

## Attendees:

---

### Directors

- Clive Relf (CR), Kreston Reeves (Chair)
- Blake McCaskill (BM), Republic Events
- Caroline Hicks (CH), Canterbury City Council
- Chris Nickols (CN), Canterbury Cathedral
- Clare Millett (CM), The Westgate Hall
- Dan Grimwood (DG), The Refectory Kitchen
- David Lilford (DL), Lilford Gallery & Lilford Framing
- Karl Elliot (KE), Clague Architects
- Marco Keir (MK), Canterbury Christ Church University
- Mark Stuart (MS), Whitefriars
- Paul Turner (PT), Marlowe Theatre
- Paula Gillespie (PG), The Marlowe Theatre
- Philip Pothen (PP), University of Kent

### Observers

- David Kemsley (DK), Alliance of Canterbury Residents Groups (ACRA)
- Richard Scase (RS), Canterbury Society
- Ian Blackmore (IB), The Jolly Sailor Events, Bars & Festivals
- Stuart Mitchell (SM), New River

### Team

- Lisa Carlson, CEO
- Lucy Martin, Ops Manager (job share)
- Julia Wierucka, Ops Manager (job share)
- Kathy Moulton, Sales Exec
- Emily Wells, Administrator

## 1. Welcome and apologies

---

### Welcome

- Dr Philip Pothen, Director of Engagement, University of Kent
- Simon Youden, Store Director, Fenwick

### Apologies

- CI Mark Hedges (MH), Kent Police
- David Redgate (DR), Girlings Solicitors
- Jonathan Fitter-Harding (JFH), Dodgems & Floss
- Rachel Pilard, Marketing & Comms Manager

## 2. Declarations of interest

---

Canterbury City Council (CH) – Service Level Agreement and WiFi agreement

## 3. Minutes of previous meeting and matters arising

---

Previous minutes from the Board meeting of 18.11.20 reviewed, agreed and signed off.

### Matters Arising:

- CCAP moving forward with Climate Change Awards and soon to become a working group which BID is keen to become involved with. LC to circulate the proposal as soon as it's available.
- BID Voluntary Membership Scheme –currently ongoing and work is continuing and is being overseen by Strategic Development Sub Committee

### Actions:

- Upload signed November Board minutes to the BID website – EW
- Once finalised, Ops Reports will be available on the BID website and circulated – EW
- Circulate parking proposal report – LC

## 4. Covid recovery roadmap – LC/CH

---

### Reopening and recovery

The BID's Covid Recovery Plan is reviewed in detail at all BID Strategic Planning subcommittee meetings and published on the BID website. The BID team regular attend ATCM and BID Foundation webinars to share best practise.

See the BID Operations Reports for highlights from the last year. The BID also publishes an annual report which is circulated with the levy bills every October.

### Preparing for reopening

We are working in collaboration with the Council through the Reopening the High Street Safely (RHSS) project on the following:

- Cleaning – deep street cleaning and graffiti removal
- Parking and transport, including the introduction of new parking incentives and discounts to coincide with reopening.
- Public Realm including outdoor tables and chairs, security bollards and toilets/baby changing.
- Safety and security – working with Kent Police, CCC Enforcement, Whitefriars Security, City Centre Support Team (“marshals”), BID Ambassadors and business teams focussed on loss prevention and hosting.
- Clear signage and wayfinding
- Managing footfall and social distancing
- Training & networking: Third session of the year scheduled for 10 March (“Making the Most of Facebook Business”) with over 50 signed up and networking is to restart in April (virtually)
- Digital High Street Projects -ensuring as many businesses are Google-trained and proficient in moving from offline to online as well as delivery projects.
- Comms plan
- Funding streams - not only from sponsorship and voluntary contributions but also from alternative funding streams available for the city as a whole

Reopening following 2020 lockdown has meant logistics for reopening are already in place, however ideas or thoughts on better practice are always welcome. Essential to ensure the time prior to reopening is used wisely and seize opportunities missed last time to ensure that the city is clean and welcoming. A physical plan with timetable will be made available over next few weeks which will be shared by CCC.

**Grants:** CCC awaiting guidance as to when the current discretionary scheme will close in light of the new roadmap. Any messages or comms to businesses from CCC will need to be clear on who will be eligible for grants after business date reopening. Awaiting guidance from central government.

We are also involved in progressing the **climate change agenda** as part of recovering and building back better: BID sits on the board of the Canterbury Climate Action Partnership (CCAP), Plastic Free Canterbury and the Council's Climate Action Partnership Board. We are also part of Produced in Kent's No Food Wasted Forum. Trade Waste Audit and Waste Upcycling are key projects for this year with a trade waste audit being compiled for Canterbury with a focus on reducing emissions and providing a better service for businesses.

