

# Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
<b>Date</b>	Wednesday 21 October 2015	<b>Location</b>	Whitefriars Board Room
<b>Attendees</b>	Adam Bateman (AB) – Fenwick Bob Jones (BJ) – Canterbury Connected BID Caroline Hicks (CH) – Canterbury City Council David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) – Student Republic 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 Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID
Item			
<b>1</b>	<b>Welcome, introductions &amp; apologies</b>		
	<b>Apologies:</b> Alex Ridings (AR) – Think Agency Clive Relf (CR) – Kreston Reeves and Chairman Dan Grimwood (DG) – The Refectory David Hughes (DH) – Kent CC		Declan Kelly (DK) – The Abode Mark Arnold (MA) – Kent Police Tim Less (TL) – Canterbury Society Therese Heslop (TH) – Canterbury Cathedral
	<b>Declarations of interest</b>		
<b>2</b>	<b>Name</b>	<b>Company</b>	<b>Reason</b>
	Caroline Hicks	Canterbury City Council	Manager of the Service Level Agreement between Canterbury City Council and Canterbury Connected BID Supplier of services: Legal
	Jeremy License	Furley Page	
Item			
<b>3</b>	<b>Minutes of the board meeting held 23 September 2015</b>		
	Minutes of last meeting approved and will be posted on the BID website.		
	<b>Matters Arising</b>	<b>Responsible</b>	<b>Date for completion</b>
	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			
<b>4</b>	<b>Finance &amp; Year 2 Levy collection</b>		
	<p>A summary of the current finances was circulated to the Board which shows 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. 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 £564,212 and £468,817 expenditure, which leaves a surplus of £95,394 above reserves. The Board had previously 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 in Year 2.</p> <p>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.</p> <p>An unaudited summary of the finances was sent out in the annual review to all Levy Payers along with their Year 2 BID Levy bills.</p>		

	<p>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.</p> <p>In Year 2 the levy available is £509,000, the same as Year 1. The executive team are meeting today with the East Kent Services (EKS), the collection agent for the levy, to discuss where we are at the end of Year 1 and plans and procedures for Year 2.</p>
<b>Item</b>	<b>Operational update</b>
<b>5</b>	<p><b>Hop Pocket Race:</b> This event was successfully delivered and a framework has been created for future years. The final budget is still under review, with an allocation of £10k, while over £400 has been donated to Porchlight. An event highlights video has been produced and will be used to seek future sponsorship opportunities and marketing and promotion for the event. We have approached Shepherd Neame about sponsorship in 2016 and they are currently considering this opportunity. IB suggested we might want to approach the Canterbury Brewers for sponsorship too.</p> <p><b>Medieval Festival:</b> Planning is underway. The date is now agreed as the weekend 9<sup>th</sup> &amp; 10<sup>th</sup> July 2016, although for the first year it may be limited to the Saturday in order to make sure it is delivered to a high standard and enable us to build on it for the future. The current plan is to have a medieval market in Burgate and the Buttermarket, a medieval family trail similar to the Magna Carta Family Trail and a medieval procession from St Dunstan’s Church to the Buttermarket.</p> <p><b>BID Conference:</b> The first BID Conference was held at the Cathedral Lodge and was attended by nearly 70 people from 44 levy paying businesses. The presentations are now live on the Canterbury Connected BID website for everyone to view. Next time we may want to consider having a questionnaire for people to complete at the conference to benchmark performance of the BID.</p> <p><b>Christmas lights switch-on and Christmas marketing:</b> Following the DMP Collaborative Marketing Group meeting, the Council is contributing £5k to the city Christmas marketing campaign, Whitefriars £6k and the BID £20k, including the lights switch on event. This £31k investment is being invested to deliver:</p> <ul style="list-style-type: none"> <li>• Heart FM ads for the lights switch on event.</li> <li>• Heart FM Roadshow 19 November for lights switch-on 5 – 7pm; live music, snow machine, audience singalong, and appearances from the Panto Stars and the Lord Mayor</li> <li>• Heart FM ads across east and west Kent to encourage people to come to Canterbury for five weeks up to 19 December</li> <li>• A 6 page advertorial in the November edition of Index magazine in conjunction with Whitefriars</li> <li>• An 8 page advertorial in the KM Christmas Supplement across the whole of Kent (90,000 copies)</li> </ul> <p>In addition the MyCanterbury Christmas Guide will be launched on 2<sup>nd</sup> November with 20,000 copies, half of which will be delivered alongside the Whitefriars magazine to homes in east Kent.</p> <p>PS mentioned that Whitefriars will be promoting Canterbury heavily this year as they have their brand re-launch which will be featured on TV, radio, poster sites, bus sides and on HS1.</p> <p>The Collaborative Marketing Group will meet again before Christmas to start a conversation about next year’s programme and the development of a City Marketing Plan to which the BID will be a major contributor.</p> <p><b>BID Ambassadors:</b></p> <ul style="list-style-type: none"> <li>• 3,000 visitors have been welcomed since the last Board and the average age of visitors is mid 40s which is younger than previously (mid – late 50s). The cumulative total so far is 17,000 with an annual estimate of 35,000.</li> <li>• 100 business visits have been carried out since the last Board, 952 since the team started work.</li> </ul>

- 130 other issues have been reported as part of the BID team role on the streets, ranging from cleansing to environmental or anti-social behaviour; 1750 have been reported since the start of the contract.

We have discussed the Ambassadors rota with the Welcome People and agreed a 4 week trial starting next week of a rota that provides 7 day cover but does not have an 8 day shift, which is unpopular with the team and can cause over tiredness and absence.

