



Minutes of Meeting			
<b>Meeting Description</b>	North Laine Traders' Association – Open Meeting		
<b>Location</b>	Komedia	<b>Meeting Date</b>	18:00, 18 <sup>th</sup> Jan 2011
<b>Author</b>	P Tempest	<b>Issue Date</b>	4 <sup>th</sup> Feb 2011
<b>Purpose of Meeting</b>			
<ul style="list-style-type: none"> <li>Open meeting for all North Laine traders</li> </ul>			
<b>Main Points Discussed</b>			
<ul style="list-style-type: none"> <li>NLTA Update                             <ul style="list-style-type: none"> <li>Who's who?</li> <li>Recent activities</li> <li>Planned activities</li> </ul> </li> <li>Comments and ideas from attendees</li> <li>BID update</li> <li>Other business</li> <li>Next meeting</li> </ul>			
Discussion & Actions Arising			
Ref	Details		
1	<b>Apologies</b> Clare Rogers (Treatment Rooms) Sussex Police representative		
2	<b>NLTA Update</b> <ul style="list-style-type: none"> <li>Peter Allinson presented an update on recent activities (see Appendix 1 for copies of the presentation slides).</li> <li>Additional comments were made relating to:                             <ul style="list-style-type: none"> <li><b>Structure/Team:</b> <ul style="list-style-type: none"> <li>Vacancies for "Street Reps" exist in Kensington Gardens and North Road – please contact us if you would like to volunteer</li> <li>In November, Sharon Thomas stepped down as Chair, but will continue to help as a Street Rep in Sydney Street. All thanked her for her hard work over the past few years.</li> <li>David Sewell has taken over as Acting Chair and Peter Allinson as Acting Vice Chair, until roles are formalised at the next AGM</li> <li>Donna, Melissa, Colin, Pat and Sharon introduced themselves as Street Reps</li> </ul> </li> <li><b>Promoting North Laine:</b> <ul style="list-style-type: none"> <li>We currently receive around 4,000 unique visitors per month on the website <a href="http://www.northlaine.co.uk">www.northlaine.co.uk</a>, as shown on slide 6 of the presentation.</li> <li>We wish to build on initial contact with VisitBrighton to gain more focus on North Laine, in their promotional activities</li> <li>Melissa spoke about use of social networking sites such as Twitter and Facebook. She will co-ordinate this for NLTA (<i>Note: since the meeting our Twitter account NorthLaineNews has been launched and already has 130 followers</i>)</li> </ul> </li> <li><b>Supporting members and sharing information:</b> <ul style="list-style-type: none"> <li>"Membership Packs" have been developed to provide more information to existing and future members. All new/renewing members will receive one of these.</li> <li>Membership of NLTA will remain at £30 per business for 2011. Renewal information will be distributed shortly.</li> <li>We are building our email contact list and already using it to distribute regular information to traders</li> </ul> </li> </ul> </li> </ul>		



## Minutes of Meeting

	<ul style="list-style-type: none"> <li>• <b>Representing our views:</b> <ul style="list-style-type: none"> <li>○ Street reps have been actively visiting businesses on their streets.</li> <li>○ We have been making contact with other forums in Brighton, including the Lanes Traders in order to share experience and issues. Further contacts are planned.</li> </ul> </li> <li>• <b>Negotiating good deals:</b> <ul style="list-style-type: none"> <li>○ VisitBrighton members of NLTA who join/renew in 2011 can receive a 20% discount on 2011 membership of VisitBrighton</li> <li>○ City College &amp; Varndean School wish to discuss promotion of North Laine to their students</li> <li>○ Opportunities must exist for using the buying power of 400 businesses to get better deals on a wide range of products and services used by all of us</li> </ul> </li> </ul>
<p><b>3</b></p>	<p><b>Ideas / Issues Raised</b></p> <ul style="list-style-type: none"> <li>• Based on the above presentation, the meeting was opened up for comment and input from attendees, with the following issues and ideas raised:</li> <li>• <b>Promotion</b> <ul style="list-style-type: none"> <li>○ There is little advertising or “point of sale” promotion of North Laine on exiting the railway station – pedestrians generally walk straight down Queen’s Road</li> <li>○ Although new street signs have an arrow to “North Laine” they don’t state what is there.</li> <li>○ A mobile “tourist office” is thought to have been present in summer months, but no-one was sure of its focus.</li> <li>○ Disappointment was expressed that the Theatre Royal (Ambassador Group) has linked with national chain restaurants to promote meal discounts - why not local ones?</li> <li>○ Other opportunities for “low-cost” promotional activities may exist in addition to the website</li> <li>○ North Laine map is positively received as a marketing tool</li> <li>○ North Laine Community Association (NLCA) “walk” leaflet could be used more to guide visitors to North Laine</li> <li>○ Could we link in with the young persons “3-in-1” card to promote businesses? <i>(Note: since the meeting we have identified that 37,000 5-19 year olds hold this card from West Sussex county council.</i> <a href="http://www.yourspacewestsussex.co.uk/ccm/navigation/things-to-do/your-3in1-card/?jsessionid=aA76_MToQ98b">http://www.yourspacewestsussex.co.uk/ccm/navigation/things-to-do/your-3in1-card/?jsessionid=aA76_MToQ98b</a>)</li> </ul> </li> <li>• <b>Parking charges</b> <ul style="list-style-type: none"> <li>○ NCP and on-street parking charges are high and deter visitors from driving to North Laine</li> <li>○ Could wider ranging discounts be negotiated with NCP – eg linked to website visits via a voucher or code?</li> </ul> </li> <li>• <b>Pelham Square</b> <ul style="list-style-type: none"> <li>○ Problems with anti-social behaviour identified, especially in the evenings</li> </ul> </li> <li>• <b>Membership</b> <ul style="list-style-type: none"> <li>○ Driving up our membership should be a high priority to help increase momentum and the number of members able to help with activities</li> </ul> </li> </ul>



