

# Canterbury BID Interim Board Meeting Minutes

Meeting Details		
<b>Date</b>	Wednesday 12 November 2014	<b>Location</b> Whitefriars Board Room
<b>Attendees</b>	Clive Relf (CR) – Reeves and Chairman Bob Jones (BJ) – Canterbury City Partnership Alex Ridings (AR) – Think Agency David Lilford (DL) – Lilford Gallery & Lilford Framing Declan Kelly (DK) – The Abode Ian Blackmore (IB) – The Jolly Sailor Lindsay Ridley (LR) – The Canterbury Tales Mark Arnold (MA) – Kent Police Tim Less (TL) – Canterbury Society Dave Hughes (DH) – Kent CC	Jennifer Williamson (JW) – Reeves Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University Lisa Carlson (LC) – MyTown, MyCity Lucy Martin (LM) – Canterbury City Partnership Caroline Hicks (CH) – Canterbury City Council Dan Grimwood (DG) – The Refectory
Agenda		
<b>Item</b>	<b>Welcome, introductions &amp; apologies</b>	
<b>1</b>	Welcome: Kathy Moulton, MyCanterbury Sales Executive  Apologies: Adam Bateman (AB) – Fenwick Edd Withers (EW) – Student Republic Peter Scutt (PS) – Whitefriars Therese Heslop (TH) – Canterbury Cathedral Georgia Lord (GL) – CJ's and Brunch	
<b>Item</b>	<b>Minutes of the board meeting held 8 October 2014</b>	
<b>2</b>	Minutes of last meeting approved.	
<b>Item</b>	<b>Governance</b>	
<b>3</b>	<p>The need to reconstitute the Board in order to have a permanent structure has been emphasised. As detailed in the BID Proposal the Board composition needs to be as follows :</p> <ul style="list-style-type: none"> <li>• 14 business levy payers</li> <li>• 1 representative from Canterbury City Council</li> <li>• 1 representative from Kent County Council</li> <li>• 1 BID CEO</li> <li>• 1 representative of Kent Police (non-voting Observer status)</li> <li>• 2 representatives from the Canterbury Society (non-voting observer status)</li> </ul> <p>It is intended that Board places will be for a period of 3 years and this will be enabled by allocating initial periods of 1, 2 or 3 years to new Board members, subject to their agreement. In this way a cycle will be created so that the transition is managed appropriately.</p> <p>Selection in the event of more than one nominee per place will be by ballot of those attending the BID AGM. The recruitment of new Board members will be by nomination by designated organisations (CCC, KCC, Kent Police, and the Canterbury Society) and by self-nomination by local businesses/levy payers. BJ advised that the Cathedral should have a designated spot as one of the 14 business levy payers as it is uniquely important for the city.</p> <p>An independent Chair will be appointed by the Board from among their number. This must be a person currently running a levy-paying business within the city's BID area.</p> <p>The independent non-executive Board will run the BID on behalf of Levy Payers and only the BID CEO/Manager will receive payment as an employee of the BID.</p> <p><u>Area and sector representation</u></p> <p>Geographically, for levy payers it is important that the key areas of the city are represented on the BID Board to ensure that every levy payer can see that the area in which their business is located has a 'voice' and presence in the</p>	

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BID's governance. The areas are:

- St Georges Place/Rose Lane/Longmarket
- Whitefriars
- The Cathedral & Burgate (Inc. Mercery and Butchery Lanes)
- The Kings Mile and Northgate
- St Margarets Street/Castle Street/Stour Street
- The Parade/High Street
- St Peters Street
- St Dunstans

Each area will be represented by a BID Board Member. Representation will be sought for retail, hospitality, business and financial services, visitor attractions, independent business and the education sector.