**Purple Flag accreditation:** The submission for re-accreditation for Purple Flag has been submitted. We expect to hear when our assessors visit will take place in the next couple of weeks but it is likely to be on Friday 11<sup>th</sup> December. The breadth of the partnership is now significant and we are using this accreditation process to ‘benchmark’ where the city is after 4 years as a Purple Flag destination and then looking at what our next steps should be.

**St Margarets Street gates:** The plans have been re-submitted and we will have a decision by 16<sup>th</sup> November. If this is positive then we will immediately commission the gates and they will be fabricated and installed in spring 2016.

**Hanging Baskets:** The executive team has approached a local supplier and are awaiting a proposal to be sent through in order to price test the market for the delivery of hanging baskets in the city in 2016.

**Communications with levy payers:** MK requested that any performance statistics that we have be included in each newsletter distributed to levy payers. The plan is to distribute eight digital newsletters and two hard copy newsletters.

**Kent Contemporary Campaign:** Kent Contemporary is Visit Kent’s annual brand campaign that aims to reposition the destination as the Garden of England for the 21st century, building on awareness of what the county and its core heritage strengths has to offer whilst being able to surprise and delight in new ways. It is executed using powerful advertising images for Kent across London and the South East's rail and tube network, and is supported by associated PR, social media, and corporate communications activity. A meeting has been arranged for November to review potential images for Canterbury.

Action	Responsible	Date for completion
The executive team to price test the market for delivering hanging baskets for 2016.	BJ/LM	On-going
LM to send new Purple Flag logo to CH	LM	25.11.15

Item	Governance
6	<p><u>Board Training</u> At the last meeting CH suggested that the Board receive some specific CIC Board training through the training team at the City Council. The aim of the training is to make the organisation sustainable for the future. CH has made some enquires and it has been agreed that they will fund the training and will work with Social Enterprise Kent to deliver the training. They Board agreed that they would like the trainers to come along to the next board meeting to find out where we are now so that they can build a training day for us.</p> <p><u>Deputy Chair</u> It was agreed that the Board will have the training first and then a make a decision on the role and its requirements.</p> <p><u>Replacement Board Member</u> Georgia Lord has resigned from the Board and so the Board can co-opt a Board member for the rest of Georgia’s term. At the last meeting BJ asked the Board to nominate candidates. Two candidates have since been recommended however we need more of a gender balance on the board. As such two more candidates were put forward and BJ will meet with them to discuss the role and assess their appetite for it.</p>

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	<p><u>Roles and responsibilities</u> Board member the roles and responsibilities will be decided upon following the training.</p>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	BJ to meet with potential Board member candidates	BJ	Ongoing
	CH to invite Social Enterprise Kent along to the November Board meeting to discuss training needs for the CIC Board training	CH	13.11.2015
<b>Item</b>	<b>Priorities for BID 2</b>		
<b>7</b>	A discussion took place on possible projects the BID could undertake in a second term and BJ was asked to develop a plan to consult with levy payers over the next 12 months in anticipation of a Renewal ballot towards the end of this BID term.		
<b>Item</b>	<b>AOB</b>		
<b>8</b>	<p><u>Councillor Briefing about Canterbury Connected BID</u> CH advised that the new Chief Executive has been invited to attend Canterbury Area Members Panel (CAMP) to brief the members about Canterbury Connected BID. In addition CH would like to arrange a session in January for all members to be briefed on the BID.</p> <p><u>Kent Police</u> Kent Police are embarking on its latest change management process as a result of the Comprehensive Spending Review which has seen £61m removed from their budget (approximately 20% of their budget over the last 5 years). The necessity to make savings is no different to most Public Sector organisations that also have to make cuts. The latest savings Kent Police are making has meant a rationalisation of how the various Districts are supervised with some Districts being merged. There will currently be no difference to the day-to-day service provided to the public as this is on a management/leadership level. CI Mark Arnold's potential retirement is next April has so he will remain in post for a period yet to be confirmed before being posted.</p> <p>PS who is a District Watch Board member as well as a BID Board member expressed his concerns as already there has been a change in priorities for the Police such as retail crime and shop lifting which aren't seen as priorities. District Watch are going to have a specific meeting to talk about these issues and PS suggested that they might consider opening the meeting up for all. BJ suggested that in the Spring we should have a NTE conference for the providers and talk about the issues they face as a city and work together to find solutions.</p> <p><u>A2 Road Closure</u> Canterbury City Council Transportation Team today advised Canterbury Connected BID that Highways England (formerly the Highways Agency) will be renewing the road markings on the A2 between Canterbury and Dover. In order to minimise disruption they will also be taking the opportunity to carry out bridge joint replacement works on the A2 at Hollow Lane, near Canterbury. The work will affect the A2 carriageway in both directions between Canterbury and Dover and will be carried out from Monday 2 November up to and including Friday 18 December, between 8pm and 6am, Monday to Friday only, weather permitting.</p> <p>The Board expressed their serious concern over this at such a key time for the city and especially as a similar project took pace in the build up to Christmas last year. BJ will contact Canterbury City Council to request that the works be postponed until early 2016 and, failing that, the closure times be amended to ameliorate the impact on the city's evening economy.</p>		

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	Action	Responsible	Date for completion
	BJ to contact Canterbury City Council about the planned A2 road closure to request that the works be postponed until early 2016 and, failing that, the closure times be amended to ameliorate the impact on the city's evening economy.	BJ	21.10.2015

Signed:

Date: