

## Attendees

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### Directors:

**Andrew Dodd** – Canterbury Cathedral  
**Bill Hicks** – Deputy Director of Place, CCC  
**Blake McCaskill** – Republic Events  
**Claire Bogan** – Fenwick  
**Clare Millett** – The Westgate Hall, Chair  
**Dan Grimwood** – Refectory Kitchen  
**David Lewis** – Café du Soleil / des Amis  
**David Lilford** – Lilford Gallery  
**Karl Elliott** – Clague

**Marco Keir** – CCCU

**Paul Turner** – The Marlowe, Board Vice Chair

**Rachel Sanders** – BoConcept

### Observer:

**Hilary Brian** – Canterbury Society

### BID Team:

**Lisa Carlson (LC)** – CEO

**Rachel Pilard (RP)** – Marketing & Comms

**Lucy Martin (LM)** – Operations Manager

## 1. Welcome and Apologies

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**Apologies:** Philip Pothen (University of Kent), Jon Mills (The Foundry), Mark Stuart (Whitefriars), Sarah Wren (Oscar & Bentley), Alex Gordan, Mark Pegg, David Kemsley (ACRA), CI Dan Carter (Kent Police), Julia Wierucka (BID team)

## 2. Declarations of Interest

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Canterbury City Council (BH) – Service Level Agreement

## 3. Minutes of previous meeting (17.05.23) and Matters Arising

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The Board minutes from 17.05.23 were approved and signed off.

### **The AGM is coming up on Tuesday 20 June.**

- Invitees: All BID members plus the new Leader and deputy leader of the Council, plus the new Cabinet.
- Agenda:
  - Networking
  - Welcome from Clare
  - Finance/AGM presentation from Paul
  - Ops update (Year 4 and nearly 10 years of the BID) from Lisa
  - External speakers - Julie Grail, What's next for Places and BIDs and Bill Hicks on Canterbury City Council's Levelling Up Fund
  - Live consultation on business priorities via Slido
- Printed copies of the Year 4 Annual Report will be available and subsequently on the BID website. Please share with email and WhatsApp groups.
- Accounts: approved by the BID Board on 17 May, will be presented at the AGM and filed in full with Companies House by 30 June.

## 4. Sub-committee & Ops Reports

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### **Ops Report May to June 2023 – Lisa Carlson**

- Full report published on the BID website
- Events during this period: Canterbury Wine Festival, Pride Canterbury, Taste of Kent Festival, English Wine Week, Kent Cricket Week, Medieval Pageant, Graduations (UoK).
- New Summer shopping maps distributed (with A4 city maps coming soon)
- Multiple awards and accreditations for Canterbury and its businesses:
  - Muddy Stiletto Regional Awards: two Canterbury winners
  - Taste of Kent Awards (TOKA): six Canterbury businesses won gold, silver or bronze in the
  - Canterbury's Plastic Free Status achieved by 12 Canterbury businesses
  - Canterbury's Purple Flag Partnership, chaired by the BID, was runner up for Best Partnership at the Association of Town and City Management Annual Awards
- Business Cost Saving Program launched in March has identified over £90,000 of savings to date.
- First anniversary of the BID's cleaning machine, The Becket, which is available for urgent cleaning needs
- Three business openings (two retail, one hospitality) and three closures (retail) from May-June, YTD 16 openings and 15 closures.
- MyCanterbury and Visit Canterbury reach on social media up 20% on the March-April.
- Campaigns Themes for May-June 2023: King's Coronation | Father's Day | Events: Wine Festival, Pride Canterbury, English Wine Week, Kent Cricket Week, Taste of Kent Awards, Medieval Pageant
- Jo Taborn welcomed to the team as the new Business Development Officer, replacing Kathy Moulton, who left in March to join the University of Kent Employability team.
- Gift Card: £104,204 worth of cards bought with a redemption rate of 74.3%. Average card value £59 and average purchase on card £19

The Board also discussed Safety and Security

- Canterbury BID was part of the team that delivered Safer Streets 4 funded projects, including Zero Tolerance training and accreditation, Best Bar None accreditation and Safe Havens.
- Canterbury BID and Whitefriars have hosted two Safety & Security Roundtables with the Council, Kent Police and retailers & hospitality businesses from around the city to help address challenges with theft and anti-social behaviour. The Police & Crime Commissioner is due a visit to Canterbury to see the Safer Streets funded activity first hand and we will try and ensure he is able to meet businesses involved with Zero Tolerance and Best Bar None, and also raise the current theft and ASB challenges.
- CCC will soon be consulting on changes to the Public Space Protection Order, which the BID will promote via its comms channels and also submit a response.
- The Board agreed to keep Safety & Security on the Board agenda, including a District Watch update at the September board meeting.

