

Precise of the meeting held on the 15th August 2011 at the Burnside Hotel, Bowness, commencing at 6:30pm with personnel from South Lakeland District Council. These notes are not necessarily in the order discussed at the meeting and are given as an 'aide memoir' to the proceedings.

Those present:

Jayne Kendal
(Economic Development Group Manager)

Simon Everett
(Chair, WBCOFT BID Steering Group)

Joanne Golton (SLDC)

Adrian Faulkner
(Secretary, BID Steering Group)

Jayne Kendal open the meeting by stating that she, Joanne, Debbie Storr, Officers of SLDC and Cllr. Graham Vincent – portfolio holder – were all very supportive of the BID initiative but that there were some concerns that she, Joanne and Debbie Storr had regarding the publicity.

Steering Group:

Simon outlined how the Windermere and Bowness Chamber of Trade BID Steering Group came into being. This was on the back of the original BID project ceasing. The Chamber of Trade, currently being the body best suited to take the initiative forward to the ballot stage, opted to take it on. From within the Chamber's membership 3 none-domestic rate payers were elected and 3 other members were co-opted to the Steering Group.

Publicity:

Simon pointed out that various forms of publicity had and would be going out to all those none-domestic rate payers with a rateable value of £3,000 and over. These included:

- Leaflets
- Press releases
- Chamber of Trade website
- Radio – Radio Cumbria and Lakeland Radio had 'run' with the news
- Articles in the Westmorland Gazette under the Bowness & Windermere Community News section and also an article run in the 4th August 2011 edition.

Joanne stated that SLDC had run off 100 copies of the leaflet and were available in the foyer at South Lakeland House, Kendal.

It was also pointed out that there would be a series of 6 meeting, 3 'breakfast' and 3 evening public meeting during the months of September and October with, engagements permitting, Tim Farron MP addressing the inaugural meeting.

Simon and Adrian outlined the thought process behind the methodology of the ballot process which was slightly unorthodox but nevertheless within the legal regulations. It was emphasised, that in order to save public money in these times of austerity, the BID Steering Group decided to combine the publicising of the BID concept together with the ballot. This would save somewhere in the region of £30k. The BID Project Plan reflected this. Jayne commented that this was not the method used by other BID's. This was accepted by Simon and Adrian however there is "more than one way to skin a cat." The method adopted also ensured that should there be a "YES" vote then the levy could be included in the 2012/13 None-domestic Rate Bill as

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SLDC had the computer programme in place for such an eventuality. It should be noted that the BID initiative had been on the go, in various forms, for nearly 4 years and that there could be a possibility of businesses losing interest.

Projects:

Concerns were raised by SLDC that there were no costing against the projects in the 'Project Plan.'

It should be noted that the Steering Group is only there to facilitate the ballot. Once this had been undertaken they would step a side in favour of a properly constituted limited company with a board of directors and it would be they, along with the businesses, who would decide what projects would be delivered. The projects in the Plan were there as 'thought provokers and not set in 'tablets of stone.' There would be a 'suggestion' form available at all public meetings on which the participants could add their ideas. These ideas would be handed over to the company should there be a "YES" vote

It was not for the Steering Group to impose any projects as this was seen to be the downfall of at least one BID not being carried forward to a second term. It is the intention to make sure lessons are learnt.

Comment was made that none of the BID projects should impinge on the legal requirements of the various councils and that the money raised is 'ring fenced' for the sole use of the businesses within the LA23 post code area.

The Project Plan has the flexibility to be amended.

Limited Company:

Should there be a YES vote then a limited company would be set up with a board of directors drawn from the business community. This would not necessarily be active business people but could be retired business people who have an interest in the BID. It was noted that there may be directors on the board from the Chamber of Trade.

All businesses that are liable to the levy have an opportunity of joining the board. An application form to become a member would be sent out to all concerned and should there be more applicants than vacancies then there would be a ballot of the businesses to ascertain the makeup of the board. There would be funds available from the grant to fund this.

Levy:

A question was asked by SLDC as to how the levy and those not included in the levy where arrived at.

It had been agreed within the Steering Group that in order for the local business community to benefit from a BID then all none-domestic rate payers within the LA23 post code area should be included.

Most of the other successful BID's had left out those businesses with a RV of less than £3,000 and it was felt that, in the area defined, to do the same as they were 'none-profit' making establishments. It was also decided to omit those none-profit making establishments whose RV's were over £3,000.

Following the government legislation it was decided that the levy should be fixed at 1% of the RV.

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Windermere & Bowness Chamber of Trade Trade BID Steering Group



Summing up, Jayne stated that she now understood where we were coming from, if a little unorthodox and unique. Jayne also stated that she or Joanne would clarify with Alan Raven the deadline date for the levy to be included on the 2012/13 non-domestic rate bill.

Jayne and Joanne would be meeting with Debbie Storr the following morning to report on tonight's meeting and to ascertain whether this would have to go to a Full Cabinet meeting. It was pointed out to them the urgency of getting this sorted out in the shortest possible time as the clock was running in terms of holding the ballot and that the Secretary of State had been notified of the intention to call for a ballot.

Jayne stated that she or Joanne would be in touch the following day.

The meeting closed at approximately 8:30pm.

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