

Lichfield

Business Improvement District

Lichfield BID Steering Group Meeting

Meeting 3

1st September 2014 – College Hall, Cathedral Close

Attendees

- Adrian Dorber (AD) – Lichfield Cathedral
- Angela Burns (AB) - The George Hotel
- Anna Riley – (AR) - Cure
- Brian Carruthers (BC) – Tempest Ford
- Judith Lundie – (JL) Room to Inspire
- Karen Wharton – (KW) - Obsession Salon & Spa
- Lizzie Braine– (LB) - The Kitchen Shop
- Elizabeth Thatcher – (ET) - Lichfield District Council
- Michael Mullarkey (MM) – Michaels Menswear
- Michelle Baker (MB) – Lichfield BID
- Peter Young – (PY) - Lichfield City Council
- Richard Lewis – (RL) - Lichfield Chamber
- Simon Lumb – (SL) - Friary Shoes (BID Vice Chairman)
- Sejal Patel (SP) – The Spark Café

Apologies

- Adam Burns Mace – Tudor Row, The Tudor of Lichfield
- Dan Ralley – St Johns House
- David Smedley – Lichfield District Council
- Guy Gibson – Staffordshire University
- Lisa Prokopiou – Three Spires Shopping Centre
- Mark Bodley – HCB Solicitors
- Paul Maddox (BID Chairman) Three Spires Coffee Shop & The Scales
- Peter Young – Lichfield City Council
- Richard Lewis – Lichfield Chamber
- Sam Zeen – Debenhams
- Shaun Craven – Le Reve

1. Introductions and Apologies

SL welcomed all to the meeting and explained that as BID Vice Chairman he would Chair the Steering Group meeting this evening as PM had been called away on urgent business.

Michelle gave apologies as above.

2. Notes of Last Meeting

SL asked if the minutes of the last BID Steering Group meeting were accepted and agreed as an accurate account of the last meeting. All agreed.

ET said that all BID Steering Group minutes would be uploaded onto the BID website for all to view.

3. Lower BID Threshold

MB asked the Steering Group to refer to the hand-out entitled, 'BID Boundary & Levy'.

MB said 78% of BIDs in the UK had set a minimum rateable threshold, this means that the BID levy would only apply to all businesses with a rateable value on or above the threshold imposed by the BID.

MB said this is something that the Lichfield BID Steering Group should consider. Other BID Steering Groups set these thresholds so that there is a manageable size of businesses to engage with and also because the levy each year for the smaller businesses may not cover the cost of the administration.

MB gave the following examples of BIDs that had a minimum BID levy threshold:

- Birmingham Broad Street BID – levy applies to all businesses with £10,000 RV and above
- Retail Birmingham – levy applies to all businesses with £10,000 RV and above
- Colmore Row, Birmingham – levy applies to all businesses with £10,000 RV and above
- Birmingham Southside – levy applies to all businesses with £10,000 RV and above
- Sutton Coldfield BID – levy applies to all businesses with £7,500 RV and above
- Jewellery Quarter BID – levy applies to all businesses with £10,000 RV and above

If there was a minimum threshold for the Lichfield BID this would mean that businesses with a rateable value below that threshold would be exempt from the BID levy and also from the ballot.

MB said if there was a threshold of £7,500 RV and above this

- Excludes 178 hereditaments from the BID ballot and levy
- Would reduce annual BID budget by £11,610

MB said if there was a threshold of £10,000 RV and above this

- Excludes 261 hereditaments from the BID ballot and levy
- Would reduce annual BID budget by £22,389

MB explained that The British Retail Consortium state that:

“a threshold should be put in place to ensure that small hereditaments are excluded if the cost of collection would make their inclusion uneconomic”.

Many national businesses like Boots refer to the advice by the British Retail Consortium and if the BID Steering Group were to impose a minimum / lower rateable value threshold to exclude the smaller businesses from paying the national businesses would understand why this had been done.

JL said she thought she would be below the threshold if there was to be one introduced.

MB to check.

AB said that the BID should be inclusive rather than taking decisions to exclude areas and businesses as this affects the annual BID budget.

