

# Canterbury BID Interim Board Meeting Minutes

Date			
<b>Date</b>	Wednesday 25 March 2015	<b>Location</b>	Whitefriars Board Room
<b>Attendees</b>	Clive Relf (CR) – Reeves and Chairman Bob Jones (BJ) – Canterbury Connected BID Alex Ridings (AR) – Think Agency Caroline Hicks (CH) – Canterbury City Council Dan Grimwood (DG) – The Refectory David Hughes (DH) – Kent CC David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) – Student Republic		Georgia Lord (GL) – CJ’s and Brunch Ian Blackmore (IB) – The Jolly Sailor Jennifer Williamson (JW) – Reeves Jeremy License (JL) – Furley Page Peter Scutt (PS) – Whitefriars Tim Less (TL) – Canterbury Society Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID
Item			
<b>1</b>	<b>Welcome, introductions &amp; apologies</b>		
<b>1</b>	<b>Apologies:</b> Adam Bateman (AB) – Fenwick Declan Kelly (DK) – The Abode Lindsay Ridley (LR) – The Canterbury Tales		Marco Keir (MK) – Christ Church University Mark Arnold (MA) – Kent Police Therese Heslop (TH) – Canterbury Cathedral
Item			
<b>2</b>	<b>Minutes of the board meeting held 25 February 2015</b>		
<b>2</b>	Minutes of last meeting approved and will be posted on the BID website 17 April 2015		
Item			
<b>3</b>	<b>BID Levy Collection</b>		
<b>3</b>	<p>Canterbury City Council’s collection team East Kent Services (EKS) has collected £488,345 worth of levy against a plan of £488,000. It is estimated that the final amount collected will be £495,000. Nineteen liability orders were issued on the 19 January 2015 and a letter was sent to those businesses on the 10 May advising them that unless the debt is paid in full in 14 days’ time then the Council has the authority to instruct Enforcement agents to collect the debt. Two businesses have been adjourned to May to reappear before the magistrates because they are contesting the levy.</p> <p>Of the remaining businesses that haven’t paid their levy there are seven businesses that have agreed a payment plan with the BID of four equal payments set over an agreed time line as they approached the BID to advise that they could not pay their levy in full by the time they were required to do so. There are five businesses paying by instalments in an unauthorised manner. The BID has written to those who are paying by instalment to inform them that they are required to pay their levy in full by the 31 March 2015. The permanent Board at its inaugural meeting on the 22 April to make a decision on how to proceed with those paying by instalment.</p>		
Item			
<b>4</b>	<b>Finance</b>		
<b>4</b>	<p>JW talked the Board through the finances. The finance sub-committee which is made up of JW, BJ, LM and AR met on 20 March. A summary of the current finances was circulated to the Board which shows the income received to date and the committed spend to date across the year. In terms of income the BID has received £488,345 from the BID levy, £22,709 from voluntary contributors and £19,514 from commercial income and the SLA with the City Council which makes the total income £530,568. Of the total income £470,164 is allocated as committed funds, i.e. where the money has already been spent or where we accept there is a liability to continue payment for the remainder of the BID year, and £56,965 as uncommitted funds against the Year 1 budget. This equates to an excess of £3,439, and if you take into account the income we are still to receive, we will have an excess of £33,532 at the current rate in year 1. This is beneficial as come October 2015 there will be some continuing commitments and spend in terms of salaries and Christmas lights, for which we won’t necessarily have the income from the BID levy in year 2, and this excess will help bridge that gap. The best estimate for October and November 2015 is that the BID will need approximately £52,000 per month. There is already a planned reserve of £15,611 for year 1 and it is likely that this will increase as we are aiming to underspend this year however it unlikely that it will be enough to sustain the BID in October and November 2015 should there be a delay in the levy being received which the team are currently reviewing solutions for.</p>		

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	CR visited Lincoln, a week prior to the Board meeting, which is an assisted area which has enabled them to get £300,000 worth of European funding for projects run by the BID. They also receive sponsorship from a number of significant companies in the area and funding from the Arts Council for certain events that they put on which is an opportunity for Canterbury BID. They are a well-established BID having been in place for ten years, with a team of ten staff.		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	BJ to develop a planned budget in order to sustain the BID during October and November 2015 which can be rolled out for future years	BJ	On-going

