

Canterbury Connected Business Improvement District Board Meeting Minutes

Date	Wednesday 29 July 2015		Location	Whitefriars Board Room	
Attendees	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 Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) – Student Republic Marco Keir (MK) – Christ Church University			Mark Arnold (MA) – Kent Police Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Tim Less (TL) – Canterbury Society Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID	
Item	Welcome, introductions & apologies				
1	Apologies: Clive Relf (CR) – Reeves and Chairman David Hughes (DH) – Kent CC Declan Kelly (DK) – The Abode			Georgia Lord (GL) – CJ’s and Brunch Ian Blackmore (IB) – The Jolly Sailor Jeremy License (JL) – Furley Page Therese Heslop (TH) – Canterbury Cathedral	
	Declarations of interest				
2	Name	Company	Reason		
	Alex Ridings Caroline Hicks	Think Agency Canterbury City Council	Supplier of services: MyTown MyCity Manager of the Service Level Agreement between Canterbury City Council and Canterbury Connected BID		
Item	Minutes of the board meeting held 3 June 2015				
3	Minutes of last meeting approved and will be posted on the BID website.				
	Matters Arising			Responsible	Date for completion
	A job description for the role of Deputy Chair be drafted and presented to the Board before the next Board meeting for review.			CR	29/07/2015
	LC to send an email to Board members to explain how to connect with Canterbury BID on LinkedIn			LC	23/09/2015
Item	Board member roles and responsibilities				
4	<p>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.</p> <p>In terms of the working groups they are as follows:</p> <ul style="list-style-type: none"> • The Purple Flag - this has been established and is chaired by BJ as it is part of the SLA with the city council. • MyTown MyCity working group has been established and meet on an ad hoc basis as and when required. • Collaborative Marketing group this group has been established and has met twice. The next step will be to draw up a marketing plan for year 2. • Cultural activity group – there is already a Culture Kent group which is about finding a platform that and so we 				

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	<p>do not necessarily want to replicate what they do. Their current project is to find a platform in which to host all the events that take place in Canterbury. There is a meeting on Thursday for the group and representatives of the BID will be attending. If they consider that there is a gap in the market that is not represented by Culture Kent then we will need to think about setting up our own group, perhaps a festivals and events group which IB has expressed an in interest in leading.</p> <ul style="list-style-type: none"> • Transport and Access levy payer working group has met once and a draft policy has been circulated to the group following the meeting. The policy will then be signed off by the group, presented to the BID Board and put on the BID website and levy payers will be asked for feedback. • Digital city working group is to be set up. AR advised that he would be happy to chair this and a meeting needs to be set up to discuss who should be on the group. • Landlords Forum working group to be set up 		
	Action	Responsible	Date for completion
	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, what the role will entail and draft terms of reference for each working group and budgets if applicable.	BJ & All	Ongoing
	The draft Transport and Access policy to be circulated to the Board and discussed at the next Board meeting	BJ	23/09/2015
	AR, EW, BJ and LC to meet to discuss who needs to be on the Digital City working group	AR, EW, BJ & LC	23/09/2015
Item	Finance		
5	<p>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. In addition a more detailed budget was circulated to show specific spend across all areas of BID activity. For Year 1 the plan was to collect £557,500 and that is what we would spend. The forecasted income to date and for the rest of the year is £566,584 and £482,080 expenditure which leaves a surplus of £84,504 above reserves. At the last Board meeting it was agreed that £47,500 of the surplus would be allocated to additional Christmas lights across the city and a potential £14,000 allocated to the Visit Kent London Campaign subject to Board approval following the presentation by Visit Kent later in the meeting. The main reason for the surplus is that the Ambassadors started mid-way through the BID term. We are deliberately underspending to give us sufficient funds to carry us through October and November 2015.</p> <p>BJ asked the Board if anyone would like to review the Year 2 budget with the BID executive team. The Year 2 budget will be presented at the September Board meeting.</p>		
	Action	Responsible	Date for completion
	BJ to invite Board members to review the Year 2 Budget	BJ	31/07/2015
Item	Operational update		
6	<p>In the last 6 weeks since the previous Board on 3rd June, the focus has been on a number of projects:</p> <p>Bloom The 245 hanging baskets are now in place. After a slow start they are now looking really good and the Bloom judges were very impressed when they visited on 13th July.</p>		

