

Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
Date	Tuesday 16th January 2018		Location Whitefriars Board Room
Attendees	Clive Relf – Kreston Reeves (Chair) Peter Scutt – Whitefriars (Vice-Chair) Ian Blackmore – Jolly Sailor Clare Millett – The Westgate Hall Karl Elliot – Clague Architects David Redgate – Girlings Solicitors David Lilford – Lilford Gallery & Lilford Framing Jonathan Fitter-Harding – Dodgems & Floss Paula Gillespie – The Marlowe Theatre Alex Ridings – Think Agency Richard Scase – Canterbury Society Therese Heslop – Canterbury Cathedral Caroline Hicks – Canterbury City Council Blake McCaskill – Republic Events Dan Grimwood – The Refectory Kitchen		Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID Kathy Moulton (KM) – Canterbury Connected BID Julie Grail – The BIDs Business Rachel Pilard – Incoming BID Marketing & Communications Manager
Item			
1	Welcome, introductions & apologies		
	Apologies: Paul Strong – Fenwick Canterbury Dave Hughes – Kent County Council Craig Griffin – Canterbury Society Marco Keir – Canterbury Christ Church University		Welcome: Julie Grail – The BIDs Business Rachel Pilard – Incoming BID Marketing & Communications Manager
	Declarations of interest		
2	Name	Company	Reason
	Caroline Hicks	Canterbury City Council	Service Level Agreement
	Alex Ridings	Think Agency	My Town My City platform
3	Minutes of the board meeting held 13th December 2017		
	<ul style="list-style-type: none"> Approved 		
4	Matters Arising		
	<ul style="list-style-type: none"> Staff update – Rachel Pilard will start as Marketing & Communications Manager on 12th February. Interviews continuing for the Administrator role. All staff and Board members are listed on the website. <ul style="list-style-type: none"> BID team: http://www.canterburybid.co.uk/team/ BID Board: http://www.canterburybid.co.uk/the-board/ Review of Governance: agreed to review Governance and report back at April Board, including procurement practices and sub-groups. BID 2: The BID 2 Sub-group will meet for the first time on Tuesday 23rd January to look at BID 2 renewal timeline, measuring the success of BID 1, the high-level manifesto and levy principles. Purple Flag: we heard on 12th January that Canterbury's Purple Flag status as renewed for a fourth time since 2011. Destination Management Plan: An update will be provided at the February Board Finance: <ul style="list-style-type: none"> Year 3 Accounts will be circulated before the February Board The levy collection figure as at the end of December was £384,363.67 which represents 75.74% of billed levy collected. 		

	<ul style="list-style-type: none"> • The AGM will take place on Wednesday 14th March from 5-7:30pm at The Cathedral Lodge. The AGM aspect of the meeting will take place at the beginning and there will be presentations on (1) the work of the BID in Year 3 and (2) examples from the BID Industry and from another BID. Invitations will go out mid-February. • The Canterbury Society are fully supportive of a second BID proposal going ahead. • A public consultation is underway on extending the pedestrianised zone to the Friars. • PR – the Board would like to see more comms and PR about the achievements of the BID • Caroline Hicks’ new title is Head of Property and Regeneration
5	<p>Ops Report</p>
	<p>Operations Report November - December 2017</p> <ul style="list-style-type: none"> • Christmas wrap-up • Purple Flag assessment • Medieval Pageant Award • National organisations reporting on BIDs – The BIDs Business, IPM, ATCM and British BIDs <p><u>Christmas 2017</u></p> <ul style="list-style-type: none"> • Christmas decorations: as last year, with amendments in St Margarets Street to account for the Slatters site and also the addition of lights on the left side of Butchery lane. Christmas will come down between 11th and 16th January. A summary of costs and operational details is here: http://www.canterburybid.co.uk/christmas-lights-know/ • Switch-on event: Heart FM delivered this event from 5-7pm on Thursday 16th November. The Lord Mayor and the panto cast switched the lights on and three musical acts entertained the crowds plus an opening act from Canterbury College. This year we introduced a screen to enable more people to see the event. We estimate c 5,000 attended. • Marketing: New in 2017 – Handmade in Canterbury film, ‘Cene Magazine (Winter Issue), Primary Times (December), MyCanterbury Christmas landing page and digital advertising with the KM. Also, Christmas Guide, social media, spread + cover wrap in the Index magazine, spread in the KM Christmas supplement (county-wide) and a Heart FM radio campaign for the lights switch-on (7 days pre) and a further campaign for the 5 weeks post the event. The artwork was refreshed with the addition of Father Christmas and the strapline: Canterbury, made for Christmas • Christmas Windows Competition: 15 levy payers took attended our free Visual merchandising workshop on 28th September to plan their Christmas windows well in advance. The third annual Christmas Window Competition took place on Saturday 2nd December (Small Business Saturday) and the windows were judged on three criteria: Festivity, Creativity/Originality and Merchandising; and each one was measured against a set standard and awarded Gold, Silver Gilt or Silver against that. There were 85 entrants this year, with 22 winning Gold, 49 winning Silver Gilt and 14 Silvers. The “People’s Choice” competition ran on social media for small, independents from Saturday 2nd to Sunday 10th December. There were 3 stand-out contributors to the social media presence in terms of numbers and effort. <p><u>Purple Flag assessment</u></p> <p>Two assessors from ATCM came to Canterbury on 9th December to evaluate our re-accreditation. Prior to that we carried out two self-assessment exercises, the first of which took place on 25th August and the second on 20th October. We submitted our re-accreditation application on 13th October and were delighted to hear on 12th January that Canterbury’s Purple Flag status was renewed. The assessors spoke with so many people throughout the night and that in itself speaks volumes about our partnership working. Here’s what they said:</p>

