

**RTW Together Business Improvement District**

Minutes – 17/04/23 – 1030 At Cripps, 22 Mount Ephraim, Tunbridge Wells, TN4 8AS

1. **Welcome** by Alex Greig
2. **Minutes from last meeting**: Approved
3. **Any conflicts of interest**: None
4. **BID Director Report**

* BID report has been read by board directors prior to the meeting, some additional points were discussed:
* Coronation: 30 events in town centre including those at The Amelia & The Pantiles.
* Elaine Gill has updated the map for the Coronation events. 20,000 being printed and 10,000 distributed via door drop in advance. The reverse of the map will be split into 1/3rds.

1/3 - summer promotion of Tunbridge Wells and What’s On

1/3 - Promotion of Tunbridge Wells businesses

1/3 - information on 6 May

* Town decoration for coronation will be mostly finished by 19 April: flags, bunting & plaques. Will be interesting to gauge town’s reaction whether it be good or bad.
* The BID has a £250 prize for the shop with the best coronation decoration.
* The events of 6-8 May will be widely advertised in socials, press releases, TOTW etc.
* Screen in Calverley Grounds: suggestion to put 2 RTW Together banners around it to promote RTW Together which can then be used again.
* AJG hoping to fund, along with Assembly Hall Theatre and TWBC a digital display to highlight TW events – will save need for banners if more than one was bought over the next few years.
* Events grants for 23/24 launched 17 April 2023.
* Levy meeting coronation zoom call this week.
* Newsletter: 38% open rate so far. Contact list need cleaning out. Target is to improve clicks, improve engagement & increase number of recipients.
* Query over the circulation figures for Times of Tunbridge Wells.
* Query over whether the BID should also be using Wealden Times and Muddy Stilettos (lots of levy payers have won awards) for advertising campaigns.
* Springboard: data available. Idea to put footfall counter on website as well as in newsletter for levy payers.
* Lobbying: AG and AJG have meeting lined up with Greg Clark.
* **Action: AJG to ask Sarah Raine to approach BBC South and Radio Kent for Coronation coverage**
* **Action: AJG/SL to order a couple of generic RTW Together banners.**
* **Action: AJG to ask Sarah Raine about TOTW circulation figures**
* **Action AJG to ask Sarah Raine about using Wealden Times & Muddy Stilettos**
* **Action: HS to send Muddy Stilettos link to the BID**
* **Action: SL to distribute Springboard report every week to board and levy payers.**

1. **Ballot Progress & Dashboard Update**:

* Meeting with Julie Grail will be held 11am on Tuesday 23 May to agree process and clarity on ballot.
* The BID to use dashboard on Peter’s Spreadsheet or Soloman to record engagement, voting intentions etc and share with board at meetings. Database is a massive job however BID team being assisted by Andrea Rubio from Economic Development department of TWBC.
* Government initiative to support hospitality & retail sectors with business rates was mentioned.

**Action: AJG, SL & HS to look at outstanding bills**

1. **Finance Report**: C/F balance is £297,000 with £8,000 to be used to cover outstanding 22/23 invoices. The budget for 23/24 does not need to be adjusted as was based on carry forward number of £290,000. The book and records are ready to go to the accountants, expected to be first week in May – waiting on final levy figure for March from TWBC.
2. **Board Director Structure Review**: looked at the principles for operating the board with a view to decrease frequency of meetings and work with three subcommittees:
   * + 1. Finance & governance
       2. Better town & environment
       3. Promotion &events

All of which link to the directives of the BID. Each committee can agree changes to budgets and have operational input. A board director should join at least one sub-committee.

* Induction and Recruitment of board directors: table set up showing skill set and sectors that are still required. There will be a more targeted approach to recruiting board directors to make sure they know what they are signing up for.
* People of experience (non-levy payers / voluntary members) can be invited to sit on the board to add value.
* **Action: AJG to have this signed off by next board meeting**

1. **TWBC:** Justine gave a TWBC update.
2. **AOB**

* Simon Youden has resigned as a board director.
* Next meetings 22 May & 3 July

**Action: HS to determine if there is a meeting room in The Amelia that could be used for next board meeting**