### **Marketing and Events – Rachel Pilard**

- Visit Canterbury
  - Video content strategy in place for Instagram and TikTok.
  - Next step is to set up an eNewsletter to keep up engagement across the platform, to convince with the summer/autumn Visit Kent campaign which will include a photoshoot and competition to drive subscribers and footfall, plus an influencer trip

- Kings Mile Banners being installed on 22 lamp posts across Palace Street, Guildhall Street, The Borough and Northgate.
- Looked into getting infrastructure added for decorative umbrellas above on wires giving great Instagram/selfie potential.
- New style student welcome / Freshers Fest being developed with activity around the city. For the first time, planning the freshers welcome event, Town Take Over and Safety Hub on the same night, to include retailers as well as hospitality, around the city and including non-alcohol led activity.
- There will be a Food and Drink festival this year, organised and managed by a new national company called Zoom Events/Market Square. Details not yet released however BID will liaise and update the group once known.
- Christmas planning has started and as per previous years, the M&E committee will meet only once again before the end of the year so the team can focus on Christmas (plus freshers and Halloween).
- New concept and branding for the Westgate area of the city was presented. The work was a joint effort by the branding and marketing businesses in the area which followed a workshop with over 30 businesses from the area at the Westgate Hall in March. The concept and branding was presented to businesses and organisations in the area on 11 July at The Pound. Next steps – development of marketing strategy, social channels and launch plan.

## Finance

- **Summary Position:** Year 4 total income is projected to be £654,318 and total expenditure at £725,802, giving us a budget balance of -£71,484. We are planning on a deficit budget due to surplus carried over from COVID.
- Levy collection may be under the anticipated 95% collection rate and our forecast for a 90%. The difference can be covered by surplus and recovery efforts are ongoing.
- Adjustments to the budget since we last met are:

### Income:

- Commercial income reduced from £20k to £18.9k
- Sponsorship income increased from £17.2k to £20.1k

### Expenditure:

- Sponsorship of events budget increased slightly from £20,000 to £21,789, with the difference is offset by savings on the Christmas Lights switch on event.
- Visit Canterbury budget reduced from £80k to £44.5k, firstly because the launch was moved to pre-Christmas rather than September, saving £14.5k, and also because the Visit Canterbury financial year runs from April to March, meaning we have to accrue £21k for BID year 5.
- MyCanterbury costs increased by £2,500 to allow for outsourcing the guide and management of socials whilst we recruited for the Marketing and Business Development Officer replacement. The cost is offset by staff salary savings during the recruitment period.
- Bloom budget increased by £3.5k to allow us to invest in two Bloom related projects in lieu of entering the competition this year: the River Stour Festival and a new River Stour trail, identifying the flora and fauna at key sites across the city working in collaboration with St Peters Methodist primary School, with the aim of giving people new reasons to explore the city (and to spread footfall). Increased budget approved from surplus.
- Business Cost Reduction budget reduced from £21.6k to £9.3k in BID year 4, with a £12.3k accrual for the work to continue in BID year 5.

The board also discussed the Pride Canterbury licensing hearing. Whilst the board fully supports Pride Canterbury, agreed not to engage in the hearing itself regarding licensing for multiple dates, but instead to engage in specific event applications when they arise. Events that drive footfall, dwell time and spend are completely in line with the BID business plan.

**Actions:**

- Further discussion on Freshers and Student Engagement: RP, MK, PP
- Canterbury branding to be addressed by the Visit Canterbury Consortium (BID 3 project): LC/RP
- Keep Safety & Security on the Board agenda, including a District Watch update at the September board meeting – LC / MS

## 5. New business cases

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**Two new business cases were considered and approved**

- Guildhall and Sun Yard infrastructure to allow us to put up displays across the year (for example, umbrellas or festoon lighting): £17,000. This was subsequently reduced to £13,000 because some of the buildings on Guildhall St didn't pass testing (mathematical tile). Testing would normally happen prior to contract and installation but had to proceed simultaneously in order for the installation to go up on time. The BID was not at financial risk, and we will consider any alternative feasible locations (nb: mathematical tiles and height differences in buildings present a consistent challenge, but any possibly option will be considered).
- Canterbury Tales of England Feasibility Study (joint funded with the Council and other CTOE board members): £20k

Future business cases that may be brought to the board for consideration subject to available budget:

- Inward Investment toolkit: £ tbc (brief is being scoped out). Board keen to look at what we can do now, what are the quick wins?
- Transport campaign to promote ways to access and move around the city: £ tbc (brief is being scoped out)
- Evening and Nighttime Economy audit and strategy: £40k in total with funding from the PCC (£9,500) and additional contributions would also be required in order to proceed.
- Contactless giving (with our homelessness charities and other contributors): BID contribution could be primarily in kind via comms channels

The board also discussed **Goods Only Loading Bays**. Three independent businesses were recently ticketed for commercial deliveries in these bays in private vehicles. Nearly 70% of Canterbury's businesses are now independent, yet the infrastructure and system serve those with branded commercial vehicles, which will predominantly be national brands.

