

Canterbury BID Interim Board Meeting Minutes

Meeting Details			
Date	Tuesday 16 December 2014	Location	Whitefriars Board Room
Attendees	Clive Relf (CR) – Reeves and Chairman Bob Jones (BJ) – Canterbury City Partnership Adam Bateman (AB) – Fenwick Alex Ridings (AR) – Think Agency David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) – Student Republic Ian Blackmore (IB) – The Jolly Sailor		Jennifer Williamson (JW) – Reeves Jeremy License (JL) – Furley Page Mark Arnold (MA) – Kent Police Peter Scutt (PS) – Whitefriars Lisa Carlson (LC) – MyTown, MyCity Lucy Martin (LM) – Canterbury City Partnership
Item	Welcome, introductions & apologies		
1	Welcome: Louise Philips, Canterbury BID Finance Manager Apologies: Caroline Hicks (CH) – Canterbury City Council Dan Grimwood (DG) – The Refectory Dave Hughes (DH) – Kent CC Declan Kelly (DK) – The Abode Georgia Lord (GL) – CJ’s and Brunch Lindsay Ridley (LR) – The Canterbury Tales Marco Keir (MK) – Christ Church University Tim Less (TL) – Canterbury Society Therese Heslop (TH) – Canterbury Cathedral		
Item	Minutes of the board meeting held 12 November 2014		
2	Minutes of last meeting approved.		
Item	Finance		
3	<p>JW talked the Board through the finances. The old Canterbury City Partnership CIC (CCP) accounts, which pre date the BID, have been signed and will be filed in full at Companies House by the end of December 2014. It was agreed that the BIDs financial year end be changed to tie in with its official start and finish date and so JW will log a 6 month filing period from April 2014 through to September 2014 and then start afresh in October 2014 and file a full 12 month set after that.</p> <p>PS suggested that the AGM needs to coincide with the financial year end. It was suggested that the AGM be held in February/March each year.</p> <p>The finance sub-committee which is made up of JW, BJ, LM and AR met on the 9th December. A summary sheet of the current finances was circulated to the Board which shows the income received to date and the committed spend across the year, i.e. Staff salaries and contractual obligations for Christmas lights etc. The remaining funds, based on the money received to date against the committed funds, equates to £97,809 and £194,990 uncommitted spend which leaves us with a shortfall but that is because the BID hasn’t received the full amount of expected income to date. The document will be updated on a monthly basis so that when there is a conversation about spend the Board are full equipped to make a decision about committing funds.</p> <p>CR asked if there was any left over budget from CCP that could be transferred to the BID. JW advised that when CCP came to an end at the end of September, the funds amounted to approximately £6,000. BJ asked the CCP directors what they would want to happen to the funds and they agreed that it was used for a special BID project.</p>		
	Action	Responsible	Date for completion

