

Attendees:

1. Clive Relf (CR)—Kreston Reeves (Chair)
2. Blake McCaskill (BM)—Republic Events/City Sound Project
3. Clare Millett (CM)— The Westgate Hall
4. Ian Blackmore (IB)—Immense Bars and Events
5. Caroline Hicks (CH)—Canterbury City Council
6. Karl Elliott (KE)—Clague Architects
7. Marco Keir (MK)—Canterbury Christ Church University
8. Dan Grimwood (DG)—The Refectory Kitchen
9. Mark Stuart (MS) –Whitefriars
10. David Redgate (DR)—Girlings Solicitors
11. David Lilford (DL)—Lilford Gallery
12. Richard Scase (RS)— Canterbury Society
13. Lisa Carlson (LC)—BID team
14. Rachel Pilard (RP)—BID team
15. Julie Wierucka (JW)— BID Team
16. Emily Wells (EM)—BID Team
17. Kathy Moulton (KM)— BID Team

1. Welcome & Apologies

Apologies:

1. Paul Turner (PT)—The Marlowe Theatre
2. Paula Gillespie (PG)—The Marlowe Theatre
3. Jonathan Fitter-Harding (JFH)—Dodgems & Floss
4. Andrew Edwards (AE)—Canterbury Cathedral
5. Sue Langdown (SL)—ACRA

Welcome:

1. Stuart Mitchell—New River
2. Simon Thomas—Head of Planning, CCC

2. Declarations of Interest

Name:	Company:	Reason:
1. Caroline Hicks	Canterbury City Council	Service Level Agreement

3. Minutes of Previous Meeting and Matters Arising

Previous minutes from the Board meeting of 13.05.20 reviewed, agreed and signed off.

Comments:

- CR thanked the BID team (LC and RP) for their hard work keeping the BID business community updated, informed and supported over the last few months.
- LC explained the Board Elections had to be postponed due to COVID, specifically because there weren't enough businesses open at that point who could vote in person and the immediate focus is supporting reopening. They were due to be held in June and a new date of late Sept/early Oct is being planned.
- Ops reports: Draft in progress, delay due to staff on furlough

Actions:

1. Upload signed May Board minutes to the BID website – EW
2. Once finalised, Ops Reports will be available on the BID website circulated – EW

4. Overview of Local Plan – Simon Thomas, Head of Planning, CCC

Simon Thomas, Head of Planning at CCC, gave the Board an overview of the Council's Local Plan consultation process for the Canterbury District. Purpose of the Briefing:

What is a Local Plan

- A plan for the future development of the local area: When development occurs, the council has a say in how that development is shaped and the Local Plan is the document that is used to shape that.
- A vision for 20 years: The Local Plan identifies the community vision using social, economic, environmental objectives for the future.
- Objectives and Policies: Once the objectives are set, the policies are set in place in order to manage these.
- Strategies: For example where housing to be positioned, looking at urban and community areas.

4. Overview of Local Plan (cont)

3 Key purposes of the Local Plan:

1. To manage what happens in the local district.
2. To develop a clear vision to encourage investment in the district.
3. To enable CCC to bid for grants and loans

The Current Consultation:

The review of the Local Plan is currently in progress with two main objectives having been adopted recently despite a lot of uncertainty:

- Climate Change Emergency.
- Covid-19 pandemic

A number of factors will essentially provide the Local Plan's 2020-2040 long term vision together with an understanding of how it is delivered, the strategy used to how objectives will be met. Work on this was started in Oct 2019 and optimistic efforts are being made to get an adopted Plan by July 2022.

The Local Plan works alongside the Corporate Plan which sets the Council's priorities and actions over a 4-year period until 2024 in terms of its own land assets, lobbying power and enabling/facilitating function. Both plans are heavily related to each other and cross over frequently. The Local Plan has a vital role in facilitating local economic recovery, delivering housing and utilising Government funding for infrastructure.

