



LUTON BID
Joint meeting for both the Board and Management Group
2 pm on Thursday 3 December 2015
Venue UKCCA , St Mary's Rd, Luton LU1 3JA

MINUTES OF MEETING

<p><u>Attendees</u> Gavin O Brien Clearhead (Chair of BID) Clive King – Arriva (Board) Martin MacWhinnie -The Mall (Board) Martin Isles – Casino (Board) Marie Kirbyshaw – Luton Culture (Board) Laura Church – LBC (advisor to the Board) Darren Collinson –Marks and Spencer (Mgmt Gp) Amanda Krebs – University (Mgmt Gp) Abbas Shaffi (Mgmt Gp) Billy Hussain – Alvaston (Mgmt Gp) Jules Mattison – White house and Pubwatch (Mgmt Gp) Bashir Delvi – Galaxy (Mgmt Gp) Melanie Ferguson-Allen – pfbb UK Ian Ferguson –pfbb UK</p> <p><u>Apologies</u> Management Group : Roy Greening, Chad Sonara, Michelle Griffin, Tony Ireland Board - Ian Rowlands, Sian Timoney, Helen Bailey</p>	
<p>Matters arising from previous minutes All covered under agenda items No previous minutes for this meeting as there has not been a combined meeting before</p>	
<p>Agenda Items</p>	
<p>1. Declarations of interest Marie Kirbyshaw – LIF , Gavin OB – LIF, Amanda Krebs – LIF, Darren Collinson - HHS</p>	

<p>2. pfb update</p> <p>BID Project Manager and Administrator no longer with us.</p> <p>We have undergone a review and assessment of all work that we were aware of that as in progress. Despite being told otherwise, notes had not been made of some projects.</p> <p>Also met with a number of businesses and organisations including members of Board and Management Group to check on understanding and priorities for the BID at this point</p> <p>As regard work in progress, our priority was to ensure that Christmas is sorted and in place (later agenda item refers).</p> <p>We have finalised delivery of 2 projects (window vinyls and planters) that had been due for completion in September</p> <p>It was apparent that our concerns were not unfounded, and that the decisions we took on 4 November were the right decisions. Our guidance, best practice and instructions for proper project management had not been followed.</p> <p>Over the last 4 weeks, we have had an interim BID Project manager, and events and cultural coordinator (to cover weekend events) and both pfb directors have led on moving different projects forward (later papers outline this). Social media has been picked up by the PR agent on an extended contract – and already improving the F and T. We are retraining the Ambassadors to work how they had initially been trained and they are responding positively.</p> <p>We are advertising the BID manager post. JD is available and via ATCM.</p> <p>Job to be put out via BID Facebook and Twitter. – with live link to Smart Link – also distribute to Board members to co promote. Important to get the right person – salary should not restrict this.</p> <p>Finance – covered later in the agenda</p>	<p>To be sent out to all Board</p>
<p>3. Board and Management Group: sector/stakeholder representation & structure</p> <p><u>Proposal</u></p> <p>Board looks after governance, on budget, delivering against the plan.</p> <p>Management group intended to be the coordinating group – supporting Project team for project delivery.</p> <p>Over last few months, attendance at Management Group has declined. This is an</p>	

opportune time to review and make sure all business sectors are represented around the Board.

We are proposing that we consider that this meeting the groups are combined, to cover both governance and project delivery as one group, and to ensure that there is representation from all sectors at Board level.

Discussion

CK – is the decline in attendance related to the previous staff?. Should we put the new team in and guide them on motivation of management Group participants – and review in another year

BD – Previous Management Group attendance fluctuated.

DC – lack of clarity of who is on which group. Disagrees to wait a year. Feels it is better to bring groups together. There is a disengagement between Board and businesses

MM – Previous administration of meetings was shambolic.

BH – Previously there was no clear timeline set for future projects

GOB – wait for new Project manager - have separate meetings for a year.

AK – also need working groups

GOB – all meet – get an update on recruitment and project outline. Then decide what is the best way forward with regard to Board structure. GOB proposes, CK seconds. All agree

Decision made

To all meet at next meeting. To get an update on recruitment and project outline, and to then make a decision with regard to Board Structure

4. Specific project updates

a. Footfall cameras. OBJECTIVE 4e

Orders have been placed with Springboard

- a) To retain the existing three cameras in Luton for a period of 49.25 calendar months from 24/10/15, for a total cost of £39,153.75
- b) To install an additional camera at Lamp Column No 2 on George St between the junction of Park St and Market Hill (lamp column no 2) for a period of 48 calendar months from 4/01/16 for a total cost of £13,515.00.

