

Attendees:

- Clive Relf (CR)—Kreston Reeves (Chair)
- Blake McCaskill (BM)—Republic Events/City Sound Project
- Clare Millett (CM)—The Westgate Hall
- Ian Blackmore (IB)—Immense Bars and Events
- Caroline Hicks (CH)—Canterbury City Council
- Karl Elliott (KE)—Clague Architects
- Marco Keir (MK)—Canterbury Christ Church University
- Mark Stuart (MS)—Whitefriars
- Paul Turner (PT)—The Marlowe Theatre
- Paula Gillespie (PG)—The Marlowe Theatre
- David Lilford (DL)—Lilford Gallery
- David Redgate (DR)—Girlings Solicitors
- Dan Grimwood (DG)—The Refectory Kitchen
- Posie Bogan (PB)—University of Kent
- Richard Scase (RS)—Canterbury Society
- David Kemsley (DK)—ACRA
- Lisa Carlson (LC)—BID team
- Rachel Pilard (RP)—BID team
- Julia Wierucka (JW)—BID Team
- Emily Wells (EM)—BID Team
- Kathy Moulton (KM)—BID Team
- Lucy Martin (LM)—BID Team
- Simon Jackson (SJ)—BID Ambassador
- Jess Fuoco (JF)—BID Ambassador

1. Welcome & Apologies

Apologies:

- Jonathan Fitter-Harding (JFH)—Dodgems & Floss

Guest speakers:

- Carl Wright (Chair, Canterbury Climate Action Partnership)
- Richard Moore (Head of Transportation and Environment, CCC)

Welcome:

- Air Marshal Chris Nickols, Receiver General, Canterbury Cathedral
- Posie Bogan, Director of Corporate Communications, University of Kent
- Stuart Mitchell, observer from New River
- Chief Insp Mark Hedges and Insp Guy Thompson, Kent Police

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 16.09.20 reviewed, agreed and signed off.

Comments:

- CR thanked the BID team for their hard work.

Matters Arising:

- Locale app explained to Board.
- Clarification: The Reopening the High Street Safely (RHSS) fund isn't a "grant" strictly speaking as the money has to be claimed back.

Actions:

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

4. Presentation: Canterbury Climate Action Partnership—Carl Wright

Guest speaker: Carl Wright (Chair, Canterbury Climate Action Partnership)

Comments: Congratulated the BID on Purple Flag and Bloom Gold Awards for Canterbury this year. Introduced the Canterbury Climate Action Partnership (CCAP) and its partnerships, aims and proposals.

In summary:

- CCAP is a multi stakeholder body working with local projects, organisations, faith groups, academia and regional government
- Structures consist of patrons and working groups coming together with active engagement with senior councillors in both CCC and KCC
- CCAP's mission statement is to Educate, Energise and Empower with a 10-Point action recovery plan:
- The business focus and areas for practical cooperation were detailed including supporting the BID in climate-awareness raising for business (and general public) through relevant activities such as trade waste reduction/recycling, plastic free campaign, retrofitting buildings etc.
- The concept of "Canterbury -A Model Green City?" was also detailed, an approach which Canterbury has been deemed very suitable for. Funding is available from central government and is an area where CCAP can work with the BID.
- Suggestion for an annual Green Week to take part which could give Canterbury a profile for excellence nationally and internationally.

Discussion

- (MS) Retail sector in Whitefriars is continuing to put emphasis into green presentation and remains committed to environmental issues despite COVID-19 providing setbacks to the cause
- What support is there to support the tourism industry? CCAP currently has low resource at the moment to explore this, however experts at universities and CCAP network are able to respond and contacts are available.
- CCAP working closely with affordable public transport body with their submission to the Local Plan.
- The Government's Green Deal should kickstart process currently hindered by Covid with green investment and green jobs being created
- LC invited C4B Board members to a recent CCAP meeting, including Matthew Arnold from Stagecoach, Rachel Sanders from BoConcept and Lucy McCleod from Canterbury College.
- CCAP is working on a Green Awards programme and week of events
- The LOCASE grant scheme just been extended by KCC -BID will promote this.
- BID is planning a trade waste audit in the new year

