

Cambridge BID Board Meeting Minutes 8.30am, Thursday 23 November 2017.

1. Formalising role of Executive Chair for Term 2

Ian Sandison left the room due to declaration of interest for first agenda item. Discussion regarding the executive chair role, currently being fulfilled by Ian Sandison, and how that will be carried forward in Term 2. **Action 1 SW Write separate minutes to give to RD. Action 2 SW/RD to organise F&G Committee meeting for December. Action 3 SW/RD to organise an additional board meeting after F&G meeting in December.**

2. Apologies and Introductions Attendees:

Anne Bannell	AB
Becky Burrell	BB
Charles Anderson	CA
Dominic Joyce	DJ
Emma Thornton	ET
Glen Sharp	GS
Ian Sandison - Chair	IS
Joel Carré	JC
Michael Wiseman	MW
Robert Davey	RD
Rosy Moore	RM
Sallie Wright	SW
Shara Ross	SR
Valerie Lambert	VL

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24/11/2018

Apologies:

Andrew Lloyd
Mathew Shuter
Jonas King
Roy Badcock

Minutes of last meeting and outstanding actions:

Action 1

HH to Meet with Board members to discuss Mystery Shop Programme for Term 2

Action 2

BB/HH to review in early 2018 how we choose a charity and this will be aligned with the BID business year.

Action 3

IS updated board on DIT visit

Action 4

Finance & Governance committee will review bad debt at November meeting and advise CCC on action accordingly.

Action 5

BB distributed commercial waste flyer to businesses.

Action 6

GCP team agreed to return in March 2018 for an update

Action 7

Follow up with Wild In Art in Spring 2018

3. BID Project and Budget Review

- a. **Safe and Clean**
- b. **Performance Monitoring**
- c. **Pride & Promotion**
- d. **Business Support**

BID Team Project Update

BB went through the Team Project Update paper. The Christmas Switch on was a success with nearly £800 collected for the NSPCC in just the buckets at the event.

The 10th Annual Sparkle and Shine Ball has 148 confirmed guests at present, a £2000 sponsorship from the Cambridge News has been accepted. The beneficiary this year will be Street Aid.

The Christmas Window Competition will be judged by Will Barritt, Rebecca Warboys, Sarah Lambley and Eleanor (one of our Ambassadors) on the 4th December with 45 entries.

HH/BB have been working with the City Council again to provide evening market in Market Square and All Saints Garden as part of this year's Festive Fayre on 6 December 2017. Mack Productions will be providing lighting and sound for both All Saints Garden and Market Square.

Businesses still seem to be having difficulty with the rapid response phone, this has been escalated to Don Blair at the City Council. The service is currently used on average 18 times per month. BB is looking into cleaning all identified 'grot spots' before Christmas.

CAMBAC

Active recruitment of new Board members for CAMBAC has been successful, welcoming several new members to better represent the business community in Cambridge.

There has been a consultation with Cambridgeshire Police, Licensing and the taxi trade to establish a trial of taxi marshals on the market square rank in response to concerns from drivers.

Partner agencies alongside CAMBAC are to set up a new Market Ward Safety Action Group to address the changing issues in the City.

HH starting to plan training for early 2018 for next year's Mystery Shop. Looking at 2 sessions in January covering customer service and sales skills

Networking drinks proved very popular over the last 6 months. Schedule being developed for 2018 February – November, first Thursday of each month. **Action 4 Will Barritt to publish 2018 schedule in January 2018**

IS Board Meeting Update

Overview of the re-ballot. HH collating feedback with data analysis from master voting spreadsheet. Going forward into term 2 VL suggested a full review of the mem and arts, taking into consideration Cambridge BID Board Meeting 23rd November 2017

the BID staff structure going forward. CA asked whether board members need voting in, which was resolved that they do not. IS suggested we review structure that prescribes sector representation since in the past this has been difficult to achieve and can be limiting, namely 3 independents etc. CA feels that food and beverages sector is under represented. IS commented on the importance of locality and time when selecting new board members.

MW (Cinnamon) expressed interested in becoming a board director - building on her original remit to attend board meetings in a listening capacity. IS encouraged her to contribute to the meetings, and that she should not feel restricted.

Supplier contracts will be reviewed for term 2 to ensure they are still economical & fit for purpose;

Christmas Lights contractors wishing to tender will be shown the city whilst the lights are on this season. There will be a project review meeting in January.

IS mentioned a review of the Ambassador service is being undertaken to agree what the city wants out of this and could it be delivered differently. Due to difficulties in hiring, does the role need to be adjusted so it is easier to hire staff? **Action 5 BB, IS and ET to meet and review the Ambassador service.**

HH to discuss with board members whether we are happy to continue using Storecheckers. GS commented that the presenter and the delivery of feedback could be improved, from feedback he had received himself from participants.

BB advised existing cleaning contract is great value for money and very flexible. ET commented on our broad relationship with the supplier. Only persistent problem is the phone number for the Rapid Response service seems to be intermittently unavailable. This has been escalated to Don Blair, Senior Operations Manager for Street and Open Spaces as so far businesses have been contacting Will Barritt and he then speaks to Ross Lewis, (technical Support Officer CCC Operations).

It was agreed that all suppliers will have renewed contracts, a new delivery method will be discussed for Ambassadors, the mystery shop programme needs a supplier meeting/review and that alternative suppliers will be invited to discuss the Christmas Lights. Smaller supplier arrangements would be continued unless there was a commercial or project delivery need to change HH & BB will organise project meetings and invite the board to attend to give comments or feedback. **Action 6 BB/HH to organise xmas lights project review meeting. Action 7 HH to organise Mystery Shop/Storecheckers project review meeting.**

IS Budget Commentary

IS congratulated the BID staff, BID Board members and CMS for winning the re-ballot.

The new finance & governance committee met again in November, GS, IS, VL, RD. It was resolved that RD is Chair of the committee. IS will lead on relocating for term 2. VL will lead on a Mem and Arts review and will work with SW regarding the GDPR regulations. IS provided a levy collection overview and the budget for the remainder of the year was discussed. RD will provide a verbal update at each board meeting. The F&G committee will meet every 2 months, a week before the board meeting.

Board recruitment can now be addressed as we have the yes vote. The F&G group see no need for any major board changes except we will need to have the new area represented. IS happy to have 'observers' attend board meeting in the future, please speak to IS.

Term 2 Project review completed by IS, BB and HH have developed a detailed project plan of what needs to be done before 1 April 2018. 2 more meetings are planned.

IS referred to the budget spreadsheet distributed to the board in advance and invited any questions from the board. The November forecast is a surplus of £57k Vs a budget of £38k

4. JC Council Service Update

A Boards; 2 enforcement officers. 7 formal notices, if the A- board is not removed within 48 hours the sign will be confiscated for 28 days. Subsequent offences within 6 months will be followed up with further enforcement action.

Susan Hemmingway plus other partner agencies will form a night time economy group within the Market Ward area looking at community safety. IS advised we had a good Purple Flag report, to be discussed further at the taskforce meeting with HH. **Action 8 HH to set up a Purple Flag project group in the new year.**

Punt Touts; Still awaiting a high court date for the injunction. VL expressed her concern that this was taking so long and suggested more pressure is applied to the courts. GS commented punt touts were the bursars key complaint and the public perception is that it is the BID's responsibility to resolve the matter. Next year there will be a dedicated officer – funded by the FPN (Fixed Penalty Notice) served. ET suggested that the profile of legitimate punt touts is raised through a multi-agency key communication campaign. ET perhaps there could be branded punt touts but no uniform. Review the charter market regulations including All Saints Market. There is a committee meeting in January.

A new spaces and movement steering group with project initiation next week. Looking at GCP for £200k funding. CA expressed an interest and would like to see night-time walkways around the city. JC confirmed there will be a number of opportunities to contribute going forward.

5. Volume & Value Report

ET went through the executive summary document explaining the economic impact of tourism results for 2016. There were 7.6million visitors making the total tourism value in Cambridge in 2016 £789 million showing a 34% increase on 2015. Staying overnight visitor trips have shown a 5.2% increase. Direct expenditure associated with trips was £562 million showing a 3.6% increase from 2015. Accommodation was the largest expenditure at 34% with staying visitors spending a total of £106 million. Shopping was the largest expenditure at 44% with day visitors spending a total of £111 million.

Purpose of trips;

Holiday trips make up 63% of domestic and 42% overseas trips

Business trips make up 21% of domestic and 40% overseas trips

Visiting friends and relatives' trips make up 14% of domestic and 11% overseas trips.

Study trips did not generate any domestic visitors however made up 6% of overseas trips.

Overall, the percentage increase from 2015 – 2016 is much less than that of 2013-2015, which highlights the importance of carrying out year-on-year comparisons to better understand the visitor market and its variations. **Action 9 SW to include ET slides for DIT presentation slides for IS**

6. CMS Update attended by Fiona Wright (FW) and Sophie Alexander (SA)

IS thanked CMS for their guidance for the re-ballot to a positive outcome. BB commented on the surprising number of lost voting slips. FW explained that the ERS lost ballot paper voting slips was an out of date system which was not any longer fit for purpose and was due to be reviewed. CMS did advise that Cambridge was unlike any city they had represented previously. There was an air of complacency and whilst they felt we had a number of yes votes, the delay in which they came in was unexpected. Feedback as a result of the re-ballot was that the BID's profile in the city needed raising and SR commented that perhaps there could be greater emphasis next time on BID projects and what the city wouldn't have if there was no BID. The next steps to be discussed in the Taskforce meeting.

7. AOB

IS thanked CMS, the Board and Taskforce for their contribution to the success of the re-ballot.

Summary of actions from Board meeting held 23rd November 2017

Action number	Action	Responsible	Deadline
1	SW write separate minutes and give to RD	SW	7 December
2	SW/RD to organise F&G Meeting in December	SW/RD	7 December
3	SW/RD to organise Board meeting after F&G meeting in December	SW/RD	7 December
4	Will Barritt to publish 2018 schedule in January 2018	WB	January
5	BB, IS and ET to meet and review the Ambassador service.	BB/HH	January
6	BB/HH to organise xmas lights project review meeting.	HH/BB	January
7	HH organise Mystery Shop/Storecheckers project review	HH	January
8	HH to set up a Purple Flag project group in the new year.	HH	January
9	SW combine ET presentation slides from DIT visit	SW	December

Next meeting at John Lewis WEDNESDAY 24th January 2018

