



**Minutes of Annual General Meeting**  
held at 11.15am on 12<sup>th</sup> October 2021.  
at The Goldsmith Centre

<b>In Attendance:</b>	<p>Alexander Jan (Chair) (AJ) Julie Rogers (Vice Chair) (JR) Lisa Humphreys (LH) Susan Freeman (SM) Joe Edwards (JE) Tony Matharu (TM) Ruth Duston (RD) Austin Casey (AC) Debbie Akehurst (DA) Debi Doy (DD)</p> <p><b>Guests In Attendance:</b> John Reiss</p> <p><b>Virtual Guests:</b> Abbas Raza Luke Driscoll Nick Raynsford Nicola Friel Russell Peplow Jonathan Theobald Calvin Locke David Miller</p>	<p>Mitsubishi Corporation WPP [Virtual attendance] Mishcon de Reya British Museum Blue Orchid Hotels/ Integrity International Primera Primera CDA CDA</p> <p>Premier Communications</p> <p>TFL Crossrail Crossrail Vitra Arcadia Derwent London The Welcome People The Welcome People</p>
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		<b>ACTION</b>	
<b>1)</b>	<p><b>Chairman's Welcome</b> Alexander Jan [AJ] welcomed everyone to the 2021 Annual General meeting both live and virtual guests. AJ ran through the agenda and voting procedures.</p> <p>AJ – introduced a promotional video of CDA Districts which was created by Premier Comms team</p> <p>AJ – invited Debbie Akehurst [DA] Chief Executive to present on the highlights, activities and achievements over the 2020 – 2021 period</p>		
<b>2)</b>	<p><b>Presentation – DA – 2020 – 2021</b> <b>Core Values and OnStreet Teams</b></p> <ul style="list-style-type: none"> <li>- Introduction of our OnStreet Team – critical in delivering our core values of Clean, Green, Safe and Welcoming</li> <li>- Security Teams, Cleaning and Ambassadors</li> </ul> <p><b>Communications and Marketing</b></p> <ul style="list-style-type: none"> <li>- <b>Destination Modelling</b> – to promote the area as not just a place to come to work</li> <li>- Making a vibrant day and night-time economy</li> <li>- Raise profile of the area</li> <li>- Elizabeth Line – opportunities for inward investment and tourism, both international and domestic</li> <li>- <b>Digital Communication</b> – area promotion across all platforms – we have seen 15.7% growth across all platforms – 82% new visitors to new website and over 4,000 views of CDA on Google</li> <li>- <b>On-Line Events</b> – we have been working with stakeholders to provide a variety of content in supporting business recovery and employee wellbeing</li> </ul>		