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	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• Raise promotion of North Laine at the station with VisitBrighton. Understand costs associated with advertising within/outside the station concourse</li> <li>• Find out more about “3-in1” cards and other “low cost” promotion ideas</li> <li>• Investigate possible co-ordinated discount arrangements with NCP</li> <li>• Ensure community neighbourhood police are fully aware of issues in Pelham Square and support local traders where appropriate</li> </ul>
<b>4</b>	<p><b>BID (Business Improvement District) Update</b></p> <ul style="list-style-type: none"> <li>• Paul Tempest gave brief update on what we know about the upcoming BID renewal process (see Appendix for copies of the presentation slides).</li> <li>• NLTA does not intend to take a "position" on the BID renewal - it is of course up to each business rates payer to vote freely as he/she desires - but it is often the case that we are approached for information or to provide "signposting" of who/where to ask. Therefore, we agreed it is important that any information we have is (i) factually correct and (ii) provided on a consistent basis.</li> <li>• The key events timetable is that existing and potential BID Levy Payers will receive:             <ul style="list-style-type: none"> <li>○ Notice of Ballot around 24th February</li> <li>○ Reminder and copy of the BID business plan w/c 28th February</li> <li>○ Ballot papers and summary business plan around 7th March</li> <li>○ Ballot paper return deadline 5:00pm on 7th April</li> </ul> </li> <li>• Everyone was reminded of the BID AGM being held at Komedia on 24<sup>th</sup> January and urged to attend if they wanted to ask questions and understand more from the BID Board.</li> <li>• Everyone was reminded that their voice would not be heard if they did not vote in the ballot – legally binding decisions will be made only on the “Yes” or “No” votes actually counted.</li> </ul>
<b>5</b>	<p><b>Other Items</b></p> <ul style="list-style-type: none"> <li>• <b>SEAL Project</b> <ul style="list-style-type: none"> <li>○ Paul Levy talked about the “SEAL Project” run out of Brighton University. SEAL stands for Small Enterprise Action Learning, and the idea is to bring groups of small business leaders and owners together, on a monthly basis to act as free consultants, advisers and guides to each other.</li> <li>○ Further information is available at <a href="http://sealproject.wordpress.com">http://sealproject.wordpress.com</a> Paul is on <a href="mailto:paul@cats3000.net">paul@cats3000.net</a> or 07932 768980.</li> </ul> </li> <li>• <b>London Road Post Office</b> <ul style="list-style-type: none"> <li>○ Lizzie Deane, Green Councillor for St Peters &amp; North Laine, talked about proposed closure of London Road Post Office.</li> <li>○ She urged anyone opposed to the closure to write to the Post Office consultation team and sign the petition <a href="http://bit.ly/LondonRoadPO">http://bit.ly/LondonRoadPO</a></li> </ul> </li> <li>• <b>New Members</b> <ul style="list-style-type: none"> <li>○ A warm welcome to our newest members who joined at the meeting:                 <ul style="list-style-type: none"> <li>▪ <b>MoMo Dumpling Bar</b>                      Oriental Food &amp; Tea House                      15a Kensington Gardens  <a href="http://www.northlaine.co.uk/momo/index.html">http://www.northlaine.co.uk/momo/index.html</a></li> </ul> </li> </ul> </li> </ul>



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	<ul style="list-style-type: none"><li>▪ <b>Hope &amp; Harlequin</b> Vintage &amp; Modern Clothing 31 Sydney Street <a href="http://www.hopeandharlequin.com/">http://www.hopeandharlequin.com/</a></li></ul>		
<b>6</b>	<b>Next Meeting</b>  The Annual General Meeting will be held at <b>18:00 on Tuesday 29<sup>th</sup> March at Komedia</b>		

## Paul Tempest

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## Appendix 1 : Copies of Slide Presentation

<p>Bond Street   Church Street   Dangle Street   Dismaster Road   Jubilee Street   Kensington Gardens   New Road   North Road   Sydney Street   Trafalgar Street</p> <p><b>NORTH LAINE BRIGHTON</b> Welcome to North Laine - The Soul Of The City! - <a href="http://www.northlaine.co.uk">www.northlaine.co.uk</a></p> <h1>Welcome</h1> <p>Meeting – 18<sup>th</sup> January 2011</p>  <p>North Laine Traders' Association</p>	<p>Bond Street   Church Street   Dangle Street   Dismaster Road   Jubilee Street   Kensington Gardens   New Road   North Road   Sydney Street   Trafalgar Street</p> <p><b>NORTH LAINE BRIGHTON</b> Welcome to North Laine - The Soul Of The City! - <a href="http://www.northlaine.co.uk">www.northlaine.co.uk</a></p> <h2>Agenda</h2> <ul style="list-style-type: none"> <li>•Who's who?</li> <li>•Recent activities</li> <li>•Planned activities</li> <li>•BID update</li> </ul>   <p>North Laine Traders' Association</p>																																																																																				
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