Action: Share CCAP presentation to group – LC

Action: Promote LOCASE grant awareness to BID businesses – LC/EW

5. Presentation: CCC's Car Parking Proposals – Richard Moore

Richard Moore (Head of Transportation and Environment, CCC) gave an insight into Canterbury City Council's proposed changes to car parking prices and proposed introduction of discounts and incentives. CCC is very aware of current situation and would like to draw on the BID's expertise to advise on best way forward ie encouraging visitors to city centre as well as adhering to climate agenda.

The specific proposals presented will be made available on the Council's website [here](#).

The BID has commissioned a local independent organisation, the Public Engagement Agency, to work with us to obtain feedback via a workshop (scheduled for December 9th) and questionnaire, and to write up an independent report, which will be made available on the BID website, BID eNews and also submitted to the Council's relevant committee meetings.

6. CCC update: Government's Business Support Grants – CH

CH gave an overview of the Government's Business Support Grants, distributed to local authorities to administer to businesses forced to close or that have seen their trade fall significantly from the Lockdown 2:

Points to note:

- Application process to go live on 18 Nov 2020. Full guidance on which businesses will be eligible is available on CCC website.
- BID has helped push out advice to businesses on how to prepare prior to opening of application process.
- Applications are per hereditament and awards will be linked to rateable value.
- To simplify the process, there will be one streamlined application form for both the discretionary grants and local restrictions grants.
- Multiple formats will be able to be uploaded and a wider team across CCC will assist with processing applications, with the aim to pay out as quickly as possible.
- High number of levy payers should be eligible, however if unsure they are encouraged to apply regardless as process will determine eligibility.
- Applications will be open for 30 days after national lockdown is lifted.

7. Strategic Development – LC

Summary as follows:

COVID-19 RECOVERY PLAN:

We review the BID Reopening and Recovery Plan at each SD sub-committee meeting to ensure we are delivering on the Business Plan.

We have been awarded £20,000 from the Reopening of the High Street Safely Grant from CCC for Canterbury with the aim of communicating with businesses and providing businesses support around reopening and ongoing recovery.

PROJECTS AND ACTIVITIES:

Ambassadors programme review:

Postponed for discussion during next Strategic Development Sub-Committee Meeting in December.

City Animation:

- **Vinyls:** very well received by the general public with over 90 windows now covered and more being planned for Christmas.
- **Christmas Lights:** This year scheme is the same as last year with Castle Street being decorated in the zigzag lights across the street as originally planned. (*update: new locations added in October covering Guildhall St, Best Lane, Mary de Castro Garden and two trees (Longmarket and Fenwick) for an additional £8,000.*)

City Performance:

JW is working on reshaping how the City Centre Performance Reports are presented on the website. We are looking into finding a more useful way of presenting data in a dashboard format rather than searching through the library of reports. This will be tied up with the BID website upgrade. CH supports this plan and JFT offered to share his sales figures for the reports. We agreed to continue with biannual manual footfall count to be going parallel with Springboard.

WiFi:

WiFi scheme in Canterbury City Centre could go live before Christmas. It will be the last phase of digital upgrade, where CCTV project will be completed first, then bollards followed by WiFi. Budget of BID contribution has been agreed which will be part of SLA to be signed in near future.

7. Strategic Development (cont)

MEMBERSHIP AND SPONSORSHIP:

We are the verge of launching a new membership programme, with a completed list of people who we can approach and who are already interested. The aim is to soft launch by directly approaching people. Contributions totally £12,500 already confirmed.

AOB:

Investors Forum – suggested by Stuart Mitchel at the Board Meeting, LC believes it is realistic to achieve and would be very valuable. The aim would be to find out the reason for investing in this city, what they are looking for, what the benefits of development in Canterbury are.

