

Attendees:

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| 1. David Lilford – Lilford Gallery & Lilford Framing | 10. Alex Ridings - Think Agency |
| 2. David Hughes – Kent County Council | 11. Clare Millett – The Westgate Hall |
| 3. Therese Heslop – Canterbury Cathedral | 12. Marco Keir – Canterbury Christ Church University |
| 4. Caroline Hicks – Canterbury City Council | 13. Paula Gillespie – The Marlowe Theatre |
| 5. Dan Grimwood – The Refectory Kitchen | 14. Lisa Carlson – Canterbury Connected BID |
| 6. Jonathan Fitter-Harding – Dodgems & Floss | 15. Lucy Martin – Canterbury Connected BID |
| 7. Ian Blackmore – Jolly Sailor | 16. Rachel Pilard – Canterbury Connected BID |
| 8. Karl Elliott – Clague Architects | 17. Emily Wells – Canterbury Connected BID |
| 9. Craig Griffin – Canterbury Society | |

1. Welcome, Introduction, Apologies

Apologies:

1. Clive Relf – Kreston Reeves (Chair)
2. Peter Scutt – Whitefriars (Vice-Chair)
3. Blake McCaskill – Republic Events/City Sound Project
4. Paul Strong – Fenwick Canterbury
5. David Redgate – Girlings Solicitors
6. Richard Scase - Canterbury Society

Welcome:

1. Emily Wells — new BID Administrator

2. Declarations of Interest

Name:

Carline Hicks
David Hughes
Alex Ridings

Company:

Canterbury City Council
KCC and Visit Kent Board
Think Agency

Reason:

Service Level Agreement
Destination Management Plan
MyCanterbury (My Town My City)

3. Minutes of the Board Meeting held 21st February 2018

Approved

4. Finance

• Monthly Board Report:

- * The Board was informed of a new streamlined Finance Report and a new report with additional indicators, eg business interactions, topline indicators from the monthly City Centre Performance Reports we produce (all on the BID website, up to date through December 2017, awaiting final figures for Jan-March 2018).
- * We discussed the fact that Board members were elected on the basis of sector representation and have a role in communicating with other businesses about the impact of the BID. The new reporting will help Board members communicate with other businesses about the role and impact of the BID.

• Finance Report:

- * **Income as of 22.03.18:** £517,447.70, including £456,614.51 in levy and the rest in voluntary contributions, commercial income and the service level agreement with the council.
- * **Expenditure as of 13.04.18:** £345,044.37
- * **Reserves as of 13.04.18:** £82,913 (includes £2,913 from CCP). BID puts £20,000 in reserves each year to allow enough money to go from one BID year to the next—the BID financial year ends at the end of September and the levy bills go out mid-October.

6. Operational Updates

- **Hanging Baskets:**

Expected to be in place end of June and likely that once in place, further requests for them will increase, especially from new businesses. So far 22 additional requests have been received.

- * 370 target number of hanging baskets this year (340 last year)
- * 400 target number for 2019
- * Mathematical tiles across the city mean that neither the BID nor our contractor, Window Flowers, can take the risk of hanging a approx 20kg hanging basket (with water).
- * White flowers will be introduced this year.
- * We can consider new ideas for BID 2

- **Christmas Lights**

- * Due to a specific request for the lighting infrastructure to be removed from Bon Joseph and the power supply cable from the neighbouring residential property, we cannot hang cross-street lights in Upper Burgate. We are aware this is a key point of entry to the City centre, so we will look at alternative options, including contacting Wetherspoons.
- * We are also looking at options for an additional swag of lights in High Street and for either side of Westgate Towers for 2018.
- * Discussed the possibility of sponsorship for lights to increase coverage but without 'over-filling' the city centre.
- * We can consider new ideas for BID 2.

- **Cleaning Tender & Graffiti**

- * A tender for deep street cleaning and graffiti removal was submitted to Citrica and the Welcome People. No response as yet.
- * Canterbury City Council set up a new joined-up working group to help tackle graffiti removal (Graffiti User Group), including the unsightly BT phone boxes in St George's Street.
- * It is widely recognised amongst the business community that graffiti is getting worse. Concerns were also expressed about anti-social behaviour and a lack of city centre policing. The BID would like to look at new ways of joined-up working with the police and the Council's enforcement team, and the Exec team is actively considering options for BID 2
- * BID is trying to organise graffiti removal from businesses (Poppies and Concord International specifically at the moment) with Serco funding removal and the BID possibly funding anti-graffiti coating. The Council and Serco have agreed to this but we have been waiting over a month for a quote despite frequent follow-ups.

- **BID Events**

The following events were confirmed:

- * Evening and Night Time Economy Conference – 12th June at the Cathedral Lodge, 10am-4pm
- * Medieval Pageant – 7th July
- * BID Conference (to launch BID 2 consultation) – 27th September at the Westgate Hall, 4-7pm. Likely to be a more interactive event
- * Bloom Conference – 6th October at the Cathedral Lodge
- * Christmas Lights Switch On – new date to be confirmed at next Board Meeting. The intention is to switch on lights at the same time the Christmas market opens.

