

## Attendees

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### Directors:

**Andrew Dodd (AD)** – Canterbury Cathedral  
**Bill Hicks (BH)** – Deputy Director of Place, CCC  
**Blake McCaskill (BM)** – Republic Events  
**Clare Millett (CM)** – The Westgate Hall, Chair  
**David Lilford (DL)** – Lilford Gallery  
**Jon Mills (JM)** – The Foundry  
**Marco Keir (MK)** – CCCU  
**Mark Stuart (MS)** – Whitefriars (9am-11am)  
**Paul Turner (PT)** – The Marlowe, Board Vice Chair  
**Sarah Wren (SR)** – Oscar & Bentley

### Guests

Dr Julie Grail, Managing Director, The BIDs Business  
Helen Clark-Bell, BID Business Consultant

### BID Team:

**Lisa Carlson (LC)** – CEO  
**Rachel Pilard (RP)** – Marketing & Comms  
**Lucy Martin (LM)** – Operations Manager  
**Julia Wierucka (JW)** – Operations Manager

## 1. Welcome and Apologies

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**Welcome:** Julie Grail, Helen Clark-Bell

**Apologies:** David Lewis (Café du Soleil / des Amis), Karl Elliott (Clague), Philip Pothen (University of Kent), Mark Pegg (Loake Shoemakers)

## 2. Declarations of Interest

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Canterbury City Council (BH) – Service Level Agreement

## 3. Minutes of previous meeting (15.03.23) and Matters Arising

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The Board minutes from 15.03.23 were approved and signed off.

The Year 3 Accounts (2021-22) were circulated to the Board in advance, presented by PT and approved by the Board. The BID Accountants, Burgess Hodgson, will file the full accounts at Companies House by the 30 June. PT will also present the latest BID finances or year 4 and for this BID term at the AGM on 20 June.

## 4. The Canterbury Context

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**LC gave a presentation on the Canterbury context including:**

- Challenges and opportunities (subsequently presented at the AGM on 20 June) – slides available on the BID website.
- Summary of investment in Canterbury in the last 5 years and coming up, including the Council's Levelling Up fund and Biggelston Yard (former Nasons).
- A report on BID impact over the last year, and the last 9 years as we approach 10 years of Canterbury BID (now printed in the Year 4 Annual Report, also available on the BID website). A particular highlight

is Visit Canterbury, the district's Destination Marketing Platform, which is now managed by Canterbury BID.

- Since taking over the brand in November, a new website has been launched, including a very successful Christmas campaign (separate impact report available) and a Consortium has been formed to help shape the future of the platform and brand with the Council as a founding partner and Visit Kent as the delivery partner. Consortium also includes UoK, CCCU, Southeastern Stagecoach, Cathedral, Marlowe – next phase is to expand that across the district.
- Content Co-ordinators working in Whitstable, Tankerton and Herne Bay, funded by the Council, to help us ensure the whole district is covered.
- In order to encourage new and repeat visits to Canterbury, we need to ensure our visitors know what's going on around them – win/win.
- Free to use for all businesses – ensuring we have excellent content, pull through information from our Content co-ordinators in the coastal towns and MyCanterbury and from the business quarters in the city.
- Visit Canterbury will focus on promoting the area as a place to visit, work, live and study

#### **Bill Hicks provided an update on the Levelling Up fund projects and Local Elections**

- LUF website is in progress which will provide regular updates and consultations and project progress. The Council also plans to launch a display about Levelling Up projects at the Beaney in June.
- Information about new councillors is available on the Council website. The Council AGM takes place in the evening (17 May), the new leader, deputy leader, Lord Mayor and Sherriff will be elected.
- BID Board directors reiterated their desire for wayfinding to be part of LUF.

## 5. Board Strategy Session - JG

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JG led the Board in a strategy session which included

- A review of Places and BIDs - 20 Years On
- Breadth of Activities of BIDs
- Workshop on business priorities going forward.

## 6. Actions and Decisions

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#### **Year 3 Accounts approved by the Board**

##### **Actions:**

- File Full Accounts at Companies House – LM
- Invite colleagues, neighbours etc to the AGM on 20 June – ALL

#### **Next Board Meeting Dates**

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**2023 Board Meeting Dates** (all Wednesdays from 9:30 to noon):

- **20 June** (AGM & consultation conference): 5-8pm (note date change)
- **12 July**: 9:30 to noon
- **20 September**: 9:30 to noon
- **15 November**: 9:30 to noon

Signed:



Date: 12 July 2023

Clare Millett, BID Board Chair