BJ agreed to work up a schedule and process for moving to a Permanent Board in spring 2015 and present to the next Board meeting

<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
Timescale and process for elections to be presented at Board on 16 <sup>th</sup> December	BJ	16/12/2014

<b>Item</b>	<b>Operational Update</b>
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<b>4</b>	<b><u>Christmas Lights</u></b>
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The lights are up in St Margaret's street, Burgate, in the trees in St Georges Street, outside the Parrot and in St Mary de Castro gardens which is at the end of Castle Street. The display in Rose Lane is due to go up this week as well as the lights in the high street. Gala lights will continue to work down the high street in time for the switch on event. There will also be a Christmas tree (donated by Serco) which will be situated in Long Market Square, outside the O2 shop. It will be installed on Friday 14<sup>th</sup> November once the cenotaph has been removed and decorated on Wednesday 19<sup>th</sup> November as it needs time to settle before it is decorated.

In terms of outstanding items that won't be ready for the Switch on:

- The small Christmas trees in St Dunstan's can't be put up until the KCC roadwork's are completed
- The projection onto the Westgate Towers cannot be considered anymore for this year as the Towers will be covered in scaffolding up to Christmas.
- Lights in Sun Street cannot be installed as a cross street display due to mathematical tiles.

The Christmas Lights Switch On will take place on Thursday 20<sup>th</sup> from 5pm-7pm. Ex-council events team member, Liz Flynn has been chosen to organise the evening event. The Christmas Lights Switch On will be hosted by KMFM DJ Andy Walker and there will also be a live drive time show being broadcasted from Fenwick at the same time. The Switch on event has been and will continue to be promoted on KMFM radio, in the Gazette's Christmas supplement, and on Twitter and the MyCanterbury platform. In order to make visible and clear that the BID is behind The Christmas Lights Switch On event, the BID logo will appear on the back stage drop. The programme for the event is as:

- Welcome by Andy Walker
- Hercules opera singer
- Canterbury Choir who will hand out song sheets for the crowd to join in
- The Marlowe Theatre Pantomime cast will turn on the lights along with the Lord Mayor of Canterbury. The turning on of the lights will be co-ordinated with Whitefriars and their lights
- Coco & the Butterfields

Throughout the event there will be street theatre in the form of four cheeky elves doing acrobatics and balloon art, and a snow machine.

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### Cleaning

The cleaning team have commenced operations and have started down by the Westgate Towers and will continue to work up the High Street deep cleaning both the pavement and the highway. There has been a complaint received from a resident about the cleaning machine being too noisy. The BID team in conjunction with the contractor Citrica are looking at solutions and the current thinking is to start earlier in the evening to reduce any disruption to residents. MA suggested that the team start at 10pm as working throughout the night helps reduce anti-social behaviour having a presence in the street through the night.

Subways are a concern as well however they cannot become the BID's priority without an agreement and/or payment to the BID from the Council.

### ZTP

Canterbury Connected BID has agreed terms with a local company, ZTP; to help BID levy payers reduce their utility bills where possible. No fee is charged by ZTP to BID levy payers. This service is part of making Canterbury a Great Centre for Business. ZTP are currently talking to levy payers – we have 5 already in the last week. A printed letter sent out quarterly and emails sent out monthly will increase awareness of ZTP.

### MyCanterbury

MyCanterbury was launched in November 2013. AR declared an interest as founder of MyTown, MyCity. Canterbury City Partnership (CCP) invested around £28k in the platform and received around £10k income in the first 12 months. This loss was not planned but has been sustainable in developing the platform for the city's businesses for the future.

As part of the new proposition, levy paying businesses within the BID area will get £120pa worth of presence on MyCanterbury platform for free. We are now looking at the significant opportunity of having up to 650 businesses on MyCanterbury platform and how this will fulfil the BID mission to make Canterbury a profitable place in which to do business.

Currently, MyCanterbury has over 16000 users, which equates to 150 downloads per week. Of these, 80% are residents, 6% are visitors and 14% are students.

#### MyCanterbury Goals:

- To increase the number of users to 18k by Christmas 2014
- 300 downloads per week
- Increase business sign ups to 250 by Christmas 2014
- Income for December – gross: £3000

Visit Canterbury and Visit Kent are important for MyCanterbury's development; we are looking at a plan to position ourselves as partners for them both and as the link between the three brands which are all focusing on promoting Canterbury.

