

Canterbury Connected Business Improvement District Board Meeting Minutes

Date				
Date	Wednesday 25 November 2015	Location	Whitefriars Board Room	
Attendees	Adam Bateman (AB) – Fenwick 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 Declan Kelly (DK) – The Abode		Edd Withers (EW) – Student Republic Ian Blackmore (IB) – The Jolly Sailor Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University Mark Arnold (MA) – Kent Police Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID	
Item				
1	Welcome, introductions & apologies			
	Apologies: Alex Ridings (AR) – Think Agency David Hughes (DH) – Kent CC Tim Less (TL) – Canterbury Society Therese Heslop (TH) – Canterbury Cathedral Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates	Welcome: Jan Pahl (JP) - Canterbury Society Helen Porter (HP) – Evolution Skin Studios Andrew Smith (AS) – Canterbury City Council Claudia Sykes (CS) – Social Enterprise Kent Beth Bourrelly (BB) - BDP		
Declarations of interest				
2	Name	Company	Reason	
	Caroline Hicks	Canterbury City Council	Manager of the Service Level Agreement between Canterbury City Council and Canterbury Connected BID	
	Clive Relf	Kreston Reeves	Supplier of services: Accounting	
	Jeremy License	Furley Page	Supplier of services: Legal	
	Edd Withers	Republic Events	Supplier of services: Social Media consultancy	
Item				
3	Minutes of the board meeting held 21 October 2015			
	Minutes of last meeting approved and will be posted on the BID website.			
Matters Arising			Responsible	Date for completion
	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	On-going
Item				
4	Finance & Year 2 Levy collection			
	A summary of the current finances was circulated to the Board which showed the income received to date, amount spent to date, 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. At the time of the Board, in Year 1, the BID received £564,212 worth of income and spent £468,817 giving a surplus of £95,394 above reserves. The accounts will now be sent to our accountants for review.			
	<u>Year 2 BID Levy:</u> We have received nearly 60% of the levy, some £300k, by mid-November; last year we had 77% by end November so this appears to be a similar pattern. We have also raised a query with British BIDs about instalments and also the Chargeable Day rule. This is their response:			

- Payment by instalments – if your levy rules clearly state there are no instalments, stick to it. The levy payable is de minimus in comparison to rates payable so there is rarely a case for introducing instalments if not already planned in.
- Chargeable day – this is a perfectly reasonable position (again assuming you have stuck to what your levy rules state) and is quite normal in many situations. The presence of a BID levy should arise in pre-transaction searches as we have worked with the Law Society on a number of occasions to ensure this is the case.

We discussed this with Jeremy Licence as our legal consultant to ensure we are working in the best interests of our levy payers overall, and he was in agreement with British BID's.

Item Operational update

5 Christmas

- **Lights:** we have added to last year's lighting scheme but putting lights in Burgate/Buttermarket, Castle Street, Northgate and on the Westgate Towers. We have failed to find a safe way of installing lights in Orange Street due to the lack of any solid fixing points and also on the left hand side of castle Street due to poor electrical supply. We are look at how we can address both these areas now and for the future.
- **Switch on event:** Heart FM Roadshow and ad campaign 16th – 19th November; Lemon Zingers choir; Jimmy B and the Blowers band; two snow machines, Panto cast; Lord Mayor
- **Marketing:** we worked collaboratively with Whitefriars and Canterbury City Council to market the city at Christmas:
 - **KM Christmas Supplement-** 8 page feature, including Canterbury BID and Whitefriars sections, plus Christmas lights coverage: distribution 95,000
 - **Index Magazine-** 6 page supplement
 - **Heart FM ad campaign-** 20th November – 19th December audience 450,000
 - **MyCanterbury Christmas in the City Guide-** 20,000 copies, 10,000 delivered to key locations in Whitstable, Herne Bay and Thanet with Whitefriars Magazine.
 - **Christmas Window Competition-** nearly 21 entries, judging on 5th December.
 - **Wise Words poetry-** independent businesses can ask WW to compose a poem about them and the BID will pay to have them printed on vinyl to go on their window; 8 businesses have taken this up so far

Workforce Development Plan

Bob and Lisa met with Canterbury College to discuss apprenticeships, training and development and discounted mandatory training programmes for levy payers on key issues: H&S, manual handling, Food Hygiene, First Aid etc. this conversation is on-going and the College are looking at their current involvement with businesses in the BID area to look at the potential of a closer working relationship.

A similar meeting was held with CCCU to discuss work placements, work experience and also the Unitemps service they offer, with a view to negotiating a discount for levy payers and a better way to recruit staff than a hand written notice in a window.

Both these conversations are in progress.

BID Chair Lunch

We held the second BID Chair Lunch; guests were Lesley Lindsay-Watson, Bike Tart, Rebecca Day, Stagecoach, Nick Betts, Nasons and Declan Kelly, Abode Hotel. This is the second lunch, sponsored by the Abode, and the emerging theme is the importance of web based commerce and internet and mobile access in the city. The next lunch will take place in the new year.

