

Canterbury Connected Business Improvement District Board Meeting Minutes

Date	Wednesday 22 April 2015	Location	Whitefriars Board Room
Attendees	Clive Relf (CR) – Reeves and Chairman Bob Jones (BJ) – Canterbury Connected BID Adam Bateman (AB) – Fenwick 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 Marco Keir (MK) – Christ Church University Mark Arnold (MA) – Kent Police Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Therese Heslop (TH) – Canterbury Cathedral Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID
Item	Welcome, introductions & apologies		
1	Apologies: Declan Kelly (DK) – The Abode Tim Less (TL) – Canterbury Society	Welcome: Jess Gidley (JG) – Furley Page Robert Brady (RB) – Regal Estates	
	Declarations of interest		
2	Name	Company	Reason
	Alex Ridings Jeremy License Clive Relf Jennifer Williamson Caroline Hicks	Think Agency Furley Page Kreston Reeves Kreston Reeves Canterbury City Council	Supplier of services: MyTown MyCity Supplier of services: Legal Supplier of services: Accounting Supplier of services: Accounting Manager of the Service Level Agreement between Canterbury City Council and Canterbury Connected BID
	Memoranda & Articles of Association		
3	The BID commissioned Furley Page to update the Memoranda & Articles of Association 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. Subsequently the Canterbury City Partnership Directors signed off the Articles of Association last week. At the BID Board meeting all new BID Board members were asked to sign the relevant forms making them members and directors of the BID company; Canterbury Connected Community Interest Company (CIC). The forms will then be sent to Companies House for registration. JG presided over proceedings and then left the meeting. Official minutes were taken for this process and will be filed in addition to these minutes.		
Item	BID Chair and deputy Chair: nominations and selection		
4	BJ presided over proceeding and prior to the Board meeting BJ had asked the Board to nominate other BID board members for the role of BID chair. CR and EW were both nominated and were asked to leave the room so that the rest of the Board could vote. The Board elected CR as Chair. CR then took over the chairing of the rest of the meeting and a discussion on the appointment of a Deputy Chair. CR advised that it would be a very valuable role and it was decided that CR and BJ pull together a job description for the position of Deputy Chair.		
	Action	Responsible	Date for completion
	A job description for the role of Deputy Chair be drafted and presented to the Board at the next Board meeting for review.	BJ & CR	03/06/2015

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Item	Minutes of the board meeting held 25 March 2015		
5	Minutes of last meeting approved and will be posted on the BID website 28 May 2015		
Item	Board member roles and responsibilities		
6	A matrix has been produced which shows the allocated Board member area representations and sector representations as well as those Board members who are on working groups and sub committees. All the working groups and subcommittees cover the areas detailed in the BID business plan. The matrix was handed out to the Board and agreed that the Board members should review the document and volunteer for the various working groups/ area representative positions. BJ reminded the Board that part and parcel of being a Board member is to be a conduit between the Board and the levy payers. It was agreed that the matrix be circulated electronically along with terms of reference for each working group and committee and the BID Board members are to volunteer for the various working groups and area representation positions.		
	Action	Responsible	Date for completion
	BJ to send a draft terms of reference for each group and positions as well as allocated budgets if applicable.	BJ	03/06/2015
	The Board member roles and responsibilities matrix be circulated electronically and Board members to volunteer for the various working groups and area representation positions. BJ to send a brief overview of what will be expected from each position and what the role will entail.	BJ & All	03/06/2015
Item	BID Levy Collection		
7	<p>Canterbury City Council's collection team East Kent Services (EKS) has collected £495,435 worth of levy against a plan of £488,000 which is 98.27% of the available levy. Eleven businesses have outstanding liability orders against them and have been written to by EKS 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 June to reappear before the magistrates because they are contesting the levy.</p> <p>In line with the standard collection process, those with outstanding liability orders will be liable for the following charges if they do not pay their levy in full:</p> <ul style="list-style-type: none"> • Compliance fee £75.00 – as soon as EKS instruct the enforcement Agent to collect the debt • Enforcement stage fee £235 – when the enforcement agent visits (7.5% on excess of debts over £1,500) • Sale fee £110.00 – when possessions are sold (7.5% on excess of debts over £1,500) <p>Following the experience of the first year, when the BID Board had authorised the BID Executive to liaise with levy payers who had expressed concerns about an inability to pay the levy and to agree Payment Plans if appropriate, the Board has now agreed to leave all future contact on levy payment issues to East Kent Services to avoid confusion and also any potential concerns over equal treatment for all levy payers on this vital issue.</p>		
Item	Finance		
8	BJ talked the Board through the finances. A summary of the current finances was circulated to the Board which shows the income received to date, the amount spent to date, the projected spend for the rest of the year and any remaining budget left unspent. As of the 31 st March the BID has received £531,876 worth of income and has spent £255,442. In terms of forecasted income for the rest of the year we expect to receive £34,106 and spend £264,901 which will give us a surplus of £44,161. There is already a planned reserve of £20,000 for year 1 and it is likely that the surplus 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.		