### Actions:

- Feedback reopening ideas to the BID team – ALL
- BID to urge businesses to apply for grants asap, including updates on closing dates once confirmed – RP

## 5. Sub-committee reports

---

### Strategic Development (JFH)

**Ambassador Programme:** The TUPE process is underway meaning the two Ambassadors will become BID employees as of next week, enabling cost savings and the ability to further tailor the service to meet our needs. Both Ambassadors will remain on furlough until late March / early April.

Suggestion to co-ordinate with Whitefriars security and staff from businesses acting as hosts to further support re-opening co-ordination and messaging.

**WiFi:** City-wide WiFi is now fully live and BT are fixing any remaining hot spots to enable consistent coverage. Delay over lockdown has given the opportunity to make city WiFi a part of Canterbury's reopening story.

#### Consultations:

Canterbury City Council is current consulting on the Corporate Plan 2021-24 and the Climate Change Action Plan 2021-30. The BID team are drafting responses and will circulate these to the Board. Everyone is encouraged to submit a response as these plans will significantly impact the trading environment in the city.

#### Planning:

An application has been submitted for change of use to residential on ground floor of Barretts. The BID has a track record of objecting to conversion of commercial to residential at ground floor level, in line with the Local Plan.

### Marketing and Events (CM/RP)

**2021 recovery marketing campaign:** The BID is working with the RHSS team, Visit Canterbury and Visit Kent on a "Destination Marketing Recovery Plan 2021" and the plan was presented to the Board and includes these key stages:

- **Respond (March-June):** local and county-wide campaigns providing quick and flexible support for the city's businesses during the crisis:
  - Our Canterbury Tales
  - #iPledge Campaign
  - #Find Your Space
  - Escape the Everyday
  - Experience Kent
- **Reboot (June-August):** campaigns relaunching the city's visitor economy:
  - **MyCanterbury Summer Campaign including the films and the return of the Summer Guide**
  - **Our Canterbury Tales**
  - **Rebuilding Consumer Confidence and Demand**
  - **Kent Big(ger) Weekend**
  - **149<sup>th</sup> Golf Open Destination Campaign**
- **Rebuild (August-Dec):** developing a sustainable high-value visitor economy for the future:
  - Becket 850
  - EXPERIENCE Autumn Staycation Campaign
  - Canterbury Autumn Campaign
  - Canterbury IS Christmas
  - EXPERIENCE Winter Retreat Campaign

In addition, the BID has been running the **#iPledge campaign**: Launched mid-January, this campaign is designed to encourage optimism and positivity in both the business and public community, and is being pushed out via MyCanterbury, the BID's B2C channel, and via the BID's B2B channels to encourage the businesses to take part.

There is weekly themed content, including interviews with individual businesses, covering coffee shops, hairdressers, beauty salons, accommodation providers, retail shops and to compliment Mother's Day the final pledge will be high tea venues. The campaign will end with a competition to win a £100 Canterbury Gift Card, winner to be announced on the 12 April for first day of reopening.

**New films:** New footage from summer 2020 and footage from partners is being edited into a series of new bitesize films to promote the city during reopening. Suggestion to include content from the 'Cantuarian' film, which is a film version of Lemn Sissay's Canterbury poem and includes several businesses.

### **Gift Card Report**

- Over £22k in Gift Card purchased prior to Christmas.
- BID is busy linking payment from retailers' websites to enable online payments.
- Over 100 businesses signed up so far.
- We now have a batch of gift cards at the office which can be loaded online for corporate purchases and could also be offered to retailers so they can be collection points for the card.

## **Finance (PT/LC)**

### **Levy Collection:**

£489,930.85 was billed for Year 2 and 63% of BID levy has been collected to date, this is comparable to other cities at this stage of the process. Levy collection is monitored regularly, and we anticipate an overall collection rate of between 75% and 85%. The Finance sub-committee is meeting more regularly to monitor levy collection.

### **Year 1 Accounts:**

Board reviewed and unanimously approved the full BID 2, Year 1 Accounts (to year ending 30 Sept 2020).

### **Points to note are:**

- BID levy income – this is the amount billed, not the amount collected.
- Voluntary contributions have decreased as a natural consequence of Covid, but the programme has been re-launched over the past few months.
- Surplus from Year 1 (due to projects that could not happen because of Covid) will be spent in years 2-5 when it is of most value to businesses.
- Accounts will be filed at Companies House by the end of June and published in full on the BID website.

### **Year 2 Budgeting:**

For due diligence the draft Year 2 budget includes three scenarios: 85%, 75% and 65% levy collection. Based on the current levy collection rate we are hopeful we will be able to achieve an 85% collection rate and have amended the budget to deliver the projects that will support levy payers during this crucial time.

## **Advisory Group (CR)**

### **Board Elections:**

**Important to note this process has been delayed due to Covid.** Twenty-two nominations for fifteen places have been received, including 13 nominations from new people. All directors are standing for re-election (except JFH and PG). The BID team is currently finalising the Board election schedule which are expected to take place in late March / early April online using a company called Choice Voting.