MB explained that many BIDs take the decision to set a minimum rateable value threshold as it is difficult to engage with and manage the expectations of circa 600 businesses and that by imposing a minimum threshold the smaller offices above shops etc would be excluded.

ET asked MB to see which businesses would be excluded if there was a minimum threshold of £7,500 / £10,000 RV. ET said that we have to be sure that we do not exclude any businesses that are supportive of the BID. **MB to compile list and discuss at the next meeting.**

PY said that it may not be economically viable to include businesses whose levy would cost more than the cost of administration.

ET said that there would be an annual charge for how much Lichfield District Council would invoice to the BID company each year for invoicing and collection, however there may be a reduction in this cost if there were to be circa 178 fewer businesses because of a minimum threshold, **MB and ET to discuss with LDC.**

The BID Steering Group wanted to ascertain the above information prior to making any decisions about a minimum threshold. **No decision made on setting a minimum BID levy threshold.**

Discuss at the next BID Steering Group meeting on 6th October 2014.

4. Upper St. John Street Discussion

Currently the Lichfield BID annual budget would be £266,783 – with the current boundary and inclusive of all businesses apart from charities (except retail charities) and industrial units.

MB explained that she had been to speak with businesses in Upper St John Street as this road had been discussed at the previous BID Steering Group Meeting and the group had asked MB to carry out further engagement prior to the group making any decisions about the BID boundary.

The bridge did create a natural BID boundary but the BID steering Group wanted to extend if those businesses were supportive. In Upper St John Street there are 40 hereditaments, generating £5,028 per annum in BID levy.

MB said on speaking with businesses she found that they do not have the same concerns as city centre / retail businesses and did not see the benefits for their business sector and location. If this road was to be excluded from the BID boundary the annual BID budget would reduce to £264,755. This would be a loss of £5,028 per annum.

MB said that to ensure added value for this area the budget should be ring-fenced to ensure that the monies raised on Upper St John Street were reinvested back into the area but that the £5,028 this would generate each year in BID levy would realistically not be enough to carry out valuable marketing / cleaning / addressing businesses wants and needs. It would not be financially viable to include this road. MB said the businesses he spoke to were either not interested in the BID, did not see the value of BID projects to their area or were unsure.

BC asked whether Dains were interested in the BID. ET asked whether BC would speak with Mike Castree to see whether he would support the BID and potentially be a voluntary BID member. **BC to speak to Mike Castree.**

The BID Steering Group voted by a majority to exclude Upper St John Street from the BID boundary.

5. Three Spires Shopping Centre Levy Discussion

MB told the Steering Group that 45% of BIDs apply a Shopping Centre discount.

National businesses such as Boots follow the British Retail Consortium guidance on BIDs when deciding whether or not to support a BID proposal and the Lichfield BID Steering Group should ensure that they operate within these guidelines if they are to gain the support of national retailers who are paying high service charges and who are already situated within managed environments.

The BID guidance of British Retail Consortium which Boots help to write states:

Discounts –
occupiers of managed shopping/leisure/office centres
where additional service charges covering management,
security and marketing apply should be subject to a
reasonable reduction in the levy which would compensate
for such existing costs.

Therefore companies such as Boots would be looking to see whether the Lichfield BID Steering Group had made a concession for businesses that are within shopping centres, as Boots are. MB said she believed that Debenhams would also use this voting criteria.

MB told the group that if they agreed that businesses within Three Spires Shopping Centre were to pay 1% RV in BID levy and the rest of the BID area pay 1.5% RV in BID levy there would be a

- Loss of £17,000 per annum in BID levy
- It would demonstrate that BID Steering Group have acknowledged the high, all inclusive Service Charges paid by Three Spires tenants
- Some businesses will follow the British Retail Consortium guidance which specifically mentions this

AR said that she thought if there was to be a reduction it should be to 1.25% and the rest of the BID area pay 1.5%, then the nationals could say whether or not they would agree to that and the BID could enter into negotiations. MB said that the BID Business Plan had to be finalised in four months and we do not have the time to negotiate with the nationals.

SL said that the difference of 0.25% was an insignificant sum and in his experience of dealing with nationals / head offices they would look at the proposal and make a judgement and would not necessarily tell the BID Steering Group if they would accept this or enter into negotiations. SL said we have one opportunity with the Head Office contacts and we should take guidance accordingly.

