

Attendees:

- | | |
|--|---|
| 1. Clive Relf (CR)—Kreston Reeves (Chair) | 10. Jonathan Fitter-Harding (JFH)—Dodgems & Floss |
| 2. Blake McCaskill (BM)—Republic Events/City Sound Project | 11. Paula Gillespie (PG)—The Marlowe Theatre |
| 3. Clare Millett (CM)— The Westgate Hall | 12. David Redgate (DR)—Girtings Solicitors |
| 4. Ian Blackmore (IB)—Immense Bars and Events | 13. Richard Scase (RS)— Canterbury Society |
| 5. Caroline Hicks (CH)—Canterbury City Council | 14. Lisa Carlson (LC)—BID team |
| 6. Karl Elliott (KE)—Clague Architects | 15. Rachel Pilard (RP)—BID team |
| 7. Marco Keir (MK)—Canterbury Christ Church University | 16. Julie Wierucka (JW)— BID Team |
| 8. Mark Stuart (MS) –Whitefriars | 17. Emily Wells (EM)—BID Team |
| 9. Paul Turner (PT)—The Marlowe Theatre | 18. Kathy Moulton (KM)— BID Team |

1. Welcome & Apologies

Apologies:

- David Lilford (DL)—Lilford Gallery
- Dan Grimwood (DG)—The Refectory Kitchen

Welcome:

- Stuart Mitchell—New River
- David Kemsley –ACRA

2. Declarations of Interest

| Name: | Company: | Reason: |
|-----------------------|-------------------------|--|
| 1. Caroline Hicks | Canterbury City Council | Service Level Agreement |
| 2. Jon Fitter-Harding | Dodgems & Floss | Partner, Ben Fitter-Harding is Leader of the Council |

3. Minutes of Previous Meeting and Matters Arising

Previous minutes from the Board meeting of 08.07.20 reviewed, agreed and signed off.

Comments:

- CR thanked the BID team for their hard work keeping the BID business community updated, informed and supported over the last few months.
- Congratulations were also extended to:
 - Pride Exhibition at the Beaney (JFH, IB)
 - City Feast (BM)
 - Marlowe Events (PG, PT)
 - Ben Fitter Harding –now Leader of the Council

Actions:

- Upload signed July Board minutes to the BID website – EW
- Once finalised, Ops Reports will be available on the BID website and circulated – EW

4. Operational Updates

Reopening of the High Street Safely Fund (RHSS): CH gave background on RHSS. Funded from central government and the European Union and claimed back by local authorities to administer. Key purpose is to support and assist businesses to open and trade safely during the Covid crisis. The BID is coordinating the project for Canterbury and looking into the best way to support and enable safe reopening and recovery.

4. Operational Updates (cont.)

Reopening High Streets Safely Fund (RHSS cont.)

RP gave overview:

- CCC are managing the project for the whole district (ie Canterbury, Herne Bay and Whitstable) with Natalia Sukhram as Project Leader and RP Project Manager for Canterbury.
- BID will continue to offer safety posters and floor vinyls.
- Next step will be the BID team including Ambassadors to visit to businesses to find out what support is needed
- As part of the RHSS, a local app called The Locale will be rolled out. This will give live feeds, Covid-security measures, opening times, locations etc for locals and visitors to access. Also gives opportunity for lots of data to be fed back. 30 businesses have already signed up and a residents focus group has been set up.
- Canterbury has been selected to pilot the scheme along with Edinburgh, Newcastle and Scarborough
- Business visits will also include talking about: maximising their Google accounts, Track and Trace, MyCanterbury marketing support

Actions:

- Board directors to sign up to Locale—ALL
- Add relevant RHSS logos to the newsletter in relations to the RHSS—RP
- Add relevant RHSS logo to Floor stickers and posters—RP

City Centre Appearance

JW updated on the following:

