



Lichfield BID Directors Meeting

4<sup>th</sup> April 2016 14:00 hours

BID office – Lichfield

**In Attendance:-**

- Paul Maddox – The Scales (BID Chairman)
- Simon Lumb – Friary Shoes (BID Vice Chairman)
- Morag Pringle – BID Manager
- Angela Burns – The George Hotel
- Simon Warburton – Lichfield Cathedral
- Tony Beard – AIT (Company Accountant)

	<b>Action</b>
<p><b><u>Apologies</u></b></p> <p>There were no apologies for the meeting</p>	
<p><b><u>Minutes from the last meeting</u></b></p> <p>The minutes from the last Board meeting were approved and signed off ready to be added to the website</p>	<b>MP</b>
<p><b><u>Accounts / Budgets</u></b></p> <p>TB reported on the accounts for the 6 months to 31<sup>st</sup> March 2016. The next VAT return has been drafted as £2453.68 payable.            There is currently a £35k surplus.            The cashflow analysis is broken down showing exactly what has been spent on what type of expenditure.            TB advised that we still need to sort out the repayment of the BID loan documentation from Lichfield District Council, but he has the contact details and will be making contact to arrange.            The council has collected 57% of the levy so far. It was discussed if we should ask for the remainder of the promised 80% of the levy amounts from the council or if we should ask only for the balance of the money collected so far, which would give us just over another £50,000. It was agreed that as there were no major projects requiring payment imminently, that we should approach the council to ask them to pay over the £50k for now.            TB referred to the Income and Expenditure report and advised that with the</p>	<p><b>TB</b></p> <p><b>MP</b></p>

<p>money in bank and another £50k the company would have adequate funds to cover overheads and for the approved projects already put through.</p>	
<p><b><u>Project Updates / Manager's Report</u></b></p> <p><b>Marketing &amp; Events</b></p> <p>The Marketing and Events steering group met last week and it was agreed that all decisions on Marketing and Events, other than Christmas and the Food Festival which had been identified in the business plan for support, would be held until the production of the Marketing strategy was complete; to ensure that all spend was following the overall strategy.</p> <p>The Christmas ice rink was still planned, however the City Council had declined the use of either Market Square or The Friary for the location. The City Council felt that the market stalls could not be relocated for a week because of the impact on the market traders. It was suggested that a survey be taken with the market traders for their opinions before this was put back to the City Council, if we had the support of the market traders.</p> <p>MP reported that she had met with SW to discuss the potential to locate the ice rink at the Cathedral and incorporate this into the week of events with the illuminations at the Cathedral, to make a day and night attraction for the city that we could then promote widely, looking at doing a deal with a local radio station.</p> <p>AB suggested that we look at sponsoring an area to decorate and have as an attraction for children for the Christmas period, that would be high profile and visible to businesses as a BID activity. This would be something that would need to be an agenda item for the steering group to lead on.</p> <p>MP tabled the proposal from The Christmas Decorators for additional lighting for The Friary and Tamworth Street to add onto the existing Christmas lights which are controlled by the City Council.</p> <p>It was suggested that once the Christmas activities were fully planned and a coordinated approach was agreed, the BID could potentially use its funding to support the advertising of the events in a high profile manor rather than spending more money on entertainment or attractions.</p> <p>The Food Festival was in planning and is currently looking for a main/ co sponsor with the BID. It was agreed that it was important that the BID had their sponsorship acknowledged on all literature to make it clear we were investing money rather than just organising the event.</p> <p>SW advised that the Marketing strategy would likely be in place within 6 months at the earliest, due to the length of time to get the data collection and baseline customer survey completed first.</p> <p>It was agreed that there was a need for two levels of marketing within the strategy, local and further afield. There was also confusion over the two different websites currently in operation, Visit Lichfield and Inspiring Lichfield, which was to be the consumer facing website for the BID. These would need to be reviewed as part of the strategy.</p> <p>It was further agreed that communication out to the members will be key to ensure that all businesses are aware of what the BID is doing and its main achievements. Press releases would become more frequent once the projects started to come on line. MP advised that she had a press release drafted about</p>	<p><b>MP</b></p> <p><b>MP</b></p> <p><b>MP</b></p>

<p>the recent first aid courses.</p>	
<p>The footfall counters installation has been delayed due to the project being done by Three Spires Shopping Centre going out to tender. This may push our project over into year 2 of the BID. However this may cause difficulties for the marketing strategy without such data available to us. MP advised that we would need to use the data that is currently available, such as the parking data from the council and potentially the footfall data Three Spires Shopping Centre already has, subject to them agreeing to share that information with the City Centre Development Partnership. SL advised that he would ask if this data could be made available to us.</p>	<p><b>SL</b></p>
<p>It was agreed that there may be a need to look at the possibility of bringing forward some of the other projects, such as signage improvements for example, to counter the projects that may slip into later years. MP to investigate with the district and county councils to see if this would be possible.</p>	<p><b>MP</b></p>
<p><b>A Safer City</b></p>	
<p>The contract has now been signed for the new radios and PM, MP and Richard Lewis would need to sit down and identify which businesses would require a radio as well as the existing users. The monitoring equipment for the radio system will either be housed at Three Spires Shopping Centre with the CCTV monitoring suite or within the BID office. A press release will also be done to highlight this project when it commences at the beginning of May.</p>	<p><b>MP/PM/RL</b></p>
<p>MP reported that she had obtained a quote for some security mirrors to be installed within the alley between Market Street and Bird Street car park for the consideration for funding from the JOG (Joint Operations Group)</p>	
<p>PM reported that he was meeting with the Police this week to discuss the problems currently being suffered in the evenings, with groups of teenagers congregating in the city centre. It is believed they are not local to the area and are travelling in on the train from other towns.</p>	<p><b>PM</b></p>
<p>PM also reported that there was a group of travellers now at Boley Park Co-op who are coming into the city centre and businesses should be aware.</p>	<p><b>ALL</b></p>
<p><b>An Attractive City</b></p>	
<p>The WiFi project is linked to the Footfall counters and was discussed as part of that overall project.</p>	
<p>The new parking initiative was discussed. MP advised that the potential new parking initiative was being put to Cabinet early May along with the proposed charging increases so a decision and project start date could be known by mid May.</p>	
<p><b>Business Support</b></p>	
<p>MP reported that the first three first aid training courses were fully booked and there was a waiting list for new dates which are yet to be arranged. These have been very well received.</p>	
<p>Another proposal from an energy broker has been received for consideration.</p>	

<p>MP to speak to other customers first to get feedback and references before putting both proposals to the steering group for a final decision on the provider we go with.</p> <p>It was suggested that further approaches be made to Waste removal companies to try and secure a preferential rate.</p> <p>AB also suggested we look at other group purchasing deals for businesses with such as Insurance, card processing fees and banking charges.</p>	<p><b>MP</b></p> <p><b>MP</b></p> <p><b>MP</b></p>
<p><b><u>AOB</u></b></p> <p>There was no other business to discuss</p>	
<p><b><u>Date of next meetings:</u></b></p> <p><b>Monday 9<sup>th</sup> May 2016 – 2pm</b>  <b>Monday 6<sup>th</sup> June 2016 – 2pm</b>  <b>Tuesday 19<sup>th</sup> July 2016 – 2pm</b>  <b>Monday 19<sup>th</sup> September 2016 – 2pm</b></p>	<p><b>ALL</b></p>

Minutes Approved – Signed: \_\_\_\_\_

Chair of the meeting

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