

Canterbury BID Interim Board Meeting Minutes

Meeting Details			
Date	Wednesday 14 January 2015	Location	Whitefriars Board Room
Attendees	Clive Relf (CR) – Reeves and Chairman Bob Jones (BJ) – Canterbury City Partnership Adam Bateman (AB) – Fenwick Caroline Hicks (CH) – Canterbury City Council Dan Grimwood (DG) – The Refectory Dave Hughes (DH) – Kent CC Edd Withers (EW) – Student Republic Ian Blackmore (IB) – The Jolly Sailor		Jennifer Williamson (JW) – Reeves Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University Peter Scutt (PS) – Whitefriars Therese Heslop (TH) – Canterbury Cathedral Tim Less (TL) – Canterbury Society Lisa Carlson (LC) – MyTown, MyCity Lucy Martin (LM) – Canterbury City Partnership

Item	Welcome, introductions & apologies
1	Apologies: Alex Ridings (AR) – Think Agency David Lilford (DL) – Lilford Gallery & Lilford Framing Declan Kelly (DK) – The Abode Georgia Lord (GL) – CJ's and Brunch Lindsay Ridley (LR) – The Canterbury Tales Mark Arnold (MA) – Kent Police

Item	Minutes of the board meeting held 16 December 2014
2	Minutes of last meeting approved and will be posted on the BID website.

	Matters arising	Responsible	Date for completion
	JW to arrange with HMRC a 6 month filing period from April 2014 through to September 2014 to reflect the transition from CCP to Canterbury BID	JW	25/02/2015
	Create a set response to charitable requests that the team can utilise	BJ/LM	Ongoing

Item	Finance
3	<p>JW confirmed that the old Canterbury City Partnership CIC (CCP) accounts, which pre date the BID, were filed in full at Companies House on the 30th December 2014.</p> <p>JW talked the Board through the finances. The finance sub-committee which is made up of JW, BJ, LM and AR met on 06/01/2015. A summary sheet of the current finances was circulated to the Board which shows the income received to date and the committed spend to date across the year. In terms of income the BID has received £483,844, with £376,785 allocated as committed funds and £185,717 as uncommitted funds against the Year 1 budget. This equates to a shortfall of £78,658 but that is because the BID hasn't received the full amount of expected income to date. To be prudent income is not accounted for unless it has hit the bank. The document will be updated on a monthly basis so that when there is a conversation about spend the Board are full equipped to make a decision about committing funds. CR and PS requested that the original budget be included in the sheet along with a more detailed breakdown. The Board agreed that the financials be reported annually on the BID website which is in line with other BIDs.</p> <p>JW advised that at the end of year 1 there will be a period of time before the levy for year 2 comes in and we will need to do some financial planning to account for this. Once a decision has been made on the flowers and the ambassadors, a conversation will need to be had in terms of how much money will be required to sustain the company for up to two months. JW advised that initial plans have already been drafted and will be presented to the Board at a suitable time. A surplus has already been accounted for at the end of year 1.</p>

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	Action	Responsible	Date for completion
	Monthly budget to include a detailed breakdown of costs as well as a comparison of costs against the original budget	JW/LM	25/02/2015
Item	BID Levy Collection: follow up process and issues		
4	<p>As of the 9th January, £458,510.32 worth of levy had been collected which is 89.99% of the total levy available and 93% of the target which equates to approximately £29,500 left to be collected. There are approximately 100 payments outstanding and BJ and LM met with Canterbury City Council's collection team EKS, on 9th January to discuss next steps. The following queries were discussed:</p> <p>The process On the 19th January a summons will go out plus an additional charge of £50 payable to East Kent Services (EKS), the City Councils' collection agents. Once the letter has gone out the summons stands and will be in addition to the BID levy. The Board asked the team to contact as many businesses with outstanding balances to ensure that they are not liable for the summons charge. If they do not pay by the time they are summonsed to appear before a magistrate there is another £50 charge and then if the debt is not cleared there is an enforcement agent's fee of £75 and a debt recovery fee of £235.</p> <p>The Board explicitly supported this action as ensuring that every eligible business pays their levy is fair for all the businesses in the BID area.</p> <p>Instalments There are five businesses paying by instalments. This was discussed at Canterbury Area Members Panel (CAMP) and the members asked about the possibility of businesses paying by instalment. BJ advised that the rules state that the levy is payable in one annual payment and any other payment arrangement needs to be discussed and decided upon by the BID Board. In discussing the situation with EKS they were very clear that the rules are the rules and need to be stuck to without exception unless the BID board advises them otherwise. This is because businesses have known about the BID due to the ballot in June/July, the result of the ballot which was officially announced in September, the bills which were sent out in October, a reminder which was sent out in November and a final reminder in December which advised businesses that if this amount is not paid in full within 28 days a summons will be issued and further costs will be incurred. Prompt payment of this outstanding debt will avoid the additional costs. PS asked if the process was the same for Business rates and BJ advised that it was but the BID had requested that one additional reminder be sent out to avoid summons being sent out in December. EKS advised that every levy payer is a business rate payer and knows what the process is. The BID Board decided not to make an exception to the rule.</p> <p>Finally, BJ asked EKS whether the Collection Costs of an instalment collection system would increase and by how much. As the amount of work would increase significantly and would require an additional member of staff to manage this, the Collection Costs are estimated to at least double if an instalment system is implemented. This would amount to an additional £12.5k per annum and is in contravention of the cost plan businesses voted for in the Ballot in July 2014. The Board agreed that this is not a feasible option in this BID term.</p> <p>Hardship In discussion with EKS they advised that they do not have a system in place to assess hardship and so it will be up to the businesses to approach the BID team to discuss their situation and for the BID Board to decide on whether we enter into "discretionary arrangements" with businesses who have demonstrated to the Boards satisfaction that they cannot afford to settle their levy in one payment.</p>		
	Action	Responsible	Date for