<p>Installation date to be confirmed by Springboard Luton Borough Council have agreed pay all costs for the first camera for the life of the BID. LBC have agreed to pay the entire amount so that it comes out of this financial year's LBC budget.</p> <p>We have approached The Mall with the request to provide the BID with one total figure for the Mall's cameras from Monday to Sunday each week and the equivalent figure for the same week of the previous year. We will then be able to use the trend figure +/- % on the same week of the previous year as well as the +/- % against the previous week. We will also be able to compare this against the street camera data which will be analysed in the same way and to see the comparisons against the Mall.</p> <p>Mall uses shoptrack Galaxy uses Experion</p> <p><u>Discussion</u> How is data going to be shared? Pfb can put a proposal together for a contract for footfall collation and analysis Trend on weekly basis MK – how can this data be shared to a wider audience</p> <p>MFA – secure access via BID website – or emailed to Board/Management Group members IF – context of data is really important. MK/GOB –info need on how it operates in other places etc. Positive impact, benchmarking</p> <p>GOB – Thanks for Laura and LBC for funding fourth camera</p>	<p>Next meeting agenda. Pfb to submit proposal for analysis</p>
<p>b. Luton Investment Fund. (Paper attached. Board agreement sought)</p> <p>OBJECTIVE1,2,3,4</p> <p>Paper circulated. The BID Project Team recommend that the BID offers letters of support for the applications with an offer of in-kind support and, in two instances, additional financial support.</p> <p>UKCCA for Magic of the Night – A New Cultural Celebration A maximum of BID contribution of £10,000 over 2 years to attract an estimated £150,000 £190-200K in Year 1 and about £170K in Year 2. (note – this is UPDATED INFO since paper was distributed on Monday)</p> <p>Luton Culture A maximum of BID contribution of £40,000 over 4 years – to attract an estimated £700,000 grant funding</p> <p>ACTION GOB Proposed to approve this.</p>	<p>Letters of support to be submitted</p>

<p>CK seconded</p> <p>It was agreed that the application for Batighor was focused on one community – and thus no additional support to be offered (over and above the in-kind support the BD would offer any relevant activity)</p> <p>Luton BID has received other approaches relating to</p> <ul style="list-style-type: none"> • artists placements within partners for funded residences to develop conceptual Public realm projects) <p>Do not fit in with BID objectives</p> <ul style="list-style-type: none"> • skills audit of creative and programme for training creatives <p>Still awaiting more info but initial consideration is that this does not fit in with BID objectives</p> <p>It was agreed that approaches made at this late stage are very late in expecting the BID to work with them (considering that applications need to be submitted to Arts Council next week)</p>	
<p align="center">c. Christmas Campaign . (Paper attached) Objectives 1a,1d,1e,1f,3e</p> <p>Paper circulated and verbal update given</p> <p>For next Board meeting - Summary of number of Cracker tickets per week (and source).Skating rink bookings and coupons redeemed.</p>	<p>Next Board meeting</p>
<p align="center">d. Healthy High Street. (Paper attached) Objective 4b</p> <p>Paper circulated and verbal update given</p> <p>GOB – This is one of the most exciting projects that the BID is doing</p> <p>DC – excellent idea – this project can help SME grow and develop. Very positive story for Luton</p> <p>LC – Can help promote date in their newsletter. JP to liaise with Georgina Barker</p> <p>AK – University wants to also contribute to the programme. AK to liaise with IF</p> <p>DC –important to get the model right. Mentoring would be a stage 2 of the programme. HHS wants to reduce amount of empty shop, increase footfall. Businesses in HHS will be included first. Have already got 15 businesses committed</p>	<p>JP</p> <p>AK</p>
<p>5. Finance report</p> <p>It was identified that the previous BID manager had miscoded some items of expenditure, had</p>	

not recorded other items of expenditure, and had double accounted for other items. It should be noted that we are still uncovering anomalies where expenditure has been made without financial records.

The financial report is for a 15 month period January to March 2016 to ensure financial years coincide with billing periods.

The Project management time is apportioned to objectives within the budget and within the ongoing financial reports

We need to stress that until the Christmas campaign has been completed, more items may need to be revised

LBC is still experiencing difficulties with its software and, as a consequence, the BID has been unable to raise any levy invoices since July.

6. Dates of future meetings

Wednesdays 2pm.

20 January – incl Finance update Poker room in casino

24 February

20 April -incl Finance update

18 May

20 July incl Finance update

14 September

19 October

23 November- incl Finance update

(MFA to confirm with MI separately)

7. AOB

BD – Galaxy will be fully let by end of next year

AS – acquiring 2 Santander sites to convert to coffee shops – with aim to get outdoor seating. (to liaise with LBC)

MK – Conners will be closing on Thursday nights, still open on Friday nights, but will be open on Saturdays from 2016. Panto season at Theatre. Tickets available

BH – Not available for 20 Jan meeting

AK – Week 14 Dec – Roald Dahl reading week. James and Giant peach on 16 Dec 6pm.

AK to provide info for BID

