

Attendees:

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| 1. Clive Relf – Kreston Reeves (Chair) | 11. David Redgate – Girlings Solicitors |
| 2. Peter Scutt – Whitefriars (Vice-Chair) | 12. Marco Keir – Canterbury Christ Church University |
| 3. Alex Ridings – Think Studio | 13. Paula Gillespie – The Marlowe Theatre |
| 4. David Lilford – Lilford Gallery & Lilford Framing | 14. Lisa Carlson – Canterbury Connected BID |
| 5. Therese Heslop – Canterbury Cathedral | 15. Lucy Martin – Canterbury Connected BID |
| 6. Caroline Hicks – Canterbury City Council | 16. Rachel Pilard – Canterbury Connected BID |
| 7. Blake McCaskill – Republic Events/City Sound Project | 17. Emily Wells – Canterbury Connected BID |
| 8. Jonathan Fitter-Harding – Dodgems & Floss | 18. Catherine Penny – BID Ambassador |
| 9. Karl Elliott – Clague Architects | 19. Simon Jackson – BID Ambassador |
| 10. Clare Millett – The Westgate Hall | |

1. Welcome, Introduction, Apologies

Apologies:

- David Hughes – Kent County Council
- Ian Blackmore – Jolly Sailor
- Dan Grimwood – The Refectory Kitchen
- Richard Scase – Canterbury Society
- Craig Griffin – Canterbury Society
- Paul Strong – Fenwick Canterbury

Welcome:

- Chris Maw – -Principle Engineer (Projects), East Kent Engineering Partnership
- David Curtis Brignell and Seren Welch – Visit Kent

2. Declarations of Interest

Name:	Company:	Reason:
1. Caroline Hicks	Canterbury City Council	Service Level Agreement
2. Alex Ridings	Think Studio	MyCanterbury (My Town My City)

3. Visit Kent — DMP Presentation

- David Curtis-Brignell and Seren Welch presented the findings from the second Destination Management Plan. Highlights and recommendations include:
 - ⇒ **Aspiration:** To position Canterbury as a first class **cultural heritage** destination
 - ⇒ **International visitors** are in decline (overall numbers increased because of UK visitors, but international visitors spend more)
 - ⇒ There are 9 **UNESCO World Heritage Sites** in the south of England, including 4 in London. We need to make more of this.
 - ⇒ A typical **visitor breakdown** is 1/3 leisure, 1/3 business and 1/3 “Visiting Friends and Relatives (VFR)”. Canterbury has 25% VFR so there is more to do.
 - ⇒ Improve the **visual representation of the city** across all channels—the DMP provides suggestions on how to do this, including quick wins. Visitors and locals post fantastic photos on social media, often using the hashtags #lovecanterbury and #canterburytales but we aren’t using these types of dynamic, beautiful photos.
 - ⇒ Make more of **point of entry** branding.
 - ⇒ Develop a **clash diary**
 - ⇒ Work in partnership and develop city-wide **action groups** to keep the DMP alive, including monitoring and evaluation.
- The full DMP will presented to a wider group (all BID levy payers will be invited) in July (date tbc). Responsibility for implementing the DMP will sit with various Action Groups to be proposed before the DMP is presented more widely [\[Now scheduled for 13 Sept\]](#)

4. Canterbury City Council — Security and Public Realm Briefing

Chris Maw, Principle Engineer (Projects) Canterbury City Council briefed the board on security and public realm projects in Canterbury:

- The work schedule around Orange Street, Best Lane and the Friars has changed and there will now be work on the Friars for two weeks from 25 June. Rachel will follow up regarding the Medieval Pageant parade route.
- There is now no budget for lighting on Orange Street. Lisa to follow up so that we don't miss an opportunity while the work is ongoing.
- Also discussed a possible consultation with businesses on the pedestrianized zone hours

5. Minutes of April Board Meeting

- **Amends:** Karl Elliott, Craig Griffin and Alex Ridings were present; Add Richard Scase under Apologies
- **Approved**

6. Reports and Updates

Finance

- Income to May: £520,882.62
- Expenditure to May: £433,954.93
- Reserves: £82,913 (projected to use some reserves in year 5 as expected because of no inflationary adjustment to the BID levy).

BID 2.

The BID 2 Sub Group has met twice in February and May. The objectives were to prioritise the projects on the wish list and understand the levy principles so the BID team can finish the analysis and recommend a levy rate.