<b>Item</b>	<b>Operational update</b>
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<b>7</b>	<p><b><u>Ambassadors</u></b> As of Monday The Welcome People had received 40 applications for 3 full time positions which are being advertised on the Hiring Hub. The closing date for applications is Monday 6<sup>th</sup> April. Group interviews will take place on the 8<sup>th</sup> April and the final one to one interviews will take place on 10<sup>th</sup> April at Visit Kent. The email address to submit CVs to was sent to Christ Church University and the University of Kent. The Uniform colour has been selected and will be the same blue as the blue in the BID logo. Their start date will be the 5th May and they will have an initial 3 week training period where the team will work together Tuesday – Saturday versus working a rolling roster of two per shift, to establish team momentum.</p> <p>Once the interviews are completed the BID team will collate and produce the collateral to equip the Ambassadors with so they have something to hand when they meet businesses and visitors. In terms of the contract, it is currently being reviewed, Furley Page have provided a quote for a full review of the contract however the Board felt that providing it is in line with the contracts that the 12 other BIDs have been issued with then there shouldn't be a problem with it. PS volunteered to have a read of it as he deals with service contracts on a regular basis.</p> <p><b><u>Floral Displays</u></b> We have flagged to Window Flowers our contractor that we are unlikely to get sufficient locations for 300 hanging baskets and as such have order 245 to the value of £25,000. Currently we have permissions for approximately 200 positions and that number is set to increase. The brackets will be installed in May and the baskets will be installed in early June. The issue of 'listed buildings' has come up for which planning permission is required. In this instance we have had to advise businesses that unless they have an existing bracket in situ the individual business will need to apply for permission versus the BID doing so. We have had extensive conversations with a lawyer and our insurance provider who have been quite clear that the liability of the positioning of the bracket lies with the contractor. If something happens thereafter the BID is insured.</p> <p>The BID has entered Canterbury into the South and South East in Bloom competition and a meeting has been held with all interested parties such as the Council, residents associations, Whitefriars, the Cathedral and many more, who participated in the 2012 and 2013 submission. Canterbury City Council has volunteered £2,000 sponsorship towards the Bloom competition which will cover the entry fee, the development of the Judges Notes which will be submitted in June and lunch for the Judges when they visit sometime between the 6<sup>th</sup> – 17<sup>th</sup> July.</p> <p><b><u>Cleaning</u></b> <b>General:</b> The BID cleaning team is currently working around Rose Lane having completed Longmarket Square. DH asked whether there had been any response from KCC about coming and seeing the team in operation just to make sure that they are happy with the work carried out to date. There has been no response to date and so DH will follow up internally.</p> <p><b>Graffiti:</b> The BID team are receiving on-going feedback/criticism re graffiti which is a blight on the city. In the BID</p>
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proposal the BID committed to work with Canterbury City Council and Kent County Council to eradicate graffiti and to work together to apprehend those responsible where possible and research initiatives to deter those who may be involved. Whilst the BID team is not responsible for graffiti removal, it's the responsibility of the owners of the property; it is something that needs to be addressed. For commercial properties it's the responsibility of the landlord to remove the graffiti, on private property the city council can remove graffiti free of charge for the first two hours labour or up to a maximum area of 5 m<sup>2</sup>. There is a charge for labour in excess of two hours or in excess of 5 m<sup>2</sup> if there is a request for the extra work to be carried out. If there is any obscene or offensive graffiti then the City Council will remove it regardless of where it is.

Graffiti removal is an expensive operation in that it's not simply a case of removing the graffiti but also the making good of the surface afterwards as the removal process does tend to discolour the surface of the property. The best solution would be to provide an anti-graffiti covering however this is very expensive. The BID can provide the labour but there is no budget for the materials required to remove the graffiti or the making good of the treated surface. We are meeting our contractor Citrica on Thursday 2<sup>nd</sup> to discuss current activity and review how the team could deal with this issue and will also meet with the City Council.

**Subways:** The City Council is still developing their scheme and we are waiting for a conversation with them about routine cleaning and whether the BID has a role to play.

### Utility reduction scheme

Two office based levy payers have taken up the offer of a free utility review. One of which has made a 26% annual saving of £640 and the other a 30% annual savings which amounts to £850. There are 2-3 reviews to be confirmed this week and 47 expressions of interest that they are working through. Once the ambassadors are on board the take-up is expected to be higher.

### Destination Management Plan (DMP)

There are three elements that we are currently working on:

**Coach Park:** When you look at the monthly usage the statistics, they are tracking 16% down on the previous year and this is the second year that the usage has been down. The main reason for this is the price increase from £10 to £15. A meeting was held on the 12 March with a number of interested parties and it was agreed that Caroline Hicks and Richard Moore from the City Council will pick up all the issues that were identified at the meeting and look at how we improve the coach park and make it an example of best practice across Kent. Issues included the opening hours of the Welcome centre, routes groups take to get to the city centre, signage etc. Ultimately everyone wants people to come to Canterbury, spend more time here and more money, so improvements have to be made.

