

Cambridge BID Board Meeting Minutes 8.30am, Wednesday 24th January 2018

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

Andrew Lloyd	AL
Anne Bannell	AB
Becky Burrell	BB
Glen Sharp	GS
Helen Hames	HH
Ian Sandison - Chair	IS
Joel Carré	JC
Michael Wiseman	MW
Michelle Wilkins	MW (Cinnamon)
Robert Davey	RD
Rosy Moore	RM
Sallie Wright	SW
Shara Ross	SR

IRSa

22nd March

2018

Apologies:

Emma Thornton
Mathew Shuter
Jonas King
Roy Badcock
Val Lambert
Dominic Joyce
Charlie Anderson

IS declared an interest in agenda item 2 the discussion on the update on Exec Chair and CEO role.

Minutes of last meeting and outstanding actions:

Action 1

SW write separate minutes to give to RD (Chair Finance & Governance Committee) for item 1 of November Board Meeting. Completed

Action 2

SW to organise F&G meeting in December. Completed and met.

Action 3

SW to organise meeting with the Board to discuss the Executive Chair/Chairperson role.

Action 4

Will Barritt organised 'good to talk' BID Drinks schedule and flyers printed and being distributed.

Action 5

IS, BB and ET meet to discuss Ambassador Service

Action 6

BB/HH organised Xmas Light project review meeting.

Action 7

HH organised Mystery Shop project review

Action 8

HH has set up a Purple Flag project group

Action 9

SW collated presentation slides from DIT visit and distributed to the Board

2. Update on Exec Chair and CEO role

RD updated the board on this, VL and IS are discussing a contract for his role as CEO, the recruitment of a Non-Exec Chair and more directors needs to start soon, The F&G group are just finalising job descriptions for the Non Exec Chair, CEO and Board directors and will work with Cinnamon to draft a PR about this to be issued during February. It is still the view of board members that a paid Exec Chair maybe required. IS expressed a view of just generally advertising for more board members and someone suitable to be Chair may apply and that ideally a chair would be from a levy paying business.

Action 1 RD and IS to work with Cinnamon on a PR for this

3. BID Team report and Project & Business Review, 2017/18 IS

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

BID Team Project Update

The board reviewed the budget for 2017-18. Our initial budget was for a surplus of £39k for the year, this was increased to £56k at the November board and is now at £76k. This latest increase is almost all down to the gift card launch fees being moved from March to April/May hence next year and the initial mystery shop round also moving from March to April also into next year. The board they were happy with the revised budget for the final quarter of the year.

IS went through his Chair update paper.

Outstanding levy payments for 2017-18 were reviewed. It was resolved that we will instruct CCC to start litigation against the 14 businesses with an outstanding BID levy payment.

Action 2 IS to communicate with CCC this decision.

Action 3 IS will discuss with VL how we want to move forward with Stazione to avoid unnecessary negative publicity.

BB went through the Team Project Update paper.

Recent communications that have been sent out include;

Business Excellence Awards
Greater Cambridge Partnership Consultation
Performance Report
PR Monthly E-Shot Calendar

One of our longest serving Ambassadors, Elena, has resigned and the Welcome People have recruited a temporary ambassador starting on 19th January.

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Purple Flag; There was an initial project meeting with Adam Ratcliffe CAMBAC on 19th January. It has been agreed that our intention is to aim for an October submission. A project plan will be developed with CAMBAC. Adam Ratcliffe will speak at either the March/May board meeting regarding Term 2 and how we will be working together.

CAMBAC Taxi Marshals project is looking likely to be re-tendered in the next 2 months. There was a Local Policing review and BB is working with partner agencies, representing the BID. BB has been working with our Radio Company who invoice on our behalf, to provide updated info on members.

Will Barritt has organised the 'it's good to talk' BID business drinks and a flyer/invite has been created, printed and is currently being distributed to the businesses.

4. IS Project & Budget Review – Term 2

IS distributed Term 2 budget forecast prior to the meeting to discuss with the board and invite and questions or comments to be made.

The operating costs for BID Levy collection by CCC is forecast at £20k per year. IS & SW met with Kevin Jay and Liz Poole to discuss Levy collection going forward and the addition of the new BID area. Debtors were discussed from Term 1 and how we will move forward with collecting outstanding Levy invoices. It is not possible to get the absolute amount to be collected for Term 2 including the new BID area until the invoices have been produced. Liz Poole has kindly sent across some new listings since our ballot for One Station Square which allows us to approximately calculate any additional Levy to be collected in Term 2, year 1. It has been agreed that we will work more closely and meet more regularly with the finance team at CCC to enable us to be more proactive in the collection of the Levy invoices and take action against unpaid bills much earlier in the year.

BB and HH then took the board through the main projects for 2018-19.

BB writing an introduction letter to be attached to our business plan to be delivered to the new business area along with drinks invite & 2018 schedule.

Action 4 BB write an intro letter for new business area and the letter to go with levy collection invoices.

The night market dates have been agreed. The Royal Wedding is on 19 May 2018 so BB is investigating the feasibility of screening this as an add on to the outdoor cinema whilst the screen is in situ.

BB has been researching alternative Christmas Lights contractor with tenders from 2 other companies alongside our existing contractor Blachere. The possibility of lighting the city up differently to previous years has been discussed with the potential of interactive installations.

A meeting has taken place with our existing cleaning contractor, Cambridge City Council to discuss the cleaning schedule for 2018/19 and costing out the inclusion of Hill's Road. Station square is already cleaned by CB1 Estate Management. It was agreed that the Rapid Response Team will be introduced to the new area as of April 1st 2018.

Contracts in respect of the Gift Card are being reviewed by Hewitson's and the BID team with an aim to sign them by 1 February. Project plan & timeline has been created and Will Barritt, the Marketing & Projects executive will be more heavily involved in project work and will be working alongside HH to launch the Gift Card Project.

HH & BB have met with Springboard to discuss adding one additional camera on Station Road, to bring the total number of cameras up to 6. They are also speaking with Gonville & Caius who are exploring the possibility of funding a footfall camera for Rose Crescent to be included in our network so we can report on the figures. There is a small training group of businesses to share access with them to the Springboard Analyzer so they can review footfall first hand. Tweaks will be made to the Performance Report for Term 2 to include data from VCB (Visit Cambridge) on the number of visitors going to the VIC (Visitor Information Centre). In addition to this, we are exploring whether the Railway Station can provide us with any ticket/passenger data.

Working with Rishi from Meercat and the cost saving initiative will continue in Term 2. He will provide some case studies from large organisations they have worked with to demonstrate how Meercat can work with them and their procurement departments.

The Mystery Shop & Awards project has been reviewed following feedback from board members. Adjustments will be made to the categories, 2 is the maximum number of awards a single business can win, there will be a rotation of awards venue over Term 2 and some smaller tweaks to try and refresh the project. The board felt comfortable these changes would improve the project and we agreed to continue to work with Storecheckers as a supplier.

The 2018 awards will be on 20 September 2018. Communications regarding the project changes will go out to shopping centres and previous participants week commencing 15 January 2018 and a general communication to all businesses in the BID area will go out 24th January after which sign-ups for 2018 will begin.

The Board were very pleased with the project review and it was agreed IS would present a final 2018-19 budget with outline spending plans for the following 4 years of term two at March Board meeting
Action 5 IS to present term 2 budget at March Board meeting

5. JC Council Service Update

Punt Touts

The delays regarding getting a court date from the Supreme court are due to an administration error on their behalf and this is being rectified so there should be a hearing date confirmed imminently. JC, IS and ET to liaise to improve communications on punt touts and going forward looking at targeting different sectors. **Action 6 JC will provide IS with all enforcement statistics.**

Air quality action plan is going to committee in March, going out to statutory consultees in the next 2 weeks with public consultation resulting in approving the project as there is a lot of focus on air quality within the city.

Spaces & Movement

Market square project for 2018/19 currently recruiting for a project manager. Project manager advert is out now, JC on interview panel. Tender is out for consultants. There is a draft brief and project initiation document which can now be shared with BID & Visit Cambridge regarding the multimillion pound regeneration of the market square. There will be 60 new cameras across the city which will improve community safety.

Action 7 JC to share this project brief with IS and ET for wider sharing

6. AOB

IS advised that in his absence during Feb 2018 that RD will be a delegated second in charge. BB has dual authorisation to make online payments.

RM raised working towards creating a zero waste city and mentioned the Cambridge Eco Living festival held in September 2016 and meeting with them in April.

Summary of actions from Board meeting held 24 January 2018

Action number	Action	Responsible	Deadline
1	RD and IS to work with Cinnamon on a PR for this	RD & IS	Early Feb
2	IS to communicate with CCC this decision.	IS	January
3	IS will discuss with VL how we want to move forward with Stazione to avoid unnecessary negative publicity.	IS & VL	March
4	BB write an intro letter for new business area and the letter to go with levy collection invoices.	BB	January
5	IS to present term 2 budget at March Board meeting	IS	March Board
6	JC will provide IS with all enforcement statistics.	JC	February
7	JC to share this project brief with IS and ET for wider sharing	JC, IS & ET	February

Next meeting at John Lewis Thursday 22nd March 2018

