

## Cambridge BID Board Meeting Minutes 8.30am, Thursday 22 March 2018

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

Andrew Lloyd	AL
Anne Bannell	AB
Emma Thornton	ET
Glen Sharp	GS
Helen Hames	HH
Ian Sandison - Chair	IS
Joel Carré	JC
Jonas King	JK
Mathew Shuter	MS
Michael Wiseman	MW
Michelle Wilkins	MW (Cinnamon)
Robert Davey	RD
Rosy Moore	RM
Sallie Wright	SW
Shara Ross	SR

*IRSc*  
*24/05/18*

### Apologies:

Val Lambert  
Dominic Joyce  
Charlie Anderson

Quorum present  
No declarations of interest  
Minutes of last meeting agreed final draft and signed

### Minutes of last meeting and outstanding actions:

#### Action 1

RD & IS worked with Cinnamon on this Press Release and it is an agenda item to finalise at this meeting.

#### Action 2

IS instructed CCC to start litigation process against 14 businesses with 2017 o/s Levy

#### Action 3

IS met with VL to seek advice regarding Stazione bad debt

#### Action 4

BB has written the Levy letter for businesses in the new BID area and this was delivered.

#### Action 5

IS presented Term 2 budget

#### Action 6

JC yet to provide all enforcement statistics to IS

**Action 7**

Spaces & Movement project brief was shared with IS & ET

**2. BID Team report and Project & Business Review HH/IS**

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

BID Team Project Update

Wild in Art (WIA) Project

HH went through the WIA and Art project and asked for feedback from the Board. JC was unsure at this stage about supporting the project and he feels the footfall in the city centre is ok. HH is in full support, having researched other City's WIA projects can see the benefit in emulating scheme in Cambridge. Next WIA project group to meet in April to decide a range of objectives if we are to progress with the project, a charity Break, who have delivered such projects before with WIA will also be invited to this project meeting. WIA to be invited to May Board Meeting

**Action 1 HH to invite WIA to May Board meeting**

SR asked whether Art in Culture Group had been approached, they have not.

AL said it would be helpful to see data from other BID's and how the businesses have benefit directly. HH will collate information gathered by the Norwich BID.

Purple Flag

JC would like to know some more about the scheme and who is involved. HH has invited him to the first project stakeholder group meeting in April.

AL Queried the value and the recognition of Purple Flag and whether it would have an impact on the night-time economy. IS and MS commented on the concern should be over delivery not marketing necessarily. HH stated that it was nationally recognised accreditation scheme run by the ATCM and our business plan states we will seek to attain this.

SR suggested approaching the University to promote or gain Purple Flag accreditation, HH advised that the ARU Chelmsford Campus was last year awarded Purple Flag status, and we know the people involved in this.

The Welcome People

Notice was served to terminate our contract with The Welcome People and VL met with our ambassadors to answer any questions relating to their employment going forward and Term 2. The Ambassador welcome service is to continue (with a seamless transition as possible), with a contract with Visit Cambridge. There are ongoing discussions regarding a uniform for the ambassadors, yet to be formally agreed. Uniform example will be circulated to the Board in due course. **Action 2 BB Circulate example uniforms to Board**

**3. Update on Exec Chair and CEO role**

Brief discussion regarding Ian being appointed as the CEO and confirmation of agreed working hours. 3 days per month invoiced to the BID under a consultancy agreement.

**4. IS Project & Budget Review – Term 2**

Term 2 Budget circulated with Board papers in advance. RD questioned the scope to look at new projects as there was a surplus of funds to be carried over to Term 2. IS explained this is a prudent

process to carry forward a sum of money each year and this is common with BIDS. As new buildings open in the city and the University Arms also opens then our income may allow us to review additional project from year 2 onwards. IS agreed to circulate a final budget in early April once a couple of project budgets were finalised and our final levy collection number was known from CCC.

HH will return to be an employee (Marketing & Commercial Manager) of Cambridge BID limited, continuing to work 3 days per week reporting to the CEO, Ian Sandison.

AL asked what the Purple Flag Accreditation costs and any associated advertising costs. AR & HH hosting stakeholder project group to start the process. £5k has been allocated in the budget for this project.