**Online resource centre:** A meeting was held on the 24<sup>th</sup> March with Visit Canterbury and Visit Kent to look at the media centre on the Visit Canterbury Website. This is part of the Destination Management Plan (DMP) to provide a better media offering comprising of the Canterbury Shared Story & its rationale, a how to use it guide, a copy bank, press releases and image library in order to make the city more marketable. Having looked at the Visit York media centre, this is something that Canterbury needs to emulate and so the plan is to have this section up and running by the end of September 2015. This will then be followed up with training for businesses by Visit Kent on how to write a good press release, how to take good imagery of your business, how to create a website and how this can be linked into the DMP.

The BID will be taking on an intern for three months from June to September as part of the University of Kent's Employability Point's Scheme which helps students gain employment. It was agreed at a meeting with Visit Canterbury yesterday that the student will be involved with creating an online shared resource centre, as part of the Destination Management Plan (DMP), comprising of the shared Story & its rationale, a how to use it guide, a copy bank, press releases and image library in order to make the city more marketable.

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**Events:**

- **Magna Carta:** There are two key dates for the celebrations, the 6<sup>th</sup> and 13<sup>th</sup> of June. The 6<sup>th</sup> of June is the opening of an exhibition at The Beane called 'Canterbury at the time of the Magna Carta' and a national Magna Carta conference at Christ Church University. On the 13<sup>th</sup> June the BID is sponsoring a free Magna Carta family trail through the City which visits various heritage sites including the Westgate Towers, the Eastbridge Hospital, the Beane, the Cathedral and the Canterbury Archaeological Trust. The trail will feature characters from the Magna Carta story and hands-on activities. There will be a passport which will need to be stamped at each location and once all sites have been visited children can go to the Cathedral and collect a chocolate medieval seal. We have brokered in Stagecoach who will have a Magna Carta bus back promotion for their Canterbury to Faversham route and the Canterbury Guides will be providing six free tours of the city based on the Magna Carta.
  
- **Hop Pocket Race:** We are currently looking at the viability of putting on a Hop Pocket race at the start of the Canterbury Food and Drink Festival and whether this is something the BID will invest in. Once the figures have been firmed up a proposal will be put forward to the Board to make a decision on.
  
- **Garden Festival:** As part of Canterbury in Bloom we would like to host a Garden Festival in 2016 on the Whit weekend using all the parks and Gardens in the city centre.

**Purple Flag**

We are about to go out and recruit a Purple Flag working Group in order to support the reaccreditation of our Purple Flag this September. The ATCM Purple Flag University accreditation, which both Christ Church and Kent Universities were keen to do, has been pulled and so now Christ Church Students Union will work with the City Centre Purple Flag team. This year the ATCM have made a change and instead of having a Purple Flag week, there will be a Purple Flag Weekend which will be held from the 2<sup>nd</sup> to the 4<sup>th</sup> October which is when all purple flag locations celebrate the night time economy.

**Christmas Lights**

The subcommittee had a walk around to look at the lights on the 15<sup>th</sup> December, to review what we currently have and make suggestions for additional lights in 2015. Paul Hussey from Gala Lights was in attendance and has provided a quote for the additional lights. The budget for 2015 is currently £43,000 with £7,000 left to spend however the additional requirements cost £23,361. A meeting will be convened with the Christmas Lights sub-committee to talk about what lights should be prioritised. Following the meeting the sub-committee will make a recommendation to the Board.

**MyCanterbury**

**Statistics:**

- Downloads: 10,589 (3,500 – 4,000 active users); Cards: 8,000. Businesses are listed on the platform total 202 of which 40 are paying to be promoted on the platform. There are several national chains and independents that will be opening up in the city centre that have already been approached and plan to incorporate MyCanterbury into their marketing mix.
- Kuoni competition: 1075 entries. PS advised that this is the highest number of entries Whitefriars have experienced to date.
- Mother's Day competition: 387 entries. The idea behind it was to try and get users to experience the range and breadth of the goods and services available in the city centre, not just the high street.
- Income: Jan: £2240 (2014: £1,924 + 16%) Feb: £2,219 (2014: £1,625 + 37%) Total: £4,459 +26% in 2015 (Plan: £5,000)

**Action**

**Responsible**

**Date for**

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			<b>completion</b>
	DH to follow up internally at KCC to get a member of the highways team to come and visit the BID cleaning team to ensure that they are happy with the work carried out to date and the method of cleaning	DH	22/04/2015
	BJ to send a copy of The Welcome People contract to PS	BJ	22/04/2015
	LM to convene a meeting with the Christmas Lights sub-committee to discuss the additional lights for Christmas 2015 and make a recommendation to the Board	LM	22/04/2015

