

Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
Date	Wednesday 14 th September 2016	Location	Whitefriars Board Room
Attendees	Alex Ridings (AR) – Think Agency Bob Jones (BJ) – Canterbury Connected BID Caroline Hicks (CH) – Canterbury City Council Clive Relf (CR) – Kreston Reeves and Chairman Declan Kelly – The Abode Edd Withers (EW) Republic Events David Hughes (DH) – Kent County Council David Lilford (DL) – Lilford Gallery & Lilford Framing		Ian Blackmore (IB) – The Jolly Sailor Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID
Item			
1	Welcome, introductions & apologies		
	Apologies: Adam Bateman (AB) – Fenwick Dan Grimwood (DG) – The Refectory Craig Griffin (CG) – Canterbury Society Therese Heslop (TH) – Canterbury Cathedral Cl Mitchell Fox (MF) – Kent Police	Welcome: Paula Gillespie, The Marlowe Theatre Peter Cook, Big Bash Music	
Declarations of interest			
2	Name	Company	Reason
	Caroline Hicks	Canterbury City Council	Manager of the Service Level Agreement between Canterbury City Council and Canterbury Connected BID
	Clive Relf	Kreston Reeves	Supplier of services: Accounting
	Jeremy License	Furley Page	Supplier of services: Legal Services
	Alex Ridings	Think Agency	Supplier of services: IT and My Town My City
Item			
3	Minutes of the board meeting held 6th July 2016 Minutes of last meeting approved and will be posted on the BID website.		
Matters Arising		Responsible	Date for completion
Landlords Forum – another meeting to be arranged as there are pressing issues around property ownership.		BJ	Nov 2016
Digital Working group – it was agreed by the group that they would meet annually unless there is something key that needs to be discussed.		BJ	June 2017
Homelessness/rough sleeping information - this will be included in the next hard copy BID publication, 'Doing business in the city' in which will give advice and contact numbers as a reference for levy payers to know who to contact and what to expect on a variety of issues.		BJ	Nov 2016
Governance – a governance pack is being created and will be circulated by the next Board meeting		CR	26/10/2016
Item			
4	Finance PS presented the Minutes of the Finance Sub Committee held on 8 th September 2016. Several items were tabled: 1. Salaries for 15/16 are on plan. For Year 3 and subsequent years a 'cost of living' increase of 2% has been factored		

Canterbury Connected Business Improvement District Board Meeting Minutes

in to the budget. The Finance Sub Committee recommends this is agreed by the Board for 2016/17. The Board voted in favour of this. The issue of a bonus scheme was raised. The BID team are meeting with CCC to look at developing a levy payer 'How are we doing?' survey which could form the basis for a team bonus scheme in Year 3, subject to affordability.

2. The cost of additional Christmas lights in Year 3 has been factored into the budget and is subject to agreement from the Board. They are affordable as long as adjustments are made elsewhere in the 5 year plan. A review of the cleaning budget is underway as reducing this ensures that the additional lights can be accommodated.
3. To consider ways in which we can raise additional commercial income. Certainly if the BD was successful for a second term there may be the opportunity to offer consultancy services to locations in Kent that are looking to become a BID. MK pointed out that raising money takes time and effort and we would need to consider the opportunity cost of focusing on this versus delivering services to our levy payers. The Board were asked for any ideas to be passed on to Peter or Adam for consideration.

The BID Bank Accounts show a current balance of £108,355 and £45,895 in reserves; the current predicted end of year outturn is an overspend of £19k versus a planned overspend of £53.8k, due mainly to increased unplanned income from partners for marketing of £16k and a lower than plan expenditure on a number of programmes of £15k.

The levy collection is currently targeted at £495k. EKS have changed system mid-year and there is concern that this target will not be reached due to system issues. Last year they collected £497k against a plan of £488k. This year we are estimating £495k and have so far collected £465k and a further £18k to be drawn down, so £483k in total.

The number of signatories on the BID bank account has been increased to Louise Philips, our book keeper and LM to allow for greater flexibility should one of the two current signatories be unavailable. The Board resolved that they are happy for this to take place.

	Action	Responsible	Date for completion
	The Finance sub-committee to come back with a bonus scheme proposal for the board to consider.	PS/BJ/AB	26/10/2016
	The Board to provide ideas of increasing commercial income for the BID.	All	26/10/2016

Item	Marketing
5	<p>Subsets of the Marketing Group are:</p> <ul style="list-style-type: none"> • Christmas Lights • Collaborative marketing (Chair: Julie Holness, Whitefriars) • Festivals and events (Chair: Ian Blackmore) • MyCanterbury • Purple Flag (Chair: BJ) <p>Collaborative Marketing</p> <p>City branding was discussed and it was agreed that this would be raised with the City Council. It was agreed that whatever we did would need to be applicable not just to the visitor economy. So if you want to present Canterbury you want it to be Visit Canterbury, or Study Canterbury, Invest Canterbury. It's an ongoing conversation with a lot going on. For example Canterbury Connected BID is now a Visit Kent Investor which basically means that in return we get a range of services including promotional services for the city. Visit Canterbury is also investors and there is a meeting after the board as to how this will work between the two.</p> <p>Julie is finalising the marketing plan for the city which highlights the key events across the city, in terms of national seasonal events and the annual city events.</p> <p>Christmas Marketing is currently under discussion between the BID, Whitefriars and the City Council on a</p>

