

Cambridge BID Board Meeting Minutes 8.45am, Thursday 27th September 2018

1. Cambridge BID Members General Meeting

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

Anne Bannell	AB
Becky Burrell	BB
Charlie Anderson	CA
Dominic Joyce	DJ
Emma Thornton	ET
Glen Sharp	GS
Helen Hames	HH
Ian Sandison – Chair of meeting	IS
Joel Carre	JC
Jonas King	JK
Luis Navarro	LN
Mathew Shuter	MS
Michelle Wilkins	MW
Sallie Wright	SW
Shara Ross	SR
Simon Wallis	SW (Brookgate)
Rob Davey	RD
David Ormrod (General Manager The Regal)	DO

LR South

29/11/2018.

Apologies

Roger Allen	RA
Rosy Moore	RM
Valerie Lambert	VL

Quorum present

Declarations of interest; Mathew Shuter declared an interest in the AOB item Cambridge Car Free day.

3. Appoint Simon Wallis as board member

The board voted in favour of appointing Simon Wallis, Brookgate as a Board member.

4. Minutes of last meeting and outstanding actions:

Minutes of last meeting agreed final draft and signed.

Action 1 Indie project group met.

Action 2 Final version of Mem & Arts distributed, and General Meeting held today to formalise amendments.



Dashwood House
185 East Road
Cambridge
CB1 1BG

01223 903300
info@cambridgebid.co.uk
[@CambridgeBID](https://www.cambridgebid.co.uk)
www.cambridgebid.co.uk

Action 3 JC been in communication with CA.

Action 4 IS introduced CA as our night-time spokesperson.

5. CEO & Team Update – BB/HH/IS

The Sparkle & Shine Ball 2018 date set for Thursday 29th November in The Ballroom at Parker's Tavern, University Arms Cambridge

Save the date emailer has gone out twice and approx. 150 tickets have already been sold. Target is ticket sales around 150 so approx. 30 more tickets left to sell

Tickets available at £70+VAT each or table of 10 will be £700+VAT.

Raising funds for Arthur Rank Hospice

Cambridge Independent have agreed sponsorship of the evening.

The Christmas magazine advertising campaign was launched and nearly sold out. Stagecoach have turned down the opportunity of sponsoring the magazine so looking for alternatives
Magazine goes to print 26th October – 75,000 copies

The Christmas light switch on event is taking place on Sunday 18th November
Looking at holding a smaller event at the Train Station on Thursday 15th November, should we be successful at installing the tree. Greater Anglia are working with us to obtain permission for the tree installation at the station. SW (Brookgate) asked if he could assist any further with this.
We are working with Bidwell's obtaining permissions for new and existing fittings on various streets around the city. Balfour Beatty have been slow at responding to request for lights on Hills road and Station Road. In principle, permission has been granted however still awaiting quote to install the necessary infrastructure (timers, sockets etc). MS asked to be kept informed of progress on this and if he could help.

The City ambassadors are working well, and a review meeting was held with the Visit Cambridge team on September 26th we are to review the 4 winter and 8 summer provision to look at 6 FT employees all year round to ease hiring challenges and develop a more stable and sustainable team. BB met with the City Council to review their cleaning service as there had been a few issues that are now being sorted out with the Rapid Response number and contact. A staff reorganisation had left a gap in cleaning teams.

The next Purple Flag meeting is due to be held in November to review a project plan produced ahead of this meeting. The BID board can then be further updated on progress.

CAMBAC taxi marshall and pastor projects still working well.

The next Performance Monitoring Group meeting is due to be held on 30th October. The Sales Index and Cambridge Performance Report continue to be published monthly.

HH continuing to work with Springboard to install a counter on Station Road – working through permissions taking slightly longer than anticipated.

Working with Gonville & Caius College to install a footfall counter on Rose Crescent with the potential for a double count line covering Rose Crescent and Market Street



Dashwood House
185 East Road
Cambridge
CB1 1BG

01223 903300
info@cambridgebid.co.uk
[@CambridgeBID](https://www.cambridgebid.co.uk)
www.cambridgebid.co.uk

The Gift Card Sales were launched on Monday 6th August. So far over £5000 worth of cards have been sold to date. Sales are made online from www.love-cambridgegiftcard.com and in person via Visitor Information Centre. There are now over 160 participating businesses and the focus over next month is to increase number of participating businesses and start marketing campaign in run up to Christmas to increase sales. HH targeting corporate opportunities over the coming months. All participating businesses have been issued with FAQs and also a window sticker to show they accept the Gift Cards.

BB has been working with Meercat Business Cost reduction service on how to engage with the new area. Since inception there have been £290k of identified savings and £181k realised.

The Mystery Shop Awards Evening was held on Thursday 20th September, with over 120 attending. The media partner for the Awards is Cambridge Independent with newspaper coverage on 26th September and a four-page feature of winners on Oct 17th. There was 14 categories and 5 overall winners each scoring an impressive 100% in both their mystery shops. AB mentioned the new category structure worked well, and a number of other board members also agreed. The mystery shop de-briefs will be happening w/c 8th October, HH is currently booking these with the participants.

