

## Attendees:

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|---|--|
| 1. Clive Relf (CR)—Kreston Reeves (Chair)               | 11. David Redgate (DR)—Girtings Solicitors               |
| 2. Clare Millett (CM)—The Westgate Hall (left early)    | 12. Dan Grimwood (DG)—The Refectory Kitchen              |
| 3. Paul Turner (PT)—The Marlowe Theatre                 | 13. Jonathan Fitter-Harding (JFH)—Dodgems & Floss        |
| 4. Sue Langdown (SL)—ACRA                               | 14. David Lilford (DL)—Lilford Gallery & Lilford Framing |
| 5. Paula Gillespie (PG)—The Marlowe Theatre             | 15. Richard Scase (RS)—Canterbury Society                |
| 6. Andrew Edwards (AE)—Canterbury Cathedral             | 16. Lisa Carlson (LC)—BID team                           |
| 7. Ian Blackmore (IB)—Immense Tours                     | 17. Rachel Pilard (RP)—BID team                          |
| 8. Caroline Hicks (CH)—Canterbury City Council          | 18. Julia Wierucka (JW) - BID team                       |
| 9. Karl Elliott (KE)—Clague Architects                  | 19. Emily Wells (EM)—BID team                            |
| 10. Marco Keir (MK)—Canterbury Christ Church University | 20. Simon Jackson (SJ) - BID Ambassador                  |

## 1. Welcome & Apologies

### Apologies:

1. Peter Scutt (PS)—Whitefriars (Vice-Chair)
2. Blake McCaskill (BM)—Republic Events/City Sound Project
3. Alex Ridings (AR)—Think Agency

### Welcome:

1. Richard Moore, Canterbury City Council (guest)
2. Simon Child, CGL Architects (guest)

## 2. Declarations of Interest

Name:	Company:	Reason:
1. Karl Elliott	Clague Architects	Nasons Development
2. Caroline Hicks	Canterbury City Council	Service Level Agreement

## 3. Minutes of Previous Meeting and Matters Arising

Previous minutes reviewed, agreed and signed off.

**Action:** Publish September 2019 minutes on BID website –EW

## 4. Operations Report

Reviewed and approved with minor amends.

Suggestion for the Operation Report to be sent by Board members to more people as a way of keeping up post-Ballot levy payer engagement.

### Actions:

- Amend and upload Ops Report to BID website and share with Councillors and key contacts – EW/LC and All
- Re-visit businesses and bring in the Christmas Shopping Maps and Guides as a positive means of post-ballot engagement—BID team (ongoing)

## 5. Biggleston Yard Briefing

Karl Elliott and Simon Child from CGL briefed the BID Board on plans for Biggleston Yard on the former Nasons' site. The public exhibition is taking place on 5-6 December and the website for the project is: <https://www.bigglestonyard.info/>

## 6. CCC Parking Proposals:

Canterbury City Council is seeking to make a number of changes to its car parking strategy and are currently consulting the public on these proposals. Richard Moore from CCC presented the proposals, which are publicly available on the Council website, to the BID Board. The BID team attended the Council's Policy and Resources Committee Meeting on 13 November 2019 to urge the Council to allow more time for the consultation on the grounds that it takes place over the extremely busy Christmas period and therefore it will be very challenging to gather meaningful feedback on such an important set of proposals. As a result, the Council agreed to allow an extra week, meaning the consultation will now run from 25 November 2019 to 10 January 2020.



## 6. CCC Parking Proposals (cont)

The BID is aware the changes recommended by the Council, if implemented, are likely to have an impact on the business community and is keen to ensure businesses have a chance to express their views as part of the consultation. As such, local independent organisation The Public Engagement Agency (PEA), has been commissioned to work alongside the BID. The feedback will be obtained via a workshop with local businesses and organisations on 10 December and via a survey that will run from 9-23 December. Following that, PEA will write up an independent report on the findings which will be shared with BID members. The BID will also draft a pro-forma that can be used by businesses to provide their own feedback to the Council.

**Action: Promote the workshop and survey—JW/EW**

**Action: Draft pro forma for feedback—LC**

## 7. Governance

LC worked with Claudia Sykes from Social Enterprise Kent on amends to the Articles, a review of sub-committee Terms of Reference, Board elections in April 2020 and a new Voluntary Contribution programme. The Advisory Group will now look at these recommendations in December and update the full Board January 2020 Board.

**Action: Advisory Group review of governance in December—LC**

## 8. Sub-Committee Reports

Sub Committee meetings will take place between most Board meetings, but not in the Autumn between the September and November Board meetings due to workload in the run-up to Christmas.

