

Attendees

<u>Directors</u>	<u>Team</u>
Bill Hicks (BH) – Deputy Director of Place, CCC	Lisa Carlson (LC) – CEO
Claire Bogan (CB) – Fenwick	Rachel Pilard (RP) – Marketing & Comms
Dan Grimwood (DG) – The Refectory Kitchen	Lucy Martin (LM) – Ops Manager
David Lilford (DL) – Lilford Gallery	Emily Wells (EW) – BID Administrator
Jon Mills (JM) – The Foundry	
Joshua Williams (JW) - Brachers LLP	
Mark Stuart (MS) – Whitefriars	
Mike Weed (MW) - CCCU	
Paul Turner (PT) – The Marlowe	
Simone Davies (SD) – University of Kent	

1. Welcome and Apologies

Welcome: Professor Mike Weed, CCCU; Josh Williams, Brachers – new directors

Apologies: Blake McCaskill (BM) – Republic Events, Clare Millett (CM) – The Westgate Hall, David Lewis (DL) – Café du Soleil/Café des Amis, Karl Elliot (KE) - Clague Architects, Rachel Sanders (RS) – BoConcept

Guests: Leigh Brown (LB) - Miconex (11-11:45), Nicholas Churchill (NC) – Canterbury City Council (11:45-12:00), Leah Brown (LB) - The Wayfinders Group

2. Declarations of Interest

- Canterbury City Council (BH) – Service Level Agreement
- Future of District Watch (MS) – Mark Stuart is a BID Board Director and Chair of District Watch

3. Minutes of previous meeting (17.07.24) and Matters Arising

- The BID Board minutes from 17 July 2024 were approved and signed off.

4. Miconex Gift Card Presentation

Leigh Brown from Miconex provided a report on the Canterbury Gift Card. Miconex run over 200 gift card programmes in four countries (UK, Republic of Ireland, USA and Canada) – covering 15,000 merchants. The cards are a pre-paid master card in Canterbury they can be spent at over 130 different places. Funded by the BID, no fees for businesses.

In summary:

Canterbury Gift Card was launched in November 2020 with sales growing from nearly £22,000 in 2020 to over £60,000 in 2024.



Canterbury Gift Card Stats:

- 4,503 cards have been sold totalling £211,258,48
- Redemption rate of 68.5%
- Average card value £46.92
- Average purchase on card £18.81

General Gift Card Stats

- 40% of sales happen in the run up to Christmas.
- Corporate gifting increasingly significant.
- Trivial Tax Campaign – in the UK up to £50 can be gifted to staff but in Ireland, the limit is Euros 1,500 up to five times per year which led to £1 million in sales in a similar size town in Ireland, over 80% came from corporate gifts to staff.

Points to note:

- Digital version of the gift card is now being launched.
- BID to roll out campaign for Digital Gift Card with Christmas Campaign.
- Digital card will solve issues around those businesses without a swipe POS payment machine.
- Digital cards will have a 1-year expiry date which is tracked by the BID. Expiry date can be extended.
- Balance can be viewed via new app
- Issue time is reduced – card available immediately
- Physical cards still have a place, particularly for special gifts but digital cards will help save time and money.

Highlights

- Concorde – spent £73,194 on gift cards for language students in summer 2022 and 2023
- CCCU – spent £50,000 on gift cards for its 2024-25 fresher students

Next steps

- Digital Card has just soft launched – reports will be available post-Christmas.
- BID to re-negotiate Gift Card charges once Digital free trial period has ended in Oct 2025.
- Will monitor the new digital card and how it tracks over the next year.
- Monthly report on where the Gift Card is spent shows annual spend for each business.