We have managed to fulfil most of the requests for additional baskets subsequent to the original allocation and have achieved a reasonable coverage of the city centre which is receiving increasing levels of positive comment. The priority now is to analyse where we need to place additional baskets in 2016 to improve the coverage of the city when we have budgeted for an additional 55 baskets: Rose Lane, St Georges St, High Street, St Peters St, Northgate, St Dunstons and Castle St are all locations that we will look at to see what more we can do.

MyCanterbury

The Summer in the City Guide, in association with the Canterbury Food & Drink Festival, has proved to be very popular and will make a small profit, boosting the MyCanterbury turnover by over £3,000. The plan is now to produce a Guide for Christmas, Spring, and students.

Aligning the platform with printed material seems to be a highly effective way of offering added value to our businesses and they have responded very positively to this. The net cost of producing this first pilot guide is £3k and we need to re-configure the pricing and production model to ensure that each edition breaks even at least.

BID Ambassadors

The team has now greeted nearly 8,000 visitors and conducted nearly 600 business visits, while making over 1,200 reports on city centre activity and issues. Unfortunately, Daniel has not passed his probation period and so The Welcome People are now recruiting and have received over 60 CVs for the role. We have agreed with them that two part time staff covering 20 hours each would be a good solution as it would provide capacity for more cover if extra hours were available within the contract as now. Lauren, who is team leader, will attend the first group interview sessions and Bob and Lucy the final interviews.

Purple Flag

As part of the CCC SLA, the BID is tasked with leading the re-accreditation of the city for Purple Flag, the ATCM evening and late night benchmark. We have held a meeting with key partners to decide on the process and have carried out a self-assessment tour of the city centre with partners on Saturday 18th July. Subsequently, the PF Group met again to complete the self-assessment and this will form the basis for our next 'tour' in October and the action plan between now and then for improvement. We submit our application for re-accreditation in mid-October.

Cleaning

The team are due to meet with Citrica, our cleaning contractor, on the 5th August to look at the scope of cleaning budget to see what other things the team can address in addition to the deep street cleaning, as well as options for those areas where a lot of residents live. Due to the time that the cleaning team currently work (8pm – 6am) it can be a little disruptive (47db), especially during the summer months when windows are left open.

Christmas lights

We have agreed the additional lights for 2015 and confirmed the price which is as presented to the Board in June 2015. Lucy Martin is now working on renewing existing permissions and obtaining new ones.

Events

Hop Pocket Race: Liz Flynn, our event contractor, is working to deliver the HPR on 24th September with KMFM, who are providing the staging and putting the event out on the radio station. We met with Shepherd Neame who expressed interest in sponsoring the event but we have decided not to accept sponsorship in the first year as we are concerned about our liability to a sponsor for an event we have never actually delivered before!

Heritage Festival 2016: the Magna Carta Family Trail which the BID sponsored was a fantastic success with numbers as follows:

- Guided Tours x 6: 80 people in total
- Beaney: 120+

- Cathedral: 261
- Canterbury Tales: 297
- Eastbridge Hospital: 800+ (normal day 200 +/-)
- Westgate Towers: 450
- Canterbury Archaeology Trust: 180
- Chocolate Medals given out: 120+

On this basis there is a significant interest in developing a Heritage Festival for the city each year and the BID is coordinating that review.

BID IT Requirements

We have engaged Kent IT Clinic to assess the needs of the BID team for the future and ensure that we have a secure system that enables us to deliver excellent service to levy payers. The cost will be £900 and the report will enable us to make the optimum choices for both systems and also suppliers of the services we require.

Engagement with Levy Payers

Building on the highly effective Leaders Lunches we held, sponsored by the Abode in the build up to the original BID Campaign, Declan Kelly has agreed to sponsor the BID Chair hosting monthly levy payer lunches for 6/7 people. The first of these was held on 10th July. The event was a good opportunity for Clive to meet with levy payers in an informal setting and understand their concerns and views on a range of issues.