	Action	Responsible	Date for completion
	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
Item	Operational update		
9	<p>Since the last Board on 25th March, the team have focused on a number of key projects. The challenge has been that we have been preparing two major projects (Flowers and Ambassadors) and so have not been engaging as much as we would like with levy payers beyond our monthly networking. We now need to address this with a PR Strategy designed to ensure that we have a clear focus on our levy payers and also set targets for what we are trying to achieve and we are working on this currently.</p> <p><u>Hanging Baskets</u> We now have permission from around 170 locations for approximately 220 baskets, with a further 30 in reserve which we anticipate we will use as businesses see what is happening and make last minute requests. The installation of fittings will take place in May, and the baskets will be delivered in early June. Incidentally, our contractor, Windowflowers, featured on the TV programme, Inside Harley Street, as they supply the floral displays for the area: http://www.bbc.co.uk/iplayer/episode/b05rdgtp/inside-harley-street-1-make-me-better</p> <p><u>Street Ambassadors</u> We have now recruited three people for the roles, Daniel, Lauren and Albina. They will start on 5th May and we have been offered a room free of charge by Barretts for their ‘touch down’ space (saving £5k pa). For the first four weeks they will be in training and we are arranging for them to spend time with a number of city organisations (Visit Canterbury, Museums, Cathedral, Tourist Guides, River Tours, Canterbury Tales) to ensure they are fully conversant with what the city has to offer. We will include the opportunity for the Board to meet the team for lunch during this period. The team will work a 21 day shift and so, barring holidays and short term sickness, we will have two ambassadors on duty seven days a week.</p> <p><u>Street Cleansing</u> The team have cleaned the pavements in Rose Lane and are now working down the High Street towards the Westgate Towers from there. We will agree a schedule for them to include St Margarets Street, Longmarket and Butchery and Mercery Lanes, once they have completed the High Street. We have also had a discussion with the City Council about graffiti removal. We will meet with them and Serco to agree a graffiti removal protocol which will enable the BID to engage with levy payers whose premises have been defaced and agree a package of measures, some provided by CCC, some by the BID and with some materials costs covered by the levy payer, in order to offer a comprehensive graffiti removal service across the BID area.</p> <p><u>Utility reduction scheme</u> Since the start of the scheme within the BID, 8 supplies have been placed into contract and 48 sites will be looking to join once their contracts renew this year. Average savings to date:</p> <ul style="list-style-type: none"> • 5.1% against existing contracts • 17.68% against supplier renewal offer • Details we know so far: <ul style="list-style-type: none"> ○ Local café: savings of 11.5% on electric & 20% on gas – against current rates. ○ Offices: 26% annual saving which amounts to £640 and 30% annual savings which amounts to £850 ○ A retail site: 21% saving which amounts to £750 (evaluation based on current rates) <p>JL asked whether these figures can be published and LC will investigate the possibility.</p>		

MyCanterbury

- **User engagement:** 10,875 downloads (+286 since 25 March). Approx 3,500 – 4,000 unique active users); Cards: c 8,000.
- **Business engagement:** 213 (+11 since 25 March). A third of all levy payers. 42 are paying to be promoted.
- **Competitions:** Continue to be very popular. 438 for Beane Hamper competition.
- **Web and Ad space:** currently promoting wide variety - new Noa Noa store opening, Kent Cricket match, Salt restaurant
- **Income:** Q1 2015: £6,187 | 2014: £5,199 + 19% | Plan: £7,500. Quarterly financial review due 21.04.15
- **Next steps:** Finalise agreement with MTMC and cross promotion between Visit Canterbury and MyCanterbury

Purple Flag Group

We have recruited a group and we are requesting a date from them for the first meeting to get the re-accreditation underway this autumn. The group includes CCCU as well as evening venues, the Council, the Police, District Watch and residents.

