

Attendees

Directors:

1. **Alexandra Gordon** – Brachers
2. **Clare Millett** – The Westgate Hall
3. **David Lewis** – Café du Soleil/des Amis
4. **David Lilford** – Lilford Gallery & Framing
5. **David Wilkinson** – Canterbury Cathedral
6. **Joanna Richardson** – Shepherd Neame (left 10:30)
7. **Jon Mills** – The Foundry
8. **Karl Elliott** – Clague Architects
9. **Marco Keir** – CCCU (joined at 9:50)
10. **Mark Stuart** – Whitefriars (joined 10:05)
11. **Rachel Sanders** – BoConcept
12. **Simon Youden** – Fenwick

Observers:

- **Beverley Paton** – Canterbury Society
- **David Kemsley** – ACRA (joined at 9:50)

BID Team:

- **Lisa Carlson** – CEO
- **Lucy Martin** – Ops Manager (Job Share)
- **Julia Wierucka** – Ops Manager (Job Share)
- **Rachel Pilard** – Marketing & Comms Manager
- **Emily Wells** – Administrator
- **Kathy Moulton** – BID Team

1. Welcome and Apologies

Apologies:

- **Blake McCaskill** – Republic Events
- **Clive Relf** – Kreston Reeves
- **Dan Grimwood** – Refectory Kitchen
- **Mark Hedges** -Kent Police
- **Mark Pegg** – Loake Shoemakers
- **Paul Turner** – The Marlowe
- **Philip Pothén** – University of Kent
- **Sarah Wren** – Oscar & Bentley
- **Suzi Wakeham** – Canterbury City Council

Welcome:

- CM welcomed Tricia Marshall, Canterbury City Council's Deputy Chief Exec, in place of Suzi Wakeham, who joined the meeting from 9:30 to 10:45.
- CM congratulated the BID team for Christmas Lights Switch On event and Canterbury Society Design Award for city centre window vinyls. Also, congratulations to the Canterbury Society for a successful event.

2. Declarations of interest

- **TM** – Canterbury City Council (Service Level Agreement)
- **JR** – 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 15.09.21 reviewed, approved and signed off with one minor correction. CM highlighted useful dates on reverse of Agenda

Matters Arising:

- St Georges Redevelopment was approved by the Council with phase 1 scheduled for 2022 and phase 2 in 2023.

- There was no BID AGM event this year due to the ongoing focus on the pandemic and recovery. The Annual Report was produced and distributed with the 2021-2022 BID Levy bills and the Accounts were published in full with Companies House.
- BID Training Programme for 2022 will be finalised shortly and will include sessions on cashflow & budgeting, business rates, customer welcome and google garage, amongst others.
- BID Christmas in-person Networking going ahead at BoConcept from 5-7:30 on Tuesday 23 November.

Actions:

- *Minor correction on September 2021 minutes, then to be uploaded on website – EW*
- *Any change of address must be flagged to LM as required by Companies House – ALL*
- *BID Training Programme 2022 will be published in early January – RP*

4. Board Sub-Committee Reports

Expression of interest to Chair Sub Committees has now taken place and the Board unanimously ratified these positions:

- Alex Gordon: Chair of Marketing & Events Sub Committee
- Rachel Sanders: Chair of Strategic Development Sub Committee
- Paul Turner: Vice Chair and Chair of Finance Sub Committee
- Clare Millett: Chair of BID Board and Advisory Group

Marketing and Events: Rachel Pilard

Last met on 8 September. November meeting reorganized to focus on the Christmas committee. Next meeting to be scheduled in the new year, following a handover between CM and AG.

Events:

- Climate Action Week – BID provided media support, a dedicated networking session on Green Business Day, a social media takeover of MyCanterbury, and Lisa spoke at the Rally. Lisa then joined the Canterbury representatives to attend COP26.
- Canterbury Festival – BID sponsored the Science Strand, including a panel discussion on the Climate Emergency.
- Medieval Pageant – moved to the opening day of Canterbury Festival. The event was very successful with over 4,500 visitors to trail venues. A new Giant was created of Thomas Becket, designed by local students and built by staff and students from Canterbury School of Visual Art (Canterbury College). The event demonstrated the appetite for getting out and exploring, post lockdown.
- Christmas Light Switch On – new format of parade to allow for social distancing, avoiding Longmarket’s Remembrance Sunday display, and spreading footfall across the city. It received an excellent turn-out, officially launching Christmas in the city. The press and social media resident groups reports were very positive, and Christmas Guides were handed out to the crowds.
- Canterbury’s Christmas market open on 12 November to coincide with the Christmas lights switching on.
- Merry Brickmas Exhibition launches at The Beaney on the 11 December, complimented by the BID’s LEGO Trail across the city centre.