The first Independents advisory group meeting was held and well attended with a good mix of Indie representation. The main focus is around marketing Cambridge as a destination for Indie shopping. Indies also want to see how they can be educated on each other's businesses to improve referral to each other's businesses. A brand is to be developed for the Indies and 'Love Cambridge Indies' was agreed. The steering group are looking at an Indie Map, Christmas Event (2019) and supporting the Small Business Saturday. The next project group meeting is October 15th. An application has been submitted to Judge School for the students to look at the Indies in Cambridge as an MBA project – awaiting whether the application has been accepted.

IS introduced Simon Wallis from Brookgate who accepted a Board position and a resolution was passed at the start of the meeting to appoint him to the board, Simon gave a brief overview of Brookgate and their work in the city. RD and AL are due to meet Nick Finlayson Brown from Mills and Reeve, another potential board candidate in the near future. Charlie Anderson will stand down after this meeting, he has approached David Ormrod, General Manager of the Regal Pub on Regent Street as a night-time economy board representative. IS has met David, he is a CAMBAC Board member and attends our Purple Flag project groups. The Regal Pub has the largest night time economy business in the city. David has approval of his HO to join the board and with the board's approval we will resolve to appoint David to the Board at our November 29th Board meeting. Jonas King also informed the board he is leaving Cambridge soon and this would be his last board meeting, he will pass to IS some potential replacements.

IS asked the board to formally minute our sincere thanks to Charlie for his support over the past 6 years since the first BID task force and for Jonas's support over the past three years.

A new Marketing and Communications executive, Kristian, has been employed to replace Will Barritt within the BID staff. He is due to start on 1 October.

Progress has been made with the office relocation, IS explained we can serve 6 months' notice on Dashwood House at any time and a plan to share with Visit Cambridge (VCB) is in discussion. There

will be some adjustments to our work, less storage, no parking etc, but the central location and closeness to VCB will enhance project delivery. Savings of about £20,000 per year will be made. Kate Church at Hewitsons is drafting a letter to exercise the break in the lease and she will assist with the negotiation of dilapidation fees. Before issuing the notice CCC are drafting a tenancy agreement to be a sub-tenant of VCB. Kate will also assist with agreeing this.

Action 1 IS to liaise with Kate Church to exercise break clause

Action 2 Cambridge City Council to provide a tenancy proposal to the BID to sub-let their premises in the Guild Hall.

So far CCC have been invoiced £857K for BID levy payments up until the end of August, this is 96% of the £883K due in total. This is ahead of the 92% collection rate at the same time last year. As there is a larger BID area with some new businesses unfamiliar with BID work then this is very positive. All Station area businesses have paid except a couple of small coffee shops at the station itself. There is approximately £25k levy still due. IS + SW met with the CCC levy collection team recently and is following up with businesses we know and CCC are advising on bad debt provision for those that have ceased trading. CCC will compile a list of those we will seek to take to court in the late autumn. VL & IS will meet in Oct to discuss the next steps.

Action 3 IS to meet with VL in October

6. Budget Review – IS

IS explained the main variance to the budget is for the VCB Ambassador service being below budget due to challenges hiring new seasonal staff over the summer. Next year should be easier with a longer planned run in to hiring starting in the early spring.

The Indies fund for this year is reduced from £20K to 15K since delivery will not start until early 2019, as a protected budget line any underspend will be carried forward to future years.

Web and CRM spend is also reduced since a review of the BID website and how this can be better co-ordinated with VCB. The VCB website will also not deliver until early 2019 and may run into the 2019/20 business year.

Xmas lights allocated funds shows an underspend, however a quote from Balfour Beatty for some work on lamp columns on Hills Rd and Station Road has been requested.

Performance monitoring forecast is reduced due to slower installation than was budgeted of new footfall counters at the station area and in Rose Crescent.

Various legal, premises costs and repairs and maintenance costs have increased to allow for us to leave our office, cover removal costs and buy new furniture that will be required.

Through the previous entity as Love Cambridge and the first term of the BID, PEM has been the accountants, however after considerably increasing their quote to continue working in term 2 the F&G group asked to seek other suppliers. IS met two of these and received proposals the F&G group resolved at our Sept meeting to appoint Chater Allen, based in the BID area, as our new accountants. IS is in official communication with both firms.

7. Break & Wild in Art Presentation

Michael Rooney - MR (Break Charity) and colleagues gave a detailed presentation on their plans to work with the BID on delivering this large public art project to the city over 12 weeks in Spring 2020. The scheme was met with interest and widespread enthusiasm by the board. IS said he had been in communication with JC at CCC who could potentially assist with funding and the logistics of rolling

out the project and assist with the necessary consents. JC is happy to be involved in the project and will offer as much support as feasible. IS highlighted an expectation that some board member businesses would sponsor the scheme, John Lewis, Metro Bank, the University and station area to demonstrate our support for the project. MR said that this is crucial because other businesses then follow suit. CA asked whether a combined sponsorship could be accommodated, as some of the smaller businesses would not be able to accommodate such a large sum. Break are willing to work in a flexible manner to accommodate individual characteristics of the city. Schemes which have been run off the back the project have been educational, involving local schools. Sponsorship and the removal/sales of the sculptures have been a fantastic fund-raiser, and there have been repeated sponsorship for new trails from businesses without asking for further commitment. IS stated the maximum cost to the BID in cash would be £50k probably over three business years 2018-19, 2019/20 and 2021/21. Subject to contract and project negotiations the Board resolved to support this project

Action 4 BB to set up further meeting with Break and WIA project group in October.

