

Attendees

Directors:

1. **Alexandra Gordon** – Brachers
2. **Blake McCaskill** – Republic Events
3. **Clare Millett** – The Westgate Hall
4. **Clive Relf** – Kreston Reeves
5. **David Lewis** – Café du Soleil/Café des Amis
6. **David Lilford** – Lilford Gallery & Lilford Framing
7. **David Wilkinson** – Canterbury Cathedral
8. **Joanna Richardson** – Shepherd Neame
9. **Jon Mills** – The Foundry
10. **Karl Elliott** – Clague Architects (joined at 11:00)
11. **Mark Pegg** – Loake Shoemakers
12. **Mark Stuart** – Whitefriars
13. **Paul Turner** – The Marlowe
14. **Dr Philip Pothen** – UoK (left at 11:40)
15. **Rachel Sanders** – BoConcept
16. **Sarah Wren** – Oscar & Bentley

17. **Simon Youden** – Fenwick

18. **Suzi Wakeham** – Canterbury City Council

Observers:

- **Beverley Paton** – Canterbury Society
- **David Kemsley** – ACRA
- **Mark Hedges** – Kent Police (joined at 10:15)

BID Team:

- **Lisa Carlson** – CEO
- **Lucy Martin** – Ops Manager (Job Share)
- **Julia Wierucka** – Ops Manager (Job Share)
- **Rachel Pilard** – Marketing & Comms Manager (joined at 11)
- **Emily Wells** – Administrator
- **Simon Jackson** – BID Ambassador

1. Welcome and Apologies

Welcome:

- Suzi Wakeham – Director of Community Services, Canterbury City Council
- David Wilkinson – Head of External Engagement, Canterbury Cathedral
- Beverley Paton – Canterbury Society

Presenters (arrived at 10.30am)

- Nicholas Thurston – Climate Change Officer, Canterbury City Council
- Simon Herko, Sam Reilly – Damascus Mile
- Carl Wright – Chair, CCAP

Apologies:

- Dan Grimwood – Refectory Kitchen
- Kathy Moulton – BID Team
- Marco Keir – CCCU

2. Declarations of interest

- Suzi Wakeham – Canterbury City Council (Service Level Agreement and WiFi SLA)
- Joanna Richardson – Board Member of Visit Kent with whom the BID is an investor

3. Minutes of Previous Meeting and Matters Arising

Previous minutes:

Minutes from BID Board meeting of 21.04.21 reviewed, agreed and signed off.

4. Board Sub-Committee Reports

Marketing and Events (CM): Last meeting on 11.05.21, next meeting scheduled for 29.06.21

Key points to note:

- Event funding support confirmed following release of surplus funds from BID finance committee, which meant would could increase the budget from £8,000 back to the original amount of £15,000k for this financial year (to 30 Sept 2021). Given our focus on supporting Covid recovery, we are keen to support events this summer on the understanding that they meet with our criteria:
 - Drives footfall, dwell time and spend
 - Supports BID Business Plan / Destination Management Plan
 - Develops partnerships
 - Supports Covid recovery

Subject to successful applications, we anticipate funding the following events:

Event	Date	Up to max
Canterbury Festival 2020	Oct 2020	£1,600 (done)
Wimbledon Screen	25 June-11 July 2021	£1,500
Tower House Summer Festival	22 July – 1 Aug 2021	£1,500
City Sound Project	Aug 2021	£2,000
Marlowe / bOing! City Centre	Aug 2021	£2,000
Food and Drink Festival	Sept 2021	£2,000
Pride Canterbury	Sept 2021	£2,000
Canterbury Culture Audience Research	Aug 2021	£1,000
Contingency		£1,400
Total		£15,000

- Canterbury Culture Group which supports Canterbury and the wider district smaller and larger cultural group is also being supported to conduct audience research which is crucial at this time
- All BID and RHSS-produced promotional videos for Canterbury have been released and are available for anyone to use and share.
- MyCanterbury Summer Guides are going ahead and will be ready for distribution in early July.
- Marketing collaboration continues with Visit Canterbury and Visit Kent on all campaigns.
- Cathedral Walk taking place from 20-21 Oct coinciding with the Canterbury Festival and the Climate Festival
- Dedicated shopping campaign on the agenda at next Marketing and Events sub-committee.
- Christmas planning is also in motion.

Finance (PT):

Last meeting was on 18.05.21. DL, SW and JR joined this meeting and expressed interest in joining the committee. Next meeting scheduled for 06.07.21 at 10am.

Key points to note:

- Cash Flow and Reserves: £192,847 in the current account and £85,595 in the reserves account (£70k as required by our reserves policy and £15k saved for VAT).

- Levy collection rate has been budgeted at an estimated 85% collection rate. Currently sitting at a 72% collection rate this year, with final notices due to go out in July.
- Currently working on finalizing the Operating Agreement with CCC for levy collection, and anticipate that levy bills will go out by email as well as post going forward, and we anticipate this will speed up collection.
- Reviewing the year 3 budget now, continuing with scenario planning based on 75%, 85% and 95% levy collection. The detailed budget will be reviewed by the Finance
- The Year 1 BID accounts have been published in full on Companies House and the BID website.
- Next meeting will be on 6 July 2021, 10 – 11:30am.

