

BID Board Minutes Summary 11_06_2018

1. BID Board Members Update

Philippa Wright from McHale and Co. Solicitors will be joining the Board from August 2018. Sue Aldridge has left the Board.

2. BT are the only utility company left to contact about reinstating the public realm. An open letter regarding the businesses' frustrations will be sent to BT from Altrincham Unlimited before the next Board meeting.
3. Advisory groups

The Marketing and Events Group will be event specific and will ask experts relevant to the event from the town businesses to meet as and when needed. The Business and Operations Group will become a BID Ambassadors Meeting. The BID will hold monthly Town Centre Management Meetings with Council representatives.

4. There will be an Altrincham Unlimited AGM held on Tuesday 2nd October at 6pm at the Cresta Court.
5. The Altrincham Unlimited logo will be amended to include the tagline 'Altrincham's Business Improvement District' where this message is appropriate. An additional adaptation will also be used including the tagline 'funded by Altrincham businesses'.
6. Ted Talk – Dr Cathy Parker – Video: Why some towns thrive and others don't
7. Events and Projects Update

- Altrincham Word Fest Evaluation

Altrincham Unlimited supported the Word Fest. One of the key aims of the event was to have a high social media reach. The total reach of the event was approx. 180k.

- Passionate about Plants?...So is Altrincham – Saturday 14th-Sunday 22nd July

RHS Tatton linked campaign to include a 'Best in Show' business fronts competition, exclusive discounts, floral workshops and children's activities.

- Walking Tours

All BID businesses have been invited to a networking tour. The tours will launch to the public in July and tickets are selling via Eventbrite.

- Goose Green Festival will take place on August Bank Holiday Weekend (Saturday 25th and Sunday 26th).
- Altrincham Unlimited is organising Halloween activity which will take place in October half term.

8. The BID is working with Enterprise cars and TfGM to implement a car share scheme.
9. The next Board meeting will take place on Tuesday 7th August.