Christmas Campaign:

2021 Christmas Committee was made up of representatives from: Visit Canterbury, Whitefriars, Goldsmiths, The Beaney, Canterbury Cathedral, The Marlowe, Rockhopper (organisers of the Christmas Market) and Southeastern. The campaign budget was nearly doubled thanks to sponsorship through the committee members increasing from £16k to £30k in order to allow for the following advertising:

- Christmas Guide: 20,000 copies distributed to surrounding areas in the district.

- Heart FM Radio Campaign: launched on 12 November, running for 6 weeks.
- Christmas Marketing Toolkit circulated to businesses including design elements, hashtags and media assets.
- Visit Canterbury home page: From 12 November the homepage became the Christmas Campaign dedicated hub featuring events, blogs and partner links.
- ITV advert: Commissioned by the BID, funded by the Christmas Committee. The 20sec advert launched on This Morning on 22 Nov and ran until 7 December. A 40s version was used for viewers using ITV Hub and was shared through stakeholder social media channels.
- Digital Campaign: From 12 Nov-24 December a Christmas campaign was run through MyCanterbury managed by Pillory Barn
- Merry Brickmas LEGO Trail: 1-24 December featured 38 local businesses displaying LEGO creations. Window clings sent visitors to a pdf version of the map. Paper copies were circulated to the businesses and the majority were kept at The Beaney to hand out to visitors to the Merry Brickmas Exhibition.
- Christmas Window Competition: On 1 December the BID together with the Lord Mayor and a group of creative expert judges toured the city to decide the winner of all the businesses who entered the competition, presenting the winner with a certificate, bottle of bubbly and a FREE promotional advert. Certificates were distributed using the campaign branding.
- The Giving Tree: BID co-sponsored the Giving Tree in Whitefriars, a Digital Tap-to-Donate window vinyl raising money for Catching Lives.

Other M&E news and updates:

- Buy Local Black Friday by RHSS was resumed this week encouraging businesses to share the campaign and reminding residents to choose shopping local versus the online giants.
- Castle, Kings Mile and Cathedral Quarters have met to discuss plans for 2022.
- Castle Quarter receiving excellent enthusiastic responses following a session at the Hampton by Hilton.
- Social media stats showing that MyCanterbury is continuing to grow Summer of Rewards campaign provided boost and the hope is the Christmas campaign will do the same.
- No late-night shopping evenings are planned this year
- Canterbury Gift Card is being promoted heavily over Christmas, especially as corporate gifts and rewards with 122 businesses signed up so far

Action: Circulate Black Friday toolkit via weekly eNews – EW

Strategic Development (RS/LC):

Last met on 03.11.21 with Rachel Sanders as the new Chair. Next meeting scheduled for 2 February. The focus of the group during the last meeting was mainly on:

- **Voluntary Membership:** to focus on businesses who could potentially be receptive to becoming being a BID member and assemble a list of such businesses for Board Directors to approach.
- **Investor's Forum:** looking at ways in which the group can be expanded going forward, and who should be involved it.
- **Inward Investment:**
 - BID's Canterbury Destination Management Plan was launched in 2018 to cover 3 areas: visitor economy, higher and further education and inward investment (attracting new businesses into the city), with the budget for this plan focused on positioning Canterbury as a first class cultural heritage destination.
 - Going forward as a first step, the BID is developing a business case for inward investment, starting with collecting more data on property and property owners. Some of this information is captured in the BID's monthly vacancy reports and some is also held in the Council's Property Portal.

- **Workshop:** The SD group plans to organise workshop in the new year to pull together the collective strengths, expertise and networking streams of all Board Directors to develop and strengthen the Board going forward.

