

## Attendees

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**Directors:**

**Andrew Dodd (AD)** – Canterbury Cathedral  
**Blake McCaskill (BM)** – Republic Events  
**Claire Bogan (CB)** – Fenwick  
**Clare Millett (CM)** – The Westgate Hall, Chair  
**David Lewis (DL)** – Café du Soleil / des Amis  
**David Lilford (DL)** – Lilford Gallery  
**Marco Keir (MK)** – CCCU  
**Mark Stuart (MS)** – Whitefriars

**Paul Turner (PT)** – The Marlowe, Board Vice Chair  
**Sarah Wren (SW)** – Oscar & Bentley

**BID Team:**

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

## 1. Welcome and Apologies

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**Apologies:**

**Directors:**

**Bill Hicks** – Deputy Director of Place, CCC, **Dan Grimwood (DG)** – Refectory Kitchen, **Jon Mills** - The Foundry, **Karl Elliott** – Clague, **Rachel Sanders** – BoConcept

**Observers:**

**Hilary Brian (HB)** – Canterbury Society, **David Kemsley (DK)** – ACRA, **CI Dan Carter (DC)** – Kent Police

## 2. Declarations of Interest

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- Canterbury City Council (BH) – Service Level Agreement
- Not an official declaration of interest but it is noted that Sarah Wren is on the board of the Canterbury Society

## 3. Minutes of previous meeting (12.07.23) and Matters Arising

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The Board minutes from 12.07.23 were approved and signed off.

**Actions carried over:**

- *Resolve question about ticketing business using private vehicles for commercial purposes in goods only loading bays:* Following a recent meeting with CCC officers, we have proposed a solution for business-owned private vehicles accessing goods-only loading bays that facilitates genuine and appropriate commercial uses in private vehicles.

## 4. Sub-committee & Ops Reports

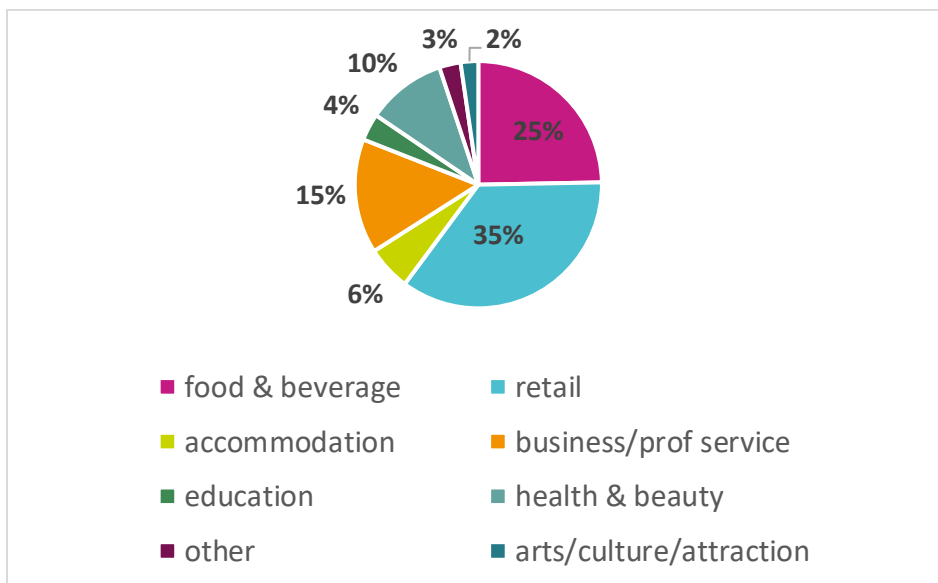
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**Ops Report July-August 2023 – Lisa Carlson and Rachel Pilard**

**Full report:** now published on the BID website

### City performance

- Footfall is bouncing back (almost 20% up on 2022, and now only 12% down on 2019), however the cost of doing business is still high, and therefore profit margins are still very tight.
- Discussed how the BID can have an input how encouraging new business openings and engaging in the planning process when a change of use is requested.
- Vacancy down to 9.4% with 8 recent openings (3 retail and 5 hospitality) and 1 closure (retail). Year to date there have been 24 openings and 17 closures
- 35% are retail, nearly 25% food & beverage
- 68% independent, 32% national brands
- This information and more is available in monthly City Performance Reports on the BID website: [canterburybid.co.uk/city-centre-performance/](http://canterburybid.co.uk/city-centre-performance/)



