



Lichfield BID Directors Meeting

9th June 2016 14:00 hours

BID office – Lichfield

Apologies:-

Simon Lumb – Friary Shoes (BID Vice Chairman)

In Attendance:-

Paul Maddox – The Scales (BID Chairman)

Morag Pringle – BID Manager

Angela Burns – The George Hotel

Simon Warburton – Lichfield Cathedral

Tony Beard – AIT (Company Accountant)

	Action
<p><u>Apologies</u></p> <p>Simon Lumb offered his apologies. All others were in attendance</p>	
<p><u>Minutes from the last meeting</u></p> <p>The minutes from the last Board meeting were approved and signed off ready to be added to the website.</p>	<p>MP</p>
<p><u>Accounts / Budgets</u></p> <p>TB reported on the accounts for the 8 months to 31st May 2016.</p> <p>The current VAT return is showing a potential figure of £15,600 due, however this could be reduced with further purchase invoices throughout June and may be more likely in the region of £13k. This is due to the last payment received from the council for the BID levy.</p> <p>There is currently a net surplus for the 8 months of £111,731</p> <p>The cashflow analysis is broken down showing exactly what has been spent on what type of expenditure.</p> <p>It was agreed that the yearly charge for the radios be recorded in the accounts as a direct expense rather than detailed as a pre-payment</p>	<p>TB</p>

<p>It was also agreed that the payments in and out for the Food Festival should be recorded as separate on the balance sheet, as the BID is acting as a holding account for the money only.</p> <p>MP reported that there had been no further updates on the collection process, other than to advise that there had been technical issues with the collection system which had delayed sending out the reminder notices. MP to chase Lichfield District Council for an update on the current situation.</p> <p>PM reported that he had noticed Hansons on Market Street had been moving out of their premises over the last couple of days and that this should be highlighted to the billing team for reference.</p> <p>MP circulated the current budgets and actuals forecast for the first BID financial year for reference.</p>	<p>TB</p> <p>MP</p> <p>MP</p>
<p><u>Project Updates / Manager's Report</u></p>	
<p>MP had circulated a copy of her report prior to the meeting and went through it during the meeting for discussions.</p> <p>Marketing & PR</p> <p>MP advised that she had spoken to Springboard with regards to them quoting for footfall counters and a meeting had been arranged for 23rd June to do a site visit.</p> <p>The marketing strategy brief was being drafted by Lizzie Thatcher from Lichfield district council, following discussions with MP and SW for input. MP advised that she had chased for an update on progress.</p> <p>The new City Guides and Maps have been delivered and some have been handed out to businesses around the city centre. MP is holding the stock in her office at the moment and were available for anyone who wanted copies. The City Guardians have been distributing them to visitors during their duties and they have been very well received.</p> <p>The second edition of the newsletter was sent by post in print form to nearly all businesses with some hand delivered.</p> <p>Press releases on the Friarsgate Development, the parking charge increases and the St Marys regeneration were sent out and all were taken up by Lichfield Live but none by the Mercury. PM to speak to the reporter from the Mercury. We had an update featured in the council's newsletter and a full page feature within The Bower programme.</p> <p>TinyCOW has advised that the BID logo is to feature on the signage around the city for the Tom Jones concert, although details of how many and where have not been provided yet.</p> <p>Events</p> <p>MP reported that Lichfield Food Festival now had two headline sponsors for the event, Central England Co-operative and Tempest Ford. Additional sponsors are confirmed as Taste of Staffordshire, The Smile Centre, Lichfield Chamber of Trade, The Best of Lichfield & Poms Kitchen & Deli. There have also been voucher inserts sold for the programme to 10 businesses so far.</p>	<p>MP</p> <p>ALL</p> <p>PM</p>

There were over 150 applications being processed for stall holders. Booking had been confirmed for the evening pop concert on the Saturday 27th August, headlining 80's pop duo Hue & Cry. The Jazz Ramblers had been booked to perform on both days around the city as well as the town crier. Also 15 picnic benches have been hired for the Sunday to be set up on Market Square to create an eating area for visitors. PM suggested that we look to purchase parasols printed up with the BID logo to be used with the picnic benches, that could be re-used at other events in the future.