The Steering Group asked MB what she would advise in her experience and MB said she would advise that the BID charge the shopping centre a levy of 1% RV as it is specifically mentioned in literature Boots help to write and that is their voting criteria as they are already in a managed environment.

LB said that she felt that all businesses should pay the same in levy regardless of service charges as other businesses have outgoings for window cleaning / marketing etc. SL said that the Service Charges for Three Spires Shopping Centre were comprehensive and were on top of their business rates so he could see why shopping centres in other BID areas have a subsidised levy. Their service charges cover manned security, CCTV, CCTV monitoring, a shopping centre manager, street cleaning, marketing, social media, events, car park etc. It does not include window cleaning, their own company website etc.

After a discussion the Steering Group took a vote. SL said he would abstain on the vote as he was acting BID Chair this evening and also had a business within Three Spires Shopping Centre.

A majority agreed that the Three Spires Shopping Centre would receive a reduction in BID levy. All businesses there would be subject to 1% RV and all other areas within the BID boundary be subject to a levy of 1.5% RV.

Three Spires Shopping Centre BID levy 1% RV pa, rest of the BID area 1.5% RV pa

Business Plan Project Development So Far

ET said that her and MB had researched and costed the projects that were most popular / requested through the BID feasibility study and the BID event which were as follows:

6. ANPR

ET discussed her paper on the introduction of ANPR systems to car parks in Lichfield. Car parking and the option to pay on exit was a project that featured highly in BID business surveys / meetings.

ET said that the company 'Metric' installed the current pay and display machines for Lichfield District Council and this company were familiar with the car parks and had provided quotes for this evenings meeting. As this company had won the tender for car parking machines through District car parks it is also believed that their quotes are fair and reasonable for the purposes of providing the BID with indicative costs.

ET explained what an ANPR system is; it photographs car registrations when they enter and exit the car park. It is for the user to pay for how long they have parked for. This is a different system to that at Burton Hospital which relies on the user having to remember how long they have parked for because with this system you type in your car registration and an image of you entering the car park appears along with the time. If the user can not remember their car registration then they can select the car colour etc to whittle down to find their car image on the screen.

ET discussed all of the car parks in Lichfield and the pros and cons for installing the ANPR systems in each car park.

ET said that Bird Street car park would be the ideal choice but because it shares an entrance to a number of privately owned car parks / George Hotel car park / businesses along Market Street and Dam Street and the retirement homes it would result in people being unfairly photographed and fined incorrectly. Ideally an ANPR car park requires one entrance and one exit and it is not ideal if the car park is used as a thoroughfare as is the case for the Bird Street car park. There are solutions where businesses like the George Hotel can have the ability to waiver payments but this is not a secure failsafe system.

The multi-storey car park on Birmingham Road would also suit the ANPR systems but this multi-storey is due to be demolished and replaced as part of the planned Friarsgate shopping centre scheme. Therefore the ANPR systems would be removed within the first / second year of its installation and whilst they could possibly then be bought by the Council to install into the Friarsgate car park the systems would be one or two years old and technology would have advanced.

Cross Keys / Lombard Street car park would be the only practical and feasible car park to introduce this type of payment for car parking. The layout of the car park and the fact it is a short stay car park and the number of car parking spaces makes it an ideal choice.

The ANPR kit needed on both levels of the car park would be:

- 4 pay stations at £9k each = £36k
- 1 pay station shelter for the upper floor pay stations (lower are covered by the car park) = £2k
- 2 entrance cameras and 2 exit cameras, plus licences (allows pictures to be taken of cars) = £10k - £12k

Upfront costs total: £48k to £50k

Yearly maintenance costs: £12k (£10k pa licences and £2k maintenance)

The BID Steering Group said they thought the costs were very high for one car park and the general consensus was that it would not be a good use of BID levy. SL said to remember that the BID could spread the costs over the five years of the BID term as previously mentioned by MB referring to the Cannock Chase industrial BID.