Stages of the Local Plan:

- **Stage 1:** Issues and Options (the current position) where community issues are identified followed by looking at the broader options for addressing those issues.
- **Stage 2:** Pre-submission draft Local Plan (Regulation 19) where options are honed down to 'preferred options' which then become the Draft Local Plan
- **Stage 3:** Submission and independent examination hearing (Regulation 22)
- **Stage 4:** Inspector report
- **Stage 5:** Adoption

The lengthy timeline involved in adopting the Plan is a result of the Plan having to be deemed legally sound by a govt inspector, and be evidence-heavy. Economic prospects, housing needs and sustainability assessments must also be accurately represented. Inevitably, the Plan will be subject to challenges further down the line so robust structuring is key.

The Local Plan must be consistent with the National Planning Policy Framework (NPPF):

- Delivering homes and jobs
- Supporting town centres
- Delivering infrastructure
- Mitigating and adapting to climate change
- Preserving and enhancing the natural and historic environment and achieving good design.

Two key threads will also run through the Plan:

1. Health and Wellbeing of residents:
 - Good quality homes -including affordable housing
 - Jobs opportunities for all- supporting knowledge and visitor economy
 - Accessible public spaces and community facilities -open spaces, public realm, leisure, schools, health care
 - Thriving town centres - supporting town centres through a positive strategy
 - Protecting our heritage and natural assets and making positive use of these
 - Movement - sustainable travel
2. Climate Change:
 - Creating sustainable communities - local facilities and home working, reducing need to travel
 - Sustainable transport -cycling, walking and public transport
 - Energy-efficient buildings and adapting heritage buildings
 - Biodiversity, landscaping and water efficiency
 - Managing increasing sea levels and rainfall

Action: Advertise the Local Plan Consultation via the eNews and all BID channels –RP

5. Sub-Committee Reports / Updates

BID operational update – LC/RP

Leading up to 15 June retail re-opening, the focus was on business support and engagement, and promoting and enabling a safe and welcome reopening which included:

- ◇ Business support, ensuring businesses were able to claim all the financial support for which they were eligible
- ◇ Cleaning in the city including graffiti cleaning.
- ◇ Supporting the Council in messaging supporting safe reopening
- ◇ Distributing 300 floral pavement vinyls with the message “Keep your distance and keep smiling”
- ◇ Installing window vinyls on vacant units around the city which not only supports a safe and welcome reopening, but also helps to fulfil our strategic objectives of wayfinding and signage for the city. To date, vinyls are completed along Guildhall Street and include Lemn Sissay’s poem about Canterbury. We have also produced a video, showcasing the before and after images. Preparations are underway for:
 - * The windows along Sun Yard is being to be used as an exhibition space, initially by Canterbury College students.
 - * Working with Visit Canterbury on Mercery Lane vinyls, with a focus on pilgrimage and the World Heritage Site.
 - * Cathedral Quarter branding will feature on the vinyls for the Buttermarket.
 - * 3 new wayfinding maps to be displayed on the vinyls in various locations in the next 2 weeks.

We are also in touch with CCCU regarding creative content for September, with vinyls set to welcome students back to the city, and the agents for the vacant Currys and Poundworld units.

The BID also has a COVID Recovery Strategy document, which was presented at the AGM and is available on the website. The document is in line with the Business Plan and will evolve over time depending on government guidelines and business support needs.

In addition:

- Together with the Lord Mayor, CH and LC visited businesses all over the city on 15 June when retail reopened.
- Press coverage: The BID’s work to support reopening and recovery has featured on the radio, newspaper and BBC South East on 6 July with a further programme being planned for August.
- LC presented at the launch of the High Street Task Force on 19 June, chaired by Simon Quinn, co-Chair of the Institute of Place Management and Mark Robinson, the new Chair of the HSTF.
- Marketing and engagement of this year’s Medieval Pageant which was staged online and was a huge success reaching over 20,000 people. The majority of the participation was from families and young people which will help with grant applications for next year. Coverage is expected in the Gazette.