8. City Council Update

JC advised there will be a trial run of evening waste collections. CA asked what time the collections would be, but JC advised that was yet to be determined but it would be early evening. AB asked if the businesses were going to be informed and JC confirmed at this stage they would not, to allow CCC to assess how the scheme could work, locations, the cost and practical issues. A trial will be conducted in the near future.

Water refill project now has around 60 businesses signed up.

Spaces & Movement SPD Baseline report is being finalised by the consultant BDP. There has been an online consultation with around 1500 different issues posted from around 300 respondents. The next stage is to create a more detailed project plan.

In October a baseline assessment will commence in the market square and some of the adjoining side streets will be reviewed for any issues, opportunities and constraints. The overall aim is to maximise the use of the asset, so it's not only a market, but can be used for a variety of functions. A detailed project plan looking at overall cost will be developed and be brought to committee in June 2019. Then it will go out to public consultation after committee approval.

£600k capital investment has been allocated to install more than 70 new CCTV cameras in the city, starting in October, running through until March on a phased basis. SR asked if there was a specific committee for security in the city, which there is not, however, there is a combined approach from partner agencies to share information. JC confirmed there was an advisory group at both City and County level. BB said that Adam Ratcliffe (CAMBAC) has co-ordinated the project ARGUS initiative training to businesses in the city.

Punt tout injunction has worked to remove touting on council land. Granta punts are not willing to sign up to the voluntary code. All other authorised punt businesses have signed this. Touting at Station Square remains, Granta being the predominate business. SW asked if there was a proposal to get an injunction against punt touts at station square. JC advised there is a PSPO (confined to designated areas in the city centre). To extend this there is a very long legal process to obtain

sufficient evidence to demonstrate the activity is having a major community impact. Businesses are encouraged to report any issues to the asb team at CCC.

The council has applied for the international green flag scheme and has been accredited at Christ's pieces and the flag is now flying, this is the first in the city. The council are looking to extend this to other green spaces in the city.

9. AOB

RD provided an update on the recruitment of the non-executive chair vacancy which will be advertised again through Cambridge Network.

ET and IS will be meeting with the new China Meeting Centre to learn how we can better engage with the Chinese tourism market. 88% of these visitors do not engage with anybody in Cambridge pre-arrival.

Car Free Day - IS

IS circulated with the minutes a proposal from a project group in the city and whilst broadly supportive of the idea there were concerns as to the breadth of the car ban to include the whole city, the expected lead role of the BID and the cash and resource costs involved. MS advised a car free day had been discussed however it couldn't be compulsory. The logistics of banning cars from Cambridge would be incredibly difficult. Cambridgeshire County Council would have to implement it (as the local authority) and after further investigation, no benefit has been found to the businesses. An ideal opportunity to fulfil this project would be to tag it on to a day where there is an event in the city and road closures were already in place. Others stated they thought the closure area was very big and a smaller more voluntary day should be looked at first, IS offered to speak to Cardiff BID where there was a similar day earlier in 2018. The board agreed that whilst in principle Cambridge BID was keen to support initiatives that tackle congestion, seek to improve air quality and open up our streets to more diverse use, there was much more work required in this proposal and it could not be supported at this time.

Action 5 IS to speak to Cardiff BID and reply to the project group.

Discover England Fund – ET

ET reviewed two Discover England funds that Visit Cambridge (VCB) are working with, their aims are to bring more US visitors of two different demographics to the UK and Cambridge by way of including Cambridge is a series of itineraries for visitors. VCB are requesting £10k from Cambridge BID and the Combined Authority to support this activity and target this visitor segment. US visitors stay for over 6 days when they visit and are high spending. ET is meeting with a hotelier's group in late September and after this she will circulate a paper to the board for further consideration.

IS and RD commented that Hotels were important levy payers and this project would yield some tangible benefits to them and other sectors, shops, bars, restaurants. Whilst the £10k is not budgetted the board resolved in principle to support this upon sight of the paper from ET.

Action 6 ET to meet hoteliers' group and send paper to IS for circulation to the board.

10. Meeting closed 11.35am

Summary of actions from Board meeting held 27 September 2018

Action number	Action	Responsible	Deadline
1	IS to liaise with Kate Church to exercise break clause	IS	ASAP
2	CCC/ET to provide a tenancy proposal to the BID to sub-let their premise in the Guild Hall.	ET/CCC	ASAP
3	IS to meet with VL in October	IS/VL	October
4	BB to set up further meeting with BREAK & WIA project group.	BB	October
5	IS to speak to Cardiff BID and reply to project group	IS	ASAP
6	ET to meet hoteliers' group and send paper to IS for circulation to the board	ET	October

Next meeting at John Lewis Thursday 29th November 2018

