

## Attendees

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### Directors:

1. **Alexandra Gordon (AG)** – Brachers
2. **Bill Hicks** – Deputy Director of Place, CCC
3. **Blake McCaskill (BM)** – Republic Events
4. **Clare Millett (CM)** – The Westgate Hall
5. **Clive Relf (CR)** – Kreston Reeves
6. **Dan Grimwood (DG)** – The Refectory Kitchen
7. **David Lewis (DL)** – Café du Soleil/Café des Amis
8. **David Wilkinson (DW)** – Canterbury Cathedral
9. **Joanna Richardson (JR)** – Shepherd Neame
10. **Jon Mills (JM)** – The Foundry
11. **Marco Keir (MK)** – CCCU
12. **Mark Hedges** – Kent Police

13. **Mark Stuart (MS)** – Whitefriars
14. **Paul Turner (PT)** – The Marlowe
15. **Rachel Sanders (RS)** – BoConcept
16. **Sarah Wren (SR)** – Oscar & Bentley
17. **Simon Youden (SY)** – Fenwick

### BID Team:

- **Lisa Carlson (LC)** – CEO
- **Emily Wells (EW)** – BID Administrator
- **Rachel Pilard (RP)** – Head of Marketing & Comms
- **Lucy Martin (LM)** – Operations Manager
- **Kathy Moulton (KM)** – Business Development

## 1. Welcome and Apologies

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### Welcome:

- **John Woodward (JW)** – City Team Sergeant, Kent Police
- **Tom Mepstead** – Community Safety Lead, Kent Police

### Apologies:

- **Beverley Paton (BP)** – Canterbury Society
- **David Kemsley (DK)** – ACRA
- **David Lilford (DL)** – Lilford Gallery
- **Philip Pothen (PP)** – University of Kent
- **Mark Pegg (MP)** – Loake Shoemakers

## 2. Welcome

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Introductions were made and CM thanked the Marlowe for hosting us and welcomed everyone to the meeting.

### Declaration of interest

- BH – Canterbury City Council, Service Level Agreement
- JR – Board Member of Visit Kent with whom the BID is an investor.

## 3. Minutes, sub-committee updates and matters arising

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The March Board minutes from 23.03.22 were approved, to be posted on the BID website once signed by CM.

Matters arising: next Board meeting has now moved to 13 July 2022

LC – updated Board on the actions from the previous Board meeting (see Action Summary for those carried over)

## 4. Operational Report (including city performance indicators)

### Commercial interest

Challenges remain, not least rising costs for businesses and consumers and transport issues due to Op Brock, but in the midst of that, we are delighted to see that the commercial interest in Canterbury remains strong with the following new business openings:

#### New Businesses Opened:

- Therapie in Whitefriars
- Cotswold Furniture – St Margaret’s Street / Marlowe Arcade
- Heals in Fenwick
- Coah Hair on Castle Street

#### Opening May-July

- Franco Manca on Guildhall Street
- Cosy Club on St Margaret’s Street
- Sumo Donuts on Palace Street
- Socialite, rooftop bar on top of the Hilton on St Margaret’s Street

Last week, BBC Radio Kent covered Kent’s high streets, visiting a different place each day, and Canterbury was featured on Tuesday. The city was described as “buzzing and thriving”.

### Income update

The BID team has managed to raise an additional £113,423 this year on top of the levy, more than ever before.