Strategic Development & COVID Recovery planning – JFH and CH

- A new business and planning bill is currently being discussed in the House of Lords at the moment looking at pavement licencing and a swifter way for business to apply to use the outdoor space near their premises. Current protocol means they have to apply to KCC whereas the new bill is being designed to speed up and to consolidate it into one process (thereby eliminating separate applications for planning licencing etc). There are also plans to allow it to be granted at local level. This will also facilitate better social distancing which will generate better and safer trade for businesses and be a legislatively positive move for businesses. CCC are currently working out what the process will be so decision-making can be implemented as soon as it becomes an Act from Parliament.
- LC and CH are currently working with teams at CCC to trial a pedestrian area for the Guildhall area to enable the space to be used as flexibly as possible to promote recovery and to enable people to enjoy the city in a safe and welcoming way.
- KCC has been award 1.6m for the Active Travel Schemes, which will be spent in the Canterbury district and encourage visitors to the area.
- The BID’s COVID Recovery document is in effect and uses the Institute of Place Managements (IPM) recovery framework as well as the BID’s own business plan.

5. Sub-Committee Reports / Updates

- Some businesses outside the BID area have expressed interest again in voluntarily contributing to the BID and we are reviewing the plans for that now.
- WiFi: CCC has signed a contract with BT for the digital CCTV upgrade which will enable the bollards and WiFi. As agreed in the Business Plan, the BID will support the WiFi project, enabling more of the city to be covered with additional access points. The BID is meeting with the Council to understand the timeline (go live expected before Christmas), the development of the landing page and data reports.

Action: Review progress on WiFi—Strategic Development Sub-committee

Marketing and Events – CM and RP

- The group has met more frequently and has expanded to include as many varied businesses as possible, focusing supporting reopening and recovery across all sectors, cleaning, vinyls, hanging baskets, promotion of the city via MyCanterbury, Visit Canterbury and Visit Kent, and generally making the city look open and welcoming.
- Our engagement and following across B2B and B2C social media channels has increased significantly (see separate report by RP).
- Working on plans for a series of short films promoting the city and the aim is that these can be used this autumn and re-edited (if needed) for next year. The films can be shared with local businesses and organisations.
- Accommodation providers have been requesting MyCanterbury content so their visitors know what is available in the city (ie, where to can eat, drink and visit).
- Focus on Customer Perception is a big part of marketing strategy, including publicising Visit Britain’s “Good to Go” kitemark, encouraging businesses to complete risk assessments, pushing the Know Before You Go message encouraging visitors to research and plan their journeys beforehand.
- Despite the restricted budget, the group is very focused on delivering the strategies outlined in the BID business plan
- Visit Kent have updated the group on their Consumer Confidence campaign which will feature Canterbury.
- The BID’s Event Sponsorship is to be reinstated to support new summer events to help drive footfall and sales, and to help promote Canterbury as a safe and welcoming place to visit.

Next steps:

- Strategically planning for Christmas is next, with the emphasis on having fun outside in the streets.
- Social distancing is very likely to still be in place for Christmas and will impact on the Christmas Market. Therefore careful planning will be needed will be challenging.
- Preparation for arrival of students in September is a key focus too. Universities are already preparing a welcome for their return and the BID is in regular contact with the universities, unions and businesses to play the best way to welcome students.

Finance – PT

- **Levy Revenue:** Just over 80% of levy has been received to date, including £1619.54 in June. At the end of March, we had received just over 80% of our 2019/20 levy income and had not yet launched our new voluntary membership programme. At the point, we agreed that no reminders would be sent for now to chase the 20% still unpaid. We therefore adjusted our budget for the year to 30 September 2020 (Year 1) to reflect that the balance of £110k of anticipated income (mixture of o/s levy, voluntary contributions and commercial income) is unlikely to arise (in the foreseeable future anyway).
- **Levy reminders (year 1):** We are now working on a draft soft levy reminder notice to go out in July. A template has been received from The BID Foundation for levy billing and reminders, acknowledging the extremely challenging situation and explaining why BID regulations require BIDs to continue billing the levy. A soft reminder letter has been drafted detailing Civica’s offer to engage with levy payers experiencing difficulty in paying offering individual payment plans. This is to maintain fairness towards levy payers who have already paid prior to the economic downturn. The BID’s FAQs have been updated to ensure the BID is open and transparent about the levy collection process. The Board voted unanimously to agree to send the soft reminders.

