

Canterbury Connected Business Improvement District Board Meeting Minutes

Date	Wednesday 23 September 2015	Location	Whitefriars Board Room
Attendees	Alex Ridings (AR) – Think Agency Bob Jones (BJ) – Canterbury Connected BID Caroline Hicks (CH) – Canterbury City Council Clive Relf (CR) – Kreston Reeves and Chairman Dan Grimwood (DG) – The Refectory David Lilford (DL) – Lilford Gallery & Lilford Framing Ian Blackmore (IB) – The Jolly Sailor	Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Therese Heslop (TH) – Canterbury Cathedral Lucy Martin (LM) – Canterbury Connected BID	
Item	Welcome, introductions & apologies		
1	Apologies: Adam Bateman (AB) – Fenwick David Hughes (DH) – Kent CC Declan Kelly (DK) – The Abode	Edd Withers (EW) – Student Republic Mark Arnold (MA) – Kent Police Tim Less (TL) – Canterbury Society Lisa Carlson (LC) – Canterbury Connected BID	
Item	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
	Jeremy License Clive Relf	Furley Page Kreston Reeves	Supplier of services: Legal Supplier of services: Accounting
Item	Minutes of the board meeting held 29 July 2015		
3	Minutes of last meeting approved and will be posted on the BID website.		
Item	Matters Arising	Responsible	Date for completion
	A job description for the role of Deputy Chair be drafted and presented to the Board for review.	CR	29/07/2015
	Look at scope of cleaning budget to see what other things the team can address in addition to the deep street cleaning.	BJ/LM	On-going
	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		
4	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 £563,517 and £466,894 expenditure which leaves a surplus of £96,624 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 £14,000 allocated to the Visit Kent London Campaign following Board approval at the last Board meeting. The main reason for the surplus is that the Ambassadors started mid-way through the BID term. We have deliberately underspent to give us sufficient funds to carry us through October and November 2015 whilst the year 2 BID levy comes in and to deliver additional projects in year 2 of the BID.		

An unaudited summary of the finances will be sent out with the annual review sent to all Levy Payers along with their year 2 BID Levy bills.

The executive team have reviewed the Year 2 budget with a number of Board members and a copy of the 5 year plan has been circulated to the Board. The 5 year plan shows that we are solvent and will deliver all the projects committed to in the business plan.

Item Operational update

5 Ambassadors

The team are now back up to full complement, with Henry as a new full time Ambassador and also James as a ‘floater’ covering a number of days paid for by the existing contract from the short staffing since Dan left. Since the last Board meeting on 29th July, here are the stats:

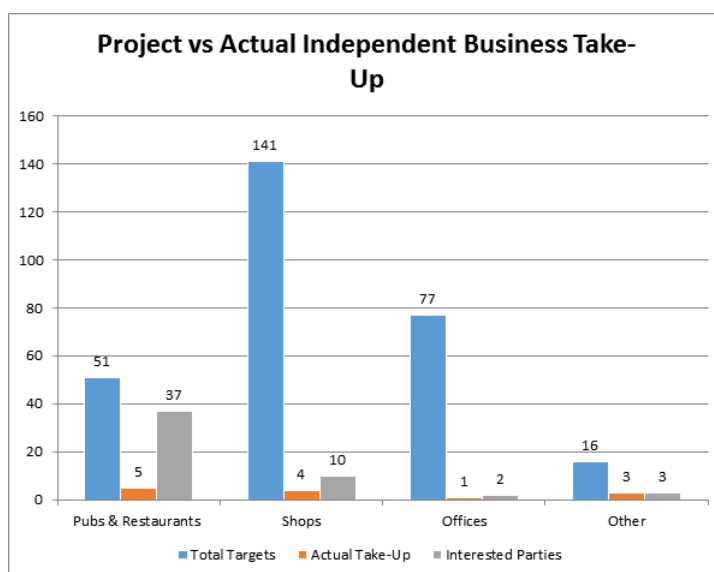
- **Business Visits:** 227 (key issues cleansing and anti-social behaviour: rough sleeping/drinking/begging)
- **Visitors welcomed:** 5,563 (annual estimate now 35,000)
- **Issues reported:**
 - **Environmental:** 120 (23 days average to resolve)
 - **Cleansing:** 192: 92% resolved (6 days average)
 - **Anti-Social:** 13: 92% resolved
 - **BID related:** 18
- **Intelligence:** 374: 67% busking, 18% charity chuggers

Street cleansing

The team have cleaned St Georges, Rose Lane, The Parade, Longmarket, Butchery Lane, Mercery Lane and the High Street to Kings Bridge for the second time. Increasingly, this work is the subject of positive comments from levy payers and members of the public. We are meeting with Citrica this week to discuss the contract and to look at new ways to deliver a more visible and effective service, especially between November and February and in areas where there are a lot of residential dwellings as the cleaning takes place at night.

