



Wednesday 16th September 2015 at 2pm-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)</p> <p><u>Apologies</u> Sian Timoney (LBC) Helen Bailey (University of Bedfordshire) Martin McWhinnie (Capital and Regional-The Mall)</p>	
<p>1. Matters arising from previous minutes ✓ Actioned</p>	
<ul style="list-style-type: none"> ✓ Get personal details and Register directors to Companies House ✓ Appoint a Luton Accountant ✓ Jessica Pilkington appointed PR company to support the BID (SEMLEP PR) ✓ Send dates to HB- of future events scheduled to engage students ✓ Website designer appointed (JNB)-launch in October ✓ Check that all board and management members are the list of the- E-bulletin ✓ Send email to CC with List-people –dates of Baseline Agreement ✓ get SAG dates (although SAG can also be notified via email and send a response) <p>Action- Nexa light font to be reviewed (Clearhead is looking into this). CC to have a word with Clive Jones re invoicing only after Clive has responded to IF.</p>	
<p>Agenda Items</p>	
<p>2. Potential new Board members Laura Church is standing in for Colin Chick as she is now interim Corporate Director for Environment and Regeneration.</p> <p>Marie Kirbyshaw (CEO Luton Culture) has expressed her interest in being part of the Board, although today she could not attend and gave her apologies. It was agreed that she would be invited to attend the next Board meeting.</p>	

3. Finances

a) Levy collection and billing

IF had a meeting with Clive Jones (CJ). Original budget for levy collection was £18,000. However the charge proposed by Luton BC for the two rounds of billing in January and April had been £55,000 which equated to 7% of the amount billed while the recommended guidelines from DCLG is 3% of levy bill value.

Clive Jones (CJ) had explained to IF that the setting up the BID with the software required had been above his Departmental budget including the costs of £7,000 for half the reporting software. Despite this CJ had reviewed the BID charges is proposed to IF that for the first round of billing he would charge £9,000 (Jan-March) and the second round of billing £18,000 (Apr-March) which is a total of £ 27,000 instead of the original £55,000.

The final year it will charge pro rata.

CK asked clarification on how the first request of £55,000 was formulated. IF explained that it was originally calculated on cost per bill. (DCLG regulations suggest this approach or 3% whatever lower). In the Luton BID the low threshold of rateable value means a cost per bill approach leads to the charge being a higher proportion of the levy revenue.

Plus a great proportion of businesses has changed ownership and has impacted on the work implemented on any reference account. CJ had indicated that it appeared that 50% of the businesses in the BID area had changed ownership or relocated during the last 9 months as he had had to issue an additional 800 bills.

Also the NDDR team has deducted some costs from the Luton BID Fund. These will be now returned into the account and an invoice issued to Luton BID.

IF proposed that it would be recommended that an open invitation to be given to Clive Jones from time to time to Board Meetings. LC added he could also report back on performance of billing and would be very useful. This was agreed.

IF explained that when the software will be working (not now) we will get access to the data and see what the situation is in real time.

MI proposes to accept the new charges for billing. IR seconded it. Charges were accepted by the Board unanimously.

GO we need to get an idea of the turnover of new businesses. The NDDR found 800 new businesses. LC suggested that this could be used as a performance indicator, looking at where do they move and why. It could either be a positive or a negative element. CK also pointed out that it could impact on the BID Renewal as new businesses would not necessarily know the benefit of the BID activities. This should be monitored. IF to talk to CJ to see how this can be done.

CJ asked about what support can be given to new start businesses? (referred to later in discussion on Healthy High Street)

Actions:

IF to have a word with CJ to monitor this at least yearly.

b) Finance report

IF presented the Finance report - Board Acknowledged the report. No issues raised.

4. Project and Delivery Update

Objective 1 Promotion

-Business Communication

A newsletter with updates has been sent to all the businesses in the area. Designer attracted by the Ebulletin. Business of the BID Area. Newsletter received by the 4th of August

Weekly e bulletin with news to businesses

-Press-Advertising

Double page on the Luton on Sunday to promote the activities of the BID and events such as the Colour of time which have been highly successful. (August)

-Press release re the successful Healthy High Street Programme also on the SEMLEP site (August)

IF explained Healthy High Street project to the Board- Aims and objectives- and how it fits in. LC suggested to email Paul Adams to get someone from the Economic Development Team to get involved in the project. Also London Luton airport limited is a sponsor of the Princes Trust- Lesley Nicholls the contact of the Princes' trust to be contacted by FP.