**Actions:**

- Organise a safety / security reopening meeting with BID, Kent Police, CCC and businesses – LC
- Prepare BID response to Council consultations – LC
- Feedback to Council consultations – ALL
- Circulate Destination Marketing presentation to the group – LC

## 6. AOB

---

**Canterbury Society (RS):** Welcome further sponsorship from business community for the Canterbury Society Design Awards which aim to recognise and celebrate buildings, spaces and places that are loved by our community. Nomination deadline is 30 June 2021 and the winners will be revealed at an award ceremony to take place in the Cathedral Lodge in November 2021. The Awards are sponsored by Rogate, Bo Concept, Boys and Maughan, Anthony Swaine Architecture, Clague Architects, Kreston Reeves and James Clague Architects.

Comments have been submitted to CCC on Corporate Plan.

Upcoming events:

- Balancing Heritage and Growth in Historic Cathedral Cities and Towns: 13 April
- Canterbury Society Design Awards:

**Fenwick (SY):** Fenwick is introducing new products, a new layout and a new restaurant

**Cathedral (CN):** Planning for reopening on 21 June however much of focus will be on activity in July and August. Has submitted a big bid to the Cultural Recovery Fund. Lots of interest in vacant property in Burgate and Palace Street.

**Marlowe (PG):** Just launched major stakeholder consultation, developing key strategies and capital development of Marlowe Kit. Reopening plans looking at May for audiences of 600+ then in June for full capacity, but essentially looking at how they can get a stable program in place is key.

**New River (SM):** WF looking forward to reopening in April. Conversations are ongoing for repurposing of vacant units with an encouraging take up so far. Just commissioned CACI to do report on the future of retail for next 10 years, which early indications shows there is still need for physical retail.

**Clague (KE):** shared planning update on Nasons and Debenhams redevelopment, including the news that 15:17 have taken on part of the former Debenhams building and that Nasons (as are other developments in the area) due to concerns about the Stodmarsh Nature Reserve.

**Whitefriars (MS):** Fully focused on reopening on 12 April and very keen to launch an embracing and welcoming environment outside the shops. More time prior to reopening means more collaboration with the BID regarding signage and presentation.

**Refectory (DG):** focusing on reopening but yet to decide whether its financially viable to open in limited capacity.

**Lilford Gallery (DL):** meeting taken place with Kings Mile, fully focused and excited about reopening and new exhibition for gallery.

**CCCU (MK):** CCCU generally happy with the government's announcement. Students on practical courses will be welcomed back on 8 March which should have positive impact on local economy bringing more people back to the city. Large medical science building is now open with hopefully CCCU will be able to host an event there in future.

**Westgate Hall (CM):** very much looking forward to relaunching the Westgate Hall Markets when non-essential retail returns. International Women's Day breakfast event will be held online on 5 March with Caroline Cooper from CCC and Rachel Sanders from BoConcept leading the conversations. Everyone is welcome.

**UKC (PP):** Delighted to be involved in the reopening of the city and with the activities of the BID. Echoes the sentiments of CCCU regarding the return of students.

**Jolly Sailor Events (IB):** Government's roadmap put of lockdown is considered very positive for events. New date of 11 Sept will be announced for Pride and an Oktober Fest event looks likely for the autumn. Winter is also looking very positive for events.

**Canterbury BID (LC):** The BID is part of a working group for the new Canterbury Forum, which next meets on 8 March, providing an excellent opportunity to engage with the community. Also engaging nationally with the ATCM, BID Foundation, BEIS and the High Streets Task Force. Taste of Kent Awards include a number of Canterbury businesses, all are encouraged to vote.

**Actions:**

- Promote Marlowe Kit consultation via B2B newsletter – EW
- Send Canterbury Forum information to Board – LC

## Summary of actions

---

- Upload signed November Board minutes to the BID website – EW
- Once finalised, Ops Reports will be available on the BID website and circulated – EW
- Circulate parking proposal report – LC
- Feedback reopening ideas to the BID team – ALL
- Urge businesses to apply for grants asap, including updates on closing dates once confirmed – RP
- Organise a safety / security reopening meeting with BID, Kent Police, CCC and businesses – LC
- Prepare BID response to Council consultations – LC
- Feedback to Council consultations – ALL
- Circulate Destination Marketing presentation to the group – LC
- Promote Marlowe Kit consultation via B2B newsletter – EW
- Send Canterbury Forum information to Board – LC

## Next Board meeting dates

---

All Wednesdays from 9:30 to noon):

- 21 April (newly elected board inductions)
- 16 June (election of Board Chair and Vice Chair)
- 15 September 2021 (Year 3 budget)
- 17 November 2021

**Signed:**

**Date:** 21.04.2021



**Clive Relf, BID Board Chair**