**Events during this period:** Medieval Pageant, Canterbury City Show, Canterbury Shakespeare Festival, Canterbury Bike Ride, bOing, Wimbledon Big Screen, Kings Mile Gin Fling

**Business Cost Saving Program** launched in March has identified over £125,000 of savings to date. The team will be in the city once a month to meet with businesses 121. [canterburybid.co.uk/utilitysavings/](http://canterburybid.co.uk/utilitysavings/)

### Campaigns Themes for July-Aug 2023:

- MyCanterbury: Retail / Teacher's Treats, What's On for Kids in the Summer, Back to School Christmas Guide 2023 - Book Your Advert (sold out), Student Promotional Activities
- Visit Canterbury: In Our Nature Campaign in conjunction with Visit Kent, Visit Canterbury – focus on the near continent and staycationers.

**Gift Card:** £31,000 worth of cards bought with a redemption rate of 80.8%. Average card value £68.84 and average purchase on card £17.46. Total purchases now over £135,000 (all ringfenced spend in the city).

- Corporate Gifts being used more and more which is encouraging.
- Other language schools now showing an interest.
- Year 1 included set up costs.

**Inward investment** work has gone into a funding application for an inward investment toolkit.

## **Marketing & Events**

RP gave a summary of marketing campaigns and events planned for the rest of the year:

### **Visit Canterbury**

- The Visit Canterbury Consortium has invested in the Visit Kent campaign “It’s in our Nature” for growing both national and international visitors. The package has included new photos of the city, an influencer trip that resulted in 8,000 views of their video alone, and a summer competition that saw 21,000 entries and resulted in 3,000 new email addresses added to the Visit Canterbury database. The campaign runs through to early 2024 and still to come:
- French influencer visit booked for the Christmas period
- Le Shuttle promotions including local discounts to their European members, blogs and newsletters featuring Canterbury a competition.
- A tour operator meeting for VC to meet both French and German tour organisers to encourage them include Canterbury in their packages.

### **6-21 September – Freshers Fest Hub in Whitefriars Square**

- Town Takeover on evening of 21 September run by Distinctive Bars
- Safety Hub in Whitefriars run by Kent Police and Canterbury BID
- 1,000 BID branded tote bags promoting the businesses containing 40+ offers, safety items, give aways, Summer Guide and Shopping Map

### **22-24 September – Canterbury’s Cooking**

BID are sponsoring the event and organising the reprinted Beer Maps to support Green Hop Fortnight.

### **28 September – Halloween**

Following on from the high footfall success of last year, a joined-up campaign has been created and will be available soon highlighting all the fun activities available throughout the city including:

- Trick or Treat in the Kings Mile, Cathedral Quarter (+ face painting)
- Beasts at the Beaney
- Pumpkin Patch in Whitefriars (until Friday 27)
- Spooky Tales (organised by BID, storyteller visiting Moo Like a Monkey, Waterstones and The Parrot for age suitable spooky tales)
- A visit from Death – puppet to appear in various places over the day.
- BID is funding security on Palace Street (can be a high traffic area), face painting in the Cathedral Quarter, print and sweets for the Castle Quarter, storytelling, Death.
- Promotions will include: providing 1,000 promotional leaflets + posters to promote all activities, a blog on Visit Canterbury, via the eNews & MyCanterbury plus a Banner advert with Kentish Gazette.

**October General:** Sponsoring Canterbury Festival and hosting Canterbury Festival Networking at the Westgate Hall on 26 October

### **10 November – Christmas Light Parade**

- Theme is Aladdin to link in with the Marlowe Panto and sponsored by Miles and Barr
- Bigger than ever – from Westgate Towers to Dane John via Sun St, Longmarket, Rose Lane finishing at the Dane John Gardens (not in Rose Square due to safety crowding concerns).

- Attendees will be encouraged to return to the city centre for the Christmas market, food and drinks.
- Strange Cargo working with Canterbury College on 6 x Aladdin-themed large scale characters based on the Marlowe cast. They are also working with 7 local primary schools to create lit up costumes.