-Website- Launch in October

Objective 2 Environment

Street Cleansing (with the exception of John Street) has been cooperative and have cleaned items and areas identified by businesses or reported directly by the Ambassadors.

Objective 3. Experience

4 Luton Live Events were successfully organised and implemented in different spaces (The Mall-Market Hill- Town Hall square- St George's Square). Promoted though the e bulletin and social media.

The next event on the 3 of October had been planned to feature local artists such as the Luton Gospel choir and NGYT (theatre and performances) but these cancelled yesterday

GO usual problems with businesses not committing or not providing good quality.

<p>Ambassadors are fully operational and have collated and updated so far information from approximately 1,000 businesses.</p> <p>A steering group has been formed for the coordination of Christmas event and promotion.</p>	
<p>5. Baseline Agreements, Operating Agreement and MOU</p> <p>There are still baseline agreement outstanding. These are fundamental to then go into the Memorandum of Understanding with the Council for the next 5 years.</p> <p>LC advised that Highways and Parks were sent an hour before.</p> <p>Outstanding: -Parking Department has been completed long ago and is awaiting sign off from the 21st of May (The document has been received the following day of the meeting)</p> <p>Signed: CCTV Street Cleansing Community Safety Bedfordshire Police Licensing Street space Management (incl Festival Lights) -Parks -Highways</p> <p>We need to send info to Clive Jones for the final Operating Agreement and MOU. LC stressed the importance of reviewing Baseline Statements annually given the stretch to services budgets. FP explained that this is engrained in the baseline.</p>	
<p>6. Project Plan Sept-December as per table circulated at the meeting.</p> <p>Projects discussed in more detail: IF explained the project agreed with Healthy High Street about the event to be held in January for small businesses- proposing skills and mentoring programme that they can tap into. The event will be hosted by Santander.</p> <p>10 November meeting with a range of businesses covering different skill set to plan a structure of training and seminar and mentorships- other contacts suggested, who would be able to contribute to the event included: 'Wenta' good contact suggested by LC/IR SEMLEP suggested by LC Velocity-suggested by LC Small Business Federation SFP suggested by LC</p> <p>IF explained that the programme of seminars will run initially from Feb to April 2016.</p>	

<p>GO Mentorship is key for the businesses. CK it has to be clear that Healthy High Street project re mentoring is coordinated by the BID- the message that this is organised by the BID should be promoted. Businesses could be used as testimonials when the renewal will be done (in general promote)</p> <p>Discussion followed on hot spot cleaning 7-8 spots that are 'the usual suspects' GO low cost deterrents like sign up like CCTV is watching you. LC hot spots should be sent to Jennifer Wyatt to check if cctv covers them MI maybe dummy cameras could be used LC we do also to do an educational campaign of people, and the council is looking at doing this.</p> <p>IR do we need to appoint the council directly or shall we tender? Discussion was held on the appropriateness of comparing any council quote to external parties and get best value for money. LC suggested to commission additional cleaning to the council and only if at a later stage found not to be competitive to ask for quotes (although any third party would need authorisation from the council to clean their land). Or ask for a quote and compare with others before deciding. GO or clearly show 'this is being cleaned by Luton BID'</p>	
<p>7. Christmas proposal <i>Request submitted to Board to ratify proposal to spend £26,000 on synthetic ice rink to be BID contribution to Christmas and run alongside BID Golden Ticket promotional campaign</i> Proposal was submitted to the Board with total expense and info re other events happening in the town centre in Christmas.</p> <p>Ice Rink could be promoted alongside the market in George Street, the Grotto and other events (Stage for 2 day, Luton Pride, Choirs).</p> <p>GO/CK give promotion for the businesses- special discounts for employees- PR ways-</p> <p>CK instigated a discussion around price to the public and time slots. Calculations based on £3 per 15 minutes slots could recover the whole cost of the Ice Rink at 30% capacity.</p> <p>Method of ticketing should be sent to the Board and suggested time slots.</p> <p>Board agreed to fund the Ice Rink.</p>	
<p>8. AOB There was no other business</p>	
<p>9. Date of next meetings TBC</p>	