**Marketing and Events – Rachel Pilard** (RP provided an update Clare's absence):

- **Event funding:** Since its formation in 2018, the majority of time allocated to Marketing and Events Committee meetings has been taken up with event funding approval. Given the importance the committee's input in re-shaping the city-wide marketing strategy, we would like to streamline the meetings to make best use of the time and expertise around the table. In order to maximise the 12 hours of time the committee is allocated per year, the sub-committee agreed that the event funding allocation for 2019-2020 is approved in advance for the year ahead (with maximum allocations agreed), subject to events submitting strong applications. This will allow more time for strategic planning at the sub-committee meetings, focused on strengthening the BID's support in making Canterbury a first-class cultural heritage destination. Event Sponsorship budget for 2019-2020 will be to a total of £15,000 which is the same as years 4 and 5 of the first BID term (having increased the budget from £10k to £15k after year 3 when we stopped running the Hop Pocket Race). This budget now includes the BID's contribution towards the Medieval Pageant (as we are no longer fully funding this event). The Pageant has been funded to a total of £20k each year but will require external funding for the event to go ahead this year. We have allocated £5,000 for this year bearing in mind that we are committed to delivering it and we are not yet sure of how much funding we will receive.
- **Marketing strategy:** An update on the new marketing strategy is currently underway and will be finalised ready to be presented to the Board in March 2020.
- **Christmas marketing 2019:** This year's Christmas marketing strategy has focus on the joining up of resources and collaboration with other partners. The BID has also been able to bring in sponsorship for the campaign thanks to Stagecoach. By working together the partnership (BID, Whitefriars, Stagecoach, Canterbury on Ice, Visit Canterbury) has enabled the following marketing to take place:
  - \* Christmas Shopping Map & Christmas Guides distributed through Inside KENT (county wide) and INDEX (local households)
  - \* Dedicated Home Page on Visit Canterbury
  - \* Dedicated eNews and posts through MyCanterbury social media
  - \* Christmas Window Competition
  - \* Mother Goose Golden Egg Window Trail
  - \* Late Night Shopping Events (29/11 Kings Mile and Cathedral Quarter + 19/12 Christmas Market and Whitefriars)
  - \* MyCanterbury Facebook Chatbot trial created by Digital Beans
  - \* Poster Campaign on Southeastern Station Platforms
  - \* Banner panel adverts at Canterbury on Ice
  - \* Digital posters at Whitefriars
  - \* 70 x A4 posters on Stagecoach buses
  - \* Christmas Lights Switch-on Event – dedicated digital screens at event promoting Canterbury this Christmas
  - \* #CanterburyIsChristmas to be used by all partners

## 8. Sub-Committee Reports (cont)

### BID 2 –now Strategic Development – Jon Fitter-Harding (Chair):

The new updated Terms of Reference have been drafted and will be reviewed by the Advisory Group on 5 December ahead of the full Board meeting in January.

### Finance – Paul Turner:

All the 2019-20 Levy bills have been sent out and the cashflow in return is good. Accountancy software Xero is now being introduced to the BID's accounting and will be fully in place in 2020. The Finance sub-committee is due to meet on 11 December.

## 9. AOB

- MK: CCCU Open Day on 23 November
- DL: Could we look at ways to market Canterbury to other businesses as a destination to invest. This will be addressed in the Strategic Development sub-committee
- RS:
  - \* New Shopfront Guidelines are being drafted by CCC with the input of the Canterbury Society and the BID and should be ready by July 2020.
  - \* The Canterbury Society's 10th Anniversary Celebration is taking place on 27 November at The Westgate Hall.
- Purple Flag assessment is due to take place on Friday 6 December.
- Peter Scutt is retiring at the end of December and we thank him for his dedication and contribution to the BID and to the city.
- The BID is part of the Canterbury Climate Action Partnership and will join the Council's Climate Change Board when that is formed.

## 10. Summary of Actions

- Publish September 2019 minutes on BID website—EW
- Amend and upload Ops Report to BID website and share with Councillors and key contacts—EW/LC and All
- Re-visit businesses and bring in the Christmas Shopping Maps and Guides as a positive means of post-ballot engagement—BID team (ongoing)
- Review Terms of Reference and Article Amends—Advisory Group (5 December)
- Promote the parking consultation workshop and survey—JW/EW
- Draft pro forma for parking consultation feedback—LC
- Advisory Group review of governance on 5 December

### Carried over actions:

- Finalise voluntary Membership Programme—LC
- Review Reserves Policy—Finance Sub-committee
- Set up BID working group on climate change

## Next Full Board Meetings for 2020:

- Wednesday 15 January, 9:30-12noon at Canterbury Cathedral
- Wednesday 11 March, 9:30-12noon in Whitefriars Boardroom
- Wednesday 13 May, 9:30-12noon in Whitefriars Boardroom
- Wednesday 08 July, 9:30-12noon in Whitefriars Boardroom

Signed



Date

17/1/2020

Clive Relf, BID Board Chair