

Lichfield

Business Improvement District

Lichfield BID Steering Group Meeting

Meeting 4

6th October 2014 – The George Hotel, Lichfield

BID Steering Group

Attendees

- Adam Burns Mace –(ABM) - Tudor Row, The Tudor of Lichfield
- Adrian Dorber - (AD) – Lichfield Cathedral
- Angela Burns - (AB) - The George Hotel
- Anna Riley – (AR) - Cure
- Brian Carruthers (BC) – Tempest Ford
- Cllr David Smedley –(DS) - Lichfield District Council
- Cllr Ian Pritchard – (IP) - Lichfield District Council
- Elizabeth Thatcher – (ET) - Lichfield District Council
- Judith Lundie – (JL) - Room to Inspire
- Karen Wharton – (KW) - Obsession Salon & Spa
- Lauren Bower-Hyde –(LBH) - Le Reve
- Lizzie Braine– (LB) - The Kitchen Shop
- Matt Burnell – (M.Bu) -The Smile Centre
- Michael Mullarkey - (MM) – Michaels Menswear
- Michelle Baker - (MB) – Lichfield BID
- Paul Maddox (BID Chairman) – PM- Three Spires Coffee Shop & The Scales
- Richard Lewis – (RL) - Lichfield Chamber
- Simon Lumb – (SL) - Friary Shoes (BID Vice Chairman)

Apologies

- Sejal Patel – The Spark Café
- Peter Young - Lichfield City Council
- Dan Ralley – St Johns House
- Guy Gibson – Staffordshire University
- Lisa Prokopiou – Three Spires Shopping Centre
- Mark Bodley – HCB Solicitors
- Peter Young – Lichfield City Council
- Sam Zeen – Debenhams
- Shaun Craven – Le Reve

1. Introductions and Apologies

PM thanked and welcomed all to the meeting and asked attendees to introduce themselves, also thanking Matt Burnell owner of The Smile Centre on Upper St John Street for attending his first BID Steering Group meeting.

Michelle gave apologies as above.

2. Notes of Last Meeting

PM asked the group 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 the BID Steering Group minutes would be uploaded onto the BID website for all to view.

3. 'UK Mobile Media' – presentation on WIFI & footfall counters (discussion)

MB said following Septembers BID Steering Group meeting request, she had invited UK Mobile Media to this evenings meeting to discuss WIFI being installed into Lichfield, throughout the BID area.

WIFI continued to be the most popular potential BID project as chosen for by businesses and currently 85% of businesses that had completed the latest BID survey had selected WIFI as the number one project they wanted the BID to fund and deliver.

Mathew Poole from UK Mobile Media said that their company had installed a 'Free WIFI' scheme for visitors and businesses into Mansfield town centre and that had been funded through crowd funding scheme, where businesses and residents alike fund the project.

The Mansfield WIFI project is the largest roll out of WIFI in a town in the UK and many forward thinking towns and cities now have free WIFI for visitors / employees; it is the latest way to engage with visitors, opposed to the Bluetooth messaging that was used some years ago to transmit data and message to visitors as a text message to their mobile phone. With over 70% of the UK population now owning a smart phone (as verified by OFCOM) it is a sign of the times that people will want to and do use their mobiles when out and about.

AR asked who would use the free WIFI and MP said those on Pay As You Go, those on contract phones with a set data limit and those that can not get internet coverage on their own phone but want to go online or find out what is happening in Lichfield that day.

MP said Visitors / shoppers / employees could all access the free WIFI but it is then how the BID captures the users data and informs them of activities / events / shops / places of interest in Lichfield is where it becomes a clever system.

Ealing BID and Nottingham Council are currently in discussions with UK Mobile Media to offer 'free WIFI' in their towns.

MP said that the WIFI project had been deemed as a successful by businesses and the Council in Mansfield and within the past 24 hours there had been 85 unique users of the public WIFI, showing that it is well used. The Council were now going to extend the Mansfield WIFI coverage to include bus stops.

