

Cambridge BID Board Meeting Minutes 8.30am Thursday 31st March 2022

1. New board members appointed to the Cambridge BID Board

Alison Wright, Owner of Fitzbillies

Chris Douglas, General Manager, The Graduate Hotel Cambridge

Philip Greer, Director of Sales & Marketing, CUA Hotel & Parkers Tavern



All welcomed to the Board with effect from today.

Ian Sandison
CEO 25/05/2022

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

Alison Wright	AW
Andrew Lloyd	AL
Anne Bannell	AB
Becky Burrell	BB
Chris Douglas	CD
Gerri Bird	GB
Helen Hames	HH
Ian Sandison – Chair of meeting	IS
Joel Carre	JC
Kristian Foreman	KF
Nick Finlayson-Brown	NFB
Philip Greer	PG
Roger Allen (BID Chair)	RA
Rosy Moore	RM
Sallie Wright	SWBID

Apologies:

Glen Sharp

Rob Davey

Simon Wallis

Val Lambert

Quorum (1/3rd of board members) present

No Declarations of interest

Board agreed that IS should Chair.

3. Minutes

Signed off with the following actions met;

- Ian currently in discussion regarding Queen's Jubilee celebration event.
- BID area not significantly increasing – email sent to AL regarding University buildings
- JG liaising with GS regarding vulnerability training in Cambridge
- To be reviewed by RM

4. Update CCC - JC

Transformation Programme – to change the way we work with partners, including the BID, Cambridge University, businesses and residents. Looking at how to pool collective capacity regarding inequality climate change, affordable housing. Key driver is financial to tackle £7million reduction in funding over next 5 years.

Market square committee met last week – noted update report. How to retain and enhance and improve public realm and make the most of public assets and contribute to the city centre economy. Finalising concept design this year. Project will improve accessibility and leisure offer. The full report from consultancy period coming out at the end of April 2022.

Public space protection order – city centre touting – committee agreed to extend for 12 months until September 2023, 92% of respondents supported this.

Visitor welcome project – lighting going up – tree wraps and festoons – additional CCTV in Market Square, Burleigh Street and Fitzroy street.

Mobile visitor information centre – finalising wheeled cargo e-bike. Going through procurement now. Visit Cambridge website now live and in the process of developing app which sits alongside website.

City council involved in supporting Ukrainian Refugees, responsible for accommodation and DBS checks.

IS asked about Park Street Car Park and retail – businesses reported no impact at all.

GB concerned about the number of food delivery scooters and bikes driving on the pavement. JC advised police have been targeting this and are working with the council and CCTV.

AW asked if there is a target for completion of the market square project. JC advised there are variables that could affect the completion date of the project. They currently do not have the budget for the project and still looking for funding. JC estimates completion 2024/2025.

5. Business Survey – The Retail Group – Presented by Mike Evans (ME)

ME presented the findings of this, 235 surveys completed, excellent response rate, 80% awareness of Cambridge Bid and our work and very broad support for our other projects IS said we now had a good analysis over 5 years. Not many respondents from office sector – IS asked whether there was any methodology where we can improve next time. ME suggested change the title of survey for the professional sector for next time.

RM advised from a city council perspective it is quite concerning seeing the focus on rough sleeping and homeless combined as they been working very hard to address this. Is there a division between rough sleepers (welfare) and begging (anti-social aspect) and can this be taken into consideration during the next survey? AL asked whether the work that the council have been done has made any impact. RM confirmed all rough sleepers have been offered places to stay but each individual has different needs and support.

6. Consumer Survey – Presented by Kristian Foreman (KF)

KF presented the findings, 2180 respondents, almost double that of 2021, mainly female, 35-60yrs old, living in the city and South Cambs with 1/3rd working in the city centre.

GB would like to see something about accessibility and how disabled residents and visitors find navigating the city.

AL asked KF; knowing what the BID does what would be the one thing you would change based on the metrics of the data collected. KF advised homelessness, safety and begging was a recurring theme within the business and consumer surveys so raising awareness of the work being done would be advantageous.

DJ commented on the perception of homelessness and begging could be addressed.

7. BID Term 3 Discussion – Paul Clement (PC) Locus Management Solutions

PC updated the board on the recent business consultations and the initial outputs of these. Businesses are supportive of the current BID projects but see there is more to be done and this requires funding. The Plan is to broadly maintain the current 3 themes of Welcome, Support, & Experience with the addition of a **People** theme - how do we better engage employees, residents and students in the city, as well as the visitor and overnight stay offer and a **Place** theme to include ESG and place issues. JC is working with the BID to agree an operating agreement which needs to be done before the rebalot. There will be some tidying up around BID area and some small adjustments will be made. The discussion included thoughts on thresholds, levy rate and discounts for various sectors. A new BID proposal for Term 3 and business plan will be produced over the summer and the Ballot will be 28 days ending 10 November 2022.

AL commented in terms of the current £30k threshold, should that not increase with inflation or in line with any levy increase? PC advised there was no re-evaluation of RV increase each year so businesses pay the levy based on the RV at the start of the term. The RV's are being reviewed in 2023 after our rebalot process. PC agreed to do some modelling with different thresholds and report back. AL asked what levy rates other large BIDs charge, PC stated the average levy rate is 1.4% outside of London and this is what the new Peterborough BID also charge.

Action 1 PC to analyse data in relation to current Levy threshold against inflation and levy rate and report back at May board meeting.

6. Board Update

DJ (Manager, John Lewis) business is picking up and statistics really encouraging. Feeling positive.

PG (Director of Sales & Marketing, CUA Hotel) Good March in terms of bedrooms and private events. Restaurant bookings strong but struggling with recruitment for the kitchen.

AW (Owner, Fitzbillies) trade really good, 17.5% up on 2019. Seeing lots of UK visitors

CD (General Manager, Graduate Cambridge) Big improvements since the end of January. Much stronger weekends against midweek. Recruitment is a real challenge and seems to be across the hospitality sector

RA (Centre Manager, Lion Yard) Footfall 20% down against 2019. However, lots of individual business are beating 2019 figures. The landlord starts work on the hotel from October 2022 It is an 18mths project so open by xmas 2024.

AL (Development Manager, Cambridge University) People are starting to return to ‘normal’ with offices open. Flexible working now embedded so the university need to adapt their offices to reflect this.

GB (Councillor CCC and Cambridgeshire County Council) will find out update on Shire Hall and liaise with IS

RM (Councillor, CCC) Struggling with recruitment and covid sickness. Impacting several services.

9. AOB

The Board were asked if we should return to meet in person for future board meetings. There were no objections so SWBID to liaise with CD and PG to organise venue for May Board meeting.

Action 2 SWBID to liaise with PG & or CD for next board meeting in person

Kristian was thanked for his time working at the BID and wished good luck in this new role.

Actions from meeting

Action	Task	Responsible	Deadline
1	PC to analyse data in relation to current Levy threshold against inflation and levy rate and report back at next board meeting.	PC	May Board
2	SWBID to liaise with PG & or CD for next board meeting in person	SWBID	May

Next Board Meeting Thursday 26th May 2022