- **Flowers:** Successfully installed within budget, and very positive feedback has been received. Will remain up until second week of October to make way for the installation of Christmas lights.
- **Christmas lights:** Installation planned for end of Oct with three new fixings installed in Castle Street
- **Extra Cleaning:** Commissioned by the BID and agreed yesterday for Mercery Lane and Longmarket. We are also cleaning the windows of Boho, Poundworld and Cornish Pasty Company.
- **Great British September Clean:** BID team will participate in this tomorrow in the city centre cleaning litter and graffiti.
- **Footfall:** This has been increasing by 20% each month since July. The first two weeks of September are down 25% compared to last year but higher than national average which is down by 35% . Peak footfall took place at the end of August with the Eat Out to Help Out scheme and the popularity of Canterbury as a stay cation destination(down 10% year on year compared to the national average of 30% down).
- **Sales:** At the peak of lockdown sales were down by 93% but since then a 20-30% a month-by-month increase has been reported. End of August has seen sales figures at -26% compared to last year. All figures will be presented in the BID's City Centre Footfall Report once data is collected. More organisations are encouraged to join in order to feed in additional data for comparison.

5. Sub-Committee Reports

Marketing and Events (CM and RP)

Marketing and Events meetings will revert to the usual frequency (bi-monthly) following more frequent meetings during lockdown and reopening. The next M&E meeting is scheduled on 6 October.

- **Event Sponsorship:** Activity that drives footfall is a core activity of the BID. The major events of the spring and summer were postponed due to Covid, but three smaller events took place, all sponsored by the BID. A total of £10,000 was made available for event sponsorship (reduced from £15,000) and this was used to sponsor the Canterbury Pride Exhibition at The Beaney, City Feast on Guildhall Street and the Marlowe's Love Your Theatre event, each receiving £1,200. The 2019 Canterbury Festival was also funded in this budget year, as well as the virtual Medieval Pageant in July 2020 and activity to welcome students back in September 2020.

5. Sub-Committee Reports (cont.)

Event reports:

- **Pride (JFH):** Due to restrictions the main event couldn't take place but such an important event still needed to be celebrated. The Beaney exhibition provided an excellent means of doing this with a positive footfall count of 5,040, many of whom were first time visitors to The Beaney. Plans to take Pride Canterbury on a tour to link in with other Prides is being considered. The exhibition also provided an opportunity to highlight charities such as the Kent Adoptions and Youth LGBT Homelessness which provoked a huge response from visitors with the interactive wall experience.
- **City Feast (BM):** Very successful event over eight weeks with generally positive feedback. Footfall figures to be fed through to Board once they have been collected and processed.
- **Marlowe (PG):** Funded by the Arts Council and supported by the BID as a non-ticketed event, The Marlowe launched two weekends of events, the first was live music on the forecourt, followed by "Love Your Theatre" over the August Bank Holiday weekend, featuring 36 local performers, musicians and entertainers. Bad weather played a part but overall it had excellent attendance plus nearly £1000 was raised in donations towards the Marlowe Trust. BBC southeast also provided coverage of the youth project whilst spending the day showcasing the vibrancy of the city centre and businesses.

Summer Marketing and PR:

- **Marketing:** Engagement with MyCanterbury emails and social media has increased significantly, with content focussed on supporting local and reaching out to staycationers. Provide a report on engagement stats to next Marketing and Events sub-committee.
- **Filming:** BID is working with Spark Productions on promotional film footage to be used throughout the year, broken down into 10-12 short films that can be used to promote Canterbury as a safe and welcoming city. We are trying to capture all sectors, promoting the city's daytime and evening economy, and as a great place to live, work and visit.
- **Floral Pavement vinyling:** now complete with over 600 flower stickers out to help with queue management and to provide a safe, welcoming atmosphere ("Keep your distance, Keep smiling").
- **EOHO:** In addition to the national campaign, MyCanterbury provided added promotion with 89 local eateries participating.
- **Maybe Pilot Campaign:** The High Streets Task Force launched a free pilot service during EOHO, which we participated in, enabling content from all social media channels from local business to be pulled together to promote more engagement. Maybe reported that during lockdown consumers spent over 4 hrs per day on social media as their window on the world and their primary channel of communications. However, businesses across the UK are failing to make the most of it:
 - Independent businesses
 - Pre COVID-19. 43% of businesses were active on social media on a daily basis.
 - Post COVID-19 this dropped to 5%
 - National businesses
 - Pre COVID-19. 68% of businesses were active on social media on a daily basis.
 - Post COVID-19 this dropped to 26%
- **Visit Kent:** They have launched a safety campaign called "Explore the Secret Garden" which aims to supporting and encourage staycationers to the area.

