

Cambridge BID Board Meeting Minutes 8.30am Thursday 27th January 2022

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

Andrew Lloyd	AL
Anne Bannell	AB
Becky Burrell	BB
Glen Sharp	GS
Helen Hames	HH
Ian Sandison – Chair of meeting	IS
Joel Carre	JC
Nick Finlayson-Brown	NFB
Rosy Moore	RM
Sallie Wright	SWBID
Simon Wallis	SW
Val Lambert	VL

Ian Sandison

Ian Sandison
31/03/22

Apologies:

None

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;

- JC to provide contact details for COVID advice team at council and new public health guidance. No longer required.
- Pete Marron to provide demographic data to JC when it becomes available. JC to follow this up

2. Budget forecast 2021-22 - IS

IS distributed prior to meeting. No questions were asked. IS confirmed the outstanding levy for this year is £55k however forecasts this to reduce to £31k.

4. Budget for 2022-23 - IS

IS distributed a paper prior to the meeting and reviewed with the Board. SW commented one of our objectives was to deliver more to the visitor economy, however, support and consideration for office blocks and professional premises should also be included. IS confirmed Jenny Granshaw's (Leisure and Night-time Project Manager; Cambridge BID) return to work project included that of the office/professional sector and she continues to work with the businesses in this sector.

RM showed her support for the book-bench project.

IS asked the council whether there was any planned activity for the Queen's Platinum 70th anniversary? RM confirmed there were some community grants available. JC advised there will be discussions next week with Jane Wilson, Arts & Events Manager at CCC, who will lead on this project. Discussions around an event on Jesus Green but no detail as yet.

Action 1: IS to liaise with JC regarding potential plans with CUA event on Parkers Piece for Queen's 70th anniversary.

5. CEO and team reports attached IS, BB and HH

Report distributed prior to the meeting. Brief overview given with the opportunity to ask questions about current projects and future plans. Short discussion with AL regarding extending the BID area to include museums. IS will follow this up with AL separately.

Action 2: IS to share proposal to increase BID district with AL for feedback from the University's perspective.

HH confirmed the giftcard scheme exceeded £100k in card sales in 2021. SW asked whether that was corporate heavy or individual consumer sales. HH advised year on year was fairly similar for sales in December with a mix of both consumer and corporate sales. She is looking to develop corporate offer in the coming year.

BB advised Xmas switch on event had to be cancelled however Star radio broadcast an online switch on event. The switch on was also streamed on social media and showed over 25,000 views. Going forward summer events are planned to go ahead as usual with additional events such as potentially broadcasting the Commonwealth Games and small art trail in the city.

GS asked if there were any plans to show the Football World Cup in the latter part of the year however BB advised there was not due to the challenges faced around broadcasting football and the demographic that attracts plus the lower temperatures and changeable weather around that time of year could be difficult to overcome. Local businesses could be promoted that are showing the games.

GS asked whether any funding could be allocated towards working with CAMBAC and the leisure and night-time economy to raise awareness around having a safe night out in the city and the dangers of spiking. IS confirmed there was a Welfare and Vulnerability Engagement (WAVE) training just before Christmas with over 70 attendees. Spiking was covered during the event but to build on this JG will liaise with Bath BID for guidance around the subject. JG is also looking to roll out another WAVE training session around April/May 2022. GS commented the training event in November was greatly received and more of these would be very helpful.

Action 3: JG to approach GS regarding night-time economy awareness training

Action 4: RM to provide GS with details of charity led training events in the city

AB asked if the city will be dressed again with new bunting and flags. BB confirmed yes however to hang flags across Trinity Street she has had to apply for advertising consent and is waiting for a response, due February.

6. Board Recruitment – IS

IS has been in touch with the hoteliers in the city to replace Edward Adshead and asked for nominations for a new representation of the hospitality sector. In addition, following the resignation of Luis Navarro from Nanna Mexico late last year there is another vacancy (which was advertised on the BID weekly mailer) to represent the independent cafe, bar and restaurant sector. IS will be interviewing 2 hotelier candidates with NFB and 1 other board member. Closing date for independent's vacancy is 28 January 2022, there are currently 3 applicants to be interviewed by IS and AB.

7. CCC Update – JC

CCC launched a green business grant program managed through the Cambridge Chamber of Commerce where businesses can claim up to £10k for cutting carbon emissions. Closing date for applications 11 March 2022. IS confirmed we have advertised in our weekly mailer.

Market Square – consultation last summer with the next update in March 2022 committee meeting to review results of consultation and proposed concept design. Report on intermediary work – feasibility work for different elements of project – waste management, fountain plinth, stall design layout with outline for next steps.

CCC successful in securing funding to improve cycle point at station. £450k grant awarded from capital projects focusing on cycle security – CCTV upgrade/signage/accessibility improvements.

Visitor welcome project - Finalising decision around mobile visitor information centre to hopefully get in place by the summer season. Website is pretty much ready to go along with mobile app to help navigate the city. Lighting going up around the city centre now the xmas lights have come down.

HH asked JC if he was involved in a 'Our places in Space' project backed by CCC, however he did not have any information on this but will investigate and go back to HH with findings.

IS asked if there was any feedback from CCC or businesses about the impact of the closure of Park Street Car Park project, JC advised there was not.

8. Board Update

SW, (Property Director, Brookgate) Interesting time with staff returning to work. Offices are used in different ways; more collaboration and different workspace fit out that will change over time. 30 Station Road completed with 20 Station Road completion in summer 2022.

NFB (Partner, Mills and Reeve) currently still encouraging staff to work at the office but considering whether there should be a minimum number of days staff should now be working in the office. With regards to the job market recruiters may face challenges when agreeing flexible working compared to other employers.

VL, (Partner, HCR Hewitson) Still hybrid working, staff tend to work 2/3 days a week which is working well.

AB (Owner, Jacks on Trinity) Very quiet at present.

AL (Development Manager, Cambridge University) Throughout pandemic office closed and remains so. University have worked traditionally from estates perspective so this could be an opportunity to move to hybrid model by evaluating existing work-spaces.

GS (Junior Bursar, Trinity Hall) The college has pretty much returned to normal. Caps on event sizes due to staff levels and still struggling to hire staff.
RM, (Councillor, CCC) Doesn't feel like COVID is over yet.

9. AOB

IS noticed the County council are looking at increasing resident parking schemes and wanted to know if any employers were struggling with parking for staff and the challenges they may face if free parking becomes less available. NFB commented there needed to be a good alternative if reducing parking spaces by using a broader holistic approach. RM commented the rhetoric behind increasing residential parking permits was to encourage the use of the park and ride sites around the city.

Actions from meeting

Action	Task	Responsible	Deadline
1	IS to liaise with JC regarding potential plans with CUA event on Parkers Piece for Queen's 70 th anniversary.	IS/JC	March Board
2	IS to share proposal to increase BID district with AL for feedback from the University's perspective	IS	March Board
3	JG to approach GS regarding night-time economy awareness training	JG	March Board
4	RM to provide GS with details of charity led training events in the city	RM	March Board

Next Board Meeting Thursday 31st March 2022