

Present	<p>Ian Sandison (IS) – Love Cambridge Chairman</p> <p>Emma Thornton (ET) – Head of Tourism & City Centre Management and Love Cambridge</p> <p>Becky Burrell (BB) – Partnership Manager, Love Cambridge</p> <p>Nick Allen (NA) – Bursar, Sidney Sussex College</p> <p>Shara Ross (SR) – Manager, Hotel Felix</p> <p>Nicola Buckley (NB) – University of Cambridge</p> <p>Ruth Payne (RP) – John Lewis</p> <p>John Dix (JD) – Hewitsons</p> <p>Colin Grant (CG) – Group Editor, Cambridge News</p> <p>Simon Payne (SP) – Cambridge City Council</p> <p>Michael Wiseman (MW) – The Grafton</p> <p>Chris Williams (CW) – Independent Advocate</p> <p>Cllr Matthew Shuter – Cambridgeshire County Council</p> <p>John Onslow (JO) – Cambridgeshire County Council</p> <p>Cllr Neil McGovern (NMc) – Cambridge City Council</p> <p>Andy Campbell (AC) – Managing Director Stagecoach</p> <p>Becky Churms (BC) – Visit Cambridge</p> <p>Tony Harold (TH) – CAMBAC Chair</p> <p>Michael Bond (MB) – Chesterton Residents Association</p> <p>Kate Carreno (KC) – Fitzwilliam Museum</p>
Apologies	<p>Vicky Hornsby (VH) – CAMBAC Manager</p> <p>Helen Hames (HH) – Love Cambridge</p> <p>Nicky Morrison (NM) – Residents Advocate</p>

1.	<p>Declarations of Interest</p> <p>NA – Capital Grant application has been submitted for Sussex Street</p>
2.	<p>CBbid Update:</p> <ul style="list-style-type: none"> Business Breakfast meeting took place on 15th October. Very pleased with attendance

	<p>attendance</p> <ul style="list-style-type: none"> • Briefing is the second stage of the initial engagement process with the business community • Chaired by Jacquie Riley • Great diverse attendance with representatives from a variety of sectors including professional, retail, education, property owners, property agents • Next stage in the process is to send out a newsletter to all those businesses who received a survey in the summer • ET going to visit a couple of BID areas in the next few weeks • Activity goes a little quiet over Christmas as we are aware that businesses are focused on crucial time of year • TH – is there a way we can communicate with businesses between now and early next year – to keep momentum? • ET – could look into best option, as yet, at this stage of the project, we don't have database of email addresses • Luke Crane – BIDS Development Manager is due to start full time in January 2012 • The Delivery Service Plan & Sustainable Procurement element of the project has started and a workshop is being held to introduce businesses to the concepts/projects. Invites can be extended to businesses outside of the BID area and does not exclude large businesses <p>LC Board Feedback from Breakfast Briefing</p> <p>JD – turn out was very positive. Very impressed with Luke and his presentation and delivery</p> <p>IS – common themes seem to emerge, particularly within sector groups</p> <p>IS – when is a good time to engage more widely with the press?</p> <p>ET – possibly early next year, when we have a little more to report</p> <p>SP – Cambridge News often does 'A year ahead' piece in the paper, could this be a potential opportunity?</p> <p>CG – could do a 'Looking forward' piece</p> <p>Action - Love Cambridge to coordinate with Colin Grant any press ideas/activity</p>
3.	<p>University & Museums Activity Update 2011 – 2012 – Kate Carreno</p> <p>Over 600,000 people visit University of Cambridge museums annually – figure does not include Botanic Gardens</p> <p>Over 45,000 visitors to the festivals each year</p> <p>University of Cambridge are getting involved with more projects across the city including sponsoring the Love Cambridge Day & Night Guide and working on projects undertaken by Visit Cambridge etc.</p> <p>Cambridge has the largest cluster of collections outside of London – currently 8 accredited museums</p> <p>IS – is there a master website so city users can find out about all of the offers in one place?</p>

	<p>KC – yes, through the University website and in 2012 there is a project to develop and improve site</p> <p>KC – did a small vox pop session with colleagues and there is a lot of confusion with regards to the different roles of Love Cambridge and Visit Cambridge.</p> <p>ET – Acknowledged this and explained that both organisations are currently funded separately with different stakeholders. The aspiration in the longer term would be to combine the two areas into one destination management organisation.</p> <p>Discussed various exhibitions/festivals taking place over the next 12 months – see separate document</p> <p>IS – are there any plans for the Fitzwilliam Museum to open late? KC – would love to if funding were to allow it</p> <p>NB – Lamp post banners – is there an update from Love Cambridge with regards to possibilities?</p> <p>ET – hugely complex project for Love Cambridge to currently look at. Suggest University of Cambridge submit an application. Recommended you speak with appropriate City Council Officers prior to application</p>
4.	<p>Key Project Update – see separate document</p> <p>CG – Olympics, who should the newspaper be working with regards to the Olympics and the torch relay?</p> <p>SR – Currently a fixed agenda item on the Love Cambridge Marketing group agenda. Elaine Midgeley from Cambridge City Council is going to feedback on plans & progress for the Torch Relay</p>
5	<p>2012 Budget Planning</p> <p>ET – next year is quite complex due to BID project, would like to set up sub-group to develop 2012/13 budget to present early next year to rest of the Board. Volunteers to join group – Nick Allen, John Dix</p>
6.	<p>Capital Grant</p> <p>Application submitted for Sussex Street for Christmas Lights and Signage.</p> <p>Action – need the application to be split into two – one for lights, one for signage. Need more clarity over signage application</p> <p>Application not yet recommended</p>
7.	<p>AOB</p> <p>ET – during an audit of all City Council partnerships it has been recommended our board meeting minutes are placed on the City Council website. Any objections? No – agreed</p> <p>MW – cold weather preparation, what plans have the County Council got for the city centre this year?</p> <p>JO – similar to last year, working in partnership with Cambridge City Council to grit pavements. Quad bike will be out again this year. County also well stocked with salt</p>

MB – County Council have been in touch with Residents Associations to advise on how to look after residential areas

NA – Cambridge City Centre now has 4 bike paramedics covering the city centre. Sidney Sussex College are providing them with a base.

Action – should get a story in the next e-bulletin, contact Keith Willox at Sidney Sussex College

TH – Taxi Marshalls start in the city centre and will be working every weekend until January 1st.

JO – cabinet have approved the new approach to licensing tables & chairs. A simplified approach which has a 2 yr licence term has been approved. The proposed licence fee for the 2 year period is £315. There was considerable concern expressed by some members of the board on this as it was felt to be too cheap for Cambridge as the existing fee is £315 per annum. JO agreed to check and confirm this.

Action ET agreed to follow this up with JO outside the meeting

BB – The next board meeting is scheduled for 21 December, suggest we change. Agreed, Helen to circulate new date