Utility Reduction

To date we have 13 BID clients. In addition one pub placed themselves after our benchmarking this month, but say they will come back next year. Savings to date are £9,416 – an average of £470 per meter per annum. We should be placing a large volume of gas next week for a BID client.



MyCanterbury

Summer Guide

- 20,000 copies were printed and distributed widely around the district, including local businesses, hotels and B&Bs, visitor centres and museums, supermarkets, Eurotunnel, direct to homes (via Regal)
- It has received great feedback from levy payers: “We saw so many people sitting at our tables with the Summer Guides – we know they work. We’re ready to sign up to MyCanterbury now.” Katherine Durio, Oscar & Bentleys

Freshers

- Stagecoach uniPLUS Card – the MyCanterbury logo is now on the uniPLUS Card and can be used as a MyCanterbury card. This agreement gives us access to 6,000+students
- We are currently in the process of talking to the University of Kent and Christ Church University about sending dedicated emails to students
- We attended the Freshers’ Fair University of Kent 24-25 September (10k footfall) along with Whitefriars, includes magazine advert, social media, MyCanterbury advert on 7 high visibility plasma screens 24/7 throughout the year.
- MyCanterbury club night (in progress) and we had a presence at the Whitefriars Student Night - 1 October

Christmas Guide

- Aim is to promote Canterbury at Christmas.
- All events listed for free (using Visit York as our model) – use beautiful image of Canterbury and promote the 7 “quarters”
- 31 advert bookings to date.
- Distribution to include:
 1. VIC & Museums and Coach Park
 2. Places people sit/wait: Hotels and B&Bs, Hair Salons, Dentist, GPs, Curzon, Supermarkets, restaurants & cafes
 3. Schools
 4. Service stations, London rail stations (possibility in progress)
 5. Eurotunnel Calais
 6. Via Ambassadors
 7. Universities

MyCanterbury Finances

- On track to exceed projected income for BID year 1 by over £1,000. Reported June 2015: £19,000. £20,300 expected by end Sept 2015.
- P&L in BID Year 1 reported June 2015: - £7,581. Expected P&L by end Sept 2015: -£6,503
- Estimated PYL in BID Year 2: -£3,500
- Aim to go into profit in BID Year 3

Purple Flag

PF weekend is 2nd/3rd October and partners are looking at what they can do to promote this. The BID team will submit the application for re-accreditation in October for the assessors visit in November/December. A further self-assessment exercise is being planned before the submission.

St Margarets Street Gates

An amended design has been accepted in principle by CCC planning and a second (free) application has been submitted with this design. We are hoping that this will be signed off quickly (rather than the usual 8 weeks) and so fabrication can begin before Christmas for installation in spring 2016.

Christmas lights 2015

We are obtaining all necessary business permissions. New areas are planned to be Sun Street, Westgate Towers, Castle Street, Buttermarket, Burgate, and Northgate. The switch on planning (19th November) is also underway and

we are looking at using Heart FM this year to increase penetration into the regional market.

Hop Pocket Race

Planning is now complete, pockets will be filled (a mix of sawdust and weights) and we have contacted a range of media organisations (including BBC Southeast Today and Meridian TV) to see what coverage we can get for the event. To date 18 teams have entered with all entry fees going to Porchlights who support homeless people in Canterbury, which the BID recognises is an issue for many businesses in the city.

Bloom

The city was awarded the GOLD in the recent Awards event in Brighton (pic below). The judges marking sheet has been circulated to the Board separately. This is the target that was set for 2016 at the outset of the BID campaign in 2011 and so it is pleasing to have achieved it a year early. A Bloom workshop will now be held for local groups to start planning to submit their own application for their Bloom category. Meanwhile the BID will need to decide whether Windowflowers are offered a longer contract or if this needs to go out to tender for 2016. The current plan is for 300 hanging baskets next year, against the 245 delivered in 2015.