Income update for BID Year 3 (2021-22)	
Levy income	<b>£468,873</b>
Commercial income	£14,500
Voluntary contributions	£24,000
Service Level Agreement atent (CCC)	£19,000
Sponsorship	£20,000
Grants (Welcome Back Fund, Safer Streets, Community Renewal Fund, Low Carbon Grant, CCC RISE Grant)	£35,923
<b>Total non-levy income (24% on top of levy)</b>	<b>£113,423</b>

### City Centre performance

- See the March-April Ops Report for footfall, sales and vacancy data (all published on the BID website).
- All stats are updated monthly on website in city centre performance tab

## Project updates

- Canterbury BID secured a LoCase Grant (Low Carbon across the South and East) which enabled us to purchase our own street cleaning machine designed to complement the Council's existing service.
- Canterbury BID was awarded the Purple Flag for the 10<sup>th</sup> year in a row, and we also hosted the national ATCM Purple Flag awards, which included a panel discussion on our Zero Tolerance accreditation programme for ENTE businesses.
- Training and networking events remain popular, with over 60 people at our last networking event in April. In total, 123 people representing 42 different businesses attended BID training events between Jan-Mar.
- Social media reach increased by 23% from Jan/Feb.
- Over £42,000 worth of Canterbury Gift Cards have been sold with a redemption rate of over 65%.
- We supported the launch of CCAP's Climate Action Awards and continue to support Canterbury Plastic Free and the Growth Hub's free decarbonization audits. The BID Team also completed carbon literacy training and are now all accredited.
- We are proud communication partners with Social Enterprise Kent on their Breaking Barriers programme designed to provide Equality, Diversity and Inclusion training and audits for businesses.

## 5. Board Sub-committee Reports

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### Marketing & Events (AG/RP): Last meeting 5 May

**Jubilee:** In addition to bunting, flowers, guides and vinyls, we have been working with Canterbury Cathedral and Whitefriars on a PR event. Wanting to show that Canterbury can provide a 'Royal Welcome', we have booked look-a-like William and Kate to visit the city centre on the afternoon of 2 June, visiting local businesses. Barretts are kindly providing a Range Rover, and there will also be a security guard and a photographer to take lots of photos that will be shared on social media throughout the weekend.

**Visit Canterbury:** We met with Canterbury City Council on Wednesday 11 May to discuss the future of Visit Canterbury. The council has agreed to pass the responsibility of running Visit Canterbury over to Canterbury BID and Visit Kent, and a new consortium model will be set up to facilitate this. While the finer details of this transfer of ownership are worked through (including legal matters and data sharing), the website will continue to exist along with social media management run through the council. We are hoping to be up and running by the end of the year, if not sooner.

### Finance (PT): Last meeting 09 May

#### Summary of Position:

- Year 3 total income is at £ 491,836.74 and total expenditure at £ 305,368.80, giving us a balance of £186,467.94.
- For Year 3 we have been working to an 85% levy collection rate and will increase this because the current collection rate is better than expected.
- We are currently reviewing all our costs due to inflation and subsequent rise in business overheads and will amend the Year 3 budget, balancing it with the additional levy collected and surplus for Year 2, as well as the 5 Year Plan. Once the revisions have been made, we will prepare the Year 4 budget for sign off at the Board meeting in July.

#### Levy Collection:

- Levy collection is monitored monthly and the collection detail to the end of April 2022 is as follows:
  - Year 1 – £450,325, an increase of £1,634 since March, which equates to 92% of the total billed

- Year 2 – £422,877, an increase of £3,428 since March, which equates to 86% of the total billed
- Year 3 – £415,944, an increase of £29,379 since March, which equates to 86% of the total billed
- On 12 April, 124 pre-enforcement letters were dispatched stating the next steps in the recovery process which involves bringing in enforcement agents for those accounts in Year 1 and Year 2 that remain unpaid.
- For Year 3, 178 Court Summons were issued with a court date set for Wednesday 11 May 2022.

The Board reviewed the Year 2 Accounts and unanimously approved them for full submission to Companies House.