ET said that there are other considerations to be made with regards to the enforcement of the ANPR fines. Currently legislation does not permit a Local Authority / anyone other than private owners to legally pursue payment of a parking violation if captured by an ANPR system. Therefore the car park that an ANPR system went into would have to be leased to the Lichfield BID for the parking fines to be enforceable.

The steering group were concerned that it may appear that the traders are fining shoppers if the car park had to be leased to the BID to enforce fines.

It was discussed and agreed that the cost of the ANPR systems would be quite high, to benefit just one car park and could potentially cause problems if the BID was responsible for enforcement / named on parking fines.

No decision made on ANPR systems.

To be discussed at the next BID Steering Group Meeting on 6th October 2014.

ET said that alternatives to installing ANPR systems as another payment method for shoppers could be better promotion of the pay by phone – ‘Dash Park’ which is shortly to change name.

JL said that Dash charges 10 pence for every text sent and that could perhaps be something the BID could subsidise.

KW said that Obsession Salon & Spa have paid for parking for customers using Dash but it is not a very user friendly system.

The Steering Group agreed that a marketing campaign to promote the pay by mobile phone would be a good use of the BID levy.

ET said another option could be for Debit / Credit Card Pay Machines to be installed onto all existing parking meters so that visitors have this option rather than just being able to use coins.

Each machine would cost £1,100 plus back office software of approx. £5,000 (Total £10,500 for all car parks including software) and the recommendation would be to install at the following car parks:

- Multi storey – next to Debenhams
- Friary – at the most used machine
- Bird Street - at the most used machine
- Lombard Upper - at the most used machine
- Lombard Lower - at the most used machine

The Steering Group want to explore this option further.

ET to get final costs and enter into discussions with Metric / Lichfield District Council

To be discussed at the next BID Steering Group Meeting on 6th October 2014.

7. Town Centre Manager

MB said that a Town Centre Manager was something that featured highly in the projects that businesses wanted the BID to implement. This role would also be needed to manage the BID operations. Commonly BID Managers take that title but in Lichfield they could be the Lichfield Town Centre Manager.

MB detailed the salary levels of fellow BID area:

| | |
|----------------------------------|--------|
| Orpington BID Manager | 35,000 |
| Blackburn BID Manager | 35,000 |
| Bognor Regis Town Centre Manager | 36,000 |
| Hounslow Town Centre Manager | 34,000 |
| Northfield Town Centre Manager | 35,000 |
| Oxford City Centre Manager | 51,000 |
| Reading BID Manager | 45,000 |
| Redbridge Town Centre Manager | 33,000 |
| Skegness Town Centre Manager | 40,000 |
| Solihull BID Manager | 40,000 |
| Southport BID Manager | 35,000 |
| Spalding Town Centre Manager | 26,000 |
| Stratford BID Manager | 42,000 |
| Streatham BID Manager | 40,000 |
| Sutton Coldfield BID Manager | 35,000 |
| Torquay BID Manager | 22,000 |
| Twickenham BID Manager | 40,000 |
| Watford Town Centre Manager | 45,000 |
| Weymouth BID Manager | 28,000 |
| Average salary | 36,684 |

MB said the average salary would indicate that it would be realistic to pay £35,000 for a full time Town Centre Manager / BID Manager in Lichfield.

RL asked why they would not be on £36,684 per annum. ET said that the salaries stated were a general snapshot of salaries across the UK and that the list was not exhaustive. Therefore £35,000 per annum would be a reasonable salary in Lichfield.

SL asked whether there would need to be any other BID personnel for admin etc. MB said no.

KW, AR and SP said that someone that is from a marketing background would be ideal.

MB to speak with Birmingham Chamber of Commerce to see whether they would consider the same agreement that they have with Sutton Coldfield BID where they directly employ the BID Manager / TCM and second them to the BID. This would mean that the BID would not have to have HR policies in place / pay national insurance etc. **MB to speak with the Chamber and report back at next meeting on 6th October 2014.**

ET said that a job description needs to be drafted so that the Steering Group can add and edit it and create the role they require to manage the BID. **MB to draft TCM / BID Manager job description – use the one currently being used by Sutton Coldfield BID. MB to bring to the next meeting on 6th October 2014.**

8. WIFI

MB said that second to car parking, free WIFI featured as the second most common request of businesses during the BID feasibility study and BID public meeting.