BID Conference

Canterbury Connected BID Conference will be held Wednesday 30th September 5pm – 7.30pm at Canterbury Cathedral Lodge, The Precincts, Canterbury. The aim of the conference is to present what the BID has achieved in its first year and its plans for year 2. To date we have 60 attendees for the conference. David Miller from The Welcome People and Sandra Matthews-Marsh will be presenting alongside Clive and Bob. Board members are encouraged to invite their business neighbours.

Kings Mile Relaunch

The Kings Miles Association wanted to celebrate the relaunch of the Kings Mile following the completion of the extension project. The Association didn't have the time or resources at their disposal and so approached the BID who agreed to fund an events Co-ordinator in order for the celebration event could come to fruition.

Destination Management Plan

Visit Canterbury is working to develop the media Section on the Visit Canterbury website, using Visit York as a model. This work is scheduled to be complete in time for the BID Conference on 30th September.

The Visit Kent, Kent Contemporary London campaign image is being developed and the options will be presented at the Conference to 'test the water'.

Whilst the pictures are beautiful the Board felt that none the pictures fulfil the brief.

	Action	Responsible	Date for completion
	The executive team to price test the market for delivering hanging baskets for 2016	BJ/LM	On-going
	The executive team will speak to Visit Kent about next steps for an image for the Kent Contemporary Campaign that people will want to go to that is identifiably us.	BJ	On-going

Item	Transport & Access Policy
6	<p>In 2014 the City Council produced its Canterbury District Transport Strategy 2014 - 2031 as part of the development of the District's Local Plan submission. Since launch, the Canterbury Connected BID Board has been aware of a number of contentious issues arising from the plan with reference to Canterbury city centre and so has convened a Transport & Access Working Group, comprised of Canterbury Connected BID levy payers, to determine Canterbury Connected BID's response to these issues both as standalone concerns and also as a response to them in the wider context of the plan. In summary the key elements of the policy are:</p> <ul style="list-style-type: none"> • The number of additional homes proposed by 2031 in Canterbury is 15,600 and 78,600 in the Canterbury catchment area, which is a 25% increase over the next 15 years and will undoubtedly put pressure on

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	<p>Canterbury's infrastructure</p> <ul style="list-style-type: none"> • The Council transportation priorities in order of priority are: Walking, Cycling, Public Transport, Park & Ride, Private Car. This does not reflect the priorities of the business community and even those business people who support more sustainable transport solutions require car use to be a higher priority • No to car park closures and price increases ahead of inflation • Yes to A2 slip and development of Wincheap by 2020 • Yes to investing and upgrading city centre car parks, particularly Castle Street Multi-storey which is an underused asset and to put in signal control at peak periods at the Wincheap roundabout to ease access to and from it. • Focus on regenerating key areas of the city: St Peters, Castle Street, Burgate • Marketing of Park & Ride to increase usage, give Stagecoach an incentive to get people to use park and Ride versus city centre car parks; plus end the Boot Fair in Wincheap so that the park and ride can be used on Sundays • Find solutions to issues like buses into St Peters Place <p>PS suggested that a segmentation study be commissioned to look at the users of the cities infrastructure, for example is it a destination or a through route etc.</p> <p>The plan is to launch the draft policy at the conference and then put onto our website for consultation with levy payers.</p>												
Item	Governance												
7	<p>Georgia Lord has resigned from the Board and has completed all the necessary paperwork which will be filed at Companies house. The Board can co-opt a Board member for the rest of Georgia's term. BJ suggested that the Board might like to have a think about who they would like to nominate as a Board member.</p> <p><u>Deputy Chair</u> Two members of the Board have put themselves forward to become deputy Chair. The consensus is that Clive has too much to do as Chair and the role of Deputy Chair would be to support him for a one year term in order to give everybody the opportunity to take on the role.</p> <p>CH suggested that the Board receive some specific Board training and the City Council has found a trainer who can tailor the training to Community Interest Company's (CIC) and would be free of charge.</p> <p><u>Roles and responsibilities</u> With regards to the Board roles and responsibilities it was suggested that we go through the CIC Board training and then following that the roles and responsibilities will be addressed</p>												
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