



Station to Station BID Directors Meeting Agenda

Date: 24th June 2024

Time: 10.00-11.30 am

Location: Tulse Hill Hotel, 150 Norwood Road

Present:

Stephanie Correia	Chair, formerly SRA
John Price	Portico Gallery
Damion Viney	Co-Accounting
Domani Beer	Otter Cafe
Bronwen Rice	S2S
Charlotte Ashworth	S2S

1.0	Matters Arising	<p>Directors Meeting Minutes:</p> <p>Steering Committee Meeting Minutes:</p> <p>The idea of making a short video to promote the ChooSE27 app was discussed. It was agreed that £4-5k is too much for us, Nick's contact was a lot cheaper. JP suggested getting some young people or volunteers who may be able to do it for less. It would be good to use someone local. DV suggested Pete. DB also suggested her nephew. We've reduced the photography project budget by half and now it does get used up in a year, so budget would need to be allocated. JP suggested researching creative youth groups via Lambeth.</p>	<p>Minutes of the last Directors meeting agreed as correct.</p> <p>CA - Follow up on Nick's offer to help us with making a short video</p> <p>BR to attend Lambeth event and will find out about Elevate a project around creative young people.</p>
	Agenda Items		
2.0	Articles of Association	Articles of Association have now been submitted to Companies House.	