	<ul style="list-style-type: none"> <li>- <b>Memberships</b> – increased our memberships in order for us to engage more widely and have a voice on key issues that may affect us at national, regional and local level – Memberships include – London First, Cities Restart, Cross River Partnership and London Property Association</li> <li>- <b>Research</b> – we commissioned ARUP early on in the Pandemic to look at the impacts of COVID on the office sector on the London Economy – we were also part of the CAZ research group at the GLA</li> <li>- <b>Public Realm</b> – Public Realm and Placemaking is vital in creating a safe, inclusive, functional and attractive space for all – this can have a significant impact on economic life of urban centres. We have been working on a plan to enhance the space across the district – we want well designed and managed space for everyone.</li> <li>- <b>Grey to Green</b> – Part of our Public Realm and Placemaking our Grey to Green Plan is being implemented – its is vital to bring greening down to eye level. This not just to make the district more aesthetically pleasing but to help climate change and biodiversity.</li> </ul> <p><b>Sustainable Business Solutions</b></p> <ul style="list-style-type: none"> <li>- <b>SEE Strategy</b> – creating a social, environmental and economic strategy that aligns to the BIDs commitments under the UN Sustainable Development Goals.</li> <li>- <b>Footfall</b> – we have introduced footfall monitoring which will give us the baseline data we need to inform policy not just for the BID but for you as our members. The data is available on the CDA website.</li> <li>- <b>Steering Groups</b> – alongside our existing Property group we have introduced a new Security &amp; Business resilience Group and to follow a Placemaking &amp; Events &amp; marketing – if you are interested in joining any of these please let us know.</li> </ul>																						
<p><b>3)</b></p>	<p><b>Election of Board Members</b>  AJ ran through the voting process – the Board members were all approved as followed:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Julie Rogers</td> <td style="width: 30%;">Mitsubishi Corporation</td> <td style="width: 40%;">Nominated by Susan Freeman Seconded by Tony Matharu</td> </tr> <tr> <td>Tony Matharu</td> <td>Blue Orchid Hotels Integrity International</td> <td>Nominated by Joe Edwards Seconded by Susan Freeman</td> </tr> <tr> <td>Lisa Humphreys</td> <td>WPP</td> <td>Nominated by Joe Edwards Seconded by Susan Freeman</td> </tr> <tr> <td>Susan Freeman</td> <td>Mishcon de Reya</td> <td>Nominated by Joe Edwards Seconded by Austin Casey</td> </tr> <tr> <td>Joe Edwards</td> <td>British Museum</td> <td>Nominated by Susan Freeman Seconded by Tony Matharu</td> </tr> <tr> <td>Austin Casey</td> <td>Primera</td> <td>Nominated by Joe Edwards Seconded by Susan Freeman</td> </tr> <tr> <td>Ruth Duston</td> <td>Primera</td> <td>Nominated by Tony Matharu Seconded by Joe Edwards</td> </tr> </table>	Julie Rogers	Mitsubishi Corporation	Nominated by Susan Freeman Seconded by Tony Matharu	Tony Matharu	Blue Orchid Hotels Integrity International	Nominated by Joe Edwards Seconded by Susan Freeman	Lisa Humphreys	WPP	Nominated by Joe Edwards Seconded by Susan Freeman	Susan Freeman	Mishcon de Reya	Nominated by Joe Edwards Seconded by Austin Casey	Joe Edwards	British Museum	Nominated by Susan Freeman Seconded by Tony Matharu	Austin Casey	Primera	Nominated by Joe Edwards Seconded by Susan Freeman	Ruth Duston	Primera	Nominated by Tony Matharu Seconded by Joe Edwards	
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<p><b>4)</b></p>	<p><b>Finance and Memorandum of Articles</b>  AC presented the audited accounts for approval. Finance was taken in-house in 2021 which has tightened controls. Since Primera have been in place there has been an increase in Levy collection despite the pandemic. In 2020 figure was £1.728m and in 2021 it was £1.995m – we are currently at for 2022 collection.  Holborn – 81%  Islington – 68%</p> <p><b>AJ</b> asked the Members to formally adopt the accounts – all approved.</p>																						

	<p><b>M&amp;A</b>  A review has been undertaken and updated the M&amp;Rs to bring them in line with other BIDs and Not for Profit Organisations. The previous M&amp;A had been in place since 2014 so an update was needed. Key changes made were:</p> <ul style="list-style-type: none"> <li>- To simplify the voting system</li> <li>- The quorum of Directors in voting</li> <li>- Changes to business representation</li> </ul> <p><b>AJ</b> asked the Members to formally adopt – the Members approved the M&amp;As</p>		
<p><b>5)</b></p>	<p><b>Recovery and Renewal</b>  AJ invited Ruth Duston [RD] to give members an overview on London recovery</p> <ul style="list-style-type: none"> <li>- Critical moment to invest in London – the Government levelling up agenda should not mean a levelling down of London</li> <li>- BIDS are very a force for good and play an important part in economic and social recovery</li> <li>- BIDs will be looked at more and more with further squeeze on the public purse</li> <li>- Tactical lobbying and BIDs working as a collective voice to help drive economic growth</li> <li>- BIDs working closely in collaboration with local services</li> </ul>		
<p><b>6)</b></p>	<p><b>Crossrail Presentation</b>  AJ invited Nick Raynsford – Strategic Advisor to Crossrail to update the members on the opening of the Elizabeth Line.  The presentation will be made available.</p>		