BID Board member recruitment

Bob met a number of levy payers who expressed interest in the vacant position. Helen Porter from Evolution Skin Studios, was in attendance at the Board meeting as an Observer to establish whether she is able to commit to the position. If she does express interest then the Board is able to co-opt her directly to serve the balance of the term to October 2017.

Ambassadors

Albina has sadly left us and we are interviewing two short listed candidates next Tuesday for her replacement. Since the last Board the team has:

- Welcomed 2,980 visitors: current total is 20,227
- Visited 151 businesses: current total is 1,236
- Recorded 215 intelligence tallies: current total is 2,404

Issues raised by visitors include the Sunday closure of Wincheap P&R, subways, lack of bins and the ducking stool by the river while businesses are expressing concerns about rough sleeping and anti-social behaviour.

British BIDs Annual Conference

Bob, Lucy and Lisa all attended with Clive joining the team for the dinner. It was helpful to meet so many other BID team members and discuss issues of mutual concern and also to have a presentation on the BID Annual Survey (circulated to the Board). The best session was the 'soap box' where practitioners raised issues ranging from how to ensure recalcitrant businesses pay their levy to how much time (and expertise) planning issues can require from BID teams. The dinner in the evening was not something we would attend again in future (unless we are up for an award!)

Purple Flag

The accreditation assessment will take place on 11th December and Bob and Lucy will manage that. There is growing engagement from the key organisations, including Akon Security who manage a large number of the doors in the city, and we anticipate a successful outcome.

As part of this process we are setting out the objective to grow the awareness, knowledge and understanding of the PF accreditation amongst evening and night time businesses. We will hold an annual NTE Conference in the spring of each year and the first will be in 2016. Edd Withers has offered to help with this and we will be meeting with him shortly to set this in motion.

Bloom

Canterbury has been nominated by South & South East in Bloom (SSEiB) to take part in Britain in Bloom in 2016 and while this has yet to be accepted, they have never had a nomination rejected and so we can anticipate that this will happen. Peter Holman, SSEiB, is meeting with the Canterbury in Bloom partners to brief us on what this means on 1st December, and he will come back in January to deliver a workshop for those organisations that are interested in entering the Bloom competition themselves next year.

We have also 'price tested' the hanging basket contract as follows:

- **Windowflowers (Slough): 300 baskets: £23,550** - Brackets: £21 each. Baskets (fully maintained): £75 each (£65 each above 300)
- **Amethyst (Sittingbourne): 300 baskets: £20,015** - Brackets: £26 each. Baskets (fully maintained): £61.95

Given that we need to have an exceptionally high standard in 2016 and would not want to 'bed in' a new contractor, I recommend that we continue with Windowflowers in 2016 for a 1 year contract as they performed to a high standard in 2015 and then formally go out to tender for a three year contract 2017 – 19 in autumn 2016. I will raise this at next week's Board.

MyCanterbury

- **Business Engagement:** 35% of BID levy payers are on the platform with 254 active businesses (up from 219 in June) and 61 paying businesses (up from 47 in June).
- **User Engagement:** 12,872 downloads to date (11,355 downloads reported in June 2015, +1,517 from July to October 2015) Over 24,000 total users: 3,500-4,000 active users every month.
- **Income BID Year 1:** £20,845 (up from £19,313)
- **P&L**
 - BID year 1: - £6,049 (against planned loss £7,581)
 - BID year 2: - £3,500 (estimate)

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- BID year 3: breakeven - move into profit
- FYI - first calendar year of MyCanterbury (2014), the loss was £15,480 (£12,500 borne by CCP and £3,000 borne by the BID)

- **Summer in the City Guide:** 20,000 copies, BID income £3,360 (included above in BID Year 1)
- **Christmas in the City Guide:** 20,000 copies, distribution locally and via supermarkets, service stations and Whitstable, Herne Bay and Thanet Extra (with the Whitefriars magazine). BID income £4,231 (BID Year 2)
- **Coming soon** - new version of the App with a more magazine style, making it easier for us to promote our businesses, and featuring a giving campaign for Porchlight and Catching Lives

We will also re-convene the MyCanterbury working group to finalise the terms under which we use the platform with Think in January.

Medieval Festival

The plan is for this to take place on 9th/10th July comprising a Parade and Medieval Family Trail. We have also looked at a medieval Market but this is perhaps something for future years. Interestingly, the statue of Chaucer commissioned for the city may be available for installation at the same time and we are talking to the Canterbury Commemorative Society about this. The statue (below) will be located outside Patisserie Valerie, oriented towards Eastbridge Hospital, will stand 7' 6" on a 3' 6" plinth, which itself will depict all 30 characters from the Canterbury Tales, plus two dogs, modelled on local Canterbury people who have sponsored this.

St Margaret Street Gates

We now have full planning permission for the gates with a caveat around archaeology which is not that onerous. We are talking to Julian Coode, the blacksmith about scheduling the work. We have a deadline of 31st March for completion if at all possible.

