

Lichfield BID Board Meeting

7th March 2016 18:00 hours

The George Hotel – Lichfield

Apologies:-

Andrew Buckman – Kingston CPC
 Wai-Lee Ho – Ruby Express
 David Crump – Greenwoods
 Lizzy Braine – The Kitchen Shop
 Lisa Prokopiou – Three Spires Shopping Centre

In Attendance:-

Paul Maddox – The Scales & Three Spires Café (BID Chairman)
 Simon Lumb – Friary Shoes (BID Vice Chairman)
 Morag Pringle – BID Manager
 Antony Beard - Accountancy & IT Services Limited (current BID Accountant)
 Richard Lewis – Chamber of Trade
 Simon Warburton – Lichfield Cathedral
 Adam Burns-Mace – Tudor of Lichfield
 Angela Burns – The George Hotel
 Jill Mercer – Golunski Leathers
 Leanne Giblin – Angel Inn
 Brian Carruthers – Tempest Ford
 Judith Lundie – Room to Inspire
 Matt Burnell – The Smile Centre

	Action
<p><u>Apologies</u></p> <p>Andrew Buckman from Kingston CPC, Wai-Lee Ho from Ruby Express, David Crump from Greenwoods, Lizzy Braine from The Kitchen Shop and Lisa Prokopiou from Three Spires Shopping Centre had offered their apologies. No other apologies had been received.</p>	
<p><u>Minutes from the last meeting</u></p> <p>The minutes had been circulated prior to the meeting and were accepted as an</p>	

<p>accurate record. These were therefore signed off by the Chair and are ready to be uploaded onto the Website.</p>	<p>MP</p>
<p><u>Accounts / Budgets</u></p> <p>Accounts for the 5 months ended 29 February 2016 had been circulated prior to the meeting.</p> <p>TB reported that from the Cashflow analysis it can be seen there was a total Net Outflow of approximately £10k for February, which included all overheads such as staffing costs, rent, telephony, accountancy fees and the combined liability insurance for the year. From the original advance from the council, this leaves an amount of approximately £17k in the bank. However the company still owes just under £9k to the Birmingham Chamber for staffing and management costs. If all outstanding invoices were paid there would be around £7k left in bank. It is vital for cashflow that a further payment is received from the council as normal overhead costs are around £7k per month.</p> <p>MP advised that this has been chased and we are awaiting a PO number from the council in order to invoice them. Plus all of the BID bills have now been sent out and we are awaiting a report back on income received so far. SW offered assistance with chasing the council for the additional payment promised.</p> <p>TB further reported that from the Balance sheet we can see that the VAT currently owes the company just over £2k which potentially by April could mean the company is liable for a VAT refund of around £3k</p> <p>TB advised that he would require paperwork to cover the amount to be repaid to British BIDs for the development loan. MP reported that Lichfield District Council have already made the first year re-payment as this was processed by them on behalf of the BID initially. TB advised that an invoice would therefore be required from Lichfield District Council with a breakdown showing the expenditure of the loan, so that this can be accounted for in the BID accounts; as this money will be deducted from the BID levy payments received. MP to ask the council for this.</p>	<p>MP</p> <p>SW</p> <p>MP</p>
<p><u>Project Updates / Manager's Report</u></p> <p>MP had circulated a report on activities prior to the meeting. It showed a full diary listing of all meetings / discussions held or attended since the last board meeting. Also full updates on activities under each "Theme" of the business plan. The board went through each update per theme and the following key points were highlighted:-</p> <p>Theme 1 – Marketing Promotion & PR</p> <p>The first meeting of the City Centre Development Partnership was held on 4th March. All partner groups present were in agreement to form the partnership and develop a combined marketing strategy. SW reported that the structure of the partnership was very similar to that of this BID board, with an overall board who would then each Chair one of the five "Theme" working groups who would steer and deliver these projects. MP had been identified as one of the key support providers for theme SO4, which covers Marketing and promotion of Lichfield. BC asked if the BID board would be able to have copies of the minutes for these working group and board meetings. MP to find out if this would be available to them.</p>	<p>MP</p>

MP had circulated the responses to the questions received from Rewarding Visits regarding their proposal. She advised that they had been invited to attend this meeting to give a presentation on their scheme but they had to decline due to other commitments this evening. MP advised that her main concern with the proposal was the potential additional costs involved for the BID in marketing materials and production of the loyalty cards, which had not been budgeted for in the business plan. The board were still interested in further discussions regarding the proposal and it was agreed that Rewarding Visits should be invited to the next steering group meeting for this theme to present further.