Strategic Development (LC):

Last meeting was on 04.05.21. New Board Directors DL, SW and AG joined for this meeting.

Next meeting scheduled for 07.07.21 at 10am

Canterbury Performance Update

- **Footfall:** monthly reports are kept on BID website and submitted to the council. Having one footfall counter allows relative comparison to previous years. To improve usefulness and accuracy of footfall data we will soon be adding Whitefriars footfall counters to the data we receive as part of our SLA and reporting to CCC. The team are developing a new infographic to summarise all the data. We noted that footfall is often focussed on the high street and around Whitefriars.

LC shared an ATCM presentation ‘High Street Reopening, All Party – Parliamentary Group for Town Centres’ focusing on footfall 2021 vs 2019 where Canterbury data was compared to the rest of the UK. Canterbury is following the trend across the country and is relatively better off since the beginning of 2021 compared to other locations. Another subject of the presentation was how businesses are adapting to the pandemic, in particular with more of an online presence. That said, online sales are tapering off after a dramatic increase in 2020.

- **Occupancy:** Since March 2020 Canterbury lost 42 businesses and gained 25 new ones. Commercial interest in the city remains strong and many of the vacant units are under offer.
- **Voluntary Membership:** Currently, there are six voluntary members contributing a total £13,250.
- **Investors Forum:** BID is planning to set up Investors Forum with its first meeting by July. Engagement with property owners and developers is vital as they have very strong say on what happens in the city.
- **Consultations**
 - **Corporate Plan 2021-24:** BID response submitted and was well received. The plan will be presented at the committee CCC at the end of May.
 - **Climate Change Action Plan 2020-30:** BID response submitted.
- **Planning:**
 - Nasons: Still awaiting a solution to the Stodmarsh Nature reserve issue.
 - Debenhams: 15:17 is occupying significant proportion of the main site. Opening date tbc.
 - Former Curry’s: planning has been approved for food and beverage, but no news yet on an occupier.
 - Former Barretts: BID objected to the planning application as it was proposing a change of use to residential at ground floor level. We have now had discussion with the developer and agent about possibilities for the site.
- **Climate Change**
 - **CCAP Climate Action Week and Awards:** Scheduled for 24-29 October and the BID will be responsible for the Business / Enterprise day on October 27th. Climate Change Awards will also be launched.

- **Canterbury City Council's Climate Change Partnership Board (CCPB):** BID sits on the Council's CCPB. The purpose is to bring together large organisations and institutions in the Canterbury, Whitstable and Herne Bay district with the principal objective to agree a joint action plan to reduce emissions across the District. This board is divided into different workstreams with the BID chairing the Waste group, which is useful as we are about to launch our own Trade Waste Audit for the city.
- **Plastic Free Canterbury:** The BID sits on the Plastic Free Canterbury group and we are working on getting accreditation to achieve Plastic Free status in Canterbury.
- **Funding**
 - **LOCASE funding:** KCC has just opened the third round of low carbon grant funding which is targeted at SME's and PG suggested that perhaps SMEs can create a consortium with BID's support for a bid to receive funding.
 - **Levelling Up Fund** - Canterbury has been put on the government's priority list for this fund which could be as much as £20 million.

Advisory Group (CR):

Last meeting was on 02.11.21 and the next meeting is scheduled for July.

Key points to note:

- **Governance:** Nominations for Board Chair and Vice Chair: three nominations submitted so far. If any Board Director is interested, please contact Lisa or Clive by the end of June.
- **HR:**
 - **The BID team salary review** was postponed last year and will take place in the autumn, once the new Advisory Group is formed. An allocation will be made in the year 3 budget.
 - **Diversity training** is being planned for the BID team and Board, along with a review of existing policies.

CR thanked all new Board Directors for their input and enthusiasm shown for meetings and events to date.

5. Climate Change – Transition to a Net Zero Economy

Brief introduction and welcome given to guest speakers by LC, outlining the BID's involvement with the following Climate Change action groups:

- Climate Change Action Partnership (CCAP) – LC is Board Member
- Plastic Free Canterbury – JW is a member
- CCC's Climate Change Partnership Board – LC is a member
- Canterbury in Bloom – BID leads on the city's submission and this involves biodiversity, plastic free and net zero projects.

Pathways to a Net Zero Economy

Nicholas Thurston, Climate Change Officer, Canterbury City Council

Key points from presentation:

- Canterbury District is currently responsible for 600,000 tons of carbon dioxide emissions per year and 1.5 million tons from products and services
- Huge challenges being faced now are reducing transport and gas energy emissions, as well as reducing the impact from all the things we consume.

