

Cambridge BID Board Meeting Minutes 8.30am, Thursday 19th July 2018

1. Apologies, Introductions, Declarations of Interest & Attendees:

Anne Bannell	AB
Becky Burrell	BB
Charlie Anderson	CA
Dominic Joyce	DJ
Emma Thornton	ET
Glen Sharp	GS
Helen Hames	HH
Ian Sandison – Chair of meeting	IS
Joel Carre	JC
Luis Navarro	LN
Mathew Shuter	MS
Michelle Wilkins	MW (Cinnamon)
Rosy Moore	RM
Sallie Wright	SW
Shara Ross	SR
Val Lambert	VL

Ian Sandison
27/09/2018

Apologies:

Robert Davey	RD
Andy Lloyd	AL
Roger Allen	RA
Jonas King	JK

Quorum present

No declarations of interest

Minutes of last meeting agreed final draft and signed

2. Minutes of last meeting and outstanding actions:

Action 1

Due unforeseen circumstances AL was not able to attend.

Action 2

IS contacted Landlord and has since investigated options for dilapidation costs. GS kindly put us in touch with a contact he has at Bidwell's to assist with the process.

Action 3

BB has met with xmas lights supplier and contract is now close to being signed.

Action 4

BB organised Independents project group and they have had their second meeting.

Action 5

IS has met with Brookgate, Mills and Reeve and Bidwell's

3. Greater Cambridge Partnership – Rachel Stoppard & Peter Blake

Peter Blake gave an update from their March City Access Paper executive board meeting in March. It was agreed that the main focus will be on the greater city area and how they are dealing with congestion and air quality. His presentation highlighted the increasing number of commuters as the city expands over the next few years and the impact that will have on congestion and air quality. There are a number of combined issues which need to be addressed to improve transport in and around Cambridge. More regular public transport with designated bus lanes to avoid sitting in the same queue of traffic as all of the other vehicles on the road plays a key role in reducing traffic in to the city. Increasing parking costs further would purely penalise the consumer and show little effect, GS suggesting that unfortunately people would still prefer to drive.

4. Mem & Arts Review – IS/VL

Following on from the decision to update this document at the March 2018 board meeting a final draft was considered to which some minor changes may still be made. This has been prepared with the assistance of Charlotte Bull from Hewitsons. Membership categories are being streamlined and the articles updated. The board paper recommended an agreed course of action to implement these changes involving a General Meeting for members in September. The board agreed this recommendation and IS agreed to complete the process with Hewitsons and circulate a final version of the articles during August. **Action 2 IS to circulate final version of the articles and proceed with general meeting in September.**

5. BID Team report and Project & Business Review BB/IS

- a. Welcome
- b. Experience
- c. Business Support

IS went through his CEO report with the main focus of activity over the past two months being;

1. Planning & delivering our AGM
2. Finalising and distributing annual report
3. Showing Wimbledon at the station area
4. Progressing key projects on Xmas lights, Purple Flag, Gift Card, Wild In Art & Independents fund.

Board recruitment is ongoing with new application's currently going through the recruitment process to encourage a representative for the new Station Square and Hill's road BID area.

The year end accounts have been filed at Companies House and emailed to Members of the BID Company. The annual report has been distributed to all BID businesses along with an invite to the AGM. Subsequently, over 100 guests attended the AGM which was excellent and great thanks to Sallie for organising and the team supporting this. The discussions and panel really demonstrated that we are seen as an organisation leading and shaping the agenda of where Cambridge wants to be in the future.

IS has attended many Key Stakeholder and Events including ATCM in Hull with BB & HH, CB1 stakeholder group meetings and met with the CEO of the Cambridge China Centre. A combined meeting with the CEO of visit Cambridge to Major James Palmer to discuss a potential tourism deal for the area is ongoing.

6. Budget Review – IS

IS started by advising that Levy collection has been going very well. We currently have £721,000 collected plus £94k for June which means we have received 90% of our Levy. IS has a list of the businesses making up the remaining £81k. IS is in communication with debtors. Variances in the budget are experienced across some projects as the main expenditure period is over the summer & autumn. Therefore, relatively little has been spent yet, the gift card is soon to be launched, the Wimbledon showing at station square is still being broadcast. The Christmas lights contract is being finalised so there will be some substantial invoices to be settled over the next couple of months.

Team Report

BB & HH went through their team report. They have visited Norwich to see the Go Go Hares project and met with BREAK and also Wild In Art. BREAK will come back to us with a budget and cost to Cambridge so that it can be reviewed and a proposal put to the Board. AB was very impressed by the project and felt it would be a great addition to Cambridge. LN said he had personally visited the Go Go Hares with his family and he was also impressed by the project and the way the physical sculptures were in collaboration with local businesses which attracted their contribution and involvement, especially to the decoration of the sculpture. CA asked how the trails work which either downloading a mobile phone app or paper trail sheet and there are 15 Hares to visit with a code on to log. Maps, posters, leaflets, events are all organised by BREAK which generates a healthy income for both the BREAK and the BID. BB advised it would encourage repeat attendance as it could be quite challenging to visit them all in one day.

The Wimbledon project was a success, however the scorching hot weather, lack of shade, Football World Cup and Andy Murray pulling out could have all contributed to a slighter lower attendance than it had potential for. Optimistic about repeating the event next year, cost to the BID was £12,000.

The night markets are a continuing success and the outdoor cinema events are still proving to be well attended. The next event 17 August 2018.