Thanington Park development

The team had a presentation from Curtin & Co about the Thanington Park development. Whilst the BID cannot comment about the development of homes outside of the BID area it does welcome the proposal for an A2 slip road but is hesitant about the office space proposed as we would not want to see firms within the city centre relocating out of town.

	Action	Responsible	Date for completion
	It was agreed that the Christmas Lights subcommittee meet and review the problems in Castle Street and Orange Street. The Board agreed to continue with Windowflowers for the 2016 hanging basket service as the BID needs continuity if the city is entered into Britain in Bloom. The contract will go out tender thereafter in autumn 2016 to give the opportunity to local suppliers.	BJ, LM, AB, IB, DL BJ LM	27.11.15 On-going
Item	Governance		
6	Claudia Sykes, CEO of Social Enterprise Kent (SEK) gave a presentation on the Roles and Responsibilities of CIC Directors. This was followed by a discussion on what training SEK can provide, what the BID Board's requirements are, and what the company policies and procedures are. It was suggested that the Board should conduct a skills audit to see where Board member strengths lie. It was agreed that the Board would have a half a day training session in the new year with SEK.		
	Action	Responsible	Date for completion
	LM to send a list of proposed dates for the training for Board members	LM	On-going
	Claudia to send through a RACI matrix template, terms of reference template and a job description for Non-executive Board Directors and to then meet with BJ to start to	CS/CH/BJ	24.12.15

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	Board to conduct a skills audit for Board members	BJ	On-going
Item	Canterbury Christ Church University: Estates Briefing		
7	<p>Marco Keir and Beth Bourrelly BDP gave a presentation to the Board on the Canterbury Christ Church Estate Master Plan. Marco gave a brief overview about the university before Beth took the Board through the plans for Christ Church.</p> <p>Student numbers have grown to 18,000 (14,500 of which are in the District) and with the rise in University fees Canterbury Christ Church need to provide suitable facilities for students and staff. The main objective of the plan is to consolidate the university in certain locations, enhance the facilities and to release those buildings that are surplus to requirements.</p>		
Item	AOB		
8	<p><u>Heritage Tourism</u></p> <p>JP from the Canterbury Society showed the Board a report produced by Historic England about the value of heritage to the economy. In addition she updated the Board on several things that the Canterbury Society are working on:</p> <ol style="list-style-type: none"> 1. They have been asked by the Council to look at the Shop Front Guide, which is a guide on how to make your shop front blend in with the built and historic environment 2. They have been working with a lecturer at the University of Kent who runs the Conservation courses and students to look at St Peters Street. <p>JP on behalf of Tim Less suggested that Canterbury BID might like to look at planning applications within the City Centre and consult/comment on them. CH advised that the Business and Regeneration team at the Council do this.</p> <p><u>Homelessness</u></p> <p>AB raised on behalf of PS the rising numbers of homeless people in the city which impacts on the image of Canterbury for visitors. It was suggested that one of the reasons what there has been an increase in rough sleepers in Canterbury is that a number of Local Authorities have recently adopted powers under the Anti-social behaviour, Crime and Policing Act (2014) to issue Public Space Protection Orders (notably Folkestone and Dover). Section 59 of the Act describes the order as follows:</p> <p>Power to make orders</p> <ol style="list-style-type: none"> (1) A local authority may make a public spaces protection order if satisfied on reasonable grounds that two conditions are met. (2) The first condition is that— <ol style="list-style-type: none"> (a) activities carried on in a public place within the authority’s area have had a detrimental effect on the quality of life of those in the locality, or (b) it is likely that activities will be carried on in a public place within that area and that they will have such an effect. (3) The second condition is that the effect, or likely effect, of the activities— <ol style="list-style-type: none"> (a) is, or is likely to be, of a persistent or continuing nature, (b) is, or is likely to be, such as to make the activities unreasonable, and (c) justifies the restrictions imposed by the notice. (4) A public spaces protection order is an order that identifies the public place referred to in subsection (2) (“the restricted area”) and— <ol style="list-style-type: none"> (a) prohibits specified things being done in the restricted area, (b) requires specified things to be done by persons carrying on specified activities in that area, or (c) does both of those things <p>The Board expressed their concerns about the rise in homelessness and it was decided that it would be tabled at the next Board meeting. CH advised that she would follow up with the Community Safety Unit at the Council to see what progress is being made on the Public Space Protection Order for Canterbury City Centre.</p> <p><u>Kent Police</u></p>		

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	<ul style="list-style-type: none"> MA advised the Board that there will be a Night Time Economy Police operation with Enforcement Officers coming up. The date however is confidential. MA also advised that he had a meeting with the Street Marshalls and they have had 2360 contacts with students and others and they have given 289 warnings about noise, no powers have been used and only one phone call has been made to the emergency services over the last three months. The Police station will be sold in the next 2 – 3 years. 		
	Action	Responsible	Date for completion
	CH to feedback to the Board on what progress has been made by the Community Safety Unit on the Public Space Protection Order for Canterbury City Centre.	CH	16.12.2015