Development updates in the city (LC):

- **Levelling Up Fund** –£4.8 billion available with £1.7 billion released in first round. The BID, Visit Kent, The Marlowe and number of other stakeholders are on the council's Steering Committee, helping prepare a bid on behalf of Canterbury to submit in round 2 (expected to be Spring 2022). The first meeting took place at the end of October, with the idea is that meetings can continue beyond Levelling Up to look at delivering a wider strategy for the city.
- **Kent Property Report** – LC presented at the launch of the Kent Property Report on 4 November, an event focusing on inward investment, developer meetings, architects, planners, district councils and county council. Details are available at: <https://www.kentpropertymarket.com/>
- **Local Plan** – A response to a local plan has been submitted
- **Voluntary Membership** – LC to circulate Voluntary Membership details to encourage more BID membership sign-ups, aimed at bringing in more money to the city.

Planning & development of former sites:

- **Debenhams and Nasons** – no clear plan to move on still because of issues at Stodmarsh.
- **Barretts** – likely to go to planning in the new year. BID withdrew objection.
- **Currys** – preparations for DWP to move in taking place
- **Riverside** – no updates for now, meeting with businesses proposed - LC is waiting for further information on this.

Actions:

- *Develop Inward Investment business case – LC*
- *Circulate Voluntary Membership details to encourage more BID membership sign-ups, aimed at bringing in more money to the city – LC*

Finance (LM):

Last meeting was on 08.09.21 and the next meeting scheduled for 11.01.22 (monthly levy collection reports were circulated to the Finance sub-committee between September and December).

BID Levy Collection Updates:

- BID levy bills for 2021-22 (year 3) went out on 14 October and to date 21% has been collected.
- Collection process update: Civica, who run the levy collection process in accordance with BID regulations, are sending first reminders for year 3 on 18 November, followed by final reminders on 2 December. Summonses for years 1 and 2 are happening now.
- Y1 collection rate stands at 89.8% and Y2 collection rate 80%, and we expect that to increase following reminders.

Finance updates:

- Statutory accounts will be prepared in to be signed off in March and filed to Company House in June.
- Recent BID infographic was shared with the Board, which collates the data the BID holds plus data from Visit Kent, Whitefriars and Canterbury City Council demonstrating how the city is performing using comparative data. We have ensured it is published in an easily digestible format in bitesize chunks and it has now been circulated to the business community. It is also available on the BID website.
- Going forward, LM to produce reports for each Strategic Development sub committee group to be fed through to the Board meeting. Each report will show where the highlights are, how these are being tracked, plus key numbers, gaps and opportunities.

5. CCC Updates

Tricia Marshall updated the Board on the new 2022-23 Budget proposals and the Levelling Up Fund (<https://news.canterbury.gov.uk/consultation-item?id=1&r=46>)

New Budget Proposals:

Key processes for new 2022-23 Budget:

- Draft Budget is out for public consultation until 3 Jan, then to Policy Committee on 9 February where recommendation is made for Full Council
- Recommendations will be heard at Full Council Meeting on 21 Feb where final decisions will be made.

Points to highlight:

- Planning is normally for 3 years (proposal for Y1 then forecast for Y2 and 3). This year budget will be set for Y1 then will looking ahead one year at a time to align with Council elections in 2023.
- CCC's large property portfolio and high turnover of parking income means that:
 - Business rates cuts during the pandemic have created income shortfall from rental property
 - Lockdown has meant significant reduction of carpark users meaning parking revenue shortfall.
 - Previous years have seen large property portfolio and high turnover of parking income producing a much higher level of income for CCC.

Savings: proposed service reductions

- Tourism activity – Visit Canterbury, Hello Herne Bay and Shop by the Sea websites to be closed.
- Reducing external funding support (funding for festivals and voluntary organisations) saving £50k this year and £50k next year (£39k of which not renewing subsidies from Whitstable and Herne Bay festivals). Canterbury Food & Drink Festival's fees are waived instead of receiving subsidies.
- Local Economy team structure is under review, how the activities are delivered and what gives best value for money however this is sperate to the Budget consultation.

Increases: Fees and Charges - 5% increase to garden waste subscription fees, 4.9% increase to beach hut site fees, and parking charges increase. Parking consultation for increase to bands 1-2. Parking in Band 3 will remain the same with the minimum 1 hour rate removed and a pro-rata amount charged instead.