- Council projects:
 - Bollards: teething problems need to be worked through before reopening in Dec.
 - WiFi due to go live with BID contributing and participating in the project regarding comms, landing page and data usage.
- Planning: ongoing engagement by the BID on any issue that affects and impacts the city centre.

8. Finance – PT

Year 1 summary Position

BID year 1 (to end September 2020): total income is at £503,807.26 (up from £476,646.86 in early September) and total costs at £446,330.06 (up from £396,913.86 in early September). There may be a some more income to come in for year 1 which will be accounted for in the statutory accounts. The first draft of accounts will be available in January 2021, presentation of the accounts to the Board at the March Board meeting and final sign off at the May 2021 Board meeting.

Year 2 budget and levy billing

- **Budget**—We are working on three scenarios for the year 2 budget to allow for a potential reduction in levy income due to the crisis. The three scenarios plan for 85%, 75% and 65% levy collection. In all three, investment from October–December, including Christmas, is confirmed in order to support levy payers during this crucial time. Levy collection is monitored weekly for the time being and any concerns flagged immediately. The Finance sub-committee will report back to the Board in January on any adjustments that might need to be made.
- **Levy Billing**—£489,930.85 was billed for year 2 and £36,064.36 has been collected to date, which is 7.36% of levy and 131 accounts paid in full. Levy reminders are due to go out on the 23 November, however the sub-committee felt it would be better to wait until businesses are trading again when lockdown is lifted – unless this is extended beyond the end of December, in which case the sub-committee will meet again to agree when to send reminders and inform the Board. *Reminder: BID regulations and our own levy rules require us to bill as normal and to encourage any business experiencing difficulty to contact the Business Rates team at Canterbury City Council. More information on the BID's position regarding levy collection is available [here](#).*

Reserves policy

The Reserves Policy is reviewed annually for approval by the Board. The role of the BID is to invest the money received by levy payers into the city. Therefore, we would only build up a cash reserve for the following reasons: (1) Liquidity from year to year; (2) liquidity from term to term, bearing in mind the timescales of the ballot process; and (3) to cover the cost of closing the business in the event of a 'no' vote at ballot or an unforeseen eventuality. The 2020–2021 revised version includes updated costs and reserves of £70,000 for the BID term.

Decisions:

- Reserves policy agreed unanimously
- Anything left over will be invested over next 3 years: agreed unanimously

9. Marketing and Events – CM and RP

Two Marketing and Events meetings have been held since last Board Meeting: 6 October and 17 November. Due to the first meeting taking place prior to lockdown, much of the plans discussed had to change. Below are the latest updates from the group:

Christmas Markets: City Feast to return to Guildhall Street 4-5 Dec, 11-24 Dec. Whitefriars going ahead with smaller market and indoor market for Canterbury Makers, starting 4 Dec run by Rockhopper. Also extending into Rose Lane with 4 stalls by Metro Bank with food and drink. Both markets keen to see cross-marketing of the different sites with signage if possible.

Christmas Campaign: Mainly digital to enable speedy turn around depending on Tier 3 restrictions:

- Heart FM Radio adverts
- £1,000 digital campaign on social channels
- A dedicated Christmas Home Page on Visit Canterbury
- A digital Christmas Guide has been created by Visit Canterbury and will be shared on all channels
- A Christmas Vinyl Selfie Trail has been created to encourage footfall across the city featuring a competition on Instagram @My_Canterbury #CanterburyIsChristmas. This is in addition to the 90 windows already vinylled across the city. The vinyls were designed by students at Canterbury Christ Church University.
- An advent calendar of Canterbury's Christmas Windows will begin from the 1 December via Instagram to encourage shoppers to return to the city when it is safe to do so. @My_Canterbury #CanterburyIsChristmas
- A digital tool kit including photos of the city centre will be available for all businesses to use throughout the Christmas period.
- New photography will be commissioned and shared with businesses for usage.
- Lord Mayor and Rachel Phipps still visiting city centre to appreciate the Christmas Windows—but no competition this year. Rachel Phipps will write a blog about shopping locally in Canterbury.
- MyCanterbury now hosts webpages with: Guide to online local shopping, Guide to take away meals and coffees, Guide to enjoying Christmas walks in the city and more.

