Minutes of the Annual General Meeting
Stockport Town Centre Business Improvement District (BID) Ltd
t/a Totally Stockport BID
at Applicon House, Stockport on Monday 21st November, 6pm until 7pm

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Attendees

Meeting chair: Acting Chairperson **-** Stuart Broadbelt

Board directors: Mike Lamont, Stuart Broadbelt, Gabrielle Betley, Steve Pilling, Tony Murray, Rhys Owen, Burhan Choudhry

Executive team: Paul Taylor & Lisa Noel – BID Manager & BID Office Manager

Observers: & Malcom Hurst – Vision Stockport, Paul Richards & Helen Walters – Stockport Council

Consultants: Helen White & Richard Higginson - Marketing Stockport

Guests: Victoria Nichol – CBRE, Claire Stott – Distology, Tony Jones - Orbit Developments, Andy Tyler - IN Accountancy, Charlie Wood – SAS Daniels LLP, Rob Angel – TPD Wealth Management, Paul Kelsall - Kelsall Architects, Steph Armstrong & Alison Sutton – The Chestergate Tavern, Chef Marc Molé & Rachel Winter Jones - Bistro Marc at Winters, Jane Mayoh – DMC Recovery

Minutes: Lisa Noel

Apologies: Steve Oliver musicMagpie, Shaun Freeman – District Focus Ltd, Town Centre Police, Jean Walker – Vision Stockport

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Agenda Item 1
Introduction from the chairperson

BID director Stuart Broadbelt had been asked to chair the meeting as Mike Lamont had retired. The chair of the meeting welcomed all, read the agenda for the benefit of those who may not have received it and then read the following chair’s statement;

Stockport's Business Improvement District – 2022 AGM Chairman's Statement:

Since the early 2000s and in line with cities and town centres throughout the UK, the role of the traditional High Street has changed, facing ever-increasing challenges from uncontrollable external influences. The explosion of retail parks, the digital era, the role of the Internet and connected devices reduced the need for personal interaction – with contrasting consequences; while some sectors thrived, town centre retailers in particular began to suffer from depleted footfall and reduced earnings.

Stockport's first Business Improvement District was initiated in 2016 by Vision Stockport, a Community Interest Company, set up to be the catalyst for change and with a vision for the town centre to once again become the heart of a vibrant town that has something for everyone, every day. Maximising on Stockport's £1bn plan of investment that brings opportunity and will oversee the biggest transformation of Stockport for 50 years, Vision Stockport's first project was to initiate a town centre Business Improvement District to work with partners to drive change; to deliver projects that will help already established businesses to thrive; entice new businesses offering a wider choice, change perceptions and attract more visitors. As the role of the high street continues to change, we will look to leverage and capitalise on those sectors predicted to thrive, particularly within the hospitality and leisure arenas – where personal interaction cannot be traded online.

Following a successful campaign, in October 2016, town centre businesses voted in favour of Stockport's first Business Improvement District – BID.

Launched in April 2017 for an initial five-year term, Stockport BID, branded Totally Stockport, worked with partners on projects that proved to improve the overall visitor experience, change often out-dated perceptions, and generate additional footfall in the town centre, drawing in new businesses attracted by positive change and who could see the increasing opportunities for all town centre-based businesses to succeed.

Despite the additional challenges that Covid inflicted and building upon the success of its first five-year tenure, in October 2021, Stockport BID won overwhelming support from town centre businesses for BID 2 and was granted a mandate for a further 5-year term. The whole team have worked tirelessly over the past 5 years to provide opportunities for town centre businesses to develop and thrive and improve the experience for everyone. It's fantastic to see that hard work recognised in the ballot box.

Budgets are set in year 1 of a BID's term; the levy generated and utilised in BID 1 has been in line with the key areas of BID 1 business plan and ended the fiscal year with a small contingency balance to carry forward into BID 2.

Our new £2.4 million plan of investment extending to March 2027, will build on the successful foundations laid in BID 1 but with a revised focus to reflect the ever-evolving demands of town centres – the BID team will not be resting on our laurels; we have a determination and desire to ensure businesses are fit for purpose for the next phase of the town centre development. During the term of the new BID, our team will focus on projects and initiatives that will see a rejuvenated town centre better equipped to thrive in a more digitised economy. Post-Covid, we are seizing the opportunity to build back better, building upon lessons learned and our combined positive experiences. BID 2 will continue to support our partners to provide greater choice for residents and encourage town centre living; support our local businesses and help them to thrive; help to grow business by attracting more customers, more often and to create a greener, cleaner town centre.

So far, our key objective for 2022 has been to provide business support, to promote Stockport town centre as a destination of choice and to encourage shoppers and visitors to return. By working in collaboration with the Police, the Council and local businesses to make Stockport a safe place, and by hosting diverse, successful town-centre based events, we have seen an increase in town centre footfall and a boost to trade. By changing perceptions, we have encouraged more repeat visits; more diverse businesses are choosing to locate here provide greater choice and making Stockport town centre a more enticing place for shoppers, visitors and for employees, assisting businesses with both staff recruitment and retention. Despite severely restricted trading circumstances brought about by the pandemic, over 25 new businesses chose to open in Stockport, testament to the secure foundations already established.