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		completion
BID team to contact as many businesses as possible to advise them to pay their outstanding BID levy balance before the 19 th January	BJ, LM, LC & Board	19/01/2015
BID team to meet with any businesses that advise them of the inability to pay and to come back to the Board to advise them on the proposed arrangements for payment	BJ, LC & CR	25/02/2015
The Welcome People		
<p>The Welcome People were invited to the BID Board meeting to present on the BID Ambassador service they could provide for Canterbury. The presentation and supporting videos can be viewed here: https://www.dropbox.com/sh/m7cxfsrk2e1pr3m/AACnbSEf8Gr0sDsgJMViHqHa?dl=0</p> <p>In summary, they specialise in providing tailored visitor welcome and street management services to a number of BIDs nationally. Their four priority areas are:</p> <ol style="list-style-type: none"> 1. Business liaison- the ambassadors would have regular scheduled appointments in order to improve communication between the BID, the local authorities and other businesses; help promote initiatives & marketing opportunities and problem solve. This is absolutely critical for Canterbury BID and would be the Ambassadors main priority. 2. Housekeeping – they can provide real-time reporting of housekeeping issues such as graffiti and waste that has not been collected etc., using a PDA reporting system which can flag issues and then track when problems are resolved, provide downloadable reports which can be sent to the relevant authorities, thus improving fix rates, efficiencies and service levels. 3. Intelligence reporting – They can track real-time ASB such as homelessness, street drinking etc. , provide intelligence to police and other agencies via detailed reports, trend analysis vs historical data, and on-site support to victims of crime. They can also undertake surveys such as customer satisfaction surveys on behalf of the BID at no additional cost. 4. Welcome service - They provide a visitor welcome & orientation service, a friendly reassurance to customers, a soft level of security and a visible service on the street helping customers. <p>The fee proposal tabled by The Welcome people to our BID amounted to £98,000 per annum for:</p> <ul style="list-style-type: none"> • A dedicated team of 3 staff, working 9 hour shifts Monday to Saturday, 6 hours on Sunday. • One member of the team is paid an enhanced rate for assuming the role of Supervisor. • The proposal gives 7 day cover with 2 staff on duty each day on a 3 week rolling roster basis. • A fully branded uniform (design to be confirmed). • A bespoke, ongoing training programme, including full induction, People 1st customer service, health & safety, conflict resolution, ELS, anti-terrorism and hostile reconnaissance. • Licensing and operation of the PDA reporting system, including real-time data dashboard. • Full supervisory and management support and monthly updates with the management team. <p>A second proposal was put forward for having a 4th Ambassador which would give the BID 3 people per day (5 days) and 2 people per day (2 days) would bring the cost to £125k pa.</p> <p>The BID team originally intended to employ its own the Ambassadors directly but had been approached by The Welcome People who provide their services to a number of other BIDs nationally. The BID team have drawn up a financial plan if we were to contract with The Welcome People. In the first year it is cheaper as the Ambassadors won't start until half way through Year One's budget. In addition we overestimated the set up costs for putting a team on the ground that the BID recruited itself which includes training, recruitment and so there is ultimately a cost saving. In years 2 – 5 the cost for the BID to recruit at team itself drops to around £70,000 versus £98,000 per annum for The Welcome People. If the BID was to contract with The Welcome People then funds would need to be taken from other budgets, for example the budget for flowers could be frozen so it's the same spend year on year (YOY). Ultimately engaging with The Welcome People would be affordable but there are some consolidating</p>		

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changes that we need to make. Ahead of this it was noted that four representatives from the BID would meet with key people at Cambridge BID to glean first hand feedback on the performance of The Welcome People.