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	JW to arrange with HMRC a 6 month filing period from April 2014 through to September 2014 to reflect the transition from CCP to Canterbury BID	JW	14/01/2015
Item	BID Levy Collection: follow up process and issues		
4	<p>As of Friday 12th December, £426,885 had been collected by the City Council which equates to 83.8% of the total levy available and 87.5% of the predicted levy. BJ put up a list of business that had queries about the levy for the BID board to review and decide on how to respond to them. The Board agreed to follow the rules set out in the BID proposal and indeed the BID business plan. The only exception related to a property that was a Grade II listed building, a listed monument, unoccupied, a place of religious worship and has charitable status. Having taken legal advice and with all these elements combined, the BID board were advised that it is exempt from the levy. However if there is a change of circumstance then they will be liable for the levy.</p> <p>There appears to be some businesses that are paying their levy by instalments which is against the BID rules. Having spoken with an independent consultant, they advised that a minority of BIDs have an arrangement with their local authority whereby the local authority pays the BID the full levy upfront minus 10% to account for bad debt which allows Businesses to pay the levy in instalments. BJ has emailed the City Council collection agency to ask if this is something they would consider and what cost implications that would have for the BID but is yet to receive a response. BJ also asked whether by the businesses paying by instalments, it increases the collection fee the BID is liable for, as this would not be a good use of the levy payers money. It was agreed on the outset that the BID would not accept payment by instalments as it impacts on cash flow, especially when the larger projects such as Christmas lights the bills need to be paid for upfront.</p>		
	Action	Responsible	Date for completion
	BJ to follow up with the collection agency about the payments by instalments and the implications and speak the Business Rates team at the City Council about assessing hardship.	BJ	12/01/2015
Item	Operational update		
5	<p>Cleaning</p> <ul style="list-style-type: none"> • General: to date the team have cleaned Burgate, part of St Peters Street, around the Guildhall and around the Westgate Towers. The team will continue to work their way up the high street. • Subways: Canterbury City Council (CCC) has some section 106 money (developer contributions) to invest in subways. Subways have two jurisdictions, the primary one being Kent County Council as it is part of the highway and their remit is to make sure they are structurally sound and safe. CCC has previously had budget devolved to it to manage the cleanliness of them which, due to recent budget cuts, has ceased. The developer contribution will be used to refurbish them by improving the lighting, drainage the walkway and the walls, as well as installing CCTV. They have just appointed an artist to design the artwork to go on the walls and work is due to start in early 2015. The next issue is how to maintain them and they have approached the BID to see how we can work together. The BID team have advised that we cannot allocate the cleaning team to clean the subways without a financial transaction. The BID also strongly advised CCC to invest in a high end anti-graffiti covering as it is long lasting and is easy to clean. <p>Christmas</p> <ul style="list-style-type: none"> • Marketing: The marketing campaign is due to finish on the 19th December and anecdotally it has been well received and businesses have traded well in November and December to date. LM produces a city centre performance report on a monthly basis which is produced using a range of data from a number of sources. The report looks at a variety of indicators including vacancy rate, sales performance and footfall amongst other things to back up the anecdotal feedback. 		

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- **Lights:** The BID team are due to meet with the contractor to review the lights and the installation process on 17th December. It was agreed that the Christmas Lights subcommittee meet to walk around the city to look at the lights and decide what improvements if any need to be made in 2015. The most restrictive issue has been the mathematical tiling on the fascia of buildings which has prevented the lights being attached to buildings. The display on Sun Street was a trial solution and appears to have been well received and so the BID team will look at where else it can be implemented. AB advised that Fenwick has received positive feedback about the lights.

Utility Savings

- **ZTP:** have had relative success. Their initial strategy was to visit businesses that either the BID recommended or that they already knew and they have had some early wins. After Christmas they will proactively approach businesses and send out a bespoke piece of communication to all businesses advising them of the utility savings service for BID levy payers.

2015

There are a number of initiatives that the BID team will be implementing in the new year:

- **Destination Management Plan (DMP):** 15th January will be the inaugural meeting of the Destination Management Partnership responsible for delivering the DMP which was drawn up last year with specialist consultants Blue Sail. The first item to be tabled will be the creation of an open sourced online toolkit for the city to provide up to date imagery and copy to be utilised which will need to be curated and updated on a regular basis. A conversation needs to be had with Visit Canterbury to see what their appetite and capacity is for this.
- **Traders Associations:** There are seven key areas within the city and so early in the New Year it is proposed that the BID will start having conversations with the business in the areas to talk about the BID, how they can work with the BID and to find out who in those areas can take the lead on setting up a traders association, similar to the Kings Mile. The BID team can facilitate the groups but not run them. IB suggested that the Kings Mile play a consultancy role in the setup of the associations. It was suggested that the BID would need to make some financial contribution to the associations to get them up and running and it was agreed that BJ would set up meetings in the areas to discuss the opportunities and report back to the Board with an idea on budgets available after the initial conversations.
- **Ambassadors:** The BID team have received a pitch from a company called the Welcome People who work with BIDs in 12 locations around the company; Birmingham, Cambridge and Victoria London to name a few. The BID team have spoken to Victoria BID and the Chief Executive could not be more effusive about the service they provide which is business liaison, visitor welcoming, intelligence gathering and housekeeping such as reporting graffiti. BJ suggested that they should come and pitch to the board and the next meeting which the board agreed to.
- **Bloom:** The inaugural meeting of the Bloom 2015 campaign took place on the 3rd December. Window Flowers who will be the BID's contractor for year 1 was present. There were some good ideas put forward and need to be developed at the next meeting in January/February next year.