### **Advisory Group (CM/LC)**

BID Policy update – The BID Team attended the Social Enterprise Kent’s Breaking Barriers training program which explored equality, diversity, and inclusion (EDI) in the workplace. The next steps are to

- Seek funding to update the BID website
- Review BID policies.
- Organise EDI training for the BID board

### **Strategic Development (RS)**

A workshop was conducted with both the Strategic Development sub-committee and the full board to identify how the BID Board can maximise its potential by pooling skills and knowledge. The board were asked

- the areas of the BID’s work that is of most interest
- the city’s challenges they would most want to solve / improvements most want to see
- about how they could contribute most to support the BID’s mission.
- to list their networks and memberships

Results from the questionnaire will be circulated to the board and the Advisory Group will meet to consider next steps and recommendations including:

- Canterbury’s identity and value proposition – focusing on our USP and the stories we can tell. Feed
- The single most important thing I could do to support the BID’s mission is (my superpower!) ...into Visit Canterbury development and Levelling Up Fund bid / masterplan.
- Collaboration and stakeholder engagement – complete stakeholder mapping.
- Inward investment – what do we want and what do we need. Could we conduct an audit and complete the suggested property ownership database?
- Celebrate success and demonstrate value for money.

### **Comments:**

- Essentially about harnessing the DMP and unifying the results
- Survey – the Term 2 survey is coming up and will be a great opportunity to ask businesses their views.
- AGM -looking to be 13 or 20 Sept with a Keynote speaker and the launch of the term 2 survey.

### **Actions:**

- Circulate Workshop report to Board – LC
- Prepare term 2 survey – LM

## 6. Kent Police Update

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CI Mark Hedges and PS John Woodward from Kent Police gave the Board an update on Kent Police activities and recent campaigns. There then followed a discussion on how businesses report to the police.

### Key points announced to Board:

Consultation with key partners and residents has led to a new Force Action Plan, feeding into a National Action Plan.

- Partnership approach – with the Community Safety Partnership (Council, Universities, BID, East Kent Rape Crisis Centre, Street Pastors, Crime Stoppers)
- Canterbury has formed its own Violence Against Women and Girls (VAWG) action group.
- Discussed city centre safety, shoplifting and recent prosecutions
- Zero Tolerance program is enabling collaboration with the universities and training for licensed venues.
- Looking to appoint champions for domestic violence victims to approach safely.
- Increasing programme to reduce violence against shop workers
- Increased CCTV and lighting in Dane Johns
- Student safety toolkit and Student Safe Zone
- Key student events such as Freshers weeks police work closely with universities

### Comments:

- Successful prosecutions include prolific shoplifters, juvenile offenders, vandalism and stalking and harassment
- Data from retail theft within the city wall shows prosecution is happening but reoffending is occurring too which signifies a wider problem for the Criminal Justice system to address. However, city police teams do become aware of regular offenders and their movements/release dates from prison.
- Concerns were voiced that low level incidents and juvenile nuisances are impacting decisions of people whether they visit the city. Police are aware of this however juveniles are tricky to manage and tackle and low level anti-social behavior is an ongoing concern but hard to police
- Extra policing drafted in for Lambeth Conference will continue for 2 weeks after the event. Any impact to be fed through to MH via LC/JW

## 7. Updates from Canterbury City Council

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### Levelling Up Fund – aims and objectives plus timeline

Local Authorities are eligible to submit one bid for every MP whose constituency lies wholly within their boundary and all bids must be endorsed by the local MP. The deadline for round 2 bids is **6 July 2022**. Projects must commence in 2022-23 and capital works should be completed by March 2025. The government's Levelling Up Fund identified both the Canterbury and the North Thanet parliamentary constituencies as Priority 1 areas to each bid to access up to £20m of capital financing to deliver significant and rapid infrastructure improvements as a part of the government's commitment to its outline levelling up agenda. Following round one's submission, Thanet District Council was successful in securing £7m towards projects in Margate (within the North Thanet constituency), reducing the amount available to £13m. **This leaves a total district-wide funding total of up to £33m to bid for in round two.** The second round of the Fund focuses on three themes:

- smaller transport projects that make a genuine difference to local areas;
- town centre and high street regeneration;
- and support for maintaining and expanding cultural and heritage assets

### Canterbury Connected - Unlocking Canterbury's Tales of England:

For Canterbury the focus is on improving access to our considerable heritage infrastructure, including the castle, gardens and walls; updating and improving the connectivity and routes around the city, including

cycling routes and arrival points (such as the bus station and key car parks); and public realm improvements across the city including the Westgate, wayfinding and new heritage and arts installations and interpretation. These themes are all tied together with state of the art technology to enhance the visitor and user experience of Canterbury's unparalleled heritage assets.