Canterbury Connected Business Improvement District Board Meeting Minutes

	<p>collaborative campaign for 2016.</p> <p>Festivals and events Peter Cook spoke about the St Nicholas Parade which takes place annually on the first weekend on December. CCP used to contribute many years ago. Its costs approximately £5k to run.</p>		
	Action	Responsible	Date for completion
	BJ to set up a meeting between IB and Peter Cook to discuss funding for the St Nicholas Parade	BJ	26/10/2016
Item	Operations Report		
6	<p>Canterbury in Bloom: In July we had the South & South East in Bloom judging. The judges used the opportunity to give us feedback to help us with the national judging for Britain in Bloom judging which took place on 3rd August. This went extremely well, the weather was perfect after days of rain and so the city had the best opportunity we could have to do well. The results for the regional award are on 14th September and the national awards are on 14th/15th October, neither of which the BID team can attend; our Council colleagues are going in our behalf to both events.</p> <p>DMP: London Campaign: The image was part of the Visit Kent London Campaign for two weeks in July and received a high level of recognition; the social media campaign ran subsequent to that, including Colours of Kent and Kisses from Kent. Detailed results are not available until October when we will review the BID's investment and future plans.</p> <p>Pilgrims Mile HLF Proposal: Following a number of conversations during which this project has evolved, the City Council has agreed to finance 50% of the cost to develop a proposal if the BID covers the balance. The total cost is £9,300 and the former CCP directors have agreed to cover this cost using the CCP funds held over in Reserves, so £4,650.</p> <p>The project has now grown to encompass the wider city, its heritage assets and the linkages between them: St Dunstons Church; Westgate Towers; St Peters Church; Eastbridge Hospital & Franciscan Gardens; Poor Priests Hospital/Heritage Museum; St Mildreds Church; Canterbury Castle; Canterbury Tales/St Margarets Church; St Georges Clocktower; St Augustines Abbey; St Martins Church.</p> <p>The working title is "Canterbury, home of England's Story" and it has a number of objectives:</p> <ul style="list-style-type: none"> • Provide an additional high quality attraction to the city's portfolio to encourage visitors to stay longer and spend more • Upgrade assets across the city and the streetscape between them • Link the locations together to tell the Story of England through the prism of a single place • Encourage more jobs, higher growth and stronger inward investment in Canterbury city centre <p>The team of Mike Marsh, consultant, and Sion Thaysen, Allen Scott Architects, have been briefed and will come back to us with their schedule, which will focus in the first instance on developing a partnership-led approach and gaining feedback from the wider city on the proposal before proceeding with a schematic. They will also give feedback on how best to approach HLF to secure a successful outcome.</p> <p>MK advised that this has a huge impact on city branding and we need to consider how we can leverage this. PG advised that it is important that all stake holders are consulted as there are a lot of large projects in hand that would have an impact on this.</p> <p>Hop Pocket Race: The second HPR is planned for 22nd September, with capacity for 30 teams and also for men's, women's and mixed teams. The BID is paying for three bands to play in local venues this year as a pilot to see if</p>		

adding a 'roots' music to the event in local venues would act as a catalyst for a music festival over the weekend to complement the Food & Drink Festival and attract more people into the city in the evenings.

Christmas Lights and switch on: Following meetings with the Christmas Lights sub-committee, it has been agreed that the BID will provide additional lights in St Dunstons and in Castle Street subject to the necessary permissions. The Christmas Lights committee also requested that lights are installed in the tree in Canterbury Lane and in St Peters Street from Zizzi to Villagio and we now have the permissions for these and a price from Gala. Affordability has been reviewed by the Finance Sub Committee and a recommendation made to the Board.

The lights switch on event is scheduled for 17th November at 6.30pm in St Georges Street, with the Heart FM Road-show and pantomime cast. The issue of numbers will be addressed by ensuring the stewarding; stage position and sound system are all fit for purpose to handle a large crowd safely.

Purple Flag: This is a desk top exercise and the application deadline is 17th October. The BID is developing the application and will submit and pay the £650 fee. The Purple Flag weekend is in early October nationally but in Canterbury we will designate another weekend in spring 2017 as the October date clashes with Freshers and Purple Flag would be lost in the hectic nature of that period.

Traders Associations: The Kings Mile Festival took place on Saturday 10th September. The BID contributed £1,000 to the coordination of this event. In spite of a number of meetings and networking events in the area, the Cathedral Quarter has not received much support. PG hosted a meeting yesterday about how The Marlowe will work with traders in the locality which is a really positive step. There may well be appetite for a Castle Quarter group to form in light of the Slatters development and the rise of ASB in the area.

