

Attendees:

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|--|---|
| 1. Clive Relf (CR)—Kreston Reeves (Chair) | 10. Mark Stuart (MS)—Whitefriars |
| 2. Blake McCaskill (BM)—Republic Events | 11. Jonathan Fitter-Harding (JFH)—Dodgems & Floss |
| 3. Clare Millett (CM)—The Westgate Hall | 12. David Redgate (DR)—Girlings Solicitors |
| 4. Paul Turner (PT)—The Marlowe Theatre | 13. David Lilford (DL)—Lilford Gallery |
| 5. Paula Gillespie (PG)—The Marlowe Theatre | 14. Richard Scase (RS)—Canterbury Society |
| 6. Ian Blackmore (IB)—Jolly Sailor Events | 15. Lisa Carlson (LC)—BID team |
| 7. Caroline Hicks (CH)—Canterbury City Council | 16. Rachel Pilard (RP)—BID team |
| 8. Karl Elliott (KE)—Clague Architects | 17. Julie Wierucka (JW)—BID Team |
| 9. Marco Keir (MK)—Canterbury Christ Church University | |

1. Welcome & Apologies

Apologies:

- | | |
|---|--|
| 1. Emily Wells (EM)—BID Team (furlough) | 3. Dan Grimwood (DG)—The Refectory Kitchen |
| 2. Andrew Edwards (AE)—Canterbury Cathedral | 4. Sue Langdown (SL)—ACRA |

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 reviewed, agreed and signed off provisionally subject to any observations during next week – then, following the amendment below, to go online.
- Board elections deferred to enable businesses to engage and vote once lockdown is lifted.

Actions:

*All Board members to feed through any comments on 11 March minutes to LC
Plan Board elections for the Autumn, September if possible*

4. BID Operations Update

- **BID Operations** are documented on the weekly eNews sent out to BID business. The usual report was partially drafted when furlough was implemented. This will be completed as soon as possible and circulated
- **Finance, Marketing and Events, Strategic Planning and BID advisory groups** have all been meeting during lockdown.
- Number one priority has been **engaging with levy payers** through all communication channels and as such, digital engagement has increased significantly with the BID website, eNews and social media channels.
- **Training webinar events** have also been a priority for the BID and have, in part, helped to replace the networking events which haven't been able to take place during lockdown.
- **New BID webinar series:** Plans are in progress for a new "In Conversation" webinar series which will likely be divided into business sectors to help us better understand the issues and to help us plan for recovery, together with our partners. The schedule for the new webinar is currently being worked on but likely to be similar format to some of the sector meetings run by the BID, to include a round table element with a more structured format ie prep with businesses done beforehand so we know the questions that will be discussed. Businesses will also have the opportunity to present and contribute to the Q&A's which will feed in nicely with to some of the recovery questions and case studies that the BID needs going forward.

4. BID Operations Updates (cont)

- Discussions about **voluntary membership** have been temporarily put on hold but will be reviewed as some businesses have expressed an interest in investing in the BID to aid city centre recovery.
- **Recovery:** The BID has already started planning the strategic and operational work which will be formed into a recovery framework/strategic plan once complete. This is vital in order to take responsibility for levy payer investment and refer to what we can deliver in accordance to our BID 2 Business Plan. All this will be done by referring to national government guidelines, KCC guidelines and the work the BID is doing with CCC. BID Recovery conversations have started locally and nationally, linking in to what other towns and cities are doing through the ATCM Blueprint for Resilience Series and Basecamp and The BID Foundation and High Street Task Force webinars.
- **AGM:** The annual BID AGM has been booked for Tuesday 9 June at the Cathedral Lodge. Due to the lockdown it will go ahead in an online format instead and comms will be released later this week. Confirmation has just been received from guest speaker Cathy Parker, the Co-Chair of the Institute of Place Management and also the Research Lead for the High Street Task Force. She has also been hosting the BID Foundation webinar series for recovery planning which will feed in very well to the AGM, offering a national perspective as well as examples from other places. The BID accounts will also be presented and then filed at Companies House. All board members required to be there if possible. The start time for AGM was agreed by attendees to be 2-3.30pm, Tues 9 June
- We are confident that we can deliver as promised on the BID business plan but some of the activities and projects will need to change (or change timing). We committed to 'provide leadership and to represent levy payers to ensure a strong voice on the issues that matter most' by:
 - ◇ **Promoting and Animating the city.** Committed to funding events and festivals and developing targeted promotional campaigns encouraging dwell time and spend.
 - ◇ **Supporting and Representing levy payers.** Committed to providing free business support and lobbying in the interests of our levy payers.
 - ◇ **Improving the Experience.** Committed to making Canterbury clean, safe and enjoyable for those who work, live, visit and study.
- **Hanging flower baskets** are being installed throughout the city in early June