The significant impact it will have is the type of organisation Canterbury BID will become and at its core it will become a contract management organisation to deliver certain services on behalf of the BID businesses that no other organisation is in a position to deliver. The remaining budget would become discretionary spend which will be used for facilitation, to make things happen with partners that they jointly contribute to. For example a festival may approach us for some seed funding which the BID might commit to for 1 to 2 years (providing it benefits the city and most importantly the BID businesses) but after that it would need to be self-sustainable.

The Board agreed that they were impressed by the Welcome People, particularly the data and reporting software. In addition the fact that The Welcome People have successfully used this model in other areas and so are constantly upgrading and learning which would be difficult for Canterbury BID to do on its own as it doesn't have all the necessary the skills in house and so would need to be sourced externally which would come at an additional cost. They agreed that would like to see a breakdown of costs, the position regarding holiday cover; enquire about inflationary increase and request a copy of their contract. If the BID were to contract with the Welcome people, the likely start date would be May 2015. The Board are to decide at the February Board meeting as to whether the BID should contract with The Welcome People.

Presentation and proposal from The Welcome People to be sent to the BID board.	LM	06/02/2015
LM to request a breakdown of costs, the position regarding holiday cover; enquire about inflationary increase and request a copy of their contract and to circulate it to the Board.	LM	06/02/2015
BJ to provide an overview of the five year BID budget to incorporate contracting with The Welcome People and to highlight what the implications might be.	BJ	25/02/2015

Item	Operational update
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5	<p>Christmas Lights</p> <p>The subcommittee had a walk around to look at the lights on the 15th December, to review what we currently have and make suggestions for additional lights in 2015. Paul Hussey from Gala Lights was in attendance and has been tasked with providing a quote for the additional lights in order for the subcommittee to see what is financially viable for 2015. A discount has been negotiated as compensation for the delay in the lights being installed. Gala Lights are due to provide a reconciliation of costs before the final instalment is paid. LM advised that Gala will start to remove the lights from the 16th January 2015.</p> <p>Traders Association</p> <p>BJ is meeting with the Kings Mile Association on 27th January to talk about how they want to work with the BID which will then form a template for going and talking to businesses in other parts of the city to develop traders associations. There has already been initial interest in St Dunstan's and one business in St Peters Street has suggested joining up with St Dunstan's.</p> <p>Bloom</p> <p>The BID has a verbal agreement with Window Flowers that they will provide hanging baskets for the city this year. Window Flowers are currently scoping out a proposal about how they would dress the city. There are several ways of delivering the floral displays, the first being that the BID asks the businesses if they would like hanging baskets, which is what Winchester do, however this would mean that year on year the budget would undoubtedly grow and would mean a reduction in spend for other projects. The second option would be for the BID to select the locations for the hanging baskets and have a fixed budget each year.</p>
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Destination Management Partnership (DMP)

The idea of putting a HLF Bid to connect all the HLF funded projects in the city will be put forward to the group at tomorrow's DMP meeting. HLF funded projects already in the city include the Beaney, Westgate Gardens, the Marlowe, the Cathedral and Dane John Gardens. The HLF have already indicated that this would be a good project to make an application for from Canterbury. The process is a lengthy one and takes between three to four years and so the result of the HLF bid would be known in 2018. The HLF bid would cover three elements:

- Upgrade the actual infrastructure of the city from Canterbury West to St Georges Street
- Linking the isolated heritage assets that need investment for example the World Heritage site and St Martins Church, Canterbury Castle and East bridge Hospital and the Greyfriars garden
- How to engage residents, businesses and visitors in the story

Working Groups

- **Purple flag**, which as its part of the Service Level Agreement (SLA) with the Council will be chaired by the BID as it's a delivery function. The result of the September 2014 assessment will be announced on the 11th February and after that a meeting will be convened to discuss the feedback and plan for the next renewal and assessment which will take place in September 2015.
- **Transport and access** – a chair needs to be sourced now and the group formed as soon as possible. IB suggested asking David Lilford to be chair and a group formed shortly after.
- **Digital City** – this will be formed after the first two groups have been established but by the end of March.