We will agree a schedule for these events with the Abode and it would be useful if Board members could suggest levy payers who would welcome an invitation to one of these events in the future.

ZTP Utility Reduction Service

Compared to the report to Board in June:

- Business contacted: 285 (up by 36)
- Actual take-up: 11 (up by 4)

Awaiting good results with very strong savings for 2 businesses this week.

Communications update

- **Newsletters**
 - 11 e-newsletters to date with an average open rate of 31%
 - 2 hard copy newsletters to date.
 - Most recent hard copy May 2015. Next planned autumn 2016 plus something for the conference.
- **MyCanterbury Newsletters (email)** = 67 B2C + 9 B2B. Average open rate: 28%
- **Networking events:** 1 per month with 15-20 attendees per event. 57 unique attendees at networking events since November 2014 plus 6 Board members plus BID team (usually all 4 of us) = 67. Amongst those, there are 8-10 who attend regularly.
- **Press:** 6 press releases and 18 press clippings
- **Social media:**
 - Working group met on 9 June with Lisa, Lucy, Edd, Dan, Ian and Liam from Visit Canterbury. Actions: Instagram set up (CanterburyBID), Ambassador Twitter account set up (@BIDAmbassadors) and training scheduled for 27 July. Considering a Facebook Group for the BID and business cards-for the Ambassadors to hand out with our social handles and relevant hashtag campaigns.
 - Twitter: 552 followers (up by 56 since June report).
 - Instagram - Set up on 10 June. 49 followers to date.

	Action	Responsible	Date for completion
	BJ to look at scope of cleaning budget to see what other things the team can address in addition to the deep street cleaning.	BJ	29/07/2015
Item	Visit Kent, Kent Contemporary Campaign Presentation		
7	<p>The Kent Contemporary campaign aims to reposition the destination as the Garden of England for the 21st century, building on awareness of what the county has to offer whilst being able to surprise and delight in new ways.</p> <p>Research into the 2014 Kent Contemporary campaign demonstrated a total of 199,300 visitor day trips were definitely influenced by the marketing activity, and a further 188,159 partly influenced by it. In addition a total of 8,792 visitor overnight trips made by Kent visitors were definitely influenced by the marketing activity, and a further 109,234 partly influenced by it. This resulted in a visitor spend to the region of £22,800,613.</p> <p>For 2015 the campaign sponsors include, English Heritage, Dreamland, Thanet District Council, Turner Contemporary, Medway Council / The Historic Dockyard Chatham, Hever Castle, Shepherd Neame, Howletts and Port Lympne Wild Animal Parks and Southeastern. Partners take part as they are able to gain exposure they could not afford to do on their own and in addition are given extra opportunities and distributions channels.</p> <p>For 2015 the campaign has changed from being a 48 sheet outdoor poster campaign, which has run for the last 5 years, to a digital poster campaign across as it offers more flexibility. The 2015 campaign is running across 18 key underground stations and 15 key mainline stations in London. In addition there are a number of activities that support the campaign:</p> <p>Films –Make your own story #YourKentStory A Series of 3 lifestyle films have been produced to support the London Outdoor campaign for 2015 that present different types of potential holidaymaker with the inspiration to take that short series of steps which will lead them to a phenomenal holiday right on their doorstep.</p> <p>2FOR1 Campaign 2015 The annual 2FOR1 campaign for 2015, in partnership with Southeastern, Arriva, Stagecoach, Eurotunnel Le Shuttle, P&O Ferries, and DFDS Seaways, is currently live with over 75 offers from Kent attractions and venues. This is an increase of 50 offers from 2014. New for 2015 is that the tactical campaign will now be the main call to action on the London Kent Contemporary Advertising campaign. The campaign activity includes amongst other promotional activity:</p> <ul style="list-style-type: none"> • Dedicated website (www.visitkentoffers.co.uk) containing all of the 2FOR1 offers; New for 2015 includes dedicated landing pages for each type of transport (train, bus and cross-channel) which will provide voucher download facility (both desktop and mobile friendly) along with a data capture point; transport information and links to operators websites; 1-2 pages of French translations • 2FOR1 dedicated newsletter – highlighting key offers and a call to action, to be sent in August to UK and overseas databases. (The campaign will also feature in other Visit Kent newsletters through the year) • Social media campaign using the #yourKentstory, ongoing from July promoting a mix of individual offers with general messages • Enhanced promotions across www.visitkent.co.uk including a lozenge on the homepage linking directly to the dedicated website and a Things To Do menu feature for the duration of the campaign. • D/L Leaflet to be distributed at Southeastern railway stations. Produced by Hutton Design, the leaflet will include all offers valid on Southeastern, along with travel information from Southeastern to feature heavily alongside inspirational editorial and imagery. • 190 Poster sites across various Southeastern train stations around the Kent network • Dedicated press release sent to Visit Kent’s UK, FR, NL, and DE press databases featuring 1-2 key offers and 		

