



Lichfield BID Marketing & Events Steering Group Meeting

30th March 2016 17:30 hours

The George Hotel – Lichfield

Apologies:-

Jill Mercer – Golunski Leathers

Wai-Lee Ho – Ruby Express

In Attendance:-

Simon Lumb – Friary Shoes (BID Vice Chairman)

Morag Pringle – BID Manager

Angela Burns – The George Hotel

Leanne Giblin – Angel Inn

Judith Lundie – Room to Inspire

Lizzy Braine – The Kitchen Shop

	Action
<p><u>Apologies / Introductions</u></p> <p>Jill Mercer and Wai-Lee Ho had offered their apologies. No other apologies had been received. The group introduced themselves to the visitors from Rewarding Visits, Mr Ben Lomas and Mr Guy Chatburn.</p>	
<p><u>Presentation from Rewarding Visits</u></p> <p>Guy Chatburn from Rewarding Visits gave a short presentation on their scheme and handed out a factsheet with information about their project. The main points from the presentation and the following discussion are listed below:-</p> <ul style="list-style-type: none"> • They were awarded a two year funding stream through Innovate UK to carry out pilot schemes in three towns/cities. The first two are Sutton Coldfield and Mansfield. • The project provides funding for the installation of ten indoor touchpoints, which are self contained kiosks with a 32” display screen for display advertising, an interactive podium screen, a scanner and a printer which dispenses visit vouchers • The project also covers the initial subscription to the rewarding visits scheme and platform and also the production of an App which can be branded specifically to Lichfield BID. 	

<ul style="list-style-type: none"> • The project would need to be linked to a rewards card scheme • Lichfield BID would need to seek agreement from ten businesses / organisations to house the touchpoints inside their property and provide the 13A socket to plug into and if possible access to their WiFi • Lichfield BID would need to employ a part time member of staff (suggested for 3 days a week) to sell advertising space on the display screens and also to obtain support from local traders to join the scheme and provide their offers. This would need to be paid for by the BID for the first 12 to 18 months until the revenue generated from the advertising sales could fund this project ongoing. • Lichfield BID would need to provide funding to produce the reward cards (e.g. 5000 @ 20p = £1000) plus marketing and advertising of the scheme • Following the funded period the licence fees to Rewarding Visits are not yet known, but are likely to be in the region of £3000 to £6000 p.a. • Funding runs out in the Autumn of 2017 and if we were to proceed we would be likely to see the equipment installed in the Autumn of 2016, giving us 12 months in the funded period. • Following the funded period traders would need to pay approximately £2.50 per day to feature their promotion / voucher on the system <p>Following the questions and answers Guy Chatburn and Ben Lomas left the meeting.</p> <p>The group discussed the proposal in detail and agreed that such a scheme would be unlikely to attract new visitors into Lichfield, as to join the scheme they would have already visited, however it may assist with increasing spend whilst in the city. The group agreed that we should wait to see how the initial pilot in Sutton Coldfield progresses and for the results of our own Marketing Strategy to see if this type of project would be of benefit to Lichfield.</p>	ALL
<p><u>Appointment of Chair</u></p> <p>MP asked if there was a volunteer or any suggestions for a potential Chair for this group. It was suggested that Lizzie Thatcher from Lichfield District Council would make an excellent Chair for this group if she would be willing. MP to approach her about this.</p> <p>It was also agreed that it would not be necessary for the Chair of this group to attend the Directors meeting as well, due to there already being two directors plus MP attending this group's meetings and they could report back.</p> <p>MP acted as chair of the meeting.</p>	MP
<p><u>Budgets</u></p> <p>MP circulated a copy of the proposed budgets for the five years for both the Marketing / PR and the Events themes. It was agreed that these could not be finalised at this stage, as we were still awaiting payment of BID levy amounts to establish how much the BID had available to spend.</p>	
<p><u>Marketing & PR</u></p> <p>MP reported that following the initial meeting of the City Centre Development Partnership work had been done on a brief for tendering for a marketing strategy to be produced. It was hoped that this would be going out to tender in the very</p>	