<b>Item</b>	<b>Governance</b>
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<b>8</b>	<p><b>Permanent Board selection</b></p> <p>When the BID launched in October 2014 we operated with an interim Board in order to get things up and running as quickly as possible. However, we committed to the establishment of a permanent Board of Directors by spring 2015 to give every levy payer the opportunity to nominate themselves for a position and, in the event of a ballot being required, to vote for their preferred candidates</p> <p>Following an extensive process overseen by Canterbury City Council Electoral Services Department the BID has secured Board Directors for the 13 available permanent Board places, which did not require a ballot as we had the exact number of nominations as we had places available. This was slightly disappointing as it would have been a healthy process, however there is one new Board member; Robert Brady from Regal Estates, who has joined the BID Board. CR noted that he had visited two BID's recently, Lincoln and Cambridge, and they had vacancies on the Board which they were struggling to fill which makes our situation more positive.</p> <p>The new Board will commence its work on 22 April at the first permanent Board meeting, at which time a Chair will be selected by the Board from amongst their number. All Board Directors are required to attend a minimum of 6 Meetings out of the 9 held annually. BID Board Directors will serve in the first instance for a period of 30 months, until October 2017, at which point another nomination/selection process will take place for the 13 available Board positions.</p> <p>CR and BJ thanked all members of the Interim Board for their contributions to date.</p> <p><b>Articles of Association</b></p> <p>The BID commissions Furley Page to update the new articles of association and governance to reflect the new BID Board. The articles were update based on a review by a sub group of the Board which included JW, AB, JL and BJ. BJ took the Board through the most salient points but in general covered the following:</p> <ul style="list-style-type: none"> <li>• Canterbury Connected Business Improvement District is a Community Interest company (CIC)</li> <li>• Not for profit - The Company is not established or conducted for private gain: any surplus or assets are used principally for the benefit of the community.</li> <li>• Objects, powers and limitation of liability - The objects of the Company are to do all things required to operate a Business Improvement District in Canterbury, as detailed in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations (SI2004/2443), including all the activities detailed in the BID business plan.</li> <li>• Directors' powers and responsibilities - Subject to the Articles, the Directors are responsible for the management of the Company's business, for which purpose they may exercise all the powers of the Company.</li> <li>• Decision-making by directors - Any decision of the Directors must be either a majority decision at a meeting or a decision taken without a meeting, including without limitation by Electronic Means, that they share a common view on a matter.</li> <li>• Appointment and retirement of directors</li> <li>• Organisation of general meetings - Unless determined otherwise by the Directors the Company shall hold an</li> </ul>
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AGM between 1<sup>st</sup> and 15<sup>th</sup> March each year, in addition to any other general meeting that year, and shall specify the meeting as an AGM in the notice calling it. The first AGM shall take place in March 2016.

- Voting at general meetings
- Written resolutions
- Administrative arrangements

There is a process to get these adopted and a meeting will be set up with the current Canterbury City Partnership Directors to get the Articles of Association signed off and then at the April Board meeting forms will be available to be signed for the new directors.

BJ advised that whoever the Chief Executive is will need to take on the duties of Company Secretary. A decision needs to be made at the April Board as to the process for appointing a Chief Executive to start in June 2015.

Action	Responsible	Date for completion
BJ/JW to set up a meeting to get the Memorandum and Articles of Association Signed off.	BJ/JW	22/04/2015

Item	AOB
<b>9</b>	<p><b>St Margaret's Street Gate</b> A planning application has been submitted for an architectural gate to be instated between Yorkshire Building Society and Superdry. It's designed to do something interesting in that space but also to stop the anti-social behaviour that takes place in the yard behind.</p> <p><b>Slatters Hotel re-development</b> Guy Holloway architects requested the BID to provide a short statement on behalf of the Canterbury Business Improvement District which they could quote, in respect of the business benefits the development will potentially bring. BJ responded with the following statement:</p> <p><i>"Canterbury Connected Business Improvement District (BID) is delighted that the site of the former Slatters Hotel is the subject of an ambitious proposal put forward by Guy Holloway, a Kent architect. The site itself sits at the heart of the city and so the deterioration of the buildings over more than a decade has been a significant issue for the businesses trading in that area and for the wider city.</i></p> <p><i>The proposed hotel and restaurant complex is exciting and relevant to the city's recent and continuing growth and will be a great addition to Canterbury's existing accommodation and food and drink 'scene'.</i></p> <p><i>The BID accepts, of course, that any development in such a high profile and important location will be subject, quite rightly, to the scrutiny of both the local authority and also the many groups and individuals who are passionate about our great city and its heritage and we leave it to them to decide on the final scheme.</i></p> <p><i>However, the BID has confidence in the planning process, with its wide ranging consultation, to ensure that the final development will be appropriate to its location and the wider heritage cityscape.</i></p> <p><i>Lastly, we urge that any delay in developing this site is kept to a minimum, so that the economic benefits, including much needed employment and a broader offer to visitors, can be realised."</i></p>