Christmas:

- **Christmas Campaign:** First of a series of partnership meetings has taken place, led by the BID, to plan the Christmas campaign.
- **Christmas Lights Switch-On:** The Switch-On event can't take place but the lights will go up and we will promote and celebrate Christmas in Canterbury. .
- **Christmas Markets:** Fewer stalls, but planning for a festive Christmas experience, subject to Covid restrictions.
- **The Beaney:** Will be celebration the Rupert the Bear centenary and a possible festive city trail to tie in with this

5. Sub-Committee Reports / Updates (cont)

Students:

- **Student Fresher Week:** Event is happening from 28 Sept – 3 Oct in partnership with Whitefriars and is being widely promoted through WF website and the BID's MyCanterbury platform as a city-wide event. Listings on WF page will also link through to the MyCanterbury pages.
- **Goodie Bags:** 500 previously-quarantined goodie bags will be handed out on 1 Oct in WF square by BID team, pre-booked by students online.
- **Shopping Maps:** Shopping Maps will be placed in every goodie bag with more to be handed out. A digital version of the map will be promoted by the Unis and Unions.

Actions

- City Feast report to BID—BM
- Provide a report on engagement stats to next Marketing and Events sub-committee—RP

Finance – PT:

Current Financial Year (Year 1 of BID 2):

- **Levy Collection:** Up to 85% collection rate following the reminders in July. BID working with Civica to monitor this closely to ensure it is done in a sensitive way.
- We received the following **grants** since the crisis began in March:
 - **COVID BID Grant** from the Government to cover operational costs in May, June and July: £25,170
 - **Furlough Grant:** £18,041 projected in BID year 1 (to 30 September 2020)
 - We were also awarded the **Reopening the High Street Safely grant** totaling £20,000 from CCC which covers staff resource to support businesses. The vast majority of this work will happen between October and December 2020
- **Voluntary membership program:** We have had expressions of interest and are revising the membership information now for the Strategic Development sub-committee to review. This will also include sponsorship. Suggestion to add a discounted three-year membership to help with cashflow.
- **Commercial income:** there are no current plans to charge local businesses for MyCanterbury communications.

Budgeting for Year 2:

We will continue to deliver on the Business Plan in which 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.

We are working on a revised year 2 budget based on the 5-year plan which will include % variations to account for potential delays in some levy payments. We are also relaunching our membership and sponsorship programme and may be able to claim additional support from the RHSS fund. To help in the budgeting process, we will analyse the year 1 levy collection list (expected w/c 14 September) and take into account learnings from the BID industry based on those who have billed since the crisis began. The revised year 2 budget will be presented to the Board in November.

For immediate budgeting purposes (October-December), the Board approved the following activity: Christmas lights, marketing and vinyls; photography, filming and PR; Springboard footfall counter; the Ambassador programme; BID communications; and wages and overheads.

5. Sub-Committee Reports (cont.)

Finance (cont) - Levy billing

LC briefed the finance sub-committee on levy billing: The BID levy is unlike business rates which are covered in part by national government rates relief measures. BID legislation (BID Regulations Act 2004 and Local Government Act 2003) is clear that we must continue to bill. In line with that legislation and our BID Levy Rules, we are not permitted to discount the levy or offer installments. Therefore, the levy bills have to be issued. LC confirmed that other BIDs around the UK have continued billing.

That said, we completely understand the difficulty for some to provide payment at this time. If businesses anticipate any problems, they can contact the Business Rates Team Canterbury City Council who can advise businesses facing hardship. They can review business rates, any Covid grants or other relief. They are very understanding of how businesses have been financially impacted by the pandemic, and, as a team that is based in the area, they are especially in touch with the issues facing Canterbury businesses.

Agreed to recommend to the Board that levy billing proceed as normal, and to add a letter to the annual report that is included with the levy bills explaining why the bills have to be issued and what support is available.

Actions

1. Voluntary membership programme to SD sub-committee—LC
2. Year 2 budget to Finance sub-committee in preparation for approval at November board—LC
3. Levy billing: Draft annual report and progress levy billing with Civica—LC

Strategic Development (JFH):

The SD sub-committee last met on 17 June and is due to meet again on 24 September. The group reviews the BID's Covid Recovery Plan at each meeting to monitor activity and ensure it is in line with the Business Plan and is accounting for the current Covid crisis and the activity of partners and stakeholders (see version 3 below as an Appendix).