LB asked about the security aspect for a business using the public WIFI to take Visa payments opposed to through their own individual business WIFI. MP said that it was as secure as home

internet connections with passwords etc, also that the WIFI could be configured so that the business broadband had priority over the public WIFI and that a two tier system could be in operation which would mean that the connection for businesses would be faster and have priority over other users (the public).

The Lichfield BID WIFI could also be configured to operate at a standard speed for users however could operate faster if the user provided their email address which would mean that the Lichfield BID could then capture this information and build up a database of visitors to send marketing to etc.

MP said the market traders in Mansfield utilise the WIFI to take card payments. Cllr Pritchard asked how much it would cost for the Market traders to use the free WIFI in Lichfield so that they could also take card payments. ET said that as the Council would be a BID levy payer this would cover the market traders contribution as the outdoor market is managed by the Council.

LB asked if all businesses could also use the 'Free WIFI' and MP said that they could not guarantee that the WIFI would be able to be used within buildings with thick walls / listed and older buildings. MP said a solution to this would be for the individual business to buy a router and connect this to the cities WIFI using the username and password – this would guarantee coverage.

AR asked how effective the WIFI equipment had been and how many repairs / callouts there had been since the project was installed. MP said that there had only been two occasions since the WIFI had been installed throughout Mansfield that they had been called out. This is because the cost includes a maintenance callout and they respond when their systems alert that one of the WIFI 'hotspots' has gone down.

On both occasions that they had been called out because the Council in Mansfield had inadvertently turned the power off and that had then cut power to the WIFI access points. It was not because of a failure of the equipment.

MP said that parks and open spaces could be included in the WIFI coverage (Beacon Park). AR asked about what level of access would a user have and MP said that UTube / music download / price comparison websites etc could be barred – it is up to the Lichfield BID what users can access and for how long. The WIFI could be configured to end a users internet time after 30 minutes for example.

The WIFI can be set up so each area / street could have a different internet landing page so if someone was near to the Cathedral and used the free WIFI they would go straight to the Cathedral's internet page or if they were in Three Spires Shopping Centre they would automatically be directed to Three Spires webpage etc.

MP said there would be sponsorship opportunities on internet landing pages which could be an income stream for the BID.

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

The small WIFI boxes 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 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.

COST OF 'FREE WIF'I FOR BUSINESSES, MARKET TRADERS, VISITORS

Quotation

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

Total installation cost = £24,850

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

£9,000 per annum and £2,500 setup

The total cost of Lichfield 'free WIFI' project equates to £14,470 per annum if all costs were evenly spread over the five year term or:

- Year 1 – 36,350 (install incl data)
- Years 2 - 5 £9,000 per annum thereafter for unlimited data

MP from UK Mobile Media then spoke to the group about 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

Quotation for three locations / three footfall sensors throughout the BID area to be installed at the same time as WIFI which would have costs:

- 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

MP said that footfall counters would enable the BID to gauge how successful events had been and were a good marketing tool for attracting new businesses to Lichfield / empty shops as the data will show how many people walk past and we could produce heat density maps etc.

The group agreed that footfall counters were an expensive project.

4. ‘Adstorm’ – presentation on marketing strategy for Lichfield (discussion)

Sue Bown from Adstorm gave a presentation to the group on her involvement with other BIDs and explained the importance of a Marketing Strategy for Lichfield.

AD said that Lichfield was the hidden gem of Staffordshire and that it needed to be promoted.

SB said the average income for a family in Lichfield was over £100k per annum and that those potential customers needed to be marketed to in order to keep the spend local and not lose it to Birmingham, Solihull, Stratford Upon Avon, Tamworth etc.

SB to prepare costs for potential marketing strategies that the BID could fund.

5. Survey stats – to date (Michelle)

MB said that 73 businesses had completed their latest BID survey. The purpose of the survey was for businesses to identify the 12 key projects that they wanted to feature within the BID Business Plan from the 40 projects businesses had identified.

MB to ensure that a minimum of 100 businesses have completed the survey by November's BID Steering Group Meeting.

The projects that have been voted as most popular by businesses to date are:

- WIFI 82%
- Marketing and raising the profile of Lichfield 78%
- A Town Centre Manager 75%
- Themed Markets 67%
- Winter and Christmas Attractions 65%

6. BID Manager / Town Centre Manager costs & employer (Michelle / all)

MB informed the group that the Sutton Coldfield BID Manager is employed by Birmingham Chamber of Commerce Group (which includes the Chase Chamber and Lichfield & Tamworth Chamber Division headed up by Marilyn Castree who is on the Lichfield Town Team).

The Chamber are the direct employers of the Sutton BID Manager and then they second the member of staff to the Sutton Coldfield BID through a Service Level Agreement.

This is a straightforward arrangement which the Chamber charges the Sutton Coldfield BID a 10% fee for and means that the BID does not have to worry about recruitment /HR / policies / holiday cover / pensions etc.

In advance of the meeting MB had asked Birmingham Chamber if they would consider entering into the same arrangements with the Lichfield BID, post ballot and would they consider employing the Lichfield BID Manager for a fee.

MB had told the Birmingham Chamber Group that at the previous Lichfield BID steering group meeting the steering group had agreed an annual salary for a future BID Manager / Town Centre Manager of £35,000 per annum.

The Chamber said they would be willing to honour the same arrangement they have with the Sutton Coldfield BID and that the costs would be as follows:

Salary	35,000
Er's NI	4,830
Auto Enrolment	350
Life Assurance	180
TOTAL	40,360
Fee 10%	4,036
GRAND TORAL	44,396
Monthly cost	3,700

Their only proviso is that legally they would have to advertise the position and BID steering group representatives could be on the interview panel.

7. Evening economy – projects & costs (Michelle / all)

MB said that she would report back at Novembers meeting with the exact costs of:

- Taxi marshals x 2 for Friday and Saturday evenings
- Purple Flag Award for Lichfield's evening economy – similar to Blue Flag Award for beaches and setting a standard in Lichfield for pubs etc
- Best Bar None accreditation

The above are three projects that would be of benefit to the evening economy and were projects offered by the majority of BIDs.

8. Parking – ANPR / debit card machines / parking initiatives (Lizzie / all)

ET informed the group that MB, PM and SL had met recently and discussed the number one issue that businesses wanted the BID to tackle which was car parking. PM said that car parking made the

Council over a million pounds in revenue each year so the BID could not provide free car parking but that there were a couple of initiatives that the BID could provide and fund to tackle the subject.

ET said that the BID could offer 'Free Parking' as follows:

- Friary Outer – the new car park costs £4 to park all day
- If the BID ran a promotion – FREE FRIDAYS (for example)
- Meaning that 100 shoppers / diners can park free every Friday or each week (for example)

This would cost the BID £20,800 each year

The BID Steering Group thought this was a fantastic initiative.

ET informed the group that the BID could also fund Debit / Credit Card Pay Machines being installed onto existing parking meters so that visitors have this option rather than just being able to use coins.

Each machine would cost £1,200 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 Council are also considering installing five machines at a cost of £6,000 and would incur ongoing costs of around £8,900 per annum in Debit and Credit card fees

The Council would install at:

- Friary car park
- Bird Street
- Multi
- Backcester Middle
- Lombard Upper

The BID could install an additional five machines at a cost of £6,000 and if the project was rolled out at the same time post-ballot it would be an excellent example of a private / public partnership which is what a BID is primarily.

ET then spoke about ANPR SYSTEMS. 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 plus

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

ET explained that parking enforcement legislation meant that Councils cannot pursue a parking fine / further action for car park violations that have occurred in a Council car park where there are ANPR systems. This would mean that the BID could lease the car park from the Council.

MB said the concern is that the Lichfield BID would then be the body that enforces fines and this may appear that traders are fining customers if they were to not pay / not pay for adequate time.

9. Levy – Tudor Row and City Arcade (Michelle / all)

MB said that at the last BID steering group meeting in September the group had made a decision for the Three Spires Shopping Centre BID levy to be set at 1% of a business premises rateable value and the rest of the city centre / BID area to be set at 1.5%.

This was due to the tenants in Three Spires Shopping Centre paying rent, business rates and also a high all-inclusive service charge which provided for manned security, CCTV, PR and marketing, cleaning, events and Christmas activities, a shopping centre manager etc. as the shopping centre is already a managed environment working to a strategy which is what the BID aspires to do.

As precedent had been set MB asked the Steering Group whether they felt that Tudor Row and City Arcade should also pay a slightly reduced BID levy as they were also managed shopping areas with a service charge.

MB asked the group to consider a 1.25% BID levy. Three Spires Shopping Centre Service Charge is comprehensive so it would not be consistent to offer the same level of subsidy to Tudor Row and City Arcade.

MB said that if the group were to say yes to Tudor Row paying 1.25% instead of 1.5% it would reduce the BID levy budget by £260.63 per annum.

If the steering group were to say yes to City Arcade paying 1.25% instead of 1.5% then this would reduce the BID levy budget by £350 per annum.

PM asked the group to vote for this by way of a show of hands. There was unanimous support for both Tudor Row and City Arcade paying 1.25% RV in BID levy opposed to 1.5%.

MB asked the group to refer to a hand-out which illustrated the current position within the BID area:

- 684 HERADITIMENTS
- BID AREA SUBJECT TO 1.5% RV IN BID LEVY
- THREE SPIRES SHOPPING CENTRE LEVY 1% RV

Generates £249,367.31 per annum

- LESS UPPER ST JOHN STREET AS AGREED IN SEPTEMBER 2014
- LESS GREENHOUGH ROAD INDUSTRIAL UNITS AS AGREED IN AUGUST 2014

Reduces annual BID levy budget to £240,821.43

= £1.2 million over the five year BID term 2015-2020

- TUDOR ROW LEVY AT 1.25% RV INSTEAD OF 1.5%
- CITY ARCADE LEVY AT 1.25% RV INSTEAD OF 1.5%

Reduces the total annual BID levy to £240,210.80

= £1.201,054 million over the five year BID term 2015 - 2020

10. Business Plan project development so far (Lizzie / all)

ET distributed a document detailing potential projects and associated costs in Years 1-5 of the BID that were the results of the early BID feasibility study, the BID public meeting and ongoing Steering Group meetings.

ET told the group this is a working document and could change with the results of the latest BID survey and ongoing business consultation but by itemising and costing projects we are able to clearly see what projects the BID can afford in years 1-5.

LB asked if these were all projects that would definitely go ahead. MB said that it was subject to change and in December 2014 a draft BID proposal / Business Plan will be agreed by the Steering Group and will go out on consultation with businesses.

11. Any Other Business

- LBH told the steering group they should be mindful that there was no representation from any restaurants on the BID Steering Group and that the BID Business Plan must cater and appeal to all businesses across all sectors. MB agreed and said she would see what projects other BIDs had provided for this sector.
- MB asked KW and AR if they could discuss a potential 'Lichfield Style' event at November's meeting.
- BC asked MB if she could email a hand-out on what a BID is.
- Cllr Smedley said he was concerned about the BID upgrading the market stalls as he would want to ensure that they were good quality and in keeping with the rest of Lichfield.
- Cllr Pritchard asked the group why they had made the decision to oppose the city centre paving scheme going ahead in January 2015. PM informed the BID Steering Group of the City Centre paving proposal and told Cllr Pritchard that this had been addressed at the recent Town Team Meeting.
The BID Steering Group agreed with the Town Team that if the repair works over-ran it could have a dire effect on the BID ballot which is due to go ahead in April 2015; it was agreed by the group that the City Centre paving repairs should be delayed until 2016 which would mean that it would not affect the BID ballot, it would also provide time for adequate consultation with businesses and good business planning.

Next Meeting:

**Monday 3rd November 6.15pm.
Location TBC**