Action	Responsible	Date for completion
Christmas Lights subcommittee to meet to review the lights	LM, IB, DL, AB, BJ	15/12/2014
BID Team to set up traders association meetings	BJ	Feb 2015

Signed:

Date:

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	BJ to invite The Welcome People to the January Board meeting	BJ	16/12/2014
Item	MyCanterbury		
6	<p>AR declared an interest in this product was excluded from the discussion and only present as a source of information.</p> <p>The project has been live for just over a year and has over 17,000 users of which 81% are locals, 14% are students and 6% are visitors. To date there have been 9,400+ downloads and 172 active businesses which has (trebled since June). The team have been actively targeting Burgate businesses in particular and so are hoping to see more sign ups there.</p> <p>There have been some success stories to date:</p> <ul style="list-style-type: none"> • Canterbury City Council Email: sent to Residents on 5th December which led to 460 new sign ups and over 160 App downloads • Students: Now over 1,370 students following Student promotions in late Sept/early Oct. Student specific emails are now sent. • Free Business Directory BID Businesses: 34 now signed up • New system launched 30 October 2014, allowing more flexibility to businesses to decide how to use the MyCanterbury platform, including general promotions that aren't necessarily tied to an offer (for example, launching a new product); ability to schedule listings; different map locations for events, job listings, seasonal promotions, increased ad space <p>Next Steps</p> <ul style="list-style-type: none"> • Sign off 2015 Marketing Strategy • Progress collaborative discussions with Visit Canterbury and Visit Kent. • MyCanterbury as a Content Hub, giving people every possible reason to use, including What's On, Transport & Access info, Tourist Trails, User-generated content, Ticket booking, giving to charities <p>Targets - January 2015</p> <ul style="list-style-type: none"> • Users: 18,000+ • Downloads: 10,000+ • Active businesses: 200 • Income: £2,500 (total) £1,750 (BID share) <p>CR asked that a one page briefing document be prepared to incorporate income, expenditure and prospects/opportunities for year one of the BID.</p>		
	Action:	Responsible	Date for completion
	A document to be prepared to cover the year one plans for MyCanterbury for the Board	BJ/LC	14/01/2015
Item	Governance		
7	<p>Following the BID Ballot in July 2014, the BID needs to form a permanent Board to replace the interim Board that was appointed to oversee the launch of the BID and the action plan. There are a number of principles that should inform this process:</p> <ul style="list-style-type: none"> • That the process is open, transparent and fair, enabling any levy payer to both nominate themselves for a Board position and to have a say about who they want to serve on the Board. • That the process encourages positive levy payer engagement with the BID 		

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	<ul style="list-style-type: none"> That the process delivers a balanced, capable and positive Board That the process is run in an efficient, straightforward and cost effective way <p>BJ presented a proposal for the election of a new Board which included the timeline, the process and communication as well as job description for Board Members. The process is subject to ongoing discussion once the BID team has further investigated the logistics of the process.</p>		
	Action:	Responsible	Date for completion
	Further investigation needs to be made in terms of the logistics for the election process	BJ/LM	14/01/2015
Item	AOB		
8	Charitable donations policy – PS raised the point that Whitefriars is similar to the BID in that it collects a service charge from its tenants and that money is not its money, it's collected for a specific purpose. Whitefriars approach is to say that they don't have any money of their own, the money is to deliver the services promised but Whitefriars can help them communicate with their tenants who can then make their own decisions on whether it is something they support charities or not. The simple policy is that the BID doesn't have a fund to support charities but can help them communicate with the businesses in the BID areas. The only exception would be if there is a ROI proposition that would benefit the businesses.		
	Action	Responsible	Date for completion
	Create a set response to charitable requests that the team can utilise	BJ/LM	30/01/2015