Increases: Expenditure: Employees National Insurance, Planning and Enforcement, Refuse collection (Garden and Food Waste), City centre street cleaning (additional street cleaning operator & bins), Grounds maintenance contract moving to Caneco.

Capital Programs Under Way:

- St George's Street improvements: Phase 1 starting in January 2021, Phase 2 in 2022
- Kingsmead Leisure Centre refurbishment

Budget Proposal Feedback: Deadline is 3 January 2022 however extension can be requested if necessary for parking charge proposals

BID comments:

- Parking, transport and access directly impacts how businesses trade and business professional activities, therefore parking charges increases likely to spark debate. Thoughts expressed include:
 - Supporting the transition to net zero
 - Lack of public transport alternatives
 - Affordability for those on low wages

- Opportunity for promoting Castle Quarter and St Dunstan's areas with Castle Street and Station Road West car park price freezes.
- Negative press could be offset by highlighting the positive cheaper rate car parks and labelling higher rate car parks as 'premium choice' for customers.
- Signage for car parks around the city needs attention. If some of this can be addressed then the BID can add an extra layer of communication and marketing to boost this.
- Tourism and Destination management side of the budget is of big concern, with meetings taking place and alternative business models being considered by BID and Visit Kent.
- Business support cuts within the Local Economy structure are a concern too and this is not a service the BID currently provides.
- Essential that all Board members participate in the consultation and feed back to the council.
- Thought needs to be given to where, if Visit Canterbury is ceased, the following will now be stored and/or utilized:
 - Content and data
 - Communication channels and campaigns
 - Collaborations and engagements.
- Visitor traffic is primarily driven through Visit Canterbury and the other way too ie, BID's activities and content is driven through VC to the public

Actions:

- *Link to consultation for feedback to be circulated to Board – LC*
- *Thoughts to be fed back to CCC following discussions regarding the tourism and destination management side of budget proposals – LC*

Levelling Up Fund

LC explained the Government's Levelling Up Fund (UK LUF) which allows councils to apply for up to £20 million of grants for each MP constituency in their district to help support transport projects, town centre regeneration and cultural projects. Projects supported by the LUF must be delivered by 31 March 2024 and, with this in mind, the council is proposing a bid with three key themes relevant to the city of Canterbury:

- 1. Theme one:** designing a world-class 'welcome' experience for visitors to our city
- 2. Theme two:** developing the Canterbury's Tales of England Experience
- 3. Theme three:** encouraging visitors to explore and enjoy our city

Key points to note:

- Next step is to set up a Partnership Board for the Levelling Up Funding BID if approved at Policy Committee Meeting on 6 December 2021.
- A new Stakeholder Group is also to be convened in next two weeks once draft report feedback from consultants is received.

6. Board sub-committee Report Advisory Group – Clare Millett

Workshops and training:

- The BID team is looking at options for Equality and Diversity training to be implemented for the BID team and Board in New Year.
- Julie Grail from the BID Foundation will also join us for our workshop and additional Board training. Diversity policies need to be updated too particularly as we head into a 3rd BID term.
- Suggestion for workshop to follow BID Board meeting on 19 January to work through these proposals.
- Suggestion for pre-workshop data to be accumulated beforehand perhaps using a SurveyMonkey
- The Advisory Group will undertake a staff remuneration review in January.

7. Business Sustainability (LC)

Report from Climate Action Week and COP26 – LC

Board updated on discussions and work done by the BID and associated groups over the last few weeks which will impact and benefit the business community here in Canterbury:

Climate Action Week:

- Co-ordinated by the Canterbury Climate Action Partnership, supported by the BID (see Marketing and Events update above).
- Climate Action Awards were launched to announce next year with categories including community, schools, businesses and individual effort.

COP26 Glasgow:

The findings and examples of this multi-group effort from the city were then taken to Glasgow to the COP26 Conference where the BID and CCAP were part of the official delegation of 'Blue Zone'. Key highlights from the event:

- Conversations took place with other bodies and organizations from around the country, with host of useful ideas and information to feed into Canterbury.
- Funding streams for the city were identified in form of two additional sponsors for Climate Awards
- Possible workshop discussed to offer businesses in-depth discussion sustainable energy sources, including data and deeper understanding of financial viability of the new schemes.