Christmas Lights: During lockdown the BID has focused on preparing for the return of visitors. 5 miles of Christmas lights were switched on (Thursday 12 Nov) by the Lord Mayor. A recording of this moment was shared on Facebook and Instagram and has reached over 40,000 people and receive 18,500 views.

Canterbury Gift Card: We have launched the Canterbury Gift Card now featuring 100 local retailers including big brands like Fenwick, Smiggle, Whitestuff, Copperfield, Boots, Real Eating Company, McDonalds and Starbucks along with many independent retailers from across the city. This will be heavily promoted through radio, print and digital channels.

2021— Recovery planning

- The BID video campaign will be shaped early in the new year to promote safety and to roll out with different messaging as we move into spring time. Our video package allows us 12 different short messages which will be adaptable depending on Kent's tier situation. The emphasis will be for BID businesses to have the footage to share across their channels.
- Visit Kent—Interreg Experience project has completed first stage with collaboration workshops going very well. Several Canterbury businesses are involved including Foundry, River Tours, Canterbury Running Tours and Canterbury Wildlife Trust. These will be fantastic packages to help shape our tourism appeal next year.
- Window Vinyls—we are delighted to be rolling out a new window vinyling project in the new year which will focus on Canterbury in Bloom. The vinyls will reflect the community work that Bloom produces and highlight the importance of pollinators / local wildlife / community groups / green heritage and more. Funding has come through a KCC Member Grant for this project.

9. Marketing and Events (cont)

Canterbury Culture update: Canterbury Culture met on 16 October to look at audience data. Indigo, a national research consultation in the arts presented their findings of audience surveys over lockdown. It was agreed that the group will work together, sharing top line data to create a larger data project in 2021 that can benefit all establishments involved in the group.

Action: Share film of Christmas switch-on with group -RP

10. Advisory Group – CR/LC

The Advisory Group met on 2 November to discuss Board nominations. We received 22 nominations for 15 places, including 13 nominations from new people, but had to postpone the scheduled 10 November elections because of lockdown. The team are working up scenarios for rescheduling the elections in January either:

- At the Westgate Hall as would've happened in November or
- Via email/Post or online

All new nominees have been notified about the delay and we also discussed it at the emergency board meeting on 6 November for those who could make it. In the meantime, we will announce the nominations on the BID website and social channels.

Action: post nominations on BID website and push out through BID comms –LC

11. AOB

- **PG (Marlowe):** Received full Cultural Recovery government funding of £3m to see the business through to March 2021.
- **CN (Cathedral):** Shop and hotel reported good figures. Canterbury Journey delayed due to Covid however elements are being uploaded online. Lots of interest from group booking members, showing pent up demand for when regulations allow.
- **MK (CCCU):** Preparing for end of term allowing students to return home following govt guidance in the specified window timeline. Collective number of Covid cases remains relatively low, however slight increases in cases reflect what's happening in Kent as a whole. Therefore every effort is being made to keep these numbers as low as possible. Awaiting guidance on returning students back to campus as a large operational procedure. Face to face teaching will continue where possible.
- **PB (UKC):** Mirrors CCCU experience especially on returning students. Teaching will cease on 4 Dec and asymptomatic testing centres will play a key part in enabling student return after Christmas, but it is a huge operational venture.
- **MS (Whitefriars):** Bracing for a busy few final weeks of 2020 and a very full year planned for 2021. Christmas experience is a reduced version of last year's market which will tie in nicely with the City Feast in Guildhall Street. Occupancy rate is very encouraging with continuing interest for any vacant unit.
- **CE (Clagues):** 15:17 have taken over main part of main building of Debenhams. Starting work in Jan with aim of opening in Spring for full retail food and leisure experience. Biggleston Yard to go to planning in Spring.
- **IB (Jolly Sailor):** Will be trading on Rose Lane over December with mulled wine stand
- **BM (City Feast):** Positive about Canterbury's Christmas offering. Launching on 4 Dec if regulations permit. Then 3-week run until Christmas Eve
- **RS (The Canterbury Society):** Climate event on 24 Feb 2021. Key strategy of Canterbury Society is to beautify the city to make it attractive for visitors and residents. Garden behind Patisserie Valerie is a priority as currently attracting street drinkers. Following this there will be other key sites in the city they will be focusing on. Would like as many businesses as possible to join Canterbury Society and subscribe to newsletter.
- **LC (BID):** BID Ops Manager Job share going ahead. Flexible furlough being utilised -currently being looking at. Transport Group to look at survey and workshop -all those wishing to participate to contact Lisa