### **5. Consumer Branding – HH**

Helen ran through her presentation regarding consumer branding going forward. The main focus is to work more closely with 'Visit Cambridge & Beyond'. Creating a new brand that unites common outputs and that consumers will understand. Retaining organisational identity for both parties so it remains clear who is delivering what to whom. Example new logo designs were showcased as feedback from the board was all positive and the board agreed to adopt the new consumer brand. JK commented they were striking and strong however suggested changing 'supported by' to 'delivered by' or 'bought to you' as this sounds more integral to the projects.

### **6. Director & Chair Recruitment – IS/RD**

The Non-Executive BID Chair and Director job descriptions were distributed prior to the board meeting and feedback welcomed. The organisation changes will be live after April 1<sup>st</sup> and new board members are actively being sought.

SR asked who would be appointed to administrate the application's. It was agreed that SW will be responsible for receiving and distributing the CV's and covering letters. These will be sent through to the [sallie.wright@cambridgebid.co.uk](mailto:sallie.wright@cambridgebid.co.uk) address for transparency.

There was another discussion regarding a remunerated Chair role, however it was re-iterated that this had been voted on and agreed it will be a paid role. SR suggested the wording of the advert could be tweaked slightly. ET asked how the role will be advertising and Cambridge Network, and Linked In were suggested. Application's will be accepted from the release date, 9 April 2018 until midday 27<sup>th</sup> April 2018. RD, AL, JK, SR and IS will all be on the interview panel. **Action 3 IS to liaise with interview panel to organise interview schedule on the agreed dates of May 8<sup>th</sup> and 10<sup>th</sup>.**

### **7. Mem & Arts Update – IS**

IS sent through an update prior to the board meeting for the board to familiarise themselves with. IS talked through his paper. The mem and arts need some updating since they are pertinent to the dates and activity of our first term. A discussion then followed about board member representation. RD suggested there should be protection for sectors, however SR felt it may get top heavy on Shopping Centres or other sectors, GS thought we should be targeting specific vacancies of representation that we currently have on the board of directors. It was broadly agreed to use the wording in our business plan for the board member structure. IS will seek further advice on the current membership structure and VL has researched the mechanism for gaining member consent for any proposed changes. **Action 4 IS & VL to review and finalise with a paper for the May F&G and then at the May Board Meeting.**

### **8. City Council Update – JC**

Open spaces and Movement policy is at the procurement stage (within the next 2 weeks).

Punt Touts hearing at the Supreme Court will be held on 5 May 2018 which means punt touts will be in contempt of court if they continue to illegally tout for business. IS asked whether there will be a right of appeal?

The council are setting up a contactless donating facility at Mandela House in the city centre for funding for Cambridge Street Aid. Looking to roll out other locations where you can donate through contactless payment.

There will 18 new rapid charging points for taxi fleets and looking at providing more water refill points.

Park Street Car Park has been under consultation, IS recently attended a Strategy & Resources meeting. The number of spaces will reduce from 390 to 235 with a Hotel on top. Construction period has been estimated at 20 months. This will cover 1 Christmas period however if there are any delays, this will inevitably remain in progress for a second Christmas.

SR commented that there had been plenty of consultation up until 2018 however, since then, it seems to have gathered tremendous pace with very little input from business and consumers on final decision making.

**9. AOB**

On behalf of the board IS thanked both Michael Wiseman and Roy Badcock for their work over a number of years. Michael has been very active in City Centre Management since long before the BID and the previous Love Cambridge organisations. Roy sat on the original BID task force and both have been on the board during the first term. They are both now standing down as we move into term 2. A generous round of applause showed our sincere gratitude for their work over many years.

**Summary of actions from Board meeting held 24 January 2018**

Action number	Action	Responsible	Deadline
1	Invite WIA to May Board meeting	HH	May Board
2	Circulate example uniforms to Board	BB	May
3	Liaise with interview panel to organise interview schedule on the agreed dates of May 8,9 <sup>th</sup> and 10 <sup>th</sup>	IS	ASAP
4	Review and finalise with a paper for the May F&G and then at the May Board Meeting.	IS VL	May Board

**Next meeting at John Lewis Thursday 24th May 2018**