<p>near future.</p> <p>The group all agreed that this was vital to have in place before any decisions were made by the BID on its marketing. It was also agreed that budgets should be pooled together with other partners to ensure best value and no duplication of efforts.</p> <p>It was further agreed that as part of the marketing strategy a high quality survey should be carried out locally to ascertain why more local residents are not shopping in the city and what would make Lichfield more attractive as a retail and visitor destination.</p>	
<p><u>Events</u></p> <p>Food Festival</p> <p>LB reported that the planning of the food festival was well underway with many stall holder applications already received. The market organiser had also now arranged for a BBQ competition to be held in the Cathedral grounds. Lichfield District Council were also producing a detailed map of the city showing where market stalls could be located safely, thus avoiding bottleneck areas for ease of access</p> <p>MP advised that the BID had committed to £5000 sponsorship of the food festival this year and that a main headline sponsor was still being sought. However if none came forward the event would still go ahead with other sponsors already interested and an application had been submitted to Lichfield District Council for a small amount towards additional cleansing costs and event stewards.</p> <p>It was suggested that if possible it would be good to obtain demographic data on visitors to the food festival.</p> <p>Georgian Festival</p> <p>MP reported that she had attended the planning meetings for the new Georgian Festival scheduled in September. Quotes had been received from local providers for horse and carriage rides around the city and MP had met with staff from the Cathedral to talk about the potential for the BID to work together with the Cathedral to put on these rides to transport visitors around the city. Following a discussion the group decided that this may not be the best use of BID funds in support of this event and it may be better placed for the BID to put money towards advertising for the event itself based on the marketing strategy that is produced.</p> <p>Christmas</p> <p>MP circulated an indicative budget for Christmas activities based on the hire of an ice rink for a week.</p> <p>MP reported that an approach had been made to Lichfield City Council for the use of their land to site the ice rink. Unfortunately the response back was not in favour for either the use of the market square, as they would not consider relocation of the market stalls over that week, nor for the use of the land at The Friary. Therefore discussions had been entered into with the Cathedral regarding siting the ice rink on their land which would be further investigated. The ice rink company had confirmed that they would be able to put the rink in that location as they can build it to shape.</p> <p>MP also tabled a proposal she had received today from The Christmas Decorators to install additional lighting for two trees at The Friary and also for pre-lit Christmas trees to be wall mounted along the top end of Tamworth Street. The proposal included a price for outright purchase, plus a price for one year rental and three years rental, which would reduce the costs each year and would give</p>	<p>MP</p> <p>MP</p> <p>MP</p>

<p>us the ability to make changes if required. The prices included install and take down and storage. However MP would need to be able to obtain agreement from building owners to put the decorations on their premises and also to find a business willing to provide the use of their electricity supply for the lights. The cost of the energy would be minimal and a payment could be made to the host from the BID to cover this. Also permissions and energy supply would need to be established for any lights at The Friary area.</p> <p>AB suggested that an empty unit could be used as a Santa's Post Office for children to write out and post their Christmas lists. She had seen this in another town and it was very well used for a minimal cost in decorations.</p>	<p>ALL</p> <p>MP</p> <p>MP</p>
<p><u>Grant Applications</u></p> <p>MP advised that she had not received any completed application forms for funding towards other events, although many enquiries had been made. The group agreed that at this stage the BID has only committed in its business plan to support the food festival and Christmas and that, until the marketing strategy was complete, we should wait on committing funding towards any other events, to make sure that we plan to follow the recommendations in the strategy</p>	
<p><u>Date of next meetings:</u></p> <p>Wednesday 27th April 2016 – 5:30pm, The George Hotel Wednesday 25th May 2016 – 5:30pm, The George Hotel Wednesday 29th June 2016 – 5:30pm, The George Hotel Wednesday 24th August 2016 – 5:30pm, The George Hotel Wednesday 21st September 2016 – 5:30pm, The George Hotel</p>	<p>ALL</p>

Minutes Approved – Signed: _____

Chair of the meeting

Date: _____