**Actions (Goods Only Loading Bays):**

- Resolve question about CCC Enforcement ticketing business loading/unloading when not in a branded commercial vehicle – BH
- Research options / examples from other towns and cities – LC

## 6. Levelling Up – Story Garden and Routes consultation

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Canterbury City Council is currently consulting on the “Story Gardens”, funded by Levelling Up (LUF). This is their second public consultation as part of the LUF programme (the first being about the Castle).

The Board went through the consultation in detail and will prepare a response that is in line with business feedback to date, and the Board discussion. The response was subsequently published on the [BID website](#).

**Points of note:**

- Query over whether all gardens funded by LUF need to be free to enter. Cathedral keen to be involved potentially if free access to the precincts is viable following the trail in the autumn
- Regarding the points about providing information (“opportunity to learn about the rich heritage” and “act as a starting point for a visitor to further explore”), we recommend the interpretation available 2 in the story gardens references the surrounding area, including links to Visit Canterbury where further information about the area is available. We suggest that the aim for “rich heritage, education stories, spaces that can host events, accessible spaces” could also include signposting to what exists around them, not least the brilliant shopping, hospitality, attractions/entertainment and the business stories of the city.
- The stated aims of the story gardens are all important. We hope they would be the expectation for any public or private outdoor / green space, especially being safe, well lit, accessible, well maintained, supportive of biodiversity and generally enjoyable spaces. We would like to add clean to the essentials list, with regular litter picking which includes offensive waste, and also weeding.
- We want to emphasise the need for the gardens to be maintained in the future. Much of the city isn’t cleaned or maintained sufficiently on a regular basis, in particular the pavements and weeding, but also litter picking in many areas. Can the Council provide an indication of how this will take place once the Levelling Up interventions are complete?
- Regarding biodiverse planting, could some of the space in the story gardens be allocated to interpretive gardening, for example well-being / herbal / medicinal gardens or even vegetable gardens? Could businesses or community groups officially adopt part of the space like a Friends group would do?
- Some of these spaces will also have a natural appeal to certain visitors and encourage exploration, for example Westgate Gardens and Solly’s Orchard are popular for wedding photos. The routes to the story gardens provide a great opportunity to not only link spaces together but also highlight areas along the journey. Canterbury now has five distinct quarters in addition to the High Street: The King’s Mile, Cathedral Quarter, Castle Quarter, Whitefriars Shopping Centre and the newly forming West End. We would like to see the cities’ existing offering included in the planning of the story gardens and routes alongside old and new stories.

## 7. BID 3 Strategy and Ballot preparation

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- 20 June was our AGM and beginning for formal consultation via the live polling
- Sept-October: consultation survey will be live
- October-December: proposal preparation, monthly board meetings
- December-January: proposal sign off (awaiting CCC committee dates)
- June-July 2024: ballot

## 8. Roundtable

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- Summer events include:
  - King's Mile Gin Fling on 26 August
  - bOing International Family Festival on the August Bank Holiday weekend (26-27 August) with a launch event on Friday 25<sup>th</sup> at 3pm – all Board directors are invited.
- Fenwick – planning for Christmas, plus a Sneaker House pop-up and allotment on the roof
- St George's street works – BH reported that he expected cleaning, resin and new bins to be completed in August.
- Cathedral – AD reported there are ongoing net zero works, and that there will be an “open precincts” pilot

## Actions and Decisions

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### Decisions:

- Business Case for Guildhall Street / Sun Yard infrastructure approved
- Business Case for Canterbury Tales of England feasibility study approved

### Actions:

- Share BID Annual Report via email and WhatsApp groups – ALL
- Further discussion on Freshers and Student Engagement (including non-alcohol led activity): RP, MK, PP
- Canterbury branding to be addressed by the Visit Canterbury Consortium (BID 3 project): LC/RP
- Respond to CCC LUF consultation on story gardens – LC
- Respond to CCC Public Space Protection Order consultation – JW
- Resolve question about CCC Enforcement ticketing business loading/unloading when not in a branded commercial vehicle – BH
- Research options / examples from other towns and cities – LC
- Organise a meet and greet with councillors for September – LC / EW
- Keep Safety & Security on the Board agenda, including a District Watch update at the September board meeting – LC / MS
- Inward Investment quick wins: follow up with Visit Canterbury – Locate in Kent link – LC/RP

## Next Board Meeting Dates

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### 2023 Board Meeting Dates:

- **20 September:** 9:30 to noon (time change to 3:00-5:00pm, meeting at Fruitworks)
- **11 October:** 9:30-11:30 at Fruitworks (additional date to prep for next term strategy)
- **15 November:** 9:30 to 11:30

### 6 December:

- 9:30-11:30 at Fruitworks (additional date to prep for next term strategy)

Signed:



Date: 20 September 2023

Clare Millett, BID Board Chair