MP

MP advised that, due to the confidential nature at the time, of the event planned for 12th June 2016 featuring Sir Tom Jones, the Chair and Vice Chair approved the sponsorship of £2000 towards the event outside of the full board meeting. This will come from the Marketing budget for this year, as this is seen as a marketing and promotional opportunity rather than an Event that the BID is giving a grant to. There will be a contract of understanding drawn up with the promotion company and the money will be used towards event signage around the city and that will feature the BID logo. The board approved this decision.

Theme 2 – Events

MP reported that a quote had been received for the provision of an ice rink for one week in December, which could potentially be part self funded from ticket sales, allowing some of the budget to be spent on additional Christmas lights for Tamworth Street and The Friary areas. Quotes are being sought for that. An illustration of potential income and expenditure budgets for Christmas had been circulated as an example. This would be taken further by the events steering group in more detail. The location for any potential ice rink was key to it going ahead. The first choice would be Market Square subject to the City Council's approval, or possibly The Friary grounds, which is also City Council land. MP advised that she had a further meeting set up with the City Council on Wednesday 9th March to discuss Christmas events in more detail. It had been suggested that Beacon Park could locate the ice rink, but the board felt this was too far out from the main shopping area. Also the area in front of Stowe Pool was suggested, but felt the ground may not be suitable.

SW advised that it may be possible to house the ice rink on the Cathedral grounds and a further discussion could take place regarding this.

SW/MP

JM asked if a theme had been set for the Christmas activities and suggested that a "Traditional" Christmas would be most suited to Lichfield. She asked if there would be a Georgian or Victorian market over Christmas. RL advised that they had tried to get traders involved in a themed market for the Chamber Christmas market previously but they were not enthusiastic. MP advised that the BID were not organising the markets this year and that it was possible that the Twinkly Market may be put on again on Minster Walk but that the council had not had this confirmed and may be looking at other market providers. It was suggested that Michelle Baker may have a contact for a Georgian Market that do not charge the local authority to attend. MP to obtain contact details and pass on to the Christmas festival planning group.

MP

Theme 3 – Crime Reduction

PM reported that two quotes had now been received for the digital radio upgrades for the StoreNet and PubNet projects. MRS the current provider were coming in much cheaper than the alternative quote received, as detailed in the quotes circulated prior to the meeting. This is mainly due to MRS already having their equipment in place as the current provider. PM is still negotiating the final lease hire price on the radios with MRS and it was agreed that once this was in line with our budgets, then MRS would be the agreed provider.

MP/PM

MP had circulated a comparison spreadsheet on the quotes received for the City Guardians. It was recommended that Gold Standard Security be selected as the provider. They had experienced staff already in place, could offer us continuity of the same staff members, would provide one wearing a body-cam and would contribute towards the branded uniform costs. The board agreed to the provider being Gold Standard Security. The diary for the City Guardians could then be drawn up and approved by the steering group. It was also agreed that the City Guardians be used for special events, such as the Food Festival and over the weekend of the Tom Jones concert. BC suggested that for all future project selections MP provide a summary of the proposals with her recommendation for approval, rather than providing full copies of all proposals received to the board members.

MP

For the discussions on the Business Exclusion Scheme, Richard Lewis was asked to leave the meeting due to the conflict of interests. PM reported that the business exclusion scheme was currently coordinated by Richard Lewis as part of the Town Safe activities, linked to the radio system. The current arrangement was funded by membership fees paid by businesses wishing to be included in the scheme. As part of the BID business plan, this would now become free to any business wishing to join. RL currently charges £12 per hour for his time on this project and submits a timesheet to TownSafe for this. He on average works around 18 hours a week on the project. In order to collate the information from the Police and businesses, he has a Police security pass and has access to some of their records. His office is located within Lichfield Police Station and is provided free of charge. After discussion it was agreed that the BID would agree to pay for RL’s services on this project at the current rate of £12 per hour (to be reviewed again later in the year with a view to any increase in this hourly rate), for a maximum of 80 hours per month to allow some flexibility for busy weeks. This would be paid on production of an approved time sheet and invoice monthly. Audit checks to be carried out periodically on signing in records against time sheets submitted. RL was then invited back into the meeting.