7. Other Agenda Items

- **Event Development and Trader's Associations**

- * We will establish a revised "application form" / pack for Event funding so that the process and criteria are more relevant and clear, including the need to reach out to our local community so they know it is the businesses of Canterbury via the BID that help make these events possible. Next steps are:
 1. Presentation of the new Destination Management Plan by Visit Kent at the 16 May Board meeting
 2. Meeting of the Collaborative Marketing Group in May/June to join up strategic level thinking across the city (not a decision-making group)
 3. Meeting of the BID Marketing and Events Sub-Committee in June/July to review the event funding process and to consider event development across the year.
- * The Board discussed the importance of looking at what steers the BID's decision making and the need for a strategic framework to aid plans and decisions, eg, a cultural, heritage and visitor strategies for the city.
- * The BID will develop a clear event evaluation process for BID-funded events. Pride has led the way with its questionnaire and post-event reporting.
- * The BID will ensure that its branding is prominent on marketing material for BID-funded events and at the events themselves, particularly the message that it is the business of Canterbury city centre that help fund these events.
- * Concerns were raised about recent increases to event fees charged by the Council. The Council continues to face a drop in funding and this also needs to be considered. There is a need for a more holistic view of event development in the city centre. In the short term, the BID exec team will meet with the Council events team. The Collaborative Market Group and the BID Marketing and Events group should consider how to take this forward.

- **Event Funding**

- * The following decisions were made on recent funding applications on the condition that BID branding is prominent (with the clear message that it is the businesses community that helps fund the event). Jonathan Fitter-Harding and Ian Blackmore declared an interest in Pride and left the room when funding for Pride was discussed:

1. Pride	Amount requested: £4,000	Amount agreed: £4,000
2. City Sound Project	Amount requested: £3,000	Amount agreed: £3,000
3. Boing	Amount requested: £5,000	Amount agreed: £2,500
4. Shakespeare Festival	Amount requested: £500	Amount agreed: £500
- * BID also funded Canterbury Festival (£5,000) in Oct/Nov 2017 for family events in the Spiegel tent so the total Event budget of £15,000 is now allocated for BID Year 4 (October 2017-September 2018).
- * The BID's local marketing platform, MyCanterbury, is included as part of all event marketing, and could have a gazebo presence at events to encourage more sign ups (so we can then communicate to more people about what Canterbury has to offer).

- **Trader's Associations**

- * We will establish a new "application form" / pack for Trader's Associations. The current annual budget is £5,000.
- * The new Cathedral Quarter was formed recently, starting in November 2017. The BID contributed £3,000 to fund branding and to co-fund a film which will be released shortly.
- * The Board discussed the need to develop a strategy for the development of quarters, including the boundaries, what the BID can offer and how the BID and Canterbury brand is included.

7. Other Agenda Items (cont)

- **Trading and Sales Performance**

- * Mendo are no longer operating in the UK so we are considering a new quote from Springboard who have recently installed a new footfall counter in Canterbury city centre and who also offer sales performance reporting. We already invest in footfall reporting and the decision was already made at Board level to invest in sales reporting, so the BID Exec team will agree a decision about Springboard with CH (because of current reporting as part of the SLA), CR and PS (as Board chair and Vice-Chair) and the Finance Sub-Committee.
- * Vacancy rates are included in the monthly City Centre Performance Reports which are provided by the BID and published on the BID website.
- * The BID Board and Exec team are aware that sales performance continues to be challenging as are rent and rates.
- * The BID invests in improving the city as a whole, but with particular campaigns to support independents such as the annual Christmas window competition and Christmas marketing which highlights the different “quarters” in the city, the Handmade film which was the featured story of the 2017 Christmas marketing campaign and the recent investment in the Cathedral Quarter, a focus on independents on MyCanterbury and a commissioned blog post by Blog by Kent and London blogger and author Rachel Phipps —”Guide to Independent Shops” generating 3.5k views on her blog and 5k on Facebook. The blog will also appear in the MyCanterbury Summer Guide.
- * The BID plans to roll out “shopping tours” for accommodation providers so they have first-hand knowledge of all the Canterbury has to offer.
- * Going forward, the Marketing and Events Sub-Committee will consider marketing campaigns to support independents.
- * PR also needs to play a role and the Marketing and Events Sub-Committee needs to support the BID Exec team in developing a PR strategy.

- **Governance**

- * The BID established Governance policies and structures in May/June 2016 and agreed to review these in 2018. Following on from the Governance Discussion Paper at the February Board meeting, the BID Exec team reported back on (1) Sub-committees & working groups and (2) GDPR
- * Lisa Carlson suggested the monthly Board Meetings be reduced to 4-5 times per year to allow the Board and team to spend time in sub-committees and working groups. This will be reviewed and agreed with the Board Chair and Vice Chair.
- * Lucy Martin explained to the BID Board about the BID’s progress on upholding the latest GDPR requirements and guidelines, assisted by David Redgate (Girling Solicitors). Regarding the issue of “explicit consent” for the contact information we hold on levy payers, we are clear that we have a need and obligation to hold that data. The BID Exec team together with the Board Chair and Vice Chair will make any final decisions relating to the new guidelines and next steps. The BID is considering training to local businesses should they require it.

