

## Lichfield BID Board Meeting

1<sup>st</sup> February 2016 18:00 hours

The George Hotel – Lichfield

### Apologies:-

Andrew Buckman – Kingston CPC

### In Attendance:-

Paul Maddox – The Scales & Three Spires Café (BID Chairman)

Simon Lumb – Friary Shoes (BID Vice Chairman)

Morag Pringle – BID Manager

Antony Beard - Accountancy & IT Services Limited (current BID Accountant)

Richard Lewis – Chamber of Trade

Lizzie Thatcher – Lichfield District Council

Simon Warburton – Lichfield Cathedral

Adam Burns-Mace – Tudor of Lichfield

Angela Burns – The George Hotel

Jill Mercer – Golunski Leathers

Leanne Giblin – Angel Inn

Brian Carruthers – Tempest Ford

Judith Lundie – Room to Inspire

Matt Burnell – The Smile Centre

Lizzy Braine – The Kitchen Shop

Lisa Prokopiou – Three Spires Shopping Centre

Dave Crump – Greenwood Projects

	Action
<p><b><u>Apologies</u></b></p> <p>Andrew Buckman from Kingston CPC had offered his apologies. No other apologies had been received.</p>	
<p><b><u>Minutes from the last meeting</u></b></p> <p>The minutes had been circulated prior to the meeting and were accepted as an accurate record. These were therefore signed off by the Chair and are ready to be uploaded onto the Website.</p>	<p><b>MP/LT</b></p>

<p><b><u>Structure of the Board</u></b></p> <p>MP, prior to the meeting, had circulated an example of a structure to split the Board into 3 smaller working or steering groups sitting under and reporting back to the Board of Directors, that would each look after different Themes from the business plan. Names had been placed into the structure as examples only for discussion and it was agreed that board members could choose which of the groups they wanted to sit on.</p> <p>It was agreed that each group would elect a Chair for that group at their first meeting and they would report at the Director’s meeting. It was also agreed that the exact structure composition would be compiled and circulated along with a calendar of meeting dates for approval.</p>	<p><b>ALL</b></p> <p><b>MP</b></p>
<p><b><u>Accounts / Budgets</u></b></p> <p>Three quotations received for Accountancy services had been circulated to all board members prior to the meeting for consideration. It was agreed that based on price, experience of working with BIDs and for continuity that the Board accept the quote from Mr Tony Beard of A.I.T.</p> <p>Accounts for the 4 months ended 31 January 2016 had been circulated prior to the meeting.</p> <p>TB reported that the first VAT return to 31 December 2015 had been completed and submitted – payable £5274.18.</p> <p>The Balance sheet shows a current surplus of £17,917</p> <p>The Cashflow report showed the full breakdown of expenditure by category per month. It was agreed that future cashflow reports be broken down further into each of the themes so that the board could check the exact expenditure and remaining budgets for each.</p> <p>Copies of working budgets had been circulated prior to the meeting showing proposed expenditure per theme as examples. It was agreed that these were proposed budgets only and exact figures had yet to be confirmed, once all quotations had been received and approved for major projects.</p>	<p><b>TB/MP</b></p>
<p><b><u>Project Updates / Manager’s Report</u></b></p> <p>MP had circulated a report on activities prior to the meeting. It showed a full diary listing of all meetings / discussions held or attended since the last board meeting. Also full updates on activities under each “Theme” of the business plan. The board went through each update per theme and the following key points were highlighted:-</p> <p><b>Theme 1 – Marketing Promotion &amp; PR</b></p> <p>It was agreed that a Coordinated approach to marketing was required across the City and that this would be done through the City Centre Development Partnership group, who are scheduled to hold their first meeting on 26<sup>th</sup> February. Through this group a Marketing Strategy for Lichfield would be commissioned so</p>	

<p>that all Marketing campaigns would follow the combined strategy. This will save costs and avoid duplication of efforts.</p>	
<p>MP reported that she and RL had attended a meeting with Rewarding Visits who have a funded project to trial the installation of “Touchpoints” into three town centres. These are small ATM type machines from which shoppers can print off daily reward or offer vouchers to be redeemed in participating businesses. A discussion on the proposal took place and a number of questions were raised to be put to the company. It was agreed that MP would draft a list of the questions to be answered first and circulate this to all for any other comments, prior to sending these to Rewarding Visits with an expression of interest.</p>	<p><b>MP</b></p>
<p><b>Theme 2 – Events</b></p> <p>It had been suggested that Lichfield BID act as Responsible Body for the planning of the next Food Festival. The matter was discussed and it was noted that there were some concerns over the levels of risk, liability and commitment of resources this would involve the BID in. However it was agreed in principle subject to there being the appropriate organisational structure to support MP in this activity. This would be clearer following the initial planning committee meeting to be held with all partners on 11<sup>th</sup> February. MP to report back with a brief paper, following this meeting.</p> <p>LP advised that Three Spires Shopping Centre were happy to support the Food Festival again this year.</p>	<p><b>MP</b></p>
<p>It was suggested that it may prove necessary to have separate sub-groups for this theme to cover the major events such as the food festival and Christmas.</p>	
<p>MP reported that the damaged gazebo equipment, which were now under the control of the BID had been replaced, following receipt of payment from the Co-op. All ten gazebos were now ready to be loaned out to suitable events in the future. LP reported that they were still storing a large gazebo that had been returned to them in error and it had not been possible to identify the owner. It was suggested that perhaps the Bower team may have a use for this equipment.</p>	
<p><b>Theme 3 – Crime Reduction</b></p> <p>One quote has so far been received for upgraded digital radios from the current provider MRS, however the final figures were still being negotiated by PM. This quote would be for the hire of radios rather than purchasing and this figure is much higher than previously budgeted for. To allow for this there would have to be a reduction in the amount budgeted for City Guardians. The board would need to approve the budget changes once all quotes were received and approved. A further quote is currently being sourced from another radio company from Cannock, who are doing a survey in the city on 4<sup>th</sup> February.</p>	<p><b>PM</b></p> <p><b>ALL</b></p>
<p>MP reported that she would be promoting out the Business Exclusion scheme free to all businesses to join, in her first newsletter. The new free scheme would go live March/April to coincide with the radios. It is proposed that this membership would allow any business access to the secure members only website to access exclusion details. This would save costs in not having to produce paper copy files for each member.</p>	
<p>The City Guardians were employed on New Years Eve through Gold Standard Security in Tamworth. These were extremely well received and PM reported that he had received a lot of positive feedback from visitors to the city. Gold Standard Security have been invited to offer a quotation for supplying the service in the</p>	<p><b>MP/PM</b></p>