Action: Provide analysis of how the Gift Card is being spent and circulate to the Board – RP

5. Sub-committee & Ops report

Strategic Development:

CCC Inward Investment project – Nick Churchill (NC) gave a presentation to the Board on “Choose Canterbury”, an Inward Investment Project. **Key points to note:**

- Aim is to promote the district to commercial investors/businesses looking at relocation and expansion options.
- Part of the Shared Prosperity Fund, supported by Visit Canterbury and delivered by Locate in Kent and PR firm, Pillory Barn.
- Aim is to increase press coverage, improve Canterbury brand awareness and build on leads.
- Build collaboration and partnerships to sustain the project.

Resources:

- Website to be launched soon: choosecanterbury.co.uk.
- Digital media campaign will case studies to follow.
- Strategic promotion of the district to targeted sectors where there is a story to tell.
- Promoting sites and ensuring quality info and support is available for investors is an essential component.
- Public and private collaboration especially around hybrid working.
- Hotel investment is a key component to the campaign.
- East Kent Corridor is a big part of project to include the whole district.
- A Hotel Summit and Fam Trip being planned.

Comments:

- Very few loans and grants available for expanding businesses. However CCC signpost to organizations who may have info on grants and loans
- PT: 3 years interest free loans are available for small businesses up to £50k via the Kent and Medway Economic Growth Partnership.
- NC: Funding for project runs until April 2025, however resources and platform once created can be utilized beyond 2025.
- Inward Investment toolkit to be developed, pending the released of data and info from project. Plan is to reference Choose Canterbury from Visit Canterbury.
- SD: Where do skills fit into this? Fundamental aspect of any expansion and inward investment. Could universities harness their skill pipelines or host project events?
- NC: Need to develop how skills fit into the project and the vision going forward, and therefore need to work with the universities.

Levelling Up Fund Update

Bill Hicks provided an updated on the Council’s “Connected Canterbury” projects (formerly Leveling Up) – see separate presentation, and also [Connected Canterbury newsletter sign up](https://www.canterbury.gov.uk/business-and-investment/levelling-fund-connected-canterbury/levelling-updates): [canterbury.gov.uk/business-and-investment/levelling-fund-connected-canterbury/levelling-updates](https://www.canterbury.gov.uk/business-and-investment/levelling-fund-connected-canterbury/levelling-updates)

Key points and comments:

- Funding for LUF on a very strict timeline – all needs to be spent by March 2026 (extended from 2025).
- Works on many of the projects are scheduled for 2025 so there will be disruption around the city.

- Dates and times are very much to be confirmed, as some tenders haven't gone out which means CCC cannot be definitive of schedules.
- Big impacts will be Westgate Towers, Clocktower, Dane John.
- LC: Essential that the LUF comms strategy is passed through BID and cascaded outwards to the businesses. Important to communicate plans, even when they aren't confirmed, in a clear effective way.
- PT: Essential that consideration is given to the Marlowe Theatre so that access can be maintained for production logistics.
- Bus station – replacing of shelters not happening but improvements to existing ones will take place.
- Nasons has now been removed as a Story Garden site.
- St Georges Street – largely done although lighting and CCTV yet to be installed. Cleaning and sealing of the new pavement never took place.
- Lighting unable to be implemented in Greyfriars Gardens due to power source logistics.
- Wayfinding has been designed.
- Concerns about the route through Stour Street to Canterbury Castle. Bikes, delivery drivers etc are using this route more frequently.

Other news from CCC:

- First CCC office in Rose Lane now open for business.
- Other offices to move into premises in Whitefriars above Oliver Bonas in beginning of the year.
- Old Military Rd site now sold.
- Both sites combined will bring in 200-300 staff to city centre.
- New Council Events Policy has gone out for public consultation.
- Youth Platform now has planning permission. Politically it has been approved and the plan is likely to go ahead within the next 6 months with the containers to be installed on site. LC: The organisers are presenting to the Safety & Security Roundtable on 18 October.

Action: Circulate CCC's new Events Policy Consultation to Board – RP

Finance (PT):

BID 3 budget: presented to the board, in line with the Business Plan 2024-29, and was approved.