Action: sign up to Canterbury society pushed through Enews -EW

11. Summary of Decisions

Finance:

- Reserves policy agreed unanimously
- Any surplus from 2020 will be invested over next 3 years

12. Summary of Actions

- Upload signed September Board minutes to the BID website – EW
- Once finalised, Ops Reports will be available on the BID website and circulated – EW
- Share CCAP presentation with Board – LC
- Promote LOCASE grant awareness to BID businesses – LC/EW
- Share film of Christmas switch-on with group – RP
- Post nominations on BID website and publish in BID comms –LM/RP
- Encourage sign up to Canterbury Society via enews and promote Climate Change event on 24 Feb – EW

Signed

Date

Clive Relf

24.02.21

APPENDIX: BID COVID RESPONSE MONITORING		
Activity	Current Plans	Adapt/Change?
Animating the city	Floral displays Christmas lights	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 and were awarded a special certificate by Britain in Bloom Christmas lights – Scheme extended to include St Mary de Casto Garden, Guildhall St, Best Lane and two trees on Longmarket and outside Fenwick. A special film was produced for the virtual switch on, which took place on 13 Nov, including the Lord Mayor, The Marlowe Theatre Pant to Dame, Nurse Nellie, a bespoke song by local band Kids of Yesterday (in aid of the Lord Mayor’s Christmas Gift Appeal) – viewed by over 21,000 people.
Promotional campaigns (DMP)	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 – New Canterbury Gift Card introduced (with over 100 business signed up) designed to keep money circulating locally; city-wide Christmas selfie vinyl trail launched; radio and online marketing campaign #CanterburyIsChristmas; #ShopLocalBlackFriday supported; and MyCanterbury promoted all businesses who were able to trade in some way during lockdown 2 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 Beany and the Marlowe.
City performance indicators	Footfall (Springboard counter) Collecting sales, transport and tourism data (part of our SLA with CCC)	Footfall continuing as normal. Occupancy rates resumed in July when the Ambassadors returned from furlough Sales figures – seeking more input so the figures are more robust, now up to 62 from 31
Lobbying & engagement with stakeholders	CCC committee meetings KCC National (ATCM, TBF, APPGs) Working groups	Continuing and increasing, particularly with planning applications and the Local Plan.
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		Diverted to vinyls supporting the different quarters of the city, including The Kings’ Mile and Cathedral Quarter and a new film promoting the city

WiFi & connectivity		Progressing with CCC, who are leading on the project, with the BID contributing towards increased WiFi coverage across
Enhancing the public realm	<p>Vinyls Signage Lobbying for public realm improvements (eg, St George's St) Cleaning Signage and wayfinding Purple Flag (ENTE & security partnerships)</p>	<p>The Board signed off a city-wide vinyling project in order to help with wayfinding, welcoming and “enhancing the public realm”. Over 100 windows have been vinyled along Guildhall Street, Sun Yard, Mercery Lane and the High Street and a new city-side selfie vinyl trail for Christmas</p> <p>We retained Purple Flag status. Working with the ATCM on introducing a COVID-secure element to the accreditation.</p> <p>Cleaning – the BID funded graffiti removal, jet washing and street cleaning where this wasn't covered by CCC.</p> <p>Currently scoping out a waste upcycling project with KCC.</p>