<p>3.0</p>	<p>Managers Report</p>	<p>Levy Collection: DV asked if we are at about the same collection rate as last year. We are at about the same % collection as May 2023. Around 70% of levy has been collected. DV commented that the collection rate of the levy is a good measure that the BID is well received and valued.</p> <p>Court summons issued: JP asked if there are any big profile people that we avoid issuing court summons to? We have pursued everyone that had debts. CA explained that some companies change their names and go into bankruptcy and then we have to write off the debts owed. We think that £119k is the total amount of debt that could be collected through court summons covering all years of the BID (back to October 2016). Most businesses have apologised for not paying and have arranged to make payments once they have received the court summons. We have a new Cllr who looks after business for the council - Marcia Cameron, CA will be raising the issue of the disproportionate levy collection fee with her.</p> <p>Marketing - Digital Town Hub - ChoosE27 app Some discussion was had around the difference between Active users and registered users. The number of notifications sent and what is the difference between these numbers. It was suggested that if businesses could add the app to any promotional posters that they produce this would be a great idea. 30,000 residents live in the area, so there is room to grow in terms of downloads of the app. We have targeted the estate agents to tell people to get the app. DB suggested that we could offer estate agents a reciprocal arrangement to encourage them to tell people about the app. We are working on gathering some testimonials to see how the app is working. DV commented that as it is the 4th largest line in our project costs, and therefore needs to pull its weight in terms of being value for money. BR commented that it does need quite a lot of encouragement and 1-2-1 work with businesses to get them onto the app, but we continue to do this. There was discussion about how important having community groups using the app was and that this will drive more downloads. Although we have engaged with these organisations there has been slow uptake so we may need to consider doing some of the events for the local community groups on their behalf.</p>	<p>Court summons covering the period 2016-2020 will be issued in July 2024</p> <p>We should invite her visit the BID</p> <p>CA - to check in to see if this is happening with estate agents.</p>
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	<p>DV made the point that Marketing is the top spend on our budget. CA explained that we are moving slowly over to the app as our main marketing tool. However, we still need a little bit of both the app and social media as a marketing method. We are still using the online Business Directory and some of the smaller businesses get a lot of traffic through our directory.</p> <p>DV said that the suggestions of having a digital screen is still something that we should think about costing using some of the debt collected. This is an expensive option, but some research for cheaper alternatives (such as wall spaces and advertising boards) can be done.</p> <p>Crime & Safety</p> <p>We were going to move from TMEye, but we couldn't make the arrangement work with Safer Business Network, the other organisation. Streatham BID have decided to stay with TMEye and this means that the collaboration and combining of budgets won't work for us. The management of TMEye has moved to its sister organisation My Local Bobby and there has been an improvement in the service, so we are sticking with them too.</p> <p>The S2S meetings that we have with the local police and chain stores are really good, this is excellent information sharing. We have a meeting on 10th July, new inspector for the area is attending. These are quarterly meetings dedicated to businesses sharing their issues with local police, MP's& other relevant stakeholders.</p> <p>JP suggested a directory/information page could be held on the app for how to report local crime and anti-social behaviour. There is still an issue with a lack of reporting. This wasn't helped by the stats system on the Met website not working, so we have been unable to see if reporting is increasing. The Met seems to be pivoting to a more neighbourhood focus, which we hope will have positive outcomes for the businesses within the BID.</p> <p>S2S waste contractor</p> <p>DB shared with the group that the bags are still flimsy, but they have increased in size. High street food waste collection will be law soon but DB is still having to mix the waste. She may consider going back to First Mile for food waste collection. DB commented that the collection team from Serco/Lambeth are very helpful and will take everything when they come to collect, they are very nice and this is positive.</p> <p>BCC This project is now finished.</p> <p>Design Council</p>	<p>CA/BR to prepare a thorough review of the marketing strategy for the next Directors meeting.</p> <p>CA/BR to ask the app designers how to add this to the app.</p> <p>CA to chase food waste collection again.</p>
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	<p>We are holding a ‘Celebration Event’ on Thursday 4th July at Sweet Carolina Kitchen & Bar, invites have gone out, but follow ups will be sent this week.</p> <p>Recruitment service/Local Jobs board update - no questions or comments</p> <p>Planting Maintenance It was agreed that the planting looks beautiful and lovely. Really improved with Open Orchard coming in to help keep the planting nice and well kept. CA shared that there is something that we are doing here in S2S that is different from other BIDs in that we are collaborating with local resident groups and this is really giving local residents a sense of value and ownership of their environment. Permission to like where they live and to own the neighbourhood.</p> <p>Shared Delivery Van Not an enormous amount of businesses using it. In July we come to the end of the contract and we need to decide if we want to renew funding of £13k per year. Parkhall businesses who don’t use any other services from S2S do use the van. If we reduce our subsidy then people would have to make more of a contribution. CA feels that it would be good to keep the van as a free service. Also zip van’s in general aren’t electric, but ours is. It is a tangible service that shows evidence of what we are doing for the business community (has our branding on it as it drives around!) - CA would like to set up a meeting with Zip van and most frequent users of the van. What can we do to make using it a bit smoother? DB can we promote it again at the Steering meeting. This should be included on the agenda at the next steering committee.</p> <p>Planning Service - no questions or comments</p> <p>Beyond Procurement/Place Support Partnership - no questions or comments</p> <p>Parking scheme in St Matthews church We have set aside funding for this project, originally planned for the scheme to start in October, however the introduction of the CPZ and LTN is likely to be delayed because of the general election.</p> <p>GLA package We have signed up to receive detailed analysis of footfall and credit card spend which will be really helpful.</p> <p>Comedy Festival Planning is going nicely and it is going to be a good event. Another way of promoting the app and destination branding.</p>	<p>Directors agreed that we will continue to fund this at full budget cost.</p> <p>CA to arrange a meeting with users of the van and Zip van to discuss any problems and how to resolve them.</p>
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3.0	Appointment of a replacement for Damion	<p>Suggestions include Melissa, Guy from Railway, James Ross (Badger Badger), Darren Oldfield, R2 Studios, Natascha from Parade Mews. CA feels that it's important to get to know the person and see how committed they are before they are appointed. SC commented that the most important characteristic is that someone who can stand back and be objective, not too focussed on their own business, but look across the whole BID. SC to look at job descriptions and we can then give this to prospective members to look at. DV thought we should have volunteer visits to tell BID businesses that they can put themselves forward. This should be shared and put out. Give them enough time to put forward their nomination. We should have a nominating process and then second them. Existing Directors to suggest nominees. We should have perhaps another 3 directors appointed. We should look at the makeup of the Directors and what skills we have or don't.</p>	<p>Recruitment of new Directors/Steering Committee members to be added to newsletter.</p> <p>Main agenda item at the next meeting.</p>
3.0	Issues/ Opportunities	<p>Mission, Vision and Values training session (15th July 2024). This is booked and Directors were invited. The rest of the Steering Committee have been invited.</p>	
4.0	AOB	<p>The date for the AGM was agreed as Thursday 24th October. We will hold it at Otter Cafe again.</p> <p>What possible topic for a speaker - apprenticeships issues around recruitment, retail business.</p> <p>Agenda next meeting to include a financial report Maybe invite a local celebratory to talk at the AGM Local business people to talk about their experience of running a business.</p>	<p>Nominations for the board need to be submitted by next Directors meeting 30th September 2024</p>
7.0	Date of next meeting	<p>Steering Group Meeting: Monday 15th July, 10.00-12.30 Mission, Vision and Values training session, at the South London Theatre</p> <p>Directors Meeting: Monday 30th September, 10.00-11.30 at the Tulse Hill Tavern.</p>	