<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
The Board to generate ideas for next year with regards to the Christmas lights	Christmas lights sub committee	6/01/2015
The MTMC agreement to be signed off before Christmas.	CR	24/12/2014
Cleaning: Before and after photos: a continuous message to be sent out on a daily message to tell everyone what we do.	BID team	On-going

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Item	Finance		
5	<p>It is projected that the BID will receive £560k income from the BID levy with current spend projected at £541k which leaves just under £20k as contingency</p> <p>In order that the Financial position of the BID is properly monitored it was agreed that JW would review the finances each month with the BID Team and report to The Board to discuss any issues that may arise. AR agreed to be part of this subcommittee.</p> <p>Currently there is £97,000 in the BID bank account and we are due to receive 150k drawdown from the levy.</p> <p><u>BID Levy Collection</u> As of the 10<sup>th</sup> of November EKS has collected 52% of all the levy money forecast to be received. Once this is received we will re-pay the Council bridging loan of £100k. £266,685 has been collected in the first 3 and a half weeks. A number of queries have been received about levy payment. The Board decided that the BID Rules should be applied in every case.</p>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	Arrange an initial finance subcommittee meeting which will then be held monthly.	BJ/JW	16/12/2014
	Provide the Board with a list of businesses with an outstanding BID levy balance.	BJ/LM	16/12/2014
Item	Working Groups		
6	<p>Working groups will be the mechanism of engaging levy payers who cannot all be on the Board but who can still participate in the work of the BID to build leadership capacity across the city for the future. This is going to be one of the most fundamental impacts that the BID will have as it will engage levy payers and ensure that the BID Business Plan is informed and directed by them. The groups are as follows:</p> <p><u>Delivery groups</u></p> <ul style="list-style-type: none"> <li>• Destination Management Partnership (DMP): chaired by the chief executive of the BID</li> <li>• Purple Flag Group, which is a requirement of the Council SLA for the BID to deliver: chaired by the chief executive of the BID</li> </ul> <p><u>Working groups</u></p> <p>Their role is to understand the issues and to formulate policies on behalf of the BID. They will not be a delivery group however they will need to prioritise what needs to be delivered in the city.</p> <ul style="list-style-type: none"> <li>• Transport &amp; Access Group</li> <li>• The Digital City Group</li> </ul> <p><u>Forums:</u></p> <p>The Landlords Forum: will begin conversations about gaps in the market with regards to shops and new business and what the BID/businesses would like to see in Canterbury in order to develop a high quality business and trading environment in the long term.</p> <p>If the Board agrees with these groups then Chairs need to be appointed and get them constituted by the end of January. The newsletters can promote these opportunities and the first 2 groups will be constituted by the end of February and the other 2 groups we can focus on after the elections.</p> <p><u>Area Association:</u></p> <p>The BID plans to develop Traders Associations across the BID area. There are already associations in the Kings Mile and Whitefriars and there is potential for another five. This will be a priority for spring 2015.</p>		

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	Canterbury Christ Church and Kent University are working on a scheme called Canterbury Community Street Marshall Scheme – working together with Canterbury Association Kent Police, Students’ Union and Canterbury City Council. The idea is to safeguard students as they move around the city at night. It is about building positive community relationship by encouraging students to behave responsibly while walking through residential areas. BJ advised that it would be good to have the BID in that group of stakeholders as part of our commitment to safety and security also thinking about the Ambassadors		
	<b>Action:</b>	<b>Responsible</b>	<b>Date for completion</b>
	Draw up a policy document on Traders Associations	BJ	Jan 2015
<b>Item</b>	<b>AOB</b>		
<b>7</b>	<p>Recently the BID has been asked for a charitable donation and The Board debated the fact that other organisations will come to the BID asking for support. Therefore, rules and limitations need to be taken into consideration. A few suggestions have been given:</p> <ul style="list-style-type: none"> <li>-create a budget for charity donations</li> <li>-say the BID has a particular charity that it supports or work towards (Catching Lives and Porchlight)</li> <li>-does the BID have a certain budget?</li> </ul>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	Provide a list with businesses with an outstanding balance.	BJ/LM	16/12/2014