While the new BID Business Plan sets out our five-year strategy driven by consumer and business demand, it is flexible and nimble enough to swiftly respond to changing circumstances. Just as Covid inflicted undue hardship on most businesses, so is the current rise in inflation and the cost of living. We appreciate how hard it is for businesses; therefore, our immediate focus is on helping to protect businesses from further hardship and the threat of closure. We will concentrate on supporting our BID-levy paying business with initiatives that continue to ensure Stockport remains resilient and continues to be the destination of choice for everyone.

Throughout the life of the BID's new term, the business plan will be regularly reviewed. Regular engagement with all town centre businesses and the BID levy payers will enable us to amend and reshape the business plan as required. KPIs are predetermined, agreed and set against BID projects so that success can be measured and inform on future actions. But we always hold the values of using the principles of continuous improvement.

2022 has already seen Stockport host some brilliant, successful new and unique events attracting more people into the town centre – Augmented Reality Trails, StockSport, Comic Con and Art Battle have put Stockport on the innovative visitor map! In October, the BID team were Highly Commended at the Stockport Business Awards for our marketing campaign for Comic Con. Comic Com drove footfall, supported businesses, changed perceptions and presented an opportunity to move visitors across all areas of the town centre. This change is clearly evident where new independent businesses for example have seen an influx of new bars, bistros, cafes and restaurants in shaping an improved leisure offering across the market place and underbanks in adding to Stockport's successful night-time economy.

Results of the Comic Con campaign were evident:
In **Merseyway, footfall increased by 13%** on 2019 Comic Con; the shopping centre enjoyed its busiest day since 21st December 2019 and an increase of 22% on footfall compared to the Food & Drink festival weekend Sept 2021. The Market Hall saw a comparable **33% increase on Saturday footfall,** its busiest Saturday since 2018. **Town centre footfall saw a 35% uplift** on the previous weekend. Occupancy in Merseyway / Redrock **car parks was up by 23%** on previous 2 weeks; overall **revenue up 35%** and a notable increase in dwell time
Feedback from traders:
"Busiest day in 10 years" / Greggs - takings up 65% / Office - sales +46% / McDonalds +15% / Clintons +47% against target / Pound Bakery highest Saturday takings in over 7 years / Carousel - "double the usual takings" / Hillgate Cakery - "people visiting who didn't know we were here" / Waterstones - "busiest day of the year so far"

Over 100 businesses are benefitting from our free StoreNet Radio scheme; our monthly Business Watch Meetings, chaired by GM Police, ensure a free flow of information on crime trends and an opportunity to highlight concerns.

With Christmas activities on the horizon, more great events are planned for 2023 including 'Krazy Races', Frogs 23 and others – all designed to attract many diverse audiences who will have the chance to see how Stockport's £1bn plan of investment is underway to create a 21st century town centre to rival its contemporaries.

Mike Lamont
Chair – Stockport Town Centre Business Improvement District Limited.

Agenda Item 2
'A Year in Review'

A video of some of the BID activities during the last 12 months was played and is available on the Totally Stockport website for viewing under the AGM 2022 section.

Agenda Item 3
To agree the annual accounts year ended 31st March 2022

Resolution 3: To agree the annual accounts year ended 31st March 2022 was voted on by BID members, the resolution received a majority vote was passed.

Agenda Item 4
To agree the appointment of board directors

Resolution 1: To re-appoint Michael Lamont and Resolution 2: To re-appoint Gabrielle Betley was voted on by BID members, both resolutions received a majority vote, both resolutions were passed.

Agenda Item 5
To agree the appointment of auditors for year ended 31st March 2023

Resolution 4: To agree the re-appointment of the auditors, Hursts, for year ended 31st March 2023 was voted on by BID members, the resolution received a majority vote and was passed.

Agenda Item 6
Q&A

Rachel Winter Jones, Partner at Bistro Marc at Winters raised that the Underbanks are becoming busier with living, apartments, restaurants. Restaurants have different refuge needs to pubs. More amenities, schools, hospitals are needed. Is the old Debenhams going to be replaced with a hospital, or is this topic for another group?

Stuart advised that this topic was not specifically for this group and asked Mike if he could provide an update. Mike Lamont explained that the BID works collaboratively with the council, the BID always encourages businesses to talk to us regarding specific issues and if it does become a remit of the BIDs business plan we can absolutely assist or if not signpost business' in the right direction.

Rachel also commented on the success of the ComicCon event 'it was excellent and brilliant how it took different people across the whole town including the

Underbanks and Redrock, my children and I really enjoyed the event, congratulations to the organisers'.

No further questions were asked.

2.12.22 - Update from Stockport Council regarding the Debenhams site

The Foundation Trust working with the Council have put forward the Debenhams site to the Government be considered under the New Hospitals Programme as part of a relocation of Stepping Hill Hospital. This would see a range of partners to bring a major new hospital development to the site, requiring the demolition of the former Debenhams building. However, plans for the new hospital are at a very early stage and any development of the site is unlikely to happen in the short to medium term, the Council is therefore exploring a range of options for the short to medium term period.

Agenda Item 7
Close

Stuart thanked all for attending the Annual General Meeting and invited all to stay and connect with others, the Annual General Meeting was declared closed