	<p><i>“We really appreciated meeting so many of you, the time we were able to spend with you and all the questions that you answered for us. This helped to give us a really clear picture of what you have already achieved, and your ambitions for the future, for the purple flag at Canterbury.”</i></p> <p style="text-align: center;">and</p> <p><i>“Everyone was really enthusiastic and willingly answered our seemingly endless questions! We really appreciated it. You have a wonderful city. You must be very proud of it and of all your achievements.”</i></p> <p><u>Medieval Pageant Award</u></p> <p>Canterbury BID won the Lasting Impression Award for the Canterbury Medieval Pageant at the 2017 Go To Places Awards at the Drury Lane Theatre in London. This award was based on a public vote for the event that made the best ‘lasting impression’ on people and made them value a place even more. In only it’s second year, for the Pageant to have achieved such a good level of awareness and support is little short of amazing! Whilst the BID picked up the award, we did so on behalf of the wider partnership that has delivered such a great event, including all the teams and venues who contribute to the excellent Family Trail across the city on the day (thirteen venues in 2017), organised by Cressida Williams from the Cathedral Archives and Prof Louise Wilkinson, CCCU whose work on the Magna Carta Family Trail and subsequent support for the Pageant has laid the foundations for all that has been achieved and Peter Cook, Big Bash Music, whose vision has made the Pageant Parade an incredible event in its own right. The 2018 Medieval Pageant will take place on 7th July.</p> <p>National organisations reporting on BIDs – The BIDs Business, IPM, ATCM and British BIDs</p> <ul style="list-style-type: none"> • British BIDs • The BIDs Business • Association of Town and City Centre Management: • Institute for Place Management
6	AOB
	<ul style="list-style-type: none"> • Rising bollards – Canterbury City Council has asked the BID Board with regard to the security measures the city council is introducing in order to safeguard against the potential threat of terrorism. The proposal is to introduce rising bollards in certain areas in the city. The overall cost of doing this will be in excess of £250,000. The question is could the BID contribute an amount towards this? There was a brief discussion but no decision. • Single Use Plastics – CCC are developing a plan of action to reduce single use plastics by 25% • Heritage <ul style="list-style-type: none"> ○ Heritage Scoping Document: When Canterbury City Partnership (CCP) ceased operations, £5,872.58 was transferred to Canterbury Connected CIC and designated to be used for restricted purposes as to be determined by representatives of the CCP. A part of this restricted fund amounting to £5,730 was utilised during BID years 2 and 3 to fund a Heritage Scoping Document which is awaiting amends and will be circulated to the Board. ○ England’s Historic Cities Group – CH to update at the February Board
7	Actions
	<ul style="list-style-type: none"> • Circulate Year 3 Accounts to the Board before the February Board meeting for Board Approval – LC • Review Governance and report back at April board – LC/CR • Destination Management Plan update for the February Board – LC • Update the Board on England’s Heritage Cities Forum at the February Board – CH • Update and circulate the Heritage Scoping Document to the BID Board before February Board meeting – LC
8	Decisions
	<ul style="list-style-type: none"> • No financial decisions were required January 2018 BID Board meeting.

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	BID Board meeting closed.
	BID 2 Workshop – part 2
	The remainder of the time was spent in a BID 2 workshop rather than a Board meeting to allow the Board time to review BID 1 and start to plan for BID 2. BID consultant, Julie Grail, joined the meeting to present on best practice for BID Renewal, Governance and options for the BID levy going forward.
	Next Board meeting: Wednesday 21 st February, Whitefriars Board Room, 9:30am to noon 2018 Board Dates 14 th March – AGM, 5-7pm at The Cathedral Lodge April – 18 th May – 16 th June – 13 th July – 18 th