- **Mission statement:**
Create a healthy trading environment and help make Canterbury a better place to work, live, visit, study and invest.
- **Project priorities:**
 1. Targeted projects that (a) will make a real difference and (b) we can deliver
 2. Strong, bold vision that businesses want to invest in
- **Consultation proposal** (draft framework for discussion)
This will form the BID 2 "consultation proposal" – a document that we will present at the Consultation conference on 27 September. The consultation period will run until the end of October and we will then draft the BID 2 Business Plan. The discussion document is based on levy payer feedback over the past three and a half years (including the 2017 survey) and Board workshops between November and January. The costs are indicative and based on (1) BID 1 costs (eg, Christmas lights and hanging baskets which will continue in BID 2 but might change the scheme) and (2) ball park costs for new projects (eg, business support / welcome programme and options for a combined Ambassador/warden/janitorial service). At this stage, the projects are a wish list.
- **BID 2 timeline**
Consultation conference on 27 September in the Westgate Hall. BID Ballot June/July 2019.
- **Levy options**—complete analysis and make a recommendation.
State of play:
 - * BID 1 – no adjustment for inflation
 - * 2017 rates re-evaluation leaves us over 11% down with no changes (1.5% and 1%)
 - * Whatever levy rate we propose, some will pay more in actual terms and some will pay less
 - * BID 1 threshold very low at £1,700
 - * 200+ businesses now fall below the rates threshold
 - * Starting point: cash value required to deliver the projects.

6. Reports and Updates cont.

- **Cleaning**

Citrica quoted on graffiti removal and deep street cleaning. We are asking levy payers via the weekly e-news what they would prefer. We are also meeting with CCC and Serco to discuss a graffiti removal process, where by the Council pay for and clean what they can do and the BID pays for anti-graffiti coating to help make the cleaning efforts more sustainable (anti-graffiti coating is not something the Council offers so this would be added value by the BID).

- **Heritage**

The council is currently developing a Heritage Strategy. They held initial consultation workshops the week of 21st May. The BID will continue to engage with them in their proposals and future strategies on the lead-up to a Heritage Strategy at the end of the year.

- **Marketing, Events and PR**

⇒ See the May Operations Report for details.

⇒ We will re-establish the Collaborative Marketing Group after the DMP is presented, but will meet sooner than that to talk about Christmas marketing and logistics. Whitefriars and BID have appointed suppliers for the Christmas Market and Christmas Lights Switch On respectively, and plans are well underway. But we need to discuss the St George's Street market and the logistics of the Lights Switch On evening with CCC.

⇒ The Kent Contemporary campaign in London, encouraging Londoners to come to Canterbury, went live in mid-May with out of home advertising (which had a 17 day overshoot). Digital and social media campaigns are ongoing. The hashtag is #SummerinKent

- **The following events were summarised:**

- * **City Sound Project in the Park:** sponsored for £3,000, 4 x "Proud to support" banners, BID Ambassadors present, advert in the programme, "Explore Canterbury" film on the screens

- * **Pride Canterbury:** sponsored for £4,000, 4 x "Proud to support" banners, BID Ambassadors & team present, advert in the programme, "Explore Canterbury" film on the screens

- * **Evenin**

- * **g and Night Time Economy Conference:** 70+ businesses attended

- **Coming up:**

- * **BID Networking at Loake Shoemakers** 20 June

- * **Medieval Pageant** 7 July

- * **BID Networking at Designed Interiors (Beer Cart Lane)** 18 July

7. AOB

- We gave feedback on independents in Canterbury for an article in the Gazette on 14 June.
- The Hugo Hotel opening soon
- Meeting with Colin Carmichael on planning for Canterbury 2030 scheduled for 22 June.
- We nominated our Ambassador, Catherine Penny, as Ambassador of the Year, for the ATCM awards (announced at the conference in Hull on 27 June (Lisa and Rachel attending)).
- Lemn Sissays poem for Canterbury was read at Canterbury Cathedral on 9 June, and the projection of the poem was unveiled afterwards on the Friars' Bridge outside the Marlowe Theatre. There is a so a video of the poem, read by local residents and businesses.
- Discussed providing briefing packs for the Board so they are informed and can provide the latest information and messages to levy payers.

8. Actions

- Arrange Christmas Marketing and Logistics meeting ASAP—PS [[DONE—doodle poll out now for a meeting early July](#)]
- Agree Action Groups and next steps for the DMP—LC/CH
- Organise for Visit Kent to present the DMP to a wider group in Canterbury in July—LC
- BID 2 sub-group to meet again in August to make agree BID 2 consultation document and recommend a levy rate—LC
- Follow up on Orange Street lighting with CCC—LC [[DONE-conversation ongoing](#)]
- Follow up with Richard Moore and Ruth Goodie about a possible pedestrianised zone consultation—LM

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- We have been asked for feedback on the CCC fingerpost signage and have asked for a quote to pay for new fingerpost signs pointing to the Cathedral Quarter and additional Kings Mile signs.

Next Board Meeting

Wednesday 19 Sept 2018, Whitefriars Board Room, 9:30-noon