



Lichfield BID Marketing & Events Steering Group Meeting

27<sup>th</sup> April 2016 17:30 hours

The George Hotel – Lichfield

**Apologies:-**

Lizzy Braine – The Kitchen Shop

Leanne Giblin – Angel Inn

**In Attendance:-**

Lizzie Thatcher – Lichfield District Council (Chair)

Simon Lumb – Friary Shoes (BID Vice Chairman)

Morag Pringle – BID Manager

Angela Burns – The George Hotel

Brian Carruthers – Tempest Ford

Judith Lundie – Room to Inspire

|  | <b>Action</b> |
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| <p><b><u>Apologies / Introductions</u></b></p> <p>LT welcomed everyone and agreed to act as Chair of this steering group. Apologies had been received from Lizzy Braine and Leanne Giblin. MP advised that Jill Mercer has stepped down from the BID Executive Committee and therefore Brian Carruthers has kindly agreed to take her place on this steering group.</p>      |               |
| <p><b><u>Minutes from the last meeting</u></b></p> <p>Copies of the minutes from the last meeting had been circulated prior and were approved.</p>   |               |
| <p><b><u>Marketing &amp; PR</u></b></p> <p>LT reported that the City Centre Development Partnership strategy was to go for approval to cabinet on 8<sup>th</sup> May 2016. A copy of the document was circulated and LT advised that she would email a copy to all following this meeting. This strategy covered 5 main themes/objectives from which objective 4 covered</p> |               |

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| <p>marketing of the city. MP was sitting as representative of the BID on this group and it is planned that the BID would lead on these activities. A brief has been prepared in order to tender for companies to deliver a marketing strategy for the city as a whole. Once these quotes have been received the BID will be able to commit their budget towards this and then invite all other partners, such as the district council, county council and city council, to contribute. LT to circulate a copy of this brief following this meeting.</p> <p>It was suggested that as part of the marketing strategy the research element could include a local resident survey via the Lichfield Mercury as well as an online survey.</p> | <p><b>LT/MP</b></p>               |
| <p>MP advised that she was currently working on an update for the city guide and maps and then quotes would be obtained for printing some more of these for distribution by the BID. BC advised he would pass on printing contacts.</p>  | <p><b>MP/BC</b></p>               |
| <p>MP advised that the Lichfield Mercury had taken up the press release regarding the Safer City project and a photo shoot had taken place. The item would feature in this week's edition. BC suggested that MP set up a meeting with Andy Kerr from the Mercury to further discuss the BID's activities and future work with the Mercury.</p>   | <p><b>MP</b></p>                  |
| <p>LT suggested that analytics be set up for the website in order to review it's popularity and use. She advised that Chris at Lichfield District Council may be able to assist with this.</p>   | <p><b>MP</b></p>                  |
| <p>The proposed new Friarsgate Development was discussed and it was suggested that the Developers could be approached to ask them to give a presentation to the BID Executive Committee.</p>   | <p><b>MP/LT</b></p>               |
| <p>BC stated that the biggest issue affecting local businesses at the moment is the business rates. LT advised that the business rates rules are set Nationally but there may soon be some devolution of powers at a local level, however it was not yet clear on the level of powers this would afford. Christopher Spruce is the cabinet member for business rates and it is possible that an approach could be made to him by the BID.</p>  | <p><b>MP</b></p>                  |
| <p>It was also suggested that as the BID Executive Committee now had a city councillor representative, that an approach be made to the district council to ask for a councillor to join.</p>   | <p><b>MP</b></p>                  |
| <p>LT suggested that a further approach be made to the manager of Premier Inn in order to get them further involved in the city. BC offered to assist.</p>   | <p><b>MP/BC</b></p>               |
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| <p><b><u>Events</u></b></p> <p><b>Food Festival</b></p> <p>MP reported that Tempest Ford were considering joining with Lichfield BID as combined main sponsors of the event.</p> <p>BC advised that he felt the sponsorship rates were too high for local SME's to support the event and suggested that a lower rate package should be offered. He further advised that Lichfield Garrick were unclear as to the current position with the planning of the event. MP advised that they do send representatives to the planning meetings and were copied in on all minutes but that she would send them an update.</p>  | <p><b>MP</b></p> <p><b>MP</b></p> |

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| <p>SL advised that Three Spires Shopping Centre were looking to put on a children's event with the Garrick over the festival weekend as well as the Pimms stall again.</p> <p><b>Georgian Festival</b><br/>It had been agreed at the previous meeting to concentrate on the Food Festival and Christmas this year and that any support for the Georgian Festival may take the shape of marketing rather than funding an activity or entertainment. LT advised that there was a further planning meeting scheduled for 28<sup>th</sup> April and suggested that the BID should think about offering a small amount of funding towards the event in order for their logo to be included as a contributor. AB asked for MP to put together a current cash flow projection showing what funds have already been committed and what may still be available this year to allow for a decision to be made on this.</p> <p><b>Christmas</b><br/>MP advised that the Cathedral events team were due to consider this week, the possibility of the ice rink being sited on the Cathedral land. MP would also be obtaining advice from Helen Overton, a specialist events consultant with experience of ice rinks, with regards to the handling of ticket sales. It was still felt by all that they would prefer the ice rink to be situated on Market Square. LT suggested that an approach be made to Mike Wilcox and Helen Fisher at the district council, to ask for their assistance in making a further request to the city council.</p> | <p><b>MP</b></p> <p><b>MP/LT</b></p> |
| <p><b><u>Grant Applications</u></b><br/>MP advised that she had still not received any completed application forms for funding towards other events. However Brian Petty had asked for support for The Fuse festival although no figures had been advised on this yet. Also support was requested for the Dash event, again no application has been received with financial details. It was agreed that if further financial details are provided this can be looked at again once an up to date cash flow projection was reviewed.</p>   | <p><b>MP</b></p>                     |
| <p><b><u>Date of next meetings:</u></b><br/><br/>LT advised that Wednesday evenings were not convenient for her to attend, it was therefore agreed to move the meetings to Tuesday evenings</p> <p><b>Tuesday 24<sup>th</sup> May 2016 – 5:30pm, The George Hotel</b><br/> <b>Tuesday 28<sup>th</sup> June 2016 – 5:30pm, The George Hotel</b><br/> <b>Tuesday 23<sup>rd</sup> August 2016 – 5:30pm, The George Hotel</b><br/> <b>Tuesday 20<sup>th</sup> September 2016 – 5:30pm, The George Hotel</b></p>   | <p><b>ALL</b></p>                    |

Minutes Approved – Signed: \_\_\_\_\_

Chair of the meeting

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