The group also discussed:

COVID-19 Recovery

- **Reopening** on 15 June successful—no issues reported, businesses report feeling cautiously optimistic
- **EOHO**—very successful in Canterbury with XXX
- **Footfall**—all reports on the BID website. Steady week on week increase through June, approx. 45-50% down on 2019 compared to 85% down in March when lockdown hit. Footfall improved significantly throughout July and August, reaching a peak at only 10% down year on year in August (compared to a national average of 30% down).
- **Cleaning**—BID funded street cleaning and graffiti cleaning on XXX
- **Reopening Guidelines** with national, regional and local information completed jointly by BID and CCC.

Projects and activities

- **Vinyls**—Phase 1 and 2 complete on 90 windows on Guildhall St, Sun St, High St and Mercery Lane. A Christmas vinyling project is being planned.
- **Filming**—working on plans to re-edit and commission new footage to promote Canterbury to locals, staycationers, students/families, and tourist next year. Working with Visit Canterbury and Visit Kent on complimenting our activities.
- **WiFi**—Progressing with CCC, who are leading on the project, with the BID contributing towards increased WiFi coverage across the city. Meeting on landing page schedule for 17 Sept and SLA between BID and CCC in progress (which will allow BID to have access to data). Anticipate going live before Christmas.
- **Ambassadors** were on furlough until 2/c 29 June and have since focussed on reporting city centre issues and data gathering, greeting locals and staycationers, helping with social distancing information and wayfinding, attend meetings on our behalf (eg, City Centre Action Group, Community Safety Unit and Graffiti Forum), and business visits

5. Sub-Committee Reports (cont.)

• Consultations / planning

- No update yet on Currys. Biggleston Yard (former Nasons) stakeholder meeting taking place today, 16 September, and planning application expected to be submitted soon. Encourage businesses to express their views.
- **Local Plan:** Workshop is being run by the Planning Dept on the Local Plan on XXX. BID will submit a response and engage businesses in the process, with a focus on protecting active frontages at ground floor level.
- LC presented to the **Kent Planning Policy Forum** on 11 September.
- Government passed legislation to allow additional **pavement licences** for tables and chairs. Applications go to CCC.

Actions

- Draft BID response to Local Plan—LC
- Draft BID response to Biggleston Yard planning application and encourage businesses to engage—LC

Advisory Group (CR):

HR

- Flexible furlough has been utilised well within the BID team from July-August. LM will be returning from maternity leave in November.
- Salary review to be postponed until January.

Board nominations:

- At the beginning of every BID term, we invite any levy-paying business who has paid their levy in full to nominate themselves to serve on the Board until the end of the BID term (September 2024). This process was postponed from the spring due to Covid.
- This process is for elected directors (15 places), not for designated directors (6 places) or observers. All current elected directors will need to re-nominate themselves alongside any new nominations. Of the 15 spaces for elected directors, six are explicitly for certain sectors and can only be filled by a levy payer from those sectors; and a further nine places are open to any levy payer, irrespective of sector, size or location.
- The proposal to proceed with nominations (and elections if needed should there be more nominations than number of available places) was agreed and this will take place in Oct/Nov—LC to circulate a timeline and communicate with all levy payers. This should also be included in the Annual Report sent with all levy bills to help ensure all levy payers are informed of the opportunity to be involved in the strategic oversight of the BID.

Actions:

- Include notification of Board nominations in BID levy report—LC
- Prepare Board nomination timeline and comms—LC/RP

6. AOB

- **PG:** Yet unknown about Government plans for theatre re-openings. Marlowe has been awarded funding from Architectural Fund to develop the Marlowe Kit and a stakeholder consultation is currently underway with the intention to make it into an educational place for young people with food and beverage. Consultation with businesses and the BID will also take place.
- **CM:** Westgate officially opened this weekend Covid-secure risk-assessed public markets which proved popular with the community and also students. Curzon next door has reported positive footfall figures and working with the Canterbury Festival in October likely to increase footfall for both venues.

7. Summary of Decisions

1. Approval of October-December expenditure as outlined above.
2. Levy billing to go ahead as usual with inclusion of letter from the BID explaining why (as outlined above).
3. Board nominations to go ahead as outlined above.
4. Salary review to be postponed until January.