transport sponsors

- **DM to key journalists** - Mail hard copy of brochure and invitation to key journalists inviting them to visit Kent on a press visit during the summer of 2015 (focus on Kent being great value)
- **Stagecoach Buzz-about Passport** - Partnership brochure with Stagecoach to highlight the campaign and special offers. Distributed across the Stagecoach network and travel centres. (Produced by Stagecoach)
- **NEW: Arriva Leaflet** - Partnership brochure with Arriva buses, distributed across the Arriva network, featuring Kent 2FOR1 offers valid on bus.

Shepherd Neame promotion

Working in partnership with Shepherd Neame, a competition to win the ‘ultimate break to Kent’ will run across posters in Shepherd Neame inns and on beer mats. Priority inclusion is given to Kent Contemporary partners.

Digital channels

Running in conjunction with the London advertising the campaign is promoted via Visit Kent’s in-house digital channels including website and social media.

Eurotunnel Campaign 2015

300 posters are also distributed on board Eurotunnel trains from June – July

The DMP’s Collaborative Marketing group recommendation was to be part of Kent Contemporary Campaign in 2016. The cost of this is £25k annually and comprises the development of an image for the campaign which represents the city and the DMP Shared Story will be used to define this image. In order to fund this, resources need to be allocated for a minimum 3 year period in order to maximise the benefit of the investment and Whitefriars and the City Council have confirmed that they will contribute £5k each, while Canterbury Tales have committed £1k in the first year. The BID investment would need to be £14k in 2015/16 and potentially £15k in future years. The BID Board agreed that Canterbury should participate in 2016.

Action	Responsible	Date for completion
BJ/LM to touch base with Visit Kent to discuss timescales and options for when the photos will be taken.	BJ/LM	07/08/2015

Item	Wise Words Presentation
8	<p>The festival began in September 2010 with a weeklong projection onto the Westgate Towers that began with a day of interactive arts installations and street performances along the high street. The event was called Poetry City and in 2012, was commissioned by Arts Council England, to take this on tour to Margate where it opened their Year of Culture. In 2012 they were encouraged to develop Poetry City into a literature Festival and it became Wise Words. Wise Words runs a festival across 10 days in May and A Few Wise Words across a weekend each September.</p> <p>Wise Words 2015:</p> <p>Wise Words received news today that their application for £63,000 from Arts Council England funding has been granted on condition that we leverage an additional £15,000. Wise Words have recently secured £1,000 from Kent County Council and are now trying to raise £14,000. This funding will support a year round programme that seeks to demonstrate the impact of the arts (specifically poetry) on people and place – looking beyond enjoyment to:</p> <ul style="list-style-type: none"> • Increasing health and wellbeing - preventative care and decreasing reliance on the health service • Enhancing social cohesion & pro-social behaviour – encouraging a more active community • Engendering a sense of pride in the place we live – revealing the hidden; nurturing, showcasing and retaining local talent and promoting it across and beyond the region, and laying the groundwork for Kent’s potential bid for European City of Culture in 2023 that has Canterbury at its heart. <p>They sell on average 2,000 tickets per year and 10% of the audience comes from London as well as from across the</p>

county, but mainly from the local area. Generally it's the middle class that attend the event and tend to make a day out of it.