MyCanterbury: The platform continues to perform well and the Summer Guide was especially successful, with 20,000 copies printed and distributed across the city; the Autumn Guide is published during w/c 12th September with another 20,000 copies and a focus on the student body. The Agreement with Think is in development and a meeting will be called in September with the Board Sub Committee to finalise this.

	Action	Responsible	Date for completion
	BJ to set up a meeting with the Board Sub Committee to finalise the My Canterbury agreement.	BJ	26/10/2016

Item	The Medieval Pageant
7	<p>This was the first event of this kind we have delivered although it was based on the successful Magna Carta Family Trail in 2015. The Parade travelled from North Lane car park, through the Westgate Towers, up around Whitefriars and then ended at the Marlowe Theatre, with the principal characters, Henry II and Queen Eleanor, giving speeches at locations en-route. It was watched by around 2,000 people along the route.</p> <p>The family Trail involved 11 locations and each of them was busy with even St Dunstons Church receiving over 200 visitors on the day; St Peters in the city centre had over 800. 237 chocolate coins were given away to those who had stamps from 5 or more of the venues and we estimate around 1,000 engaged in the trail during the day. Commercial venues involved reported significant uplift in sales on the day and the city was very busy.</p> <p>Peter Cook, worked with community groups and curated the parade, presented his film of the day. The plan is to make it an annual two day event.</p>

Item	Governance
8	There are three service areas which the Board requested the Executive Team to review with the possibility to go out

Canterbury Connected Business Improvement District Board Meeting Minutes

	<p>to tender:</p> <ul style="list-style-type: none"> • Legal – the executive team feel it is not a sensible thing to tender this out as all contracts have been written and signed and so there would be very little for a legal firm to do for us. • IT – again the requirements are minimal given that a lot of the services are provided either by our Landlord Visit Kent in conjunction with their provider or Think Agency who host our email and website. • Accounts – Kreston Reeves currently provide this service however in the interest of transparency we went out to tender and received two responses to the invitation; TaxAssist and Burgess Hodgson. BJ handed out to the Board the comparative propositions from each business for review and discussion. The Board agreed that Burgess Hodgson was the most economical. <p>Board vacancy: Paula Gillespie is prepared to join the Board to fill the vacancy left by Georgia Lord. This was unanimously agreed by the Board.</p> <p>Edd Withers Board Position: Edd has left Republic Events but may join another levy paying business shortly. It was agreed that he can remain on the Board until January 2017 and at that time his position will be reviewed. If he has not joined a levy paying business he will no longer be eligible to be a Member of the Company and will have to resign his 'A Director' position. However at that time the Board may wish to co-opt him as a Community Observer (there is a vacant position) given his role on the Canterbury Residents Facebook Group, which he chairs.</p> <p>Lucy Martin maternity cover: this will be covered by Lisa Carlson extending her time to 5 full days from 4 temporarily; Kathy Moulton being offered and enhanced role on MyCanterbury; and the recruitment of a temporary admin assistant to support the time in Lucy's absence. It was also agreed that the BID team would not initiate new projects in her absence as the capacity to deliver these effectively could be compromised and so the focus will be on high quality delivery of existing programmes.</p>
Item	AOB
9	<p>Wild in Art - BJ went to see Demelza House about a proposal to do a Wild in Art event in Canterbury in September 2017. It's basically a way of raising money for charity with sculptures painted by local artists located across the city for 8 weeks and then auctioned. They asked if it would be something the businesses would consider sponsoring. They would have 25 snow dogs; the cost to install is £2,750 and would look for sponsorship of £5k each from businesses. Demelza House would be the lead organisation on this. It's about driving footfall into the city and CH advised that the PR value where they have done it in other areas is enormous. The Board discussed the opportunity and agreed that the principle is a good but the price is too high for businesses and the timing is wrong.</p> <p>Marlowe 5 – It's the 5th anniversary of the Marlowe Theatre in October fifth anniversary celebrations in October. <i>Marlowe 5</i> is a weekend of festivities on Saturday 8 and Sunday 9 October. Free entertainment and events will be held in and around the theatre on both days, and an anniversary gala performance on the Sunday. Proceeds from the gala performance ticket sales will go to their new Creative Opportunities Fund.</p> <p>Networking – The Board were reminded of the networking taking place that evening at Fruitworks, 5 – 7pm.</p> <p>Training – LC asked the Board what their opinion was on running a session with Kent Invicta Chamber on Grants for SME's. RB advised he has already done it and would highly recommend it. LC also advised that we are also considering hosting a cybercrime workshop. CH advised that they would be happy to work with the BID on this through StartmyBiz and GrowmyBiz.</p>
	<p>Next Board meeting: 7th December 2016, 2 – 4.30pm in Whitefriars Board Room.</p>