

**Cambridge BID Board Meeting Minutes
8.30am Wednesday 24th November 2021**

1. Attendees, Apologies, Minutes and Declarations of Interest.

Andrew Lloyd	AL
Anne Bannell	AB
Becky Burrell	BB
Edward Adshead	EA
Glen Sharp	GS
Helen Hames	HH
Ian Sandison – Chair of meeting	IS
Joel Carre	JC
Nick Finlayson-Brown	NFB
Robert Davey	RD
Roger Allen	RA
Rosy Moore	RM
Sallie Wright	SWBID

Ian Sandison

Ian Sandison
27/01/22

Apologies:

Dominic Joyce	DJ
Simon Wallis	SW
Val Lambert	VL
Gerri Bird	GB
David Ormrod	DO

Quorum (1/3rd of board members) present
No Declarations of interest
Board agreed that IS should Chair.

1.Minutes

Signed off with the following actions met;

- SWBID addressed changes to the Board and updated Company’s House
- SWBID emailed out poll for virtual/physical board meetings. Agreed to continue virtually at present.

2. Changes to some staff salaries and benefits

The first session of this board meeting was a Board Member only session to consider a paper proposing changes to some staff salaries and benefits. The board resolved to support Option 1 in the paper.

3. Budget Review - IS

IS distributed prior to meeting, EA asked for some further clarification around the budget and projects to support the visitor economy over the next 18 months. IS explained the current PR

campaign was intended to continue until March 2023 and from April 2022 there was also a budget for a headcount to support this sector of the Cambridge economy.

4. CEO report – IS

IS distributed paper prior to the meeting and reviewed with the Board, no questions.

5. Team Report – BB, HH, IS

Report distributed prior to the meeting. Brief overview given with the opportunity to ask questions about current projects and future plans. No questions from the board.

6. CCC Update – JC

Market Square redevelopment consultation closed in July. Data being reviewed, there were over 1000 responses. Presentation being made to committee March 2022. Funding still to be secured including an application to the Heritage Lottery Fund that would contribute towards funding.

£700k received from combined authority to support Visitor Welcome Project. Architectural and decorative lighting to be installed across the city with a lighting event planned for February to March 2022.

There is a focus on cycle crime in the city (especially cycle point at the Station) with a stakeholder prevention group including Brookgate, Great Northern Rail and CCC. There will be a review of CCTV and security in the area.

Silver Street toilets have secured planning permission looking to be open for use Summer 2023.

Jesus Green has now been awarded Green Flag status for the first year with Christ's Piece's being awarded for the third year running.

6 Multi agency police working group to meet to look at community safety. Six anti-social behaviour injunctions have been heard in court to remain in force for two years.

Cambridge put into ERA Covid status. Designated team at the council to help local businesses understand public health guidance.

Action 1; JC to provide IS with contact details for COVID advice team at council and new public health guidance

7. Cows about Cambridge Review – Pete Marron, Dan Crouch from Break charity.

Presentation given by Pete showing data analysis for the Cows about Cambridge project and proposal for a second trail in 2024. The trail brought a direct economic impact of £12.8m, contributed £5.9m in GVA to the local economy, has 533,000 visits, raising over £257k for Break. 90% of respondents to the survey said the trail encouraged them to walk more, 79% to spend more time with family, 97% said it gave a greater sense of community and 99% felt proud to have the trail in their city. Further data analysis will continue to be reviewed to present to the Sponsors on 30 November 2021. Project team and Break thanked by the board for a successful project with great feedback and evaluation. EA asked if the data highlighted anything we could do better for future trails; this will be addressed on the 30 November at the

sponsor’s event. AB and RM congratulated team and showed support for another trail in the future, as did AL on behalf of Cambridge University. JC asked for demographic data when it becomes available, PM happy to provide this. IS asked if anyone at the meeting had any objection to another trail in the future and there was none.

Action 2; PM to provide demographic data to JC when it becomes available and IS to work with Break team on shaping the BID’s involvement in the next trail.

8. Board Update

EA, (General Manager, The Gonville Hotel) Business over the summer was good. Dropping off now in November with average occupancy 48%. Weekends continue to be busier than mid week bookings. December is looking positive with higher occupancy.

RA (Centre Manager, Lion Yard) Footfall still 30% down on 2019 however there is lots of interest in empty units which are being discussed at present with new tenants looking to move in.

AB, (Owner, Jack’s on Trinity) Over the last 2 months business has picked up slightly giving a positive outlook for the future.

GS (Junior Bursar, Trinity Hall) Colleges are generally fully booked next year with weddings for the postponed events over the summer 2021 period. Some have stopped advertising events externally due to challenges in recruiting hospitality staff.

NFB (Partner, Mills and Reeve) Generally a third of staff work from the office between Tuesday – Thursday. Events with attendance options see a high number of people signing up to attend in person, however, there is a massive drop off last minute with the majority then attending online instead.

7. AOB

EA is leaving his role at The Gonville and thus standing down from the board. He was thanked by IS and others for his contribution and support to the BID over the past 18 months. He has helped to develop a strong relationship with hoteliers in Cambridge.

Actions from meeting

Action	Task	Responsible	Deadline
1	JC to provide IS with contact details for COVID advice team at council and new public health guidance	JC	ASAP
2	PM to provide demographic data to JC when it becomes available	PM, Break	December 2021

Next Board Meeting Thursday 27th January 2022