Actions:

Finance sub-committee to work on BID levy billing with The BID Foundation
Send comms out for the AGM to levy payers later this week –LC/RP

5. Sub-Committee Reports

Marketing and Events—Clare Millett:

CM updated the Board on the outcome of the Marketing and Events meeting held on 27 April. In summary:

- The Sub-committee has been widened and now has over 16 members in order to better understand the challenges different organisations are facing
- Some events have moved online (eg, Virtual Sound Project) but many are being postponed. We will track these and keep the BID website up to date and also communicate with Visit Kent and Visit Canterbury.
- The group is currently working with partners such as Digitalbeans and Produced in Kent to help get businesses online.
- Concerns have been expressed over Christmas –the visitor experience, consumer confidence and perception are the main worries. Several projects are changing to virtual but maximising safe footfall remains key.
- Priority must be responding in a way that's safe and fully coordinated with partners, and focused on the economic recovery of the city.
- Studying the audience –students are a major source of income so monitoring the situation of universities remains a top priority.

5. Sub-Committee Reports (cont)

Marketing and Events (cont)

- Focus for Marketing and Events meeting this week will be looking ahead to next marketing campaign with discussions taking place on how the BID's investment can make the biggest impact for businesses and customer perception. Focus on making the city look welcoming and attractive with friendly safety reminders (ie hanging flower baskets, signposting and vinyling vacant units).
- An Open for Business campaign to be formed in order to listen to businesses will be at the heart of the committee. Once formed, the idea is to expand those groups to give as many people and sectors as possible a voice. It is also an opportunity to explain to attendees what the BID is doing to support.

Finance—Paul Turner:

The yearly budget to 30 September 2020 was adjusted 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. We have identified savings in outgoings (some deferrals and some reductions) which match our lowered income expectations:

- Paused our Welcome People outlay (from 23 March). They have furloughed both Simon and Jess and we will not be billed whilst they are on furlough.
- Furloughed three members of staff as of 3 April.
- Deferred spend on Event Sponsorship, Maps, Guides, Traders' Associations, Networking, WiFi, Cleaning, Signage and Wayfinding, Vinyling Vacant Premises, new BID website.
- Reduced spend on Bloom, Ambassador programme (as above), ENTE/Purple Flag and Communications.
- £6.1m in government support for BIDs has been agreed but the exact amount we will receive is not yet confirmed. This would also have to be declared as grant income.
- The budget will be reviewed once we know more about the furlough grant and BID grant income.
- To be compliant with national regulations, BIDs are obligated to send out levy bills each year. The BID Foundation has produced a BID billing letter template for those sending out letters from August onwards.

Strategic Development—Jon Fitter-Harding

JFH updated the Board on the outcome of the Strategic Development meeting held on 12 May. In summary:

- Still awaiting updates from CCC regarding its Emergency Budget.
- The cleaning tender is on hold, but cleaning the city still remains a top priority for the BID and consultations with CCC are ongoing to prepare for recovery.
- We are still in touch with CCC about city centre WiFi and will report back.
- COVID-19 recovery planning fits well within the Strategic Development group, and any Board Director is welcome to join with the proposed dates for next meeting being 2,3 or 4 June.

6. Actions

- All Board members to feed through any comments on 11 March minutes to LC—ALL
- Publish March Board minutes on the BID website—LC
- Plan Board elections for the Autumn, September if possible—LC
- Work on BID levy billing with The BID Foundation—Finance sub-committee
- Send comms out for the AGM to levy payers later this week—RP
- Encourage eligible businesses to claim business grants in all BID comms—RP
- Review voluntary memberships—Strategic Development sub-committee
- Develop BID COVID Recovery Plan—Strategic Development (SD) sub-committee
- Follow up with CCC about city centre WiFi—SD sub-committee
- Contact LC or JFH if any Board Director would like to join SD—ALL

7. Next Board Meetings for 2020

Wednesday 8 July 9:30 to noon

Wednesday 9 September 9:30 to noon



BID Board Meeting Minutes

13 May 2020 | 9:30-11:30 | Zoom

Signed

Date

Clive Relf

13.05.20

Clive Relf, BID Board Chair