### **18 November – 24 December – Hornby Train Trail**

- Sponsored by Hornby who are providing train sets for business window displays / Christmas trail.
- 39 businesses will display train sets in their windows.
- People can collect a 'train ticket' and visit 5 businesses to receive stamps, then head to Fenwick to collect a mini-prize (ticket to visit Hornby museum, stickers and sweets) and the chance to enter a prize draw to win a Hornby Christmas Bundle.
- Hornby to come and do a pop up session at Fenwick (date TBC)

### **10 November – 24 December - Christmas Campaign**

- 18,000 Winter Guides
- Bus Sides / Park and Ride Rears
- Heart and Smooth FM adverts
- Pantomime Advert
- Muddy Stilettos Campaign
- DAX Advertising (Alexa, podcasts, digital radio spots)
- Influencer Trip
- Business Tool Kit

All promotional activities encourage customers to head to Visit Canterbury to plan their visit to the city during the festive period.

### **Safety & Security / District Watch Update – LC/MS**

- Ongoing concern over continuing anti-social behavior and retail crime. Important to note these are national problems, not just a local challenge. Issues include:
  - Frequency and volume of theft and theft loss
  - Vulnerability of staff / aggression towards staff and safety of customers
  - Recruitment and retention, for businesses and the Police
  - Youth / school age anti-social behaviour
  - Reporting: too time consuming / need for actionable evidence / incidents vs crimes / GDPR (reporting needs to happen via secure system, eg, DISC or direct via Kent Police)
  - Investment in prevention significant but at risk of impacting trade and alienating customers
- Canterbury BID has chaired a Safety & Security Roundtable with retail and hospitality businesses, Canterbury City Council officers, Kent Police and District Watch to address the concerns. The purpose is to collaborate to help tackle the challenges businesses, their staff and customers face with retail crime and anti-social behaviour. Impact so far:
  - 121 engagement with businesses – Canterbury BID and Kent Police
  - Briefing on the new Neighborhood Policing Model
  - Consultation on Canterbury City Council's Public Space Protection Order
  - Specific co-ordination for the start of the school term
  - Police engagement with schools and Shoplifting Days of Action
  - Business investment in prevention
  - Zero Tolerance and Best Bar None
  - PCC Visit – 15 August, returning 14 November

- District Watch: New DISC data system launched across Kent
- Mark Stuart is a board director of District Watch and is working with the team to make continued improvements.

### **Finance and Year 5 budget – PT**

PT gave a summary of current financial position:

#### **Summary Position:**

Year 4 total income stands at £627,771 with one month left in this financial year. Total projected income for Year 4 is £633,098, down from a projected £650,761 due to lower than expected levy collection (90% currently, compared to 95% budgeted). Levy collection is ongoing and can sometimes lag. All numbers are subject to confirmation in the year-end accounts which are published in full on Companies House.

Total expenditure stands at £640,673 and total projected expenditure for Year 4 is £725,233, giving us a projected budget balance of -£84,560. Note: we deliberately planned a deficit budget in Year 4 deficit in order to invest the surplus carried over from the pandemic.

#### **Year 5 budget**

LC gave an overview of Y5 forecasted budget plan, which was approved Finance sub-committee. The Year 5 budget will also be a deficit budget to allow us to invest any surplus, which will be finalised in October once we have finished year end. The team will run two scenarios, which will be reviewed once year 4 reconciliation is completed.

#### **Decisions:**

- Year 5 budget approved.
- Recommendation for 2% increase for BID Levy in Y5 approved. This will be explained in the letter that goes out with levy bills. There was no inflationary increase in years 1, 2 and 3 during the pandemic, and this is a small increase relative to inflation.

#### **Comments:**

- Levy collection costs will be reviewed with CCC when the Operating Agreement is reviewed in the Spring.
- Sponsorship, voluntary contributions and commercial income will continue to provide additional income in year 5, on top of the levy.
- The BID continues to operate a Reserves Policy to manage cashflow from year to year, and from one BID term to the next.