MB had spoken to UK Mobile Media who had installed and managed the Mansfield BID WIFI project, the largest free WIFI for a town in the UK.

The Wi-Fi in Mansfield is available for free use by all visitors, shoppers, traders and workers within the main centre of Mansfield.

- Mansfield BID WIFI cost £30,000 to install and this includes the first year of data
- The area was 500,000 sq meter which is the biggest WIFI area in the UK and larger than Lichfield BID area
- Data costs are £900 per month / £10,800 per annum and they would be no higher in Lichfield
- Monthly data costs are between £300-£900 dependent upon grade of internet (business speed etc)

The WIFI operates on a two tier basis - an open network for visitors and a business network that has a higher priority and is a secure system so card payments etc can be made.

In Mansfield the market traders also use the free WIFI and it means they can now accept card payments.

Parks and open spaces can be included.

The WIFI works so each area / street could have a different landing page so if someone was near to the cathedral and used the free WIFI they would go straight to the Cathedrals page or Visit Lichfield / Three Spires Shopping Centre webpage etc.

Sponsorship opportunities – business features on WIFI landing page.

The free WIFI enables visitors / shoppers to also purchase E-tickets for events (Food Show / Bower etc).

The small WIFI boxes are the size of an apple and can be affixed to buildings / street lamps and use £5 of electric per annum which the BID would refund to businesses who agreed to host them.

Virgin Fibre Optic / BT would be used dependent on the fastest connections in the area.

This technology is used by homes and offices across the UK and will be used for at least the next ten years.

The WIFI enables the BID to send messages to visitors via Bluetooth with special offers / forthcoming events.

The WIFI enables Mansfield BID to run their CCTV systems through it so that it can be accessed remotely by the Police / businesses.

The parking machines in Mansfield also run through the WIFI systems.

Mansfield Council had installed free WIFI into their bus stops but the firewall restrictions prevented users from making online purchases and in October Mansfield Council are extending the BID WIFI to replace their own.

Manfield WIFI Project Facts

- **480,000 sq.m** of coverage
- **38** Wi-Fi hotspot access points – each can comfortably handle 25 simultaneous users at one time (950 users at any one time)
- **Up to 100Mbs** fibre-optic connection to the internet
- **5Mbs** connection average from each hotspot
- **2km** of cable
- **8** network switches
- **2 weeks** to install
- **500 man-hours** of planning and labour
- **Real-time** monitoring and data stats
- **Up to 1.5Mbs** for each user
- Self-healing, self learning network connections

If the Lichfield BID wished to go ahead there would be a comprehensive survey that would cost £2,750 and takes two days to walk streets, map area, test radio strength, and decide position of Wi-Fi access points. This is only required if the project is to go ahead. Utilising postcodes and maps they can give an accurate project cost.

Lichfield quotation

- 30 access points @ £285 = £8,550
- Installation labour = £13,500
- Plant hire = ££1,600
- Additional network hardware £1,200

Total installation = £24,850

- Data pipe into the network
- High speed business grade fibre link

£9,000 per annum and £2,500 setup

Cost Lichfield 'free WIFI' project equates to £14,470 per annum

Year 1 – 36,350 (install incl data)

Years 2 - 5 £9,000 per annum

AR and SP asked why the BID was looking into this project. MB explained that it had been a priority project identified in the BID surveys and business engagement and would be a USP for Lichfield, to offer free WIFI for businesses and visitors.

MB said that the BID Steering Group had to be mindful that the BID Business Plan had to appeal to all businesses across all sectors and not just the businesses around the table at the BID Steering Group

meeting. MB said that the free WIFI would appeal to Staffordshire University (for their students), to the professional services sector, the outdoor market traders who would be able to accept card payments and also businesses who would have the option to use the BID WIFI.

SP, AR and KW said that the WIFI could be used cleverly to direct users to events and engage through technology. **MB to explore how the WIFI could be used.**

LB asked if the network connection would be secure to take card payments. MB said she had been assured by UK Mobile Media that it was. **MB to get further information.**

The BID Steering Group asked MB to invite UK Mobile Media to the next BID Steering Group Meeting so that they could find out more information on both the WIFI and the footfall counters. MB to organise for 6th October 2014.

