



Wednesday 4 November 2015 at 1pm-3:30pm
The Hat Factory, Bute Street, Luton

MINUTES OF MEETING

<p><u>Attendees</u> Clive King (Vice Chair-Arriva) Fabiana Panetta (pfbb uk) Gav O’Brien (Chair- Clearhead) Ian Ferguson (pfbb uk) Ian Rowlands (ATP) Martin Isles (Casino) Laura Church(LBC) Helen Bailey (University of Bedfordshire) Marie Kirbyshaw (Luton Culture) Martin McWhinnie (Capital and Regional-The Mall)</p> <p><u>Apologies</u> Sian Timoney (LBC)</p>	
<p>1. Matters arising from previous minutes</p> <ul style="list-style-type: none"> ✓ Actioned ✓ send info to Clive Jones for the final Operating Agreement and MOU ✓ LC hot spots should be sent to Jennifer Wyatt to check if cctv covers them 	
<p>Agenda Items</p>	
<p>2. Potential new Board members Marie Kirbyshaw (CEO Luton Culture) is present today. She did express interest in being part of the board and in the last meeting it was agreed to invite her.</p> <p>Chair should call for a vote to appoint MK as a Director of the Luton Board</p> <p>Chair proposed, Ian R seconded. Agreed unanimously. MK to submit her information to Luton BID so that this can be sent to Companies House to confirm her appointment</p>	<p>MK</p>
<p>3. Finances</p> <p>a) Levy collection. Information needed from NNDR on amount collected and recovery. Clive Jones NDDR team has advised us that the server has not been able to support the new reporting software and therefore is not able to generate reports. He is currently liaising with Civica, the software suppliers and hopes to get this rectified sometime in early December.</p>	

<p>b) Finance report</p> <p>MFA presented the Finance report Central Admin /Overhead costs to be reviewed for next meeting. LC asked whether we could include a forecast in the finance report relating to future projects. MFA explained this is in the committed costs where future projects had been planned but she felt that we were currently not where we had expected to be in regard to project delivery</p> <p>MK asked whether there is a reserve. MF said that there is a provision for renewal of the BID.</p> <p>MMW said that if we haven't achieved what is said in the business plan, as a BID we need to be able explain why. IF explained that this was going to be covered in the extraordinary Board meeting following this meeting. GO said that there has been positive feedback from businesses.</p>	<p>MFA</p>
<p>4. Project and Delivery Update</p> <p>Springboard Cameras</p> <p>IF tabled a project proposal to fund Footfall cameras The Council currently funds 3 cameras but data is not used or analysed. These cameras will cease on 23 November unless alternative funding secured. The BID objective 4e provides for monitoring footfall.</p> <p>There were discussions with regard to location of cameras and interpreting data/trends. pfb offer a retail and sales monitor service that they run in other BIDs. BID Board to have a presentation on the national situation with regard to footfall and sales at a future meeting.</p> <p>Springboard cameras are still running, until the end of November to allow time for BID to discuss about how to move forward. IF recommended to keep the cameras and option to insert a 4th one. Any contribution from the Local Council would be appreciated. CK asked whether the contract covers replacement of weathered or faulty cameras. IF confirmed that this was part of the leasing arrangement.</p> <p>Agreed that BID will fund 3 cameras and the Council will fund a new 4th camera for the duration of the BID. (Location to be confirmed but likely to be Market Hill area). IF to liaise with LC and Springboard to confirm.</p> <p>Discussion about where a fourth camera would go. Agreed that it should be around Market Hill end of the town. MK asked whether the mall would share footfall data. MMW agreed that they would to the group. The mall has benchmark info on all the other malls.</p> <p>MK asked whether we should set targets. IF said that if this was done other factors also need to be considered as footfall cannot be considered in isolation. MMW agreed and said that the national trend is down but across the board they are better than the other places. MMW said that there is not necessarily a correlation between footfall and sales and gave an example of where 10% 15% decline in sales but with more margins. LC said that national trends should be considered. GO said</p>	<p>Future meeting</p> <p>IF/LC</p>

we should have a target provided that it is context and other factors are considered. MK suggested that we could have smaller targets for events.