A strategic partnership between Wise Words and Canterbury Connected:

When Wise Words first approached Canterbury Connected for support, the idea was to ask for sponsorship of 4 distinct events across the year. However on reflection, the development of an ongoing strategic and collaborative partnership could be of far greater benefit. Through this Canterbury Connected would be promoted as a partner on their events and programmes across the year.

Increasing traffic to (smaller) businesses and areas with lower footfall through:

- Advertising in the festival and year-round programme
- Smaller traders could be promoted as venues for ticket sales across the city for the festival and year-round programme.
- Pop-up performances to take place in or outside shops and coffee shops across the year.
- Developing partnerships with business (as tested by Water Lane) with events drawing people into their businesses at quieter times
- Street performance would be sited in consultation with Canterbury Connected in order to maximize impact on trade
- Run a poetry competition (promoted in local press as well as on-line) and judged by the Canterbury Laureate – bespoke Haiku length poems would be written for each participating shop and the winning poems would be transformed into vinyl for the shop windows – creating a poetry trail across the city. The trail could be promoted on the Canterbury Connected site and a physical map would be given out in each participating business - drawing visitors and residents into areas of the city that they might not otherwise visit.

Additional support Wise Words can offer businesses:

- Wise Words would be willing to work with some of the smaller businesses within the BID area offering them a session with our professional photographer and filmmaker.
- Work with Canterbury Connected to look at ways we can raise the profile of some of the initiatives being undertaken:
 - Partnering poets with the Street Ambassadors and creating a series of short films about 'a day in the life of a Street Ambassador' that could be shared across social media platforms.
 - Create a series of 'Canterbury in Bloom' inspired poems that could be transformed into vinyls for shop & business windows enhancing the campaign. We could also incorporate more community engagement with the initiative through poetry competitions in schools or the community; creating giant paper blooms that could be fixed on buildings or other areas of the city.
 - Wise words have experience and a passion for working with communities to create work that can be projected onto the outside of buildings and are keen to work with Canterbury Connected and One Pound Lane (as well as other possible sites) to incorporate projection as a regular cultural activity across the year. We believe this would support the Purple Flag initiative by being a highly visible cultural activity that draws people to the city.
 - During our spring festival we offered 'music at midday' as an offer to local businesses – the chance to bring a sandwich and enjoy free music in the Greyfriars Gardens whilst they too their break. This was way of offering something back and connecting with local business. We are keen to develop this further this year.

A strategic partnership would facilitate a more collaborative way of working between the Cultural and Business Sectors that we believe could be of huge benefit to both. Whilst we acknowledge that we are asking for a considerable sum, it would allow us to leverage £6,000 from Arts Council and £55,000 from other sources (bringing a total of approx. £115,000 into the city).

The Board agreed that they in principle would like to support Wise Words however they need to consider the proposal further; if they were to support it then it would be for one year only and would like to see Wise Words in

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	that time develop relationships with business and seek new funding for future years. They would like to see some more ideas, a draft programme of events and how it will manifest itself. BJ advised that he will review the budget to find out what level of financial support is available.		
	Action	Responsible	Date for completion
	BJ to review the budget to find out what level of financial support is available	BJ	12/08/2015
Item	AOB		
9	<p><u>St Margarets Street Gates</u> The planning application for gates between Superdry and Yorkshire building Society was turned down because they were incongruous. The design has been tweaked and another application has been submitted.</p> <p><u>Canterbury Christ Church University</u> MK advised that the university have some exciting plans for the next 20 years and he would be happy to present them to the Board at one of the next couple of Board meetings.</p> <p><u>Canterbury Connected BID Conference</u> The conference will be held on Wednesday 30th September at Canterbury Cathedral Lodge 5 – 7.30pm and will cover what the BID has achieved in its first year and its plans for year 2.</p>		