Levy collection monitoring: The Finance sub-committee monitors levy collection via monthly reports sent from the BID team.

- Bills for year 1 (2024-25) were sent out on 14 October 2024
- The levy is due within 14 days of billing and all directors are required to pay by 28 October 2024.

BID 2, Year 5- year end:

- Year 5 total income is at £602,832.07 and total expenditure at £705,587.27, giving us a current budget balance of -£102,755.20, as we are investing the remaining surplus from the pandemic.
- Levy collection may be under the anticipated 93% collection rate and so our revised budget is based on a 90% collection rate.

In-house billing:

- Discussions are continuing with CCC about contracting out the levy collection to us for

2025/2026 and will be a key focus for the team in the new year.

Decision: Unanimous approval of BID 3, Y1 Budget

Marketing & Events (BM/RP):

RP gave an overview of the BID's marketing, events, campaigns, including Halloween and Christmas, plus Visit Canterbury:

HALLOWEEN – 26 Oct will be Spooky Saturday featuring:

- Meet the Ghostbusters - Ghostbusters car with actors, will be parked at parked at Whitefriars square (am) then High St (pm)
- Spooky kids storyteller booked for 3 sessions – businesses offered to host.
- Spooky Songs & Stories: Dragonfly Tales - Fenwick Children's Department
- Trick or Treat in the King's Mile, Cathedral Quarter and Whitefriars
- Halloween & Treasure Hunt in the Castle Quarter
- Fright at the Museum: Prisms and Potions - The Beaney
- Shiverside Zombie Run - Riverside Square

To support all Halloween events in the city centre, a campaign will:

- Appear on the cover of the **Kentish Gazette**
- Feature in **Muddy Stilettos**
- Dedicated B2B and B2C Halloween **eNewsletters**
- **1,000 leaflets** to be circulated
- Installation of **giant posters** in Whitefriars
- Appear on **digital screens**.

CHRISTMAS:

Officially launch on Friday 15 November 2024 with Christmas Market opening and Light Parade.

Light Parade & Switch On:

- Christmas lights are being installed by contractors on 3 November
- Official Light Parade and Switch On Event will take place o Friday 15 November.
- Light Parade will depart from Tower House at 6pm and make its way through the city centre finishing at the cathedral precincts
- New Route: High Street, St Margaret Street, Marlowe Arcade, Rose Lane, Long Market Buttermarket finishing at the Cathedral with a stage near the entrance.
- School and family workshops to be involved
- Marlowe cast will be coming along plus live music on stage.

Other Christmas News:

- Journalist coming down to write a piece on how Christmas will look in Canterbury during Christmas period.
- BID to invest in a photographer to capture all the events to be used in future marketing.
- Advertising channels to be used are: Global Radio (Heart FM), Stagecoach buses, digital marketing, Gazette and more.
- Bagpuss and Canterbury Bear Christmas Trail will take place around the city. Thanks to Hospices for Hope (supported by the Firmin Family) we will be loaned a selection of Bagpuss collectors' items, accompanied by locally made Canterbury Bear teddies for businesses to

display in their windows so visitors can track them down, collect stamps -and collect a prize from Fenwick.

- Best Dressed Christmas Window Competition taking place 7 December.

Comments and points to note:

- Hospitality sector (in particular Hoteliers) are being fully briefed about what's on offer in Canterbury.
- Visit Canterbury will lead in B2C Christmas comms with stories, blogs, newsletters etc.
- Visit Kent will be promoting Canterbury at Christmas offering to the Group Travel Trade.
- Suggestion to start planning for Christmas in February was strongly supported by all; a longer lead-in time will ensure that the whole city (rather than certain areas) can get mobilized and be involved in the city's Christmas plans. This is now possible because the Christmas Market has been given a 3-year contract and so dates can be confirmed in advance.
- Specialist photographer to be used for drone aerial shots to capture Christmas in Canterbury from above.
- Primark balcony to be used for intermittent snow showers by Whitefriars.
- Late Night Shopping Event on 27 Nov being planned for whole city, currently Whitefriars and both Christmas markets are to stay open until 8pm.

