

Mansfield Business Improvement District Board Meeting

Held on Tuesday 19 December 2017 at the Bid Office, Regent St

From 5pm - 6pm

Minutes

PRESENT

John Sankey
Neville Croston
Craig Kerry
Paul Anderton
John Preville
Mandy Hague
Mike Robinson
Clr Saunders
Clr Sissons
Leon Smith
Barry Hibbert
Dave Wilson
Nikki Rolls

APOLOGIES

Rebekah O'Neil
Paul Williams
John Carter
Karon Maxwell
Mayor Kate Allsop

	<u>Actions</u>
<p>TO BE READ INCONJUNCTION WITH PRE BOARD REPORT</p> <p>1. <u>Introductions/Apologies/Previous Minutes</u></p> <ul style="list-style-type: none"> • JS introduced and welcomed NR to Mansfield and the BID • Amendments to the minutes dated 3 October was highlighted as the details were incorrect. <p>2. <u>Finance</u></p> <p>Cash flow spreadsheet is still in the process of being created. This will be available for the next Finance board meeting planned for January 2018, due to NR start date of 4 December.</p> <p>3. <u>KPI's</u></p> <p>See updated board report attached.</p> <p>Businesses queried footfall data for last quarter reported as a -8% drop due to their trade period figures contradict this. DH reported Dorothy Perkins can't comment of KPIs from a store perspective due to Arcadia expanding into Tesco stores</p> <p>NR highlighted footfall data during the 2 week Christmas market Westgate saw an increase of (104%) - +45,457 extra visitors compared to the same period year to date.</p> <p>It was highlighted that NatWest business centre are relocating into Mansfield. Greenwoods have confirmed they are not closing and stopping in the town.</p> <p>MR updated the board on BHS. The unit failed to sell at auction and the landlord has re- engaged with previous interested end user.</p> <p>4. <u>Marketing and Rewarding Visits.</u></p> <p>See report</p> <p>A Christmas Market Nutcracker Wonderland event Took place from Tuesday 21 November to Sunday 3 December. 10 chalets were occupied for both weeks. The footfall for Westgate year on year was up 97% for the two week period of the market. An event evaluation has been conducted with business levy payers - comments received are in agreement that the market was a great asset to the BIDs activities. Businesses have reported increase in sales and footfall (Savers 8%, and The Vinyl Lounge 15%)</p> <p>The board suggested to investigate:</p> <ul style="list-style-type: none"> • A street train to encourage event footfall flow throughout the town linking the market, Stockwell Gate, Leeming St, Church St, and Market St with pick up / drop of points <p>I Love Mansfield Card Update on this scheme was included in the report</p>	<ul style="list-style-type: none"> • NR to amend and re distribute for next meeting • NR to meet with Accountants • NR to create forecast for rest of financial year • NR to create a 2 year plan for the Christmas Market to see continual growth to include expansion throughout town centre • NR to investigate suggestions and queries with Rewarding Visits