- **Heritage**—deferred to May agenda

7. AOB

- **ATCM “Violence and Vulnerability” conference—17 April in London**
 - * Lisa and Rachel attended the ATCM Conference on “violence and vulnerability”, looking at how BIDs, local authorities, police officers, trade associations and other partnerships can work together on challenging issues such as rough sleeping and drinking, exploitation, attacks in crowded places, drug gangs, theft and other crime in city and town centres. We were also briefed on two new free training platforms:
 1. **WAVE (Welfare and Vulnerability Engagement)**, a 30 minute training on supporting the vulnerable after dark developed by senior licensing officers at the Met Police. This could be useful to the BID and the Zero Tolerance Steering Committee in the sustainability of training following the roll-out of the current Zero Tolerance training with licensed premises: <https://nbcc.police.uk/>
 2. **Counter Terrorism ACT Awareness eLearning**: a new Counter Terrorism awareness product designed for all UK based companies and organisations. It is a free resource and provides nationally accredited corporate guidance to help better understand, and mitigate against, current terrorist methodology: <https://www.gov.uk/government/news/act-awareness-elearning>
 - * We then went to Westminster for an APPG meeting for Town Centres on homelessness and rough sleeping – focussed on how BIDs and local authorities can help.
 - * Concern expressed regarding safety and maintaining security in and around their premises and could be an opportunity for the BID to look into funding additional security in BID 2 and encouraging the use of District Watch now.
 - * Importance of declining police presence was discussed as well as the importance of developing new ways of working together. CI Mark Weller has agreed to attend a BID Board meeting when we discuss how the BID can help with city centre security in BID 2.
- **PR**—time did not allow for a full discussion but we need to develop a proactive PR strategy.
- **Networking** and other key dates will be included on BID Board agendas and minutes, and, as usual, on the BID website.

8. Decisions

- February 2018 Board Minutes approved
- Event funding allocation for BID Year 4 agreed

9. Actions

- **Finalise Board Finance Report:** PS and LC by May Board
- **Finalise Board report to include performance indicators:** LC by June Board
- **Follow up on cleaning tender:** LM asap—report back at May Board
- **Follow up with Serco regarding graffiti removal:** CH
- **Set up Collaborative Marketing Group and BID Marketing and Events Sub-Committee:** LC
- **Revise Event funding application and evaluation process:** Marketing and Events Sub-Committee—June (with new form and process rolled out in the Autumn for BID year 5)
- **Support BID team in developing a PR Strategy:** Marketing and Events Sub-Committee (June) and BID 2 Sub-Committee (May)
- **Include PR strategy on an upcoming Board agenda—suggest June:** LC
- **Meet with Nadine Permaul, the Emergency Planning and Events Officer at CCC, about event planning and fees:** RP and LC
- **Ensure BID branding is prominent on marketing material for BID-funded events and at the events themselves (including MyCanterbury):** RP
- **Further develop marketing campaigns to support independents:** Marketing and Events Sub-Committee (ongoing)
- **Develop “shopping tours” for accommodation providers so they have first-hand knowledge of all the Canterbury has to offer:** RP (date tbc)
- **Develop visual timeline for Canterbury events:** Marketing, Events, Sub-committee (date tbc)

9. Dates for the Diary

- **2018 BID Board Meetings**
 - * 16th May / 13th June / 18th July / September-November dates tbc
- **Sub-committees and Working Group Meetings**
 - * 11th May: BID 2 sub-committee
 - * 7th May (date tbc): Finance Sub-Committee
 - * June/July: Collaborative Marketing Group and BID Marketing & Events Sub-Committee
- **BID Networking:**
 - * 16 May, 5-7pm: Water Lane Brasserie, Water Lane (off Stour St)
 - * 20 June, 5-7pm: Loake, The Butter Market
 - * 18 July, 5-7pm: Designed Interiors, 2 Beercart Lane
- **Other Dates**
 - * 20th April: Rosie Duffield, MP talk on ‘NEW YEAR, NEW CANTERBURY’
Canterbury Society, 7.30, United Reformed Church, Watling St
 - * 5th—6th May: City Sound Project in the Park
 - * 6th May: CT Festival
 - * 23rd May: Lisa Carlson, talk at the Canterbury Society on doing business in Canterbury (venue tbc)
 - * 27th May: City Sound Project
 - * 9th June: Canterbury Pride
 - * 12 June: Evening and Night Time Economy Conference (BID event)
 - * Mid-Sept-early Oct: Freshers events
 - * 21-23 September: Canterbury Food and Drink Festival
 - * 27 September: BID Conference (launch of consultation)
 - * 6 October: Bloom Conference (BID event)