5. Sub-Committee Reports / Updates (cont)

Finance (cont)

- **Levy billing (year 2):** The Advisory Group and Finance Sub-committee will carefully consider plans for levy billing in October and will report back to the Board in September.
- **Grants:**
 - Funding has now been received from the **Government's grant to BIDs**, totalling £25,170 in our case, and this is to cover operating costs between May, June and July. In effect, this BIDs received roughly 5% of the levy income billed for the operating year ending in 2019/20.
 - We now have a better understanding of the **furlough grant income** which helps with budgeting.
 - The budget for Year 1 has been adjusted to reflect the grants and we now anticipate a reduction in income of £46k rather than £110k. The furlough grant projections are still an estimate and may change based on the business need to take staff off furlough.

In summary, we now project:

- **Income:** £496,591.79, down from £542,590.87
- **Expenditure:** £464,498.04, down from £528,395.78. There is c£30k unallocated at the moment whilst we revise the Reserves Policy, manage business needs and staff furlough over the coming months, and plan for Year 2 levy billing.
- **Revised Year 1 budget:** The team have prepared a revised budget for the rest of the year in line with the Business Plan. Minor reallocations are currently being worked through based on new quotes (for example, we are not producing printed guides but instead reallocating this to window vinyls which have similar messaging). The Board voted unanimously to agree to sign off budget for rest of year.

6. AOB

Event updates:

- The new City Feast outdoor food festival will be going ahead in Guildhall Street, starting on Friday 31 July and lasting for weekends over 6 weeks. Covid H&S compliancy will be assessed independently and the outcomes guidance will be released shortly.
- Pride Canterbury has submitted its Covid emergency grant application for a special exhibition and is awaiting a response. It has had success with the Kent community grant and Pride is safeguarded for 2021 which is excellent news.

New River updates:

- Closely monitoring the UK retail market and has been working with retailers every day throughout lockdown
- Distributing PPE to retailers
- Decline in footfall has been severe, although with reopening of non-essential retail is recovering is now trending at 40-50% of where we should be which is encouraging in this context.
- Brick and mortar retailers such as Poundland and Primark who have no online presence have suffered, whereas online retailers have seen their online presence rocket.
- Expecting more CVAs in food & beverage and fashion sectors who have really struggled.
- Whitefriars shopping centre has done very well due its open air layout, as have other High Street sectors with open air facilities.

Whitefriars updates:

- WF is mostly reopen for business now with retailers turning over excellent figures. One chain has reported its Canterbury branch as being the best performing store in the chain.
- Public have largely been really supportive.
- Next has just completed a refurbishment of its store and many others have been upgrading their air conditioning. Lots of further upgrades of Canterbury stores are being planned which shows the confidence in Canterbury.
- New store leases have been completed and existing ones renewed which is extremely encouraging for Canterbury especially during lockdown.
- Whitefriars shopping centre has done very well due its open air layout

7. Summary of Decisions


1. Sign off year 1 budget for rest of financial year to 30 September 2020.
2. Sign off BID levy reminders for 20% of levy payments not yet received with a soft reminder letter detailing payment options on an individual basis for those struggling to pay.

8. Summary of Actions:

1. Upload Board minutes to the BID website – EW
2. Upload and circulate Ops Report – EW
3. Advertise the Local Plan Consultation across all BID channels – RP
4. Review progress on WiFi—Strategic Development Sub-committee
5. Send BID levy reminders—CIVICA
6. Complete stage 2 window vinyls—RP
7. Organise Student welcome and Christmas planning groups—RP

Next Board Meeting

Wednesday 9 September 2020 (9.30-12noon) Via Zoom (*postponed to 16 September*)

Signed	Date
	<p>08.07.20</p>
<p>Clive Relf, BID Board Chair</p>	