MP

MP reported that a meeting had been held with councillors and representatives from both the district and city councils to discuss the possible siting of an ice rink in the city centre. Following discussions it was established that the Market Square would not be available for use for a whole week during the Christmas period. Bore Street had been suggested as a possible alternative location with a road closure, but following discussion it was felt that this would not be a large enough space and that it would cause disruption to neighbouring businesses. The group made the decision to not go ahead with an ice rink this year and to look again in future years if a suitable location became available. It was agreed that the Board would need to think again and come up with alternative ideas for the BID to provide for this Christmas, although we would continue to plan the additional lighting decorations for The Friary and Tamworth Street.

ALL

MP advised that the BID has been asked to act as responsible body for the Christmas planning committee and in that role apply to the council for "Special Event" status for the Christmas Festival, so that street trading licence fees could be covered by the council for the markets that were planned; Lichfield Chamber of Trade Christmas Fair and the Twinkly Market. Following a discussion the Directors decided to decline this request this year due to a lack of resources. Having acted as responsible body for the Food Festival it has now been established the extensive additional workload this places on the BID Manager. Therefore the Directors felt the BID was unable to provide this again for the Christmas period. It was agreed however that the BID would look into the possibility of bringing in additional staff for next year to support both the Food Festival and Christmas planning.

ALL

Applications for funding for events had been received and circulated to the whole Executive Committee prior to this meeting. The whole group selected the applications for The Dash, Proms in the Park and The Georgian Festival for further approval of the Directors. Following discussions the applications for The Dash and for the firework display at Proms in the Park were approved for funding. The Georgian Festival was agreed for final approval subject to full details of the actual activity being funded by the BID, with final costs, being received by the next board meeting.

A Safer City

MP reported that the JOG have now paid for the year's rental of a radio for the Late Night Listeners and Debenhams have been invoiced for their second radio. Two more radios were ordered to replace these and have been distributed to businesses. There is also now a waiting list of businesses interested in having a radio.

The City Guardians have continued with Friday and Saturday nights and also worked Bower Day. The Chair of the Bower planning committee passed on their thanks for the City Guardians helping to distribute the programmes around the city centre, as this was the first year they got rid of all the programmes they had.

<p>The City Guardians were also distributing out our new city guides and maps which are proving very popular with the public and the guardians have been getting some very positive comments back from the general public regarding their role and Lichfield BID.</p>	
<p>They have been keeping a daily record log of all incidents they have witnessed whilst on duty, which are filed in the BID office. PM asked for copies of these to be given to Richard Lewis to assist with his crime reports.</p>	<p>MP</p>
<p>Richard Lewis is continuing to sign up businesses to the Business Exclusion Scheme to give them access to the ACIS website and the BID has now paid for the new ACIS licence. AB and SW asked to be signed up to the scheme</p>	<p>MP/RL</p>
<p>MP advised that PM has expressed a wish for the Pubwatch scheme to enter the National PubWatch awards this year with the BID offering supporting comments to the application. This was agreed.</p>	<p>MP/PM</p>
<p>An Attractive City</p>	
<p>The group discussed the proposed WiFi project with regards to the impending 5G implementation but it was agreed that it would be several years before 5G was widely in use and therefore we would still pursue the WiFi project for the city centre. It was agreed that we would give it until the end of July and if there was no further update on the plans for Three Spires Shopping Centre WiFi, then we would get revised quotes to install around the rest of the city centre and leave out this area. It was suggested that we find out if the main line could be installed in the council offices and run the system out from there.</p>	<p>MP</p>
<p>The parking charge increases has now been approved by the council but no clear date yet given for when the new pricing is to start The potential trial of the “check in, check out” payment machines was also approved by the council and they are now looking at starting this project with us shortly.</p>	
<p>MP reported that the new bunting was being delivered on Friday 10th June and would be put up on Monday 13th and Tuesday 14th June. A sample of the bunting was shown to the group.</p>	
<p>Business Support</p>	
<p>MP advised that members from the individual steering groups had requested that the whole Executive Committee (Board) join back into one meeting per month, as some wanted to have input into other projects without having to attend multiple meetings. Plus it was easier for them to understand what was happening on all themes of the business plan if it was all covered at one meeting. The Directors agreed the decision that the next Director’s meeting be changed to the combined group to be held at 6pm again, with a Directors meeting just prior. SW advised that the Cathedral may be able to help with meeting rooms when The George was not available. New dates and times for the meetings would need to be circulated.</p>	<p>ALL MP</p>
<p>MP reported that the next two first aid training courses were planned for 13th and 30th June and then a further date on 8th August to be held at the Garrick Theatre. There was also a 2 day re-qualification course set in July at the Garrick, but there had been no further interest in this course yet.</p>	