8. Summary of Actions:

1. Upload signed July Board minutes to the BID website – EW
2. Once finalised, Ops Reports will be available on the BID website and circulated – EW
3. RHSS:
 - o Board directors to sign up to Locale—ALL
 - o Add relevant RHSS logos to the newsletter in relations to the RHSS—RP
 - o Add relevant RHSS logo to Floor stickers and posters—RP
4. Send City Feast Report to BID—BM
5. Voluntary membership programme to SD sub-committee—LC
6. Year 2 budget to Finance sub-committee in preparation for approval at November board—LC
7. Levy billing: Draft annual report and progress levy billing with Civica—LC
8. Draft BID response to Local Plan—LC
9. Draft BID response to Biggleston Yard planning application and encourage businesses to engage—LC
10. Include notification of Board nominations in BID levy report—LC
11. Prepare Board nomination timeline and comms—LC/RP

Next Board Meetings

All Wednesdays from 9:30 to noon, via Zoom for now:

- 18 November 2020
- 13 January 2021
- 10 March 2021
- 12 May 2021
- 14 July 2021
- 15 September 2021

Signed

Date

Clive Relf

18.11.20

Clive Relf, BID Board Chair

| APPENDIX—BID COVID RESPONSE MONITORING | | |
|--|--|--|
| Activity | Current Plans | Adapt/Change? |
| Animating the city | Floral displays Christmas lights | <ul style="list-style-type: none"> • Bloom: Floral displays have been very well received as a sign that the city is welcoming and open for business. We retained Gold in S&SEIB • Christmas lights – still going ahead but no Switch On event (see below) |
| Promotional campaigns (DMP) | <ul style="list-style-type: none"> • Summer campaign • Christmas campaign • MyCanterbury (guides, website, emails, social media) • Promotional material (free photos, videos, itineraries, stories) • Inward investment | <ul style="list-style-type: none"> • Summer - focussed on the vinyls, social media and amplifying Visit Kents #RespectProtectEnjoy and #SecretGardenOfEngland campaigns. • Autumn – producing a new film to promote Canterbury as a safe, relaxing, enjoyable and welcoming place to visit. • Awarded grant from CCC for “Reopening the High Streets Safely” to provide business support • Christmas – planning options for a safe city-wide trail and marketing campaign. • Inward Investment: Choose Canterbury and Locate in Kent |
| Event support | Eg, Pride, Wine Festival, Medieval Pageant, Canterbury Festival | Emergency fund approved by the Board in July for summer events and sponsorship awarded to City Feast, the Pride exhibition at the Beaney and the Marlowe. |
| City performance indicators | <ul style="list-style-type: none"> • Footfall (Springboard counter) • Collecting sales, transport and tourism data (part of our SLA with CCC) | Continuing as normal |
| Lobbying & engagement with stakeholders | <ul style="list-style-type: none"> • CCC committee meetings (eg, planning, regeneration & property) • KCC • National (ATCM, TBF, APPGs) • Working groups | Continuing and increasing |
| Networking & training | | We held 10 additional training and “In Conversation” webinar sessions, on top of the three already planned between March and June with 309 attendees in total from 113 different businesses. |
| Ambassadors | | Returned from furlough w/c 29 June |
| Traders’ Association Support | | Vinyls supporting the different quarters of the city, including The Kings’ Mile and Cathedral Quarter |
| WiFi & connectivity | | Progressing with CCC, who are leading on the project, with the BID contributing towards increased WiFi coverage across the city. Anticipate going live before Christmas. |
| Enhancing the public realm | <ul style="list-style-type: none"> • Vinyls • Signage • Lobbying for public realm improvements (eg, St George’s St) • Cleaning • Signage and wayfinding • Purple Flag (ENTE & security partnerships) | <p>City-wide vinyling project to help with wayfinding, welcoming and enhancing the public realm. To date, over 50 windows have been vinyled along Guildhall Street, Sun Yard, Mercery Lane and the High Street with more in progress.</p> <p>Purple Flag is continuing and being enhanced to include a COVID-secure element to the accreditation.</p> <p>Cleaning – the BID funded graffiti removal and is currently scoping out a waste upcycling project with KCC.</p> |