existing online shopping. Fee free for using the app, small fee on top for e-commerce that is split between the BID and Loqiva. No costs unless they sell something. The margins/costs will be minimal compared to Just Eat etc. This is a way of keeping more of the local economy local rather than it getting sucked out by external large corporations. Click and collect will also be possible.</p> <p>JM asked if there was a translation option? MC explained that this isn't available yet but that Loqiva have a 'road map' for improvements and development of the app and they look at suggestions that are made and try to add them when doing updates to the app. He explained that a business could upload a menu for example in Portuguese if they wanted.</p> <p>MC then explained the back side of the app as if we were the Railway Tavern. BID levy paying businesses are subscription free, but if we want to charge businesses from outside the bid we can. Each business can have multiple members of staff access the app and put up offers, events etc. MC showed us how to add events to the app.</p> <p>JP asked whether the business can use its own eventbrite link in the uploaded information. MC explained that the link to eventbrite in the event listing is created by the business, this then remains the responsibility of the business and they have access to the data gathered through eventbrite bookings. Each business can send a notification to people who have particular settings and set up and share the information and links on each event.</p> <p>MC showed us how to create an event and notification. It's a direct in app message that each business can set up and send, the number of notifications each business can generate is limited by S2S. There is also an automated notifications</p> | |
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| | | <p>feature, this is based on when the app thinks people will want them.</p> <p>MC explained Geo alerts - this is like a bubble that is distance related to the venue/business. These are like location triggered notifications. This is limited to weekly notifications and also preferences set by the app user.</p> <p>Forum section - this is for discussion boards and only logged in businesses can use or see this message board.</p> <p>Analytics - this will give us data from the footfall counters, we are going to have 2 of these. There are lots of different pieces of data collected. Eventually businesses will be able to push out a particular product to a particular customer group who have ticked certain preferences. The footfall counters will be available for purchasing so that businesses can track numbers of people coming. These will cost £250. This will help businesses to understand what messaging works and if the app is driving footfall.</p> <p>BID has the opportunity to upload various items, including tours, events, promotions. News feeds too. BID can create campaigns, or event notifications and set them up as templates, so that there isn't lots of work creating this.</p> <p>Surveys - these can be B2B or B2C. There is the ability for BID to quarantine messages if necessary.</p> <p>The initial aim is to get 1000 residents to download the app in the beginning sign up period.</p> <p>MC (Melissa Chubb) asked how we market the app download. MC (Marcus Chidgey) explained that there is a poster campaign and social media campaign, we can also do a door drop. To get businesses signed up we will do flyers, e-shot and posters. If we want to, we can make mini films as this builds a relationship between residents and businesses to create loyalty. Businesses will find it easier to use a laptop to upload items onto the app, but as a user/resident the phone app is most friendly.</p> <p>Questions: GB - how do people report antisocial behaviour? MC - showed the reporting mechanism where you can take a photo and send it in. MC (Melissa Chubb) - asked about the ChooSE27 branding and why we chose it? CA - explained that most of the BID is in SE27 and this made most sense.</p> | |
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| | | <p>SC - commented that the images in the app need to reflect both WN and TH.</p> <p>GB - asked would the app have a function for users if they had personal safety issues, with the links and geo-alerts, could there be a panic button or some kind of safety mechanism?</p> <p>MC answered that lots of BIDs are running personal safety campaigns at the moment. CA agreed and shared that Walk Safe is the most downloaded app in the country and this might be something that we could integrate... Safe Spaces can be uploaded on the map and people will know they can be somewhere safe.</p> <p>App is great and businesses are excited about it.</p> <p>MC (Marcus Chidgey) shared that there will be more transparency on the click throughs and apps for businesses coming soon. There will be peer to peer competition and this will encourage other businesses to sign up and get notifications sent out.</p> <p>GB asked about guest users being charged and if the revenue will come straight to the BID. MC answered that yes this revenue will come to S2S.</p> <p>The whole group agreed that it was an excellent idea and gave a round of applause.</p> | |
| 4.0 | Issues & Opportunities | <p>DB shared that the council has extended the pavement licence for another year.</p> <p>MC shared an update on the conversations she has had with Helen Hayes and local Lambeth Councillors on the introduction of the West Dulwich LTN. She received an email from Helen Hayes, that had come from Lambeth Council - this said there had been a consultation that included 121 meetings with either residents or businesses (although S2S could confirm that the BID had not been consulted). The Lambeth Council Officer who sent the email said that 36 businesses had been invited to meetings and a consultation process - although she confirmed that this was not Parkhall. MC explained that she and CA had arranged a meeting with Cllr Fred Cowell and other councillors and presented a cogent argument about the business and industrial area. That there are people who need vehicles for operating businesses, these people need places to park. They put forward the point that in some cases there is an intrinsic need for the use of a vehicle Cllr Cowell has understood this and is working on how to identify businesses who have this type of use requirement for vehicles.</p> <p>JP commented that we must make sure that we are aware of any consultation that the council claims to have done.</p> <p>It was asked if S2S should have regular meetings with our local councillors? Quick half an hour with councillors to update them on business issues. CA reminded the group that</p> | <p>CA - to find out when ward councillors have surgeries and visit these regularly. Board members</p> |

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| | | <p>Cllr Olga Fitzroy sits on a number of boards and is very helpful and engaged with the BID.</p> <p>CA shared that she attends quarterly Safer Neighbourhood Team meetings and they are very helpful and she has made connections with residents and found them very useful.</p> | <p>would like the dates and they could attend the surgeries.</p> |
| 5.0 | AOB | <p>We are still struggling to get people to attend our meetings and we will look at how to encourage people to come along and change the attendance level.</p> <p>S2S team need to look at how and what we will charge for non-BID members to use the app and what the geographical boundaries for this will be. We don't want to encourage people to go to other locations, for example Herne Hill. Ideally we use it to only promote the neighbourhood to those who are local.</p> | <p>S2S team to look into better comms on meetings.</p> <p>Add to agenda for next meeting, how will we charge businesses that are outside the BID area.</p> |

Networking Drinks (6.30-8.00 pm)