<p>The Customer Service training that was help on 6th June we were just awaiting feedback on.</p> <p>The group suggested that quotes be obtained for a pull up advertising display for the BID, that could be used when running training courses, seminars and meetings to promote that it is a BID event.</p> <p>The contract with UtilityWise was signed and a feature appeared in the recent newsletter. MP will be setting up another meeting with them in mid July to discuss how to market the offer out.</p> <p>MP reported that the Lichfield & Tamworth Chamber of Commerce and Industry were interested in working with the BID on activities for the Professional sector businesses. It was suggested that we could both work on promoting out the Future Faces for young professionals and tie in with the professional lunches that the Chamber put on, promoting those out to the BID businesses. The group agreed that we could promote these out.</p> <p>The Chamber advised that if the BID were to join the Chamber then they could also promote out BID events and services. The group discussed this but felt that it was not appropriate for the BID to take out Chamber membership.</p> <p>It was also discussed about setting up a website to “Match up” local businesses looking for a specific service / goods, giving a full business directory listing with details of the companies specialisms with specific contact details. This would be updated by the businesses themselves with a unique log in, which would cut down administration time. It was agreed that quotes for this should be obtained, with a view to looking for funding towards it.</p> <p>MP reported that the BID had been asked if it would like to nominate We Love Lichfield as the BIDs charity of choice. It was discussed and decided that it was not usual for a BID to have a specific charity as it is a not for profit organisation designed to support businesses.</p> <p>Taking out membership of ATCM was discussed, as this had previously been paid for through Townsafe with Richard Lewis having attended previous meetings and events. The group felt that they needed to know more about what the benefits of membership were before a decision was confirmed.</p>	<p>MP</p> <p>MP</p> <p>MP</p>
<p><u>AOB</u></p> <p>MP reported that the BID had been approached and asked to provide a letter of support for a planning application for a new campsite in Abnalls Lane. The details were discussed and it was agreed that the BID would offer its support from an economic view point by attracting additional visitors into the city.</p> <p>MP advised the meeting that there was a planned closure of the A5127 (Burton Road) from the A38 slip road from 19th July for 12 weeks which would cause severe congestion into and out of the city centre. Severn Trent were laying a new sewage system which would take 6 weeks, over the school holiday period but then the Highways were keeping it closed for a further 6 weeks for other works, full details of which were being chased.</p> <p>PM suggested that the council be approached about putting in additional signage around the city centre to warn the CCTV was in operation, as currently there was little signage in most areas. The signage can act as a deterrent to crime.</p>	<p>MP</p> <p>MP</p>
<p><u>Date of next meetings:</u></p> <p>Wednesday 20th July 2016 – 4pm for Directors, 6pm full committee – The</p>	

George Hotel

Date in August to be set at next meeting

Monday 19th September 2016 – 4pm for Directors, 6pm full committee

ALL

Minutes Approved – Signed: _____

Chair of the meeting

Date: _____