



**SWBA BID: Minutes of Board Meeting – 16 April 2020**  
(Venue: Video conference)

**1. Apologies**

**Present: Directors** - John Simpson (White Light), John D'Aprano (DS Systems), Nick Stefka (Box Office Supplies) and Ian Docksey (Trinitarian Bible Society)

**Estate Coordinator** - Claire Morris

**Apologies: Directors:** Nick Golson (Deen City Farm) and Lee Anderson (GreenLight)

**Key Action Points Agreed:**

- to continue to pursue with the Council the need for safety improvements to Jubilee Way and Windsor Avenue in particular, including the introduction of appropriate width restriction signage
- to take forward the signage and wayfinding strategy for the BID area taking account of the results of the audit carried out
- to provide information on the SWBA website about the various sources of support and advice available to businesses during the current crisis

**2. Matters arising from last BID Board meeting (6 February 2020)**

All outstanding matters were covered by the agenda.

**3. Wayfinding project – report by Jonathan Docksey (Design JD)**

The results of the initial audit which had been undertaken by Design JD were presented. A survey of a range of SWBA businesses had been carried out to obtain views on the current state of signage around the estate and the particular difficulties experienced by businesses and their visitors. A key finding of the survey was that a number of different names were used to describe the SWBA estate rather than a single identifier and this created confusion. It was therefore proposed that in order to raise awareness of the SWBA and to improve the BID's profile as a destination a single SWBA identifier or brand was needed for use across the entire area. It was also noted that those businesses which had responded to the survey had all expressed a desire for the BID to arrange for them to be listed on Google maps.

It was agreed that the next step should be to commission Design JD to develop a detailed strategy for implementing appropriate changes which would then be used in discussions with Merton Council and other relevant agencies.

**4. BID Proposals – Progress on Delivery Plan**

A paper summarising progress to date on the individual projects set out in the BID Proposal document was tabled. Whilst several projects had been put on hold due to the current lockdown arrangements the following key points were noted:

- the work to install a new pedestrian crossing at Jubilee Way and Morden Road had yet to be carried out although latest indications from TfL were that this was planned for May;

- Merton Council had now commenced work to introduce the changes to the parking arrangements along Jubilee Way with new parking bays marked out;
- there had as yet been no progress by the Council in respect of the BID's request for appropriate signage to warn vehicles of the width restriction on Windsor Avenue and for the road markings around the BID area to be refreshed and for 20mph roundels to be added. This would continue to be pursued;
- the installation of the new CCTV cameras had still to be completed. It was agreed that the BID should write to the contractors to express concern about the delay to this project;
- initial discussions had been held with the Council and a specialist company about potential tree planting in various parts of the estate. This would be pursued further once the current movement restrictions had been relaxed;
- it was noted that the cost saving scheme operated by Meercat Associates continued to be available to levy paying businesses, albeit on a remote basis;
- it was agreed that the SWBA website should be updated to provide links for information about available support and advice for businesses during the current crisis. In addition, Deen City Farm had set up a JustGiving page to raise funds to avoid closure and a link to this page would also be added to the website.

## **5. Financial Matters**

It was noted that the BID's accounts had now all been formally submitted and VAT returns completed as appropriate.

Merton Council had decided to advance the first quarter of the anticipated 2020/2021 levy payments to each of the three Merton BIDs as a means of assisting them to continue to operate in the current circumstances.

## **6. Any Other Business**

There was no other business.

## **7. Date/Venue for next meetings:**

**SWBA Directors' meeting - 12.30pm, 7 May 2020 (Venue: TBC)**

**SWBA Members' meeting - 12.30pm, 4 June 2020 (Venue: TBC)**