9. Footfall Counters

Footfall counters were a priority project in the BID feasibility study and BID public meeting.

- They are small 3D cameras – all weather systems
- Footfall counters cover 10 sq.m
- They are linked to the towns WIFI systems as need to connect for data
- They can detect male / female
- Produce heat density maps
- They can detect all those with mobile phones
- Great for marketing campaigns – can demonstrate the success
- 98% accuracy
- Can be positioned in void / empty units to present data to potential new businesses

Key Features

- Collects and stores entry and exit counts in real-time
- Filters objects based on height, shape and size e.g. children and shopping as required
- Robust people counts across a wide range of environments and locations including hi flow locations
- Adjusts automatically to changes in the environments, such as lighting and temperature
- IP addressable – allowing remote configuration management, support and upgrades
- Easy, unobtrusive overhead mounting, with Power over Ethernet
- Supports scheduled streaming of video output for remote data validation and calibration
- On-board SD storage option to protect against a network failure for up to one year and ensure all data is maintained during a power loss
- Data packaged in XML packets and delivered over web protocol or e-mail Detailed technical electrical, networking, and environmental specifications available on request
- Dimensions 66mm x 155mm x 33mm

Three locations / three footfall sensors

Installed at the same time as WIFI

- **Cost per sensor: £1,450**
- **Calibration charge per sensor: £120**
- **Installation per sensor: £800**

Total £7,110 for three footfall cameras

Reporting licence (shopview package): £20 per sensor per month
Support & monitoring £15 per sensor per month

Total £35 per month thereafter

Year 1 £7,530 (installation, equipment, management)

Years 2 – 5 = £420 per annum

The BID Steering Group were interested and asked MB to invite Mobile Media to the next meeting to discuss further as they are also the providers of the WIFI.

10. Lichfield Fashion Show

A Lichfield Fashion Show was a popular potential BID project in the BID feasibility study and public meeting and would appeal to businesses within the clothing and hair and beauty sectors.

MB said that the Retail Birmingham BID have previously had Kelly Osborne, Trinny & Susanna, Richard Hammond and Emma Willis & Rylan Clark as presenters and that they have had fashion talks from Gok Wan and fashion advice from 'The Saturdays' with makeovers by Toni & Guy and goodie bags from Harveys Nichols.

The shows run for three days and attracted 337,000 people in 2013.

The BID hire and erect theatres, installed into public spaces or use the town hall and create a catwalk, running five shows per day and selling the tickets for £15 on ticketmaster.

'Style Birmingham' is detailed within the Retail Birmingham BID Business Plan:

Establish the 'Style Birmingham' brand:

- 1) Ongoing development of 'Style Birmingham' website – **annual cost £20,000**
- 2) Publish high quality magazine with instore offers & deliver to 120,000 homes - **annual cost £10,000**
- 3) Develop & promote 'Style Birmingham' events - **annual cost £90,000**
- 4) Publish high quality shopping guide - **annual cost £40,000**

£160,000 annual cost for 'Style Birmingham'

AR and KW said they are going to organise a Fashion Show and they will ascertain costs, JL said that a Fashion Show would have other positive spinoffs that could involve the schools.

AD suggested use of Lichfield Cathedral for a style event / fashion show which would make an impressive backdrop.

KW and AR to decide what they would like a Fashion Show to comprise of and get costs to discuss at the next BID Steering Group Meeting on 6th October 2014.

9. BID Timeline

MB asked the steering group to refer to the BID Timeline.

If the BID ballot was to take place on 1st April 2015 then there was just seven months to BID ballot.

AB said that 1st April would not be a good date as the schools would break up for two of those weeks and it would be more sensible to hold the ballot at the end of April 2015.

SL said to hold it on 1st May 2015. PY said to be aware of the general elections in May.

ET said that the BID ballot would be outsourced to the Electoral Reform Service (ERS) and so this should not interfere with the Councils election team.

BID Steering Group agreed that the BID ballot should take place at the end of April / 1st May.

10: Any Other Business

None.

Next Meeting:

Monday October 6.15pm.

Location The George Hotel, Bird Street, Lichfield.