Events

- **Magna Carta Family Trail, 13th June 2015:** We brokered the opportunity for Stagecoach to support the Magna Carta celebrations in Kent by 'wrapping' a bus back free of charge; we have also supported the creation of a leaflet to use for the Family trail on the 13th which is in design by Hutton Design. Cost to the BID: £500. In addition we have leverage in additional funding from The Pound for the event and instigated the free Magna Tours which will be led by The Canterbury Tourist Guides on the day.
- **Hop Pocket Race:** The BID team is planning on holding a Hop Pocket Race between 6 and 8pm on Thursday 24th September as a the opening event for the Green Hop Beer Festival and the Food and Drink Festival. Indicative costs are £8,500 to run. Kent is the home of hops and Canterbury is the home of the Green Hop Beer Festival and has the national hop collection. The opportunity is to link the Green Hop Festival and the Food and Drink festival with the rest of the city and late night shopping. The Board agreed to allocate funds for this event.
- **Play me I'm yours (Street Pianos):** As part of the Canterbury Festival this year DL is organising work by the artist Luke Jerram to come to Canterbury. In particular his 'Play Me I'm Yours' project: <http://www.streetpianos.com>. The pianos have been used for all kinds of events in the 45 cities around the world and it is anticipated to receive a lot of publicity. To bring this project to Canterbury there is a cost implication and the project will cost around £15000 for 10 pianos which includes the artist commission. The costs per piano is £1500 and in return your name will appear as sponsor of the Piano (on the piano, on the official web site/blog spot and social media) and the piano will be situated at a site of your choosing. In addition DL will also be staging an exhibition of Luke's Glass Microbiology sculptures in the Chapter House at Canterbury Cathedral. This will tie in with the Pianos and create even more publicity. DL is currently looking for sponsors.

Christmas Lights

Having reviewed the 2014 lights it was agreed that the scheme should be added to in 2015. Gala Lights was in attendance and 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 would cost approximately £30,000. The Christmas Lights sub-committee met on the 17 April to talk about what lights should be prioritised. It was the committee's recommendation that the additional lights are purchased and the deficit be financed from other budgets or any surplus at year end. BJ and LM are to meet with Gala lights to see if they would offer any discount if the lights were purchased up front. The fact remains however that there will be additional installation costs and electricity costs for the new lights which will increase the budget for lights in Year 2 to 5. The Board agreed that they would like to extend the scheme however more information is required and so a proposal needs to be submitted to the Board for full consideration.

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	<p><u>Media coverage</u> The BID was contacted for comment about the loss of city centre parking spaces and BJ was quoted in the Gazette. This stimulated a response from a levy payer who was concerned that the view expressed by the BID was insufficiently robust in opposing the potential loss of parking spaces. This highlights the need for a Transport & Access Group to develop a view that can then be given and proactively put forward on behalf of levy payers.</p>		
	Action	Responsible	Date for completion
	LC to investigate whether those businesses who received savings through ZTP would be happy for their names to be made public to encourage other businesses to take advantage of the free utility review service.	LC	03/06/2015
	A full financial proposal be submitted to the BID Board for the additional Christmas Lights	LM/BJ	03/06/2015
Item	AOB		
10	<p><u>Tourism Symposium 2015</u> The Tourism Society has an annual symposium and Sandra Matthews-Marsh, CEO of Visit Kent is the Chair of the Tourism Society. The symposium is a national event, the last one took place in Liverpool, and the next one is going to be in Kent. It is being sponsored by Ashford Borough Council. It is a two day event, day one will be based in Ashford and day two will be based at The University of Kent. Our Three Ambassadors will be present for the event. BJ asked the Board whether the BID would want to offer up to ten visitor economy levy payers a discounted rate to attend the event. It was agreed that we wouldn't peruse this option.</p> <p><u>Mayor Making</u> CH advised that the BID Board will be invited to the Mayor Making celebrations.</p>		
Item	CEO Position		
11	<p>BJ, interim CEO of the BID gave a presentation to the Board outlining the options for a selection process including timescales, the CEO's objectives, measures, profile, the recruitment process and associated costs. BJ's contract is due to expire at the end of May and so a decision needs to be made on whether to extend the contract or otherwise.</p> <p>BJ, LC and LM then left the Board meeting in order for the BID Board to discuss and decide upon an approach for selecting a permanent CEO for the BID. The BID Board discussed the position at length and it was agreed that a sub-committee should be set up to oversee the process. AB, RB, CH volunteered to sit on the committee alongside CR.</p>		