### **St George's Street**

- Works are due to commence in January 2023, running through to July 2023.
- Conversations ongoing with KCC regarding the trees.

### **Local Plan**

- Councilors will be asked to approve the district's draft Local Plan in the autumn. That decision will trigger an extensive public consultation exercise, known in planning circles as a Regulation 18 consultation, so everyone can have their say before the final draft is presented to a planning inspector who will examine its pros and cons at a formal planning hearing known as an examination.
- Council officers are busy working on the draft plan which will cover the period from 2020 to 2045 and will become the council's formal planning blueprint allocating land for much-needed homes, jobs, schools, hospitals, community uses, and to provide green energy, boost biodiversity and kickstart the process of protecting valued open spaces over the long term. Evidence-gathering is ongoing at the moment.
- The key at this stage is to gather all necessary expert evidence and analysis while trying to accommodate the views of those that took part in the last consultation which took place at this time last year.
- This plan is also complicated by the fact the council, rightly, need to make sure the new plan protects the Stodmarsh National Nature Reserve for future generations.

### **Move to the cabinet system – full council meeting tonight, 18 May:**

- Council will appoint the Leader, agree memberships, chairs and vice-chairs for committees and working groups
- The Leader will announce cabinet members and cabinet committees (WHB)
- Cabinet system: This system, introduced by the Local Government Act 2000, is the most common form of governance. In some councils, individual members of the cabinet have decision-making powers; in others, decisions have to be made by the whole cabinet.
- Details are available on the Council website: <https://news.canterbury.gov.uk/news/article/313/new-leader-and-cabinet-arrangements-now-in-place>

### **Upcoming consultations**

- Street trading – opening soon for six weeks, keep an eye on Council comms
- Conservation Area Management Plan – published on 12 May and closes on 31 August

### **Actions:**

- Promote CCC consultations via all BID comms channels – RP
- Discuss CCC Consultations at the next Strategic Development sub-committee meeting and draft BID's official response – LC

## 8. Roundtable

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- **Whitefriars (MS):** All ground floor units are all now under offer. Also, CCTV cameras to be fully digital by summer which will boost Wifi
- **BID (RP):** Marketing is currently being prepared for Medieval Pageant. BID also sponsoring Pride and team will be part of the parade. Any BID Board wishing to join is welcome
- **Canterbury Cathedral (D):** New interim Dean is in place, hopefully new permanent Dean will be in place from Christmas onwards.

## Summary of Actions and Decisions

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- Promote CCC consultations via all BID comms channels – RP
- Discuss CCC Consultations at the next Strategic Development sub-committee meeting and draft BID's official response – LC
- Advisory Group meeting to discuss outcomes of board workshop – LC /CM
- EDI next steps (BID website, policies and board training) – LM
- Circulate Workshop findings to Board – LC
- Prepare term 2 survey – LM

### **Actions carried over from previous Board Meeting:**

- Stakeholder mapping (LC/RS) – work in progress/ongoing
- Scope out a possible Peer Mentoring Program (LC / JR) – ongoing

The Board reviewed the Year 2 Accounts and unanimously approved them for full submission to Companies House.

## Next Board Meeting Dates

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### **2022 Board Meeting Dates** (all Wednesdays from 9:30 to noon):

- 13 July 2022
- Annual conference / AGM – 13 or 21 September
- 16 November 2022

Signed:



Date: 20.07.22

**Clare Millett, BID Board Chair**