Next Steps for Business Support:

- **Data** – for businesses to understand the most impactful steps they can take
- **Funding** – look at additional funding streams to support these initiatives
- **Partnership Working** – linking in with local authorities and community groups and taking inspiration from other areas who are doing this successfully.
- **CCC Climate Change Partnership Board** – the BID already sits on this group.

8. Kent Police Updates

Unable to attend on this occasion due to staffing issues post-Glasgow COP26 and staff returning. However brief updates are as follow:

- Safer Street funding secured -improving CCTV and lighting
- Drink spiking is a national problem and Canterbury as a city is not unaffected, therefore an emergency national Purple Flag session is taking place this Friday which the Canterbury Community Safety Unit will be participating in to try tackle it.
- Local police are keen to continue engaging with the BID and will endeavor to attend Board meetings as availability permits.

9. AOB

CCCU (MK): Graduations are once again taking place this week in addition to Open Days happening this weekend bringing significant footfall to the city which is fantastic. Spiking incidents around the country are a concern but focusing on security measures in place in Canterbury is key, so reminding students that Canterbury is a safe place and that the Purple Flag accreditations are there for a reason. In addition to this CCCU is keeping close eye on Covid with certain measures still in place.

BID (RP): Canterbury Culture, co-chaired by Dave Yard (Gulbenkian) and RP (BID) have come together to launch a Culture and Destination Data project. This involves destination data from Visit Kent, Visit

Canterbury, plus event data from the Marlowe, Gulbenkian, Beaney, Pride plus various other sources. The purpose is to identify a common platform to create a collective 'data pool' for next year and once done, use the collective data to establish and fully understand the economic impact of events on the city centre, why investment is needed plus why sponsorship is important. A BID-funded preliminary report has been created however lack of funding has meant a larger next-step project has been delayed. Therefore, next steps are to get Arts Council, HLF or even Levelling Up funding to assist.

Whitefriars (MS): Christmas Lights Switch On has been very beneficial to Whitefriars, with Food & Beverage reporting excellent sales and footfall figures far exceeding expectations.

Canterbury Society (BP):

- Currently working on litter situation with 100 bags over 100 days campaign is ongoing and the group in conjunction with the Canterbury Society
- Continuing at Three Cities Garden planting lots of bulbs and maintaining, looking to get railings painted too. Blue Plaque project also going ahead.

Fenwick (SY):

- Winter-Warm Up event (Fenwick's version of Black Friday) is taking place on Weds from 5-9pm then Thurs, Fri and Saturday on offering discounts, prosecco and mince pies etc open to all. Last 3 weeks have been exceptionally positive, trading is 28% up on 2019 and the Christmas Lights Switch-On event really benefited as Saturday-level trading figures were reported on the Friday of event.
- Second stage of Fuego on second floor to open from April 2022
- Partnering with The Beaney re Lego Merry Brickmas and extending to the Hop Farm Winter Fayre weekend to widen offering over Kent.

Cathedral (DW): Cathedral services are on all over December and the public is welcome to come along

Westgate Hall (CM): Wine Circuit is going ahead at end of November and the Wine festival going ahead for 24 and 25 June 2022

Actions:

- *To let RP know where suggestions for Blue Plaques can be put forward – ALL*
- *Funding ideas for the Cultural and Destination Data project to RP – ALL*

Summary of Actions & Decisions

- Minor correction on September 2021 minutes, then to be uploaded on website – EW
- Any change of address must be flagged to LM as required by Companies House – ALL
- BID Training Programme 2022 will be published in early January – RP
- Circulate Black Friday toolkit via weekly eNews – EW
- Link to consultation for feedback to be circulated to Board – LC
- Thoughts to be fed back to CCC following discussions regarding the tourism and destination management side of budget proposals – LC
- Let RP know where suggestions for Blue Plaques can be put forward – ALL
- Funding ideas for the Cultural and Destination Data project to RP – ALL
- Develop Inward Investment business case – LC
- Circulate Voluntary Membership details to encourage more BID membership sign-ups, aimed at bringing in more money to the city – LC
- Board sub-committee chairs ratified.

Next Board Meeting Dates

2021-22 Board Meeting Dates (all Wednesdays from 9:30 to noon):

- 19 January 2022
- 23 March 2022
- 18 May 2022
- 20 July 2022
- 14 September 2022
- 16 November 2022

Signed:

Date: 19.01.22



Clare Millett, BID Board Chair