future and further quotes will be sought. Once a provider is approved the steering group for this theme will need to set a calendar of dates for the year for when they will be employed. This will be busy evenings and at events to act as event stewards.

#### **Theme 4 – Street & Parking improvements**

Quotes from three companies for the installation of WiFi and footfall monitoring had been circulated prior to the meeting for consideration. It was agreed that the quote from Elephant WiFi appeared the most cost effective and that they could be invited to present to the Board at the next meeting to progress this project.

It was also agreed that TB would complete a check on the company first.

LP reported that Three Spires Shopping Centre were currently looking at installing their own WiFi and footfall counters for their centre. It was agreed that this would have an affect on the BID project and that further discussions would be needed outside of this meeting with Three Spires Shopping Centre to enable us to progress.

**TB**

**MP/LP**

MP reported that PM and herself had met with representatives from Lichfield District Council to discuss parking issues. There is a proposal to increase parking charges in the city, which PM stated the BID could not support. However there were also discussions regarding the BID supporting financially a trial of a new pay on exit card machine scheme in Lombard Upper car park for four months and Lichfield District Council have asked the BID to cover the cost of the hire of the card machines for £1576 and the council will cover the other additional costs for signage, equipment and promotion necessary for the trial. It was agreed that we ask the council to establish how much they would be contributing financially first before we offer an agreement in principle. Also to establish exactly why it has to be Lombard Upper and not Bird Street for instance.

**MP**

#### **Theme 5 – Business Support**

MP reported that she had met with Meercat Associates who specialise in BID group procurement activities and have worked with many other BIDs across the country. It was agreed that their services appeared interesting, however the costs for providing this service could not be supported under the BID budgets as they would charge £10,000 p.a. to the BID for directly contacting 200 businesses or £2000 p.a. to accept referrals provided by the BID team.

MP also reported that a special rate had been agreed to provide first aid training to BID companies, which would now be promoted out to businesses. Also a special deal with Astral Fire & Security in Rugeley to provide free fire safety audits to business in the BID area with a preferential rate also on all non obligatory quotes that result from the audits.

Contact has also been made with a company called Energy Wise with a view to setting up a deal for energy audits for businesses to reduce their energy supply costs.

It was agreed that we would explore the possibility of receiving a commission payment for referrals for some group purchasing activities in future.

**MP**

MP had circulated a first draft of a newsletter to be sent out via email with a few hard copies to be hand delivered for those with no internet access at all. It was agreed that advertising space within such newsletters should be offered out for a fee.

**MP**

Quotations for liability insurance had been circulated prior to the meeting for consideration. It was agreed that the quote from CLA should be accepted.

**MP**

<p><b><u>AOB</u></b></p> <p>DC commented that a specific retail strategy should be investigated for the city centre and that there were specialist agencies, such as a company called Space, who could assist with this, as has been adopted in other areas such as Edgbaston. This helps to attract specific sought after retailers by working through an agency.</p> <p>It was agreed that this had been highlighted within the BIDs activities for year three of the BID, however the Board may wish to bring this forward in view of the proposed Friarsgate development. LT advised that she had the details of the agency called Space and she would forward them to MP to contact them.</p> <p>AB advised the group that the George Hotel now had number plate recognition cameras on their car park so in future all visitors must register their vehicle registration with reception on arrival.</p> <p>AB asked that it be recorded in the minutes a thank you to MP for all her work over the last couple of months, as a great deal had been achieved over such a short space of time.</p>	<p><b>MP/LT</b></p> <p><b>ALL</b></p>
<p><b><u>Date of next meeting:</u></b></p> <p><b>Monday 7<sup>th</sup> March 2016 – 6pm – The George Hotel (TBC)</b></p>	

Minutes Approved – Signed: \_\_\_\_\_

Chair of the meeting

Date: \_\_\_\_\_