- UK committee on Climate Change has stated a “rapid increase in Climate Action is required to reach our targets and to keep the climate stable”.
- Canterbury Climate Change Partnership Board has therefore been formed with major local organizations in the district. Principle objectives are to agree a joint action plan to reduce emissions by:
 - agreeing targets and carbon budgets at a district level
 - show staged emission reductions
 - working together to share plans and projects and inspire district-wide action
 - CCCP has formed workstreams which are chaired by the members, including: Food, Buildings, Energy, Transport, Product and Waste (chaired by the BID),

Comments (LC):

- Importance of supporting business community through this transition to net zero is crucial.
- Plan to bring someone from LOCASE to talk about funding at the 21 July BID networking event.
- Community Renewal Fund applications involve supporting net zero businesses – we should hear about the successful bids by the end of July.
- Retrofitting older building is part of this work.

Canterbury Climate Change Festival

Carl Wright, Chair, Canterbury Climate Action Partnership

Explained about [CCAP](#) and its approach to tackling climate change and including the multi stakeholder approach.

Key points to note:

- United Nations Climate Change Conference (COP 26) takes place in Glasgow 1-12 Nov 2021. Huge amount of media attention on Climate Change will surround this.
- A week before the COP26 Conference, Canterbury will host its own Climate Change Action Week as part of the second week of the Canterbury Festival. Event will include:
 - Launch at Canterbury Cathedral with annual UN Service with a climate theme.
 - Monday: local government activities in Canterbury district areas
 - Tuesday: communities day with Canterbury Society leading events
 - Wednesday: Green Business (organised through the BID),
 - Thursday: Education Day focusing on schools and universities activities
 - Friday: Westgate Hall final session with Rosie Duffield and others rounding things up and deciding on what Canterbury can showcase at COP26 and beyond.
 - Launch of 2021 Climate Action awards with three categories:
 1. Green businesses
 2. Community
 3. Education
- CCAP keen to talk to BID about possible sponsorship and an ongoing permanent partnership with businesses. This would hopefully work in a mutually beneficial way both ways.
- Crowdfunding Appeal will be launched on behalf of CCAP to help assist fund the Climate Action Week, but would be encouraging businesses to make a contribution to the event as well.

Last Mile Delivery and “You Shop, We Drop”

Simon Herko, Director, Damascus Mile

Simon and his team have been working on feasibility studies for last mile and “you shop, we drop” projects with Canterbury, Whitstable and Herne Bay; Royal Leamington Spa; Stratford-upon-Avon; Warwick; and Kenilworth.

Video explaining the concept: <https://youtu.be/siBFd0cORwo>

Key points to note:

- A blockchain-GNSS technology platform enables commercial consolidation of last mile B2C parcel deliveries across volumes from competing national carriers and local retailers.
- The concept was to investigate the last mile delivery options within a semi-rural town/city.
- Geo-spatial data to be utilized to unlock greater economic value and meet net zero targets
- Project is focusing on the technology to achieve this, key aspects are:
 - Decreasing congestion and pollution with Damascus Mile Blockchain technology
 - Competing companies then deliver to a micro-consolidation hub where parcels are sorted into more efficient delivery rounds
 - Project makes online shopping greener, more efficient and supportive of the local economy
- Application to the Community Renewal Fund hasn't been successful on this occasion however scored very highly with KCC and encouraged to make Shared Prosperity Fund application in 2022.

Comments:

- **SY:** looking at delivering a sustainability project for the Fenwick group, including engagement with stakeholders, energy reduction, lighting, solar panels.
- **RS:** Would like to look in more detail at the Damascus Mile logistics model. LC will circulate video and presentation.

Summary of Actions

- Complete and share Trade Waste Audit – ALL
- Complete and share Plastic Free Survey – ALL
- Follow up with LOCASE on idea of a consortium bid – LC
- Post signed copy of BID Board Minutes from 21.04.21 on website – EW
- Any Board Director wishing to find out more about the position of Board Chair and Vice Chair to contact LC for job description – ALL
- Circulate presentations and information from the Climate Change presentations – LC:
 - Slides from CCC's Pathway to a Net Zero Economy
 - Damascus Mile video
 - CCAP's crowdfunding
- Pick up conversation, feedback and evidence from Purple Flag and Zero Tolerance groups and feed back to MH for funding bids – LC
- Circulate projects included in CCC's Welcome Back funding – LC

Next Board Meeting Dates

2021 Board Meeting Dates (all Wednesdays from 9:30 to noon):

- 15 September 2021
- 17 November 2021

Sub-Committee meeting dates:

- **Marketing & Events** – 29 June, 10:30 to noon
- **Finance** – 6 July, 10 – 11:30
- **Strategic Development** – 7 July, 10-11:30
- **BID Advisory Group** – July

BID networking – 21 July, 5:30-6:45

Signed:

A handwritten signature in black ink that reads "Clive Relf". The signature is written in a cursive style with a large initial 'C' and a long, sweeping tail on the 'y'.

Date: 15.09.2021

Clive Relf, BID Board Chair