The Sparkle & Shine ball has already sold 60 tickets out of 150 and is being held at the newly redeveloped Parker's Tavern, University Arms Cambridge. Tickets are £70 plus VAT and this year raising funds for Arthur Rank Hospice. Cambridge Independent have agreed sponsorship of the evening.

Independents workshop was held in May. Initial thoughts are around branding and some supporting literature. A potential Independents map was discussed to try and encourage consumers visiting these retailers and also provide reference points for the shop/food outlet owners to other independent shops/food outlets. AB highlighted the need for collaboration regarding signage, marketing and advertising.

Action 1 to discuss branding for the Independence Retailers as a group

HH is on the cusp of launching the giftcard with businesses visits being made to enable the retailer to take the Gift Card which involves no cost to them, but a transaction from their card machine using a designated giftcard that a BID employee will set up. Sale of the cards will be online www.love-cambridgegiftcard.com or in person via the Cambridge Live Box Office and Visitor Information centre. Over 100 businesses have signed up to date, with a target of 200 (extending to 300 later in the year). Business wishing to participate can do so after the launch date.

The BID will continue to work with Meercat and how we can engage with the new Station Square/Hills Road area. There have been £282k identified savings and realised savings of £180k.

HH is currently in the middle of round 2 for this year. Round 2 will include 6 hotels and 10 university BnB's who are all being mystery shopped overnight. The 2018 awards date and venue will be Thursday

20 September at St John College. Cambridge Independent will be the media partner for the awards 2018.

Networking drink dates for 2018 are;
2 August – Signorelli's Deli
6 September – The Emporer
4 October – d'Darry's
1 November – Hilton Cambridge City Centre

The city ambassadors are now being delivered by Visit Cambridge and we are working with them on a new uniform. Visit Cambridge are currently recruiting for seasonal staff but ET advised it is proving very difficult to get candidates on a short term basis.

The Christmas lights project, run by BB has been working with the council and building owners for permissions for the new lights on Bridge Street & Green Street. Following feedback from the last Board meeting 24 May, a clause in the contract for an option to change the lights after 3 years has now been built in to the contract.

There were a few issues around the rapid response service in July, however these have been worked out.

HH and Adam Ratcliffe (Director at CAMBAC) have organised and held the first 3 Purple Flag stakeholder meetings in May, June & July. All the key criteria regarding the submission have been identified and there are now data owners for each. The next meeting will be in September and following that there will be bi-monthly meetings. The aim is to prepare a submission for the June 2019 submission round.

Adam Ratcliffe has secured the taxi marshal provision with a new supplier, Regency. Hyline security have moved away from this area of work. The street pastors continue to work well.

Performance monitoring group meeting dates have been set for 24 July and 30th October and each event will run between 4pm and 6pm.

7. City Council Update

Punt tout figures have dropped dramatically since the successful enforcement of the injunction to prosecute offenders. This has made a major impact to the city centre as it prevents people punting from city council land and the city centre. There are ongoing issues at Station square, however this is outside of the PSPO. There is a dedicated enforcement officer which is funded by the fixed penalty charges to offenders received in the year.

Supplementary planning document is currently being drafted to look at the Parks and Open Spaces to review pinch-points and the movement of people around the city and what are the priorities for the future. The BID and Visit Cambridge have been highlighted as key stakeholders and that has helped to form the original preliminary assessment. There will be much more formal engagement going forward. The aim to conclude in January. CA advised he had seen online c. 600 comments regarding the scheme and IS advised he has had an hour phone call with the consultant on a one to one basis. CA keen to get involved as a representative of the night time economy and questioned how he could input at this stage.

Action 3 JC to include all communications with CA

Action 4 IS will email the consultant to introduce CA as our night time spokesperson

The SPD for the Market square is being finalised and JC anticipates work will start mid-late August and will run for 12 months. There are preliminary assessments taking place looking at how the Market



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Square works, any issues or opportunities and an outline concept design on what it could look like; which will be put to committee in July 2019, to go out top consultation on that.

The refill project is work in progress which is a nation retail scheme. Currently working with the BID with BB advising a mailer going out to businesses the following day.

Street aid showed the launch of the 24/7 giving point today at Mandela House in anticipation of rolling this out at more locations.

The council have just signed a new CCTV contract for £500,000 to provide the city with brand new CCTV equipment.

There have been a few complaints of pavement washing and detritus over the last couple of weeks due to lack of rain. As of yesterday a wash down programme has been instigated, however there is a very small window to complete the task due to the daily commute by pedestrians and traffic between 6-9 am. 2 council crews have been allocated the task and JC will investigate how long it should take to complete this. IS advised the bid is happy contribute to funding for this project as it is above and beyond the requirements of the city council. SR advised we should be highlighting this as a project we are supporting/contributing to.

Street life working group in progress but JC encouraged all issues to be reported in order to take action the police need a solid evidence base to take any action.

8. AOB

Summary of actions from Board meeting held 19th July 2018

Action number	Action	Responsible	Deadline
1	Discuss branding for the Independence Retailers as a group	Indie committee	ASAP September Board
2	IS to circulate final version of the articles and proceed with general meeting in September.	IS	September Board
3	JC to include all communications with CA	JC	ASAP
4	IS will email the consultant to introduce CA as our night time spokesperson	CA	ASAP

Next meeting at John Lewis Thursday 27th September 2018