General project update

FP gave a quick update on KPI's
72 Vacant units in the town centre
22 New Businesses from July (from the start of July)

Footfall 1st quarter April-May-June -1.3%
Footfall 2nd quarter July-August-September + 1.5% (4.151.476)

Objective 1 Promotion

Tendering exercise has been carried out with designers in the BID area to appoint a designer to produce all the artwork and branding for the Christmas in Luton Campaign.

Business Communication

A BID newsletter will be mailed to Businesses in the next 2 weeks

Retail Campaign

Luton Christmas Cracker – is yours the winning ticket? campaign to be launched on the 15th November.

Free Prize Draw for 4 consecutive weeks with 2 winners of £250 to be spent in the BID area and 4 winners of additional gift prizes donated by the Mall, Debenhams, Cineworld and the GYM.

A photo shoot with winners will be held at events during November / December

Draw days and prizes

25th November 2015: Cineworld Year ticket (worth approx £200)

2nd December: Year free membership The Gym (worth approx £170)

9th December: The Mall Gift Voucher (worth £200)

16th December: Debenhams Gift Voucher (worth £100)

Ceremonies or events when winners can be awarded:

28 Nov - Lighting up Luton by Nadia Hussain, winner of the Great British Bake Off, 5:10pm (25 Nov draw)

11 Dec - Skating Rink Official Opening by a member of Luton Town Football Team, 6:00pm (2 Dec draw)

12 Dec - Christmas World Stage on Market Hill (time to be confirmed with winners) (9 Dec draw)

20 Dec - Carols in the Town Hall Square (time to be confirmed with winners) (16 Dec draw)

Press-Advertising

The Christmas Campaign has a strong presence on local press to advertise the events organised by Luton BID and for the Christmas Cracker Prize Draw campaign.

Full page on Luton on Sunday for 5 weeks

Luton at large
Lutonline
What's On Christmas Magazine
Polish Magazine Lokalny
The Mall brochure
LBC Christmas Brochure

Skating Rink Advertising Panels

The BID has promoted the opportunity for businesses to purchase banners around the skating rink. It was agreed that we would not consider any concessions for charities until we see how successful the banner sales are.

Website will be launched next week. www.lutontowncentre.org

All BID businesses will have the opportunity to have a free site and all Cultural partners are encouraged to promote their events on the site. It was agreed to review how successful the business pages are mid next year as it is felt that poorly maintained business pages are of concern.

Event Planning – It was felt that Luton would benefit from having a 'whole town' event planning meeting so that date clashes could be avoided.

Objective 2 Environment

Deep Cleaning 26 September

Additional cleaning of critical areas has been carried out and these areas at the moment remain clear of litter.

Planters

The planters on George Street have been prepared for topiary. Underplanting will also be on each planters and bulbs which will blossom in Feb/ March and through Spring will be in the 6 planters and also on the big triangular-shape one fronting Don Millers.

Window Vinyls

Made in Luton has been appointed as a collective to produce the artwork for this project.

We had 6 authorised shop windows from owners but in the short time that the designers have come up with the artwork almost half of them are now under offer. We will carry on with 2 of the authorised ones for the time being but we will need to see a second phase of the project to see the real impact.

Objective 3. Experience

Christmas in Luton Campaign

'What's on' Magazine advert Circulated to the members

Mascot from Luton Pride- Penguin which will be present at the switch on event and parade with Nadia Hussain

Skating Rink

CK asked about security of the rink and how money collected will be accounted for it. FP explained

<p>that she had discussed this with the rink and they did not need security and would report for money taken daily. School Slot – Skating sessions for schools have been offered at 50% rate CK queried why a penguin was going to be used when the theme of the campaign was Christmas Cracker</p> <p><u>Objective 4. Businesses working together</u></p> <p>Healthy High Street Programme- Upskilling and Mentoring Project- Board and Management Group members have been invited to commit to the programme to be launched in January and operational from February to April.</p> <p>Luton Investment Fund A 1.5 million fund has been launched for Luton from the Art Council to fund the art and culture in the area. This is a big opportunity and the Luton BID is also mentioned as a partner on Strand 2 New Cultural Event.</p> <p>The funding deadline is the 11th of December and many organisations have come together to bid collectively and include as many stakeholders as possible.</p>	
<p>5. Date of next meetings Wednesday 20th January- 2 pm</p>	
<p>6. AOB Current directors then met for an extraordinary meeting in the absence of FP.</p>	