Cleaning

The BID cleaning team are currently working Monday to Thursday 8pm to 6am. Just recently there has been an issue around Wilkinson's and on Monday night the team went in to clean the area around the shop and the manager was very pleased with the work carried out and the area manager wants to meet with the BID team. The team will finish cleaning the area adjacent to the shop and then will go back to the high street to steam clean the pavement. BJ has asked Kent County Council to come and visit the team in operation just to make sure that they are happy with the work carried out to date. PS advised that Citrica, the BID's contractor is going to be doing some work for Whitefriars which they have set up a separate agreement for.

MyCanterbury

A paper was handed out to the Board which summarised what has been happening with MyCanterbury over the last twelve months and financial projections for the next year. In terms of income it is expected to bring in £25,000 per annum and costs associated with delivering this is half the Business Manager's cost and a part time Sales Executive salary. The original plan did not include marketing costs but marketing is required to promote the product and so the BID team have allocated £6,000 to this. Currently the project is due to make a small trading loss during 2015 however, we need to be mindful that the City needs an online platform and this is an investment into that versus an income generating project. Any income received will be invested back into the BID area.

There is a draft franchisee agreement that needs some work doing to it before it is signed to take into account that we are a founding franchisee and so the contract needs to set out whether or not we have a stake in the IP of MyCanterbury and what would happen in the event that the product was sold.

It was agreed that a MyCanterbury subcommittee be set up, made up of BID Board members to work on the agreement, sales plans and marketing. CH advised that Visit Canterbury are in discussion with the BID about the potential to plug in their tourism information into MyCanterbury and there is a lot more that can be done in the platform that is currently not being utilised. MK echoed CH comments and advised that linking in with event providers is a potential opportunity too. CR, CH, IB, LR and MK volunteered to be on the MyCanterbury subcommittee.

Action	Responsible	Date for completion
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	BJ to meet with Kings Mile Association and develop a template on how other traders associations can be established in other areas of the city	BJ	On-going
Item	Governance		
7	<p>One of the items included in the BIDs terms of businesses was two non-voting representatives from the Canterbury Society on the Board. TL is one representative from the Canterbury Society and so it was suggested that Rev. Mark Ball who is the parish priest for the City Centre should be the other. Jan Pahl who is the Chair of the Canterbury Society has welcomed the idea and so Rev. Mark Ball will be invited to the February Interim Board meeting.</p> <p>A pack was handed out to the Board about governance and the election process for the new BID Board. BJ talked the Board through the document which in summary proposed that a ballot will take place on the 23rd March in the event that there being more nominations submitted than there are Board places available. This is the latest date that Canterbury City Council's electoral services team can deliver this for the BID due to the Council and national elections in May. The paper takes account of this and set out a time scale, a proposal for the Board member election process, a Board member job description and an application form. BJ requested that the Board review the pack and provide feedback by Monday 19th January. In the meantime the Mem & Arts are being finalised and JW suggested that a small group of the Board go along to a session with the Solicitors to finalise the documents. JL, AB and BJ agreed to attend a meeting with the solicitors. BJ flagged that he would attend to answer any questions and provide information but that he did not want to be involved in making any decisions.</p>		
	Action:	Responsible	Date for completion
	Board to feedback to BJ on the election process, job description, timeline and nomination form.	All	19/01/2015
Item	AOB		
8	<p>Magna Carta</p> <p>PS asked about what is happening to celebrate the 800th anniversary of the Magna Carta. MK advised that there is a Celebration Committee which is chaired Canterbury City Council which was specifically set up to discuss and plan the celebration of the event. MK chairs the marketing group. There will certainly be a lot of activity taking place in the city and will soon be made public. LM advised that the national celebration dates are the 13th and 14th June.</p> <p>Employability Points</p> <p>BJ advised that the BID has been approached by the University of Kent to sponsor their employability point's scheme which helps students gain employment. BJ recommended that the BID should participate as well as brokering the opportunity to other businesses.</p> <p>Scholarships</p> <p>The University of Kent enquired about the BID offering scholarships to the value of two £1,000 scholarships. BJ said that if we offered this for the University of Kent it would be something that we would offer to Christ Church University as a way of lining into their core activity. It's not something we can consider for year one but it may be a possibility for future years. It is something that the Board should consider as the education sector is significant part of the city and this would be a way of businesses supporting students in the areas that the businesses are interested in.</p>		

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Signed:

Date: