

Lichfield

Business Improvement District

Lichfield BID Steering Group Meeting

Meeting 5

3rd November 2014 – The George Hotel, Lichfield

BID Steering Group

Attendees

- Adam Burns Mace (ABM) - Tudor Row, The Tudor of Lichfield
- Anna Riley – (AR) - Cure
- Elizabeth Thatcher – (ET) - Lichfield District Council
- Judith Lundie – (JL) - Room to Inspire
- Karen Wharton – (KW) - Obsession Salon & Spa
- Lizzie Braine– (LB) - The Kitchen Shop
- Marie Johnson (MJ) - Rieve
- Matt Burnell -The Smile Centre
- Michael Mullarkey (MM) – Michaels Menswear
- Michelle Baker (MB) – Lichfield BID
- Paul Maddox BID Chairman (PM) - Three Spires Coffee Shop & The Scales
- Peter Young - Lichfield City Council
- Richard Lewis (RL) - Lichfield Chamber
- Simon Lumb (SL) - Friary Shoes (BID Vice Chairman)

Apologies

- Adrian Dorber - (AD) – Lichfield Cathedral
- Angela Burns - (AB) - The George Hotel
- Brian Carruthers (BC) – Tempest Ford
- Cllr David Smedley –(DS) - Lichfield District Council
- Cllr Ian Pritchard (IP) - Lichfield District Council
- Dan Ralley – St Johns House
- Guy Gibson – Staffordshire University
- Lisa Prokopiou (LP) – Three Spires Shopping Centre
- Mark Bodley – HCB Solicitors
- Sam Zeen (SZ) – Debenhams
- Shaun Craven – Le Reve

1. Introductions and Apologies

PM thanked and welcomed all to the meeting, giving apologies for those not present.

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.

3. Lichfield Style Event

Karen Wharton from Obsession Salon & Spa and Anna Riley from Cure presented on a potential 'Lichfield Style' event.

As businesses are supportive of the BID funding new and existing events, a Lichfield Style Event could be a new event developed, managed and funded by the BID.

Adrian Dorber had recently offered Lichfield Cathedral as a venue and Harvey Nichols use Manchester Cathedral when they host fashion shows.

A Fashion Show / Style Event would enable fashion retailers in Lichfield to showcase their clothing / goods and would involve all retailers that wanted to be a part of it as well as hairdressers etc.

It would not take place in year one of the BID due to time restraints but it is envisaged that it would be held in October 2016.

It could be a three day event with a celebrity host, afternoon tea included within the ticket price, provided by a local cafe / coffee shop and the option to enjoy a meal at a local restaurant afterwards. This would ensure that the spin-off benefits extended to other businesses.

There could be VIP seating / tickets to generate money as many BIDs do i.e. £15 per ticket with goody bag.

The exact details are still being discussed; Anna is in talks with the St Alban Style Event for information and advice <http://stalbansfashionweek.com/fashion-shows/>

There could be spin-offs with local colleges and Birmingham University School of Fashion and Anna and Karen are exploring sponsorship opportunities, Loreal have already been contacted and Angela Burns - CEO of the George Hotel said she could look into sponsorship too. Matt Burnell from the Smile Centre said he is friends with a close friend of Gok Wan and will speak to them. Anna and Karen also knew of possible hosts.

The figure of £10,000 per annum has been stated within the draft BID business plan; subject to a majority of the BID Steering Group voting in favour of this at a future BID steering group meeting.

Simon Lumb was concerned that £10,000 would not be sufficient to hold an impressive fashion show.

Anna and Karen to get more information for the BID Steering Group; an outline of what a Style Event would consist of; potential dates, number of days and the number of businesses that could be involved and would benefit.

4. Potential Projects for Professional Services Sector & Restaurants

MB advised the Steering Group to be mindful of all business sectors and to ensure that the future BID Proposal appeals to all businesses across all business sectors.

MB discussed the Birmingham Colmore Row BID projects which is a predominately professional services BID area.

Their BID receives fantastic support from local businesses (which are predominantly professional services) and their BID funds Superfast Broadband, free WIFI, BID Ambassadors / Rangers / New seating areas and planters, Place marketing and events.

MB also explained to the Steering Group that BID projects for restaurants in other BID areas include:

- Free / subsidised food hygiene training
- Restaurant week to showcase the local eateries
- Coach party incentives to use local restaurants
- Free membership of Storenet radio
- Taxi marshals / street rangers
- Ensure all businesses are represented during the food festival

As Paul Maddox and Angela Burns manage eating establishments they were asked whether the above projects would appeal to them. They agreed that they would.

The Steering Group asked that another restaurant is invited onto the Steering Group to have an active role in the BID development. MB to arrange.

5. Survey Data - to date

MB showed the Steering Group the BID survey statistics to date.

90 businesses have completed a survey and chosen their top 3 projects per category that they would like to see implemented through the BID. The projects that received the most support are:

A VOICE FOR LOCAL BUSINESSES

1. Town Centre Manager
2. Business networking and events for all sectors
3. Lichfield BID Business Awards

EVENTS

1. Winter and Christmas attractions i.e. ice skating rink
2. Themed markets - Victorian / French
3. Support and publicise existing events

MARKETING & PROMOTION

1. Marketing and raising the profile of Lichfield for shopping, eating and drinking
2. Parking promotions
3. Marketing and raising the profile of Lichfield for heritage

ATTRACTIVE, SAFE & CLEAN

1. Free WIFI throughout the BID area
2. Street cafe permits / alfresco dining
3. Crime reduction initiatives - Storennet radio and training

MB said that these projects would form the basis of the draft BID business plan.

6. BID Draft Business Plan

Lizzie Thatcher distributed draft BID Business Plans to illustrate the start of a document that will set out what the BID would fund and associated costs.

The Steering Group were told this was just a draft / working document and that as and when the Steering Group approved projects they would become final, at this stage they were projects and costs so that the group could see the ideas to date and nothing was set in stone / final.

Each project that has not been signed off by the BID Steering Group will be discussed at future meetings.

The draft Business Plan included the 12 projects above and took into account Three Spires Shopping Centre paying 1% levy, Tudor Row and City Arcade paying 1.25% and the rest of the BID area 1.5% levy.

When the group have approved the draft business plan it will go out for business consultation / feedback and amended accordingly.

The BID business plan must be a reflection of the wants / needs / ideas of local businesses.

Paul Maddox thanked Lizzie for developing the draft BID business plan and asked all attendees to read through for discussion at the next meeting.

7. BID Ballot Date

Michelle said the 28 day postal BID ballot was likely to take place in the third week of May 2014 as the Electoral Reform Service did not want it to clash with the General Election.

Angela Burns recommended that the BID ballot was held in the first week of June as there are school holidays / bank holidays in May as well as the General Election.

Michelle Baker and Lizzie Thatcher to speak with the Electoral Reform Service and set a date for the BID ballot.

8. Next Meeting

Monday 1st December 6.15pm - location TBC