## **5. LUF Consultation – “Highways”:**

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**Summary of this was given by LC for Board to take away and consider. Consultation deadline 6 November covering proposals for these areas of the city:**

- Westgate Square
- St George’s Square
- St George’s Lane
- Norman Castle to Dane John
- Causeway and St Peter’s Lane
- Indicative palette of materials

**Comments and Questions:**

- SW: How are the plans for Canterbury bus station/top end of Canterbury going to design out ASB?
- CM: Proposed closure of Pound Lane, suggestion to consider comments and feedback by local residents/businesses regarding the current closure of Pound Lane.
- Maintenance and sustainability of the proposed spaces remain a concern
- SW: Canterbury Society have a community-based gardening focus. Perhaps they could be involved in planning stages to look at maintenance solutions. Also to have a voice in the plans being made to work out if the plans are sustainable and manageable.

**Action:** feedback to LC by 13 October – ALL

## 6. Consultation Survey

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LC gave an overview of the new BID 3 Consultation Survey which goes live on 27 September. This will be used by the Board and team to help develop the Business Plan for the next five years.

As we approach the renewal ballot for our third term in 2024, we want to ensure that our work continues to help improve the trading environment for you and the general look and feel of the city for everyone.

By completing this survey, businesses can help us understand what they need to succeed going forward. To thank everyone for their time, we have organised a prize draw at the end of the survey with an opportunity to win free marketing or adverts worth over £250.

The ballot is scheduled for June and July 2024, a 35-day postal ballot.

**Action:** encourage businesses to fill in the consultation – ALL

## Roundtable

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**City Centre:****St George's Redevelopment**

- Concerns about late maintenance that delayed the use of the space during freshers, delays to lighting and cleaning.
- BID to request a debrief with CCC.

**Nasons** – hoarding and demolition due to go ahead in January 2024

**Debenhams** – looking at similar planning solution used by Nasons to solve drainage/sewage issues.

**Board Director Updates:**

- Alex Gorden has now officially stepped down from the board. CM thanked her for her contribution and wished her the best with her new law firm based in Faversham.
- The board approved Blake McCaskill as Chair of the Marketing and Events sub-committee.

**Canterbury Christ Church University (MK)**

- Freshers and Accommodation Welcome Day went very well over the weekend.
- Open Day (renamed "Answers Day") happening on 01 October on Main Campus

- International student intake has been significantly increased, however the matter of ongoing ASB in city centre is of grave concern.

#### **Fenwick (CB)**

- New nationwide campaign launched: Quiet No More.
- Lots of Christmas activity coming up, Santa will be in store plus exciting window displays
- Promoting corporate gifting this year

#### **Whitefriars (MS)**

- Moss just opened in former White Company unit and Oliver Bonas looking to open in January in former Top Shop
- Calendar Club and a Santas Grotto due to open in Marlowe Arcade nearer Christmas
- Christmas Market management company Rockhopper is using the old Ecco unit for pop ups

#### **Riverside (MS):**

- Boom Battle Bar opening next week, Sekkoya Riverside launching a soft opening next week
- Special launch weekend is happening on 30-1 Nov to showcase the 7 out of 12 retail units now open. Themed activity spread over the weekend with all welcome
- Starry Mart and Side Quest gaming venue are scheduled to open soon.

#### **Marlowe (PT)**

- Aladdin Panto cast now announced with performances starting on 24 November
- Very strong season coming up including lots of family content coming in new year/April time
- HLF funding for Marlowe Kit has now got through 1st stage

## Actions and Decisions

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#### **Decisions:**

- Recommendation for 2% increase for BID Levy in Y5 approved
- Y5 forecasted Budget plan approved

#### **Actions:**

- Continue work to find a solution with CCC Enforcement regarding ticketing business owners loading/unloading from a non-branded commercial or private vehicle – LC
- LUF consultation feedback to LC by 13 October – ALL
- Encourage businesses to fill in the consultation – ALL

## Next Board Meeting Dates

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#### **2023 Board Dates**

- **11 October Board Meeting: 9:30-11:30am, Fruitworks - cancelled**
- 26 October: BID Networking, Canterbury Festival at the Westgate Hall, 5.30–7pm
- **15 November Board Meeting: 9:30-11:30am, Fruitworks**
- 15 November: BID Networking, Socialite, 5.30–7pm
- **6 December Board Meeting: 9:30-11:30am, Fruitworks**
- 12 December: BID Networking, The Ballroom with a Pub Quiz, 5.30–7pm

**City Events Calendar:** [canterburybid.co.uk/events/month/](http://canterburybid.co.uk/events/month/)

**Signed:**



**Date: 15 Nov 2023**

**Clare Millett, BID Board Chair**