6. Governance (LC/LB)

LC gave an oversight on plans for BID 3:

Governance:

We are reviewing our Articles and Board election process for the new 5-year term, working with Leah Brown from the Wayfinders Group. A full proposal for this will be sent to the Board first in the first quarter of 2025.

Leah Brown:

Process will involve looking at the BID Articles and proposed amendments to them. The idea is to create a framework for:

- The appointment and retirement of Board Directors with the aim of avoiding the re-election of all board directors at the same time.
- Factors such as diversity and representation (ie, sectors, geography) will be considered.
- A review of the subcommittees and terms of reference.

7. Safe & Secure (LC):

BID Ambassador service

- Canterbury BID has run an Ambassador programme for ten years and is now shifting the focus of this programme to safety & security.
- During consultation for BID 3, it became clear that businesses need more support from the Ambassador team on safety and security issues. In addition, there has not been a consistent Police or Council Enforcement presence in the city for several years. We are not intending to replicate or replace statutory services, but we do have a role to play.
- The BID and Whitefriars have led on a new Safety & Security Roundtable since May 2023, bringing businesses, the Council and the Police together to gather evidence and to find new

solutions. This has led to us providing evidence to support the Police in securing additional funding for PCs in the city and also securing funding for our Zero Tolerance programme.

- The aim is to launch a new Street Team service which will be deployed 7 days a week in shifts, including weekends and Bank Holidays, and some later evening / night time shifts, and will be responsible for business liaison.

District Watch (MS):

Mark Stuart gave an update on the District Watch programme (the shop / pub watch scheme) with plans for future growth and development which could involve the BID.

Key points to note:

- Concept of DW and BID Ambassadors to blend as one service is an option. Several benefits to this include:
 - Functions are perfectly aligned with each other so have enormous potential to work
 - Strong BID governance sitting behind it
 - Potentially 3 personnel out and about promoting, informing and updating the businesses
- Draft proposal has been written by LC/MS - final details just being worked out, with emphasis placed on avoiding duplication of service offering.
- Next step would be to finalise DW proposal at the January board meetings of both District Watch and the BID.
- For the Night Time Economy, joined up CCTV and security operations is absolutely vital. Importance of this cannot be emphasized enough.

8. Transport Campaign

LC gave a brief overview of the proposed Transport Campaign.

Key points mentioned were:

- Canterbury BID would like to develop a positive transport campaign, to support businesses in Canterbury, by communicating to customers and clients the best ways to access the city and how to find what they're looking for.
- The campaign will focus on promoting Canterbury as an accessible destination, therefore increasing the attractiveness of Canterbury as a place to visit.
- The campaign will seek to increase customer understanding of the acceptability, accessibility, affordability and availability of all modes, including bike, car, public transport and walking. This will increase customers' ability and willingness to travel to Canterbury.
- The campaign will work alongside the Council's Connected Canterbury (formerly Levelling Up) funded wayfinding project which will see the installation of new physical signage across the city.
- The workshop will identify the concerns businesses have about the current transport infrastructure and identify barriers that could be addressed through a campaign. This could also help the Council find constructive solutions to transport problems, for example understanding what changes could be made to Park & Ride to encourage use, understanding why people choose different modes of transport, and specifically where to park
- Dr Susan Kenyan from CCCU has been commissioned to delivery a transport campaign working in January. She is a transport expert and has worked with Transport for London and the US Department for Transport.

9. Summary of Actions

- Provide analysis of how the Gift Card is being spent and circulate to the Board – RP
- Circulate CCC's new Events Policy Consultation to Board – RP
- Transport campaign workshop in January – LC

10. Summary of Decisions

- Unanimous approval of BID 3, Y1 Budget

Signed:



Date: 22.01.25

Paul Turner, Interim BID Board Chair