RL/MP

Theme 4 – Street & Parking improvements

MP reported that, following the last meeting, she had met with LP from Three Spires Shopping Centre to discuss their plans to install WiFi and new footfall monitors in their shopping centre area. It had been agreed at the last meeting that we did not wish for there to be two different WiFi systems in the city centre. MP advised that the Three Spires project was currently out to tender and as soon as a provider had been selected she would make contact with them to discuss extending the project out to cover the wider area, with the BID funding the additional cost. This would depend on the quote provided falling within the BID budget for this project.

MP

PM reported that he and MP had met again with Richard King and Craig Jordan from Lichfield District Council to discuss their proposed parking charge increases. The council had agreed not to charge for parking in the evenings and to make no change to the current £1 parking for Sundays. However there were small increases planned for other parking charges, the most significant increase to be to the parking permits prices, increasing by £50 for a 6 month permit, £100 for a year. It was stressed to the council the concerns the BID has for the effect the increases may have on businesses, in particular to those working in the city.

PM further reported that he and MP had asked the council to consider offering a 20 minute free period of parking for those needing to make short stays to collect ordered goods for example. This was taken on board and a promise was made to look into the possibility to show the council's commitment to support businesses.

The other main changes would be to the parking at Beacon Park. Currently the charge for all day parking on this car park is £3 which will increase to £10. This is to deter people working in the city centre from parking there, to free up space for those wishing to use the park. Concerns were voiced to the council regarding the charges for parking there on a weekend, when most people would be wishing to use the park and the council agreed to look at this issue again. MB raised further concerns over charging over school holidays, when young families would need access to the park and it was agreed that this would also be raised to the council. BC asked if we could have a list of car parking charges for nearby towns as a comparison. MP to ask the council for this, as they had that data.

MP
MP

The trial scheme for a check in, check out style payment was discussed further and the BID has offered to support the trial on Lombard Upper car park. This will be progressed further once it has been fully approved by the council.

It was agreed that the BID would issue a press release regarding the charges increase once this had been officially announced, showing that the BID does not support car parking increases but is in full support of new parking initiatives.

MP

Theme 5 – Business Support

MP reported that unfortunately Joe Moody had withdrawn his voluntary work for the BID, due to having been offered part time paid employment. He wished the BID well for the future.

MP reported that the first aid courses were going well, so much so she has had to put an additional trainer on for the 18th April to cover the extra interest. There were only dates left on 31st March and 2 spaces on 18th April.

A proposal from Utilitywise had been circulated to the board prior to the meeting for consideration. MP advised that there were some points which would need to be amended in the proposal. She had advised them during the meeting to discuss the arrangement that the BID would not be collecting the copies of the bills directly from the businesses themselves and this would need to be done direct with the provider. The BID were offering to pass on referral details for those interested in having contact only. The offer they have made is a 10% payment from their commission for any referral which led to a take up by the business. It was agreed that further proposals should be sought from other providers for

comparison. MP advised that contact had already been made with a company Joe Moody had researched.	MP
MP advised that she had been asked for advice on auto enrolment pensions. After looking into the offers around and speaking with Tony Beard, the BID's accountant, it was felt that NEST, which is the government scheme offered the best solution for SME's. Tony had also offered to provide some initial advice to any BID company free of charge should they have any questions about the scheme.	MP/TB
<u>AOB</u>	
BC asked what the situation was with regards to the new Fire Station being used for community use. It was believed that the meeting rooms there may be free of charge and this may be of concern to some businesses, such as hotels, who charge for their meeting rooms. MP was asked to look into this further and report.	MP
<u>Date of next meetings:</u>	
Marketing & Events – Wednesday 30th March 17:30 – The George Hotel Directors meeting – Monday 4th April 14:00 – The George Hotel Crime reduction & Business Support – Tuesday 12th April 14:00 – BID office WiFi, Parking & Signage – Wednesday 13th April 14:00 BID office	ALL

Minutes Approved – Signed: _____

Chair of the meeting

Date: _____