

Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
Date	Wednesday 13 th January 2015	Location	Whitefriars Board Room
Attendees	Adam Bateman (AB) – Fenwick Alex Ridings (AR) – Think Agency Bob Jones (BJ) – Canterbury Connected BID 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 Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Tim Less (TL) – Canterbury Society Vicky Tyler (VT) – Kent Police
Item			
1	Welcome, introductions & apologies		
	Apologies: Caroline Hicks (CH) – Canterbury City Council David Hughes (DH) – Kent County Council Lucy Rymill - minutes Marco Keir (MK) – Christ Church University Mark Arnold (MA) – Kent Police Therese Heslop (TH) – Canterbury Cathedral	Welcome: Vicky Tyler (VT) – Kent Police	
Item			
2	Declarations of interest		
	Name	Company	Reason
	Clive Relf Alex Ridings Jeremy License	Kreston Reeves Think Agency Furley Page	Supplier of services: Accounting Supplier of services: MyTown MyCity Supplier of services: Legal
Item			
3	Minutes of the board meeting held 16th December 2015		
	Minutes of last meeting approved and will be posted on the BID website.		
Matters Arising		Responsible	Date for completion
AR, EW, BJ and LC to meet to discuss who needs to be on the Digital City working group		AR, EW, BJ and LC	On-going
BJ to speak with potential Board member nominees		BJ	On-going
Item			
4	Finance & Year 2 Levy collection		
	<p>The subcommittee met on 8th January to review the finances to date and the five year plan. The Year 1 accounts are currently being prepared by Kreston Reeves. It is expected that in year 1 we will have accrued a £101k surplus as we underspent on several projects such as the ambassadors who didn't start until midway through the BID year.</p> <p>The financial documentation for Year 2 has been modified to simplify the reporting for the Board. It is up to the Finance subcommittee to review the detail behind the financial summary. The projected budget for at the beginning of Year 2 showed an overspend of just under £58k based on dispersing some of the surplus made in year 1. The current budget for Year 2 shows an overspend of £38k.</p> <p>There were several outcomes from the subcommittee meeting:</p> <ul style="list-style-type: none"> Having reviewed the budget as the executive team, the budget for event development needs to be increased, in order to deliver the events to a high standard we need to increase the budget from £18k to £28k. There is money in the budget that we can move from elsewhere or use part of the year 1 surplus for to fund the increase. The idea is to seed fund the events and raise the profile of them so that other 		

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organisations/sponsors want to fund/run them in the future. The Board agreed to the request for additional funding.

- BJ would like to come back at the next meeting with a Reserves Policy. Currently we are allocating £20k per annum into reserves. Part of that is to make sure we have enough working capital whilst we wait for the levy to come in each year. Looking at the numbers we don't need that sort of money to close the business if we needed to.

Levy collection is at 77% for which we have invoiced the Canterbury City Council for. The collection rate is slightly behind last year because the internal systems at East Kent Services (EKS) who collect the levy have been updated which has resulted in once less reminder going out to levy payers. EKS are confident however that they will collect the same amount of levy as last year.

Action	Responsible	Date for Completion
BJ to produce a Reserves Policy	BJ	24/02/2016

Item Governance and CCC Training

5 The Board agreed that they would like to have a Board training session with Social Enterprise Kent (SEK). CR and BJ met with Claudia Sykes CEO of SEK on 12th January to discuss next steps and what format the training session will take.

Part of the training will be to develop a governance guide. The guide will identify roles and responsibilities of Board members, the various subcommittees that work on the various projects as well as looking at the layers of responsibility detailed in the Canterbury Connected BID Proposal that was put to ballot in 2014 around representing different constituencies.

A doodle poll will be sent out in order to co-ordinate Board member availability for May as it is imperative that all Board members attend.

Action	Responsible	Date for Completion
BJ to send a doodle poll out to find a suitable date for the training	BJ	24/02/2016

Item Operational Update

6 Since the last board on 16th December the Christmas break has intervened and so operationally there is not as much to report as normal. However, the forward planning is well underway for this year:

Christmas:

- **Lights** have been universally popular with positive feedback from businesses and the public as well as many of our partner organisations. This project is the most impactful the BID undertakes and drives opinion more than anything, both positively and negatively (when businesses don't get what they expect). The team are aware that there are a few more locations that would benefit with more lights and so the team will ask the contractor to look at the feasibility of this.
- **Marketing:** the Guide has been very well received and the attendance at the Lights switch on event is testimony to the effectiveness of the radio and magazine/supplement advertising we undertook. We will plan 2016 with partners (Visit Canterbury and Whitefriars) in March.
- **Window competition:** with 50 entries and a raising of standards across the city this was a resounding success. However, we failed to achieve comprehensive coverage in the Gazette and we also had issues with some entrants expressing disappointment with the outcomes; we need to review how the judging takes place and the awards we offer and also whether we want a media partner for this project. Overall, this has been a great project, though and Lucy and Lisa are to be congratulated for delivering to such a high standard.

- **Small Business Saturday:** aligned with the window competition, the ad in the gazette was well received. We need to look at 2016 to see what more we can do, and also whether an all year round programme is possible.

Bloom: We have been nominated as the South & South East in Bloom (S&SEiB) representative in Britain in Bloom (Small city category). Lucy and I are attending a seminar in Birmingham on 28th January and there are Bloom meetings scheduled for 12th January (local organisations) and later in February with Peter Holman (S&SEiB) to support more applications to the regional programme from more groups in the city.

Medieval Festival: Scheduled for 9th July, meetings are taking place week commencing 25th January to bring this to fruition. We will report more on this in February.

Ambassadors: The service operated over the Christmas period except Christmas day and New Year's Day. Over the 11 days 24/12 – 3/1 they welcomed 873 visitors and logged 88 intelligence tallies, mostly on graffiti, broken paving and the damage to the Christmas lights in Castle Street. Foreign visitor numbers dropped to 32% from the average 37% but was still reasonably substantial.

Cleansing: The team have now completed the bus station, Buttermarket, Sun Street and Palace Street; they invested in longer hoses reels (300m) and so haven't needed a bowser which is better financially and operationally. They have now returned to St Georges Street and will continue down the high street from there. We are working with the supplier to develop an annual programme with designated high use areas cleaned on a regular basis and this will be reported in February for Board members to review. DG advised that the businesses in St Dunstons would like their pavements deep cleaned and he would be happy to talk to all the businesses and any residents that might be affected.

Purple Flag: The accreditation has been successfully renewed and the report will be presented at the Board next week.

The Evening and Night Time Economy (ENTE) Conference is scheduled to take place on 13th April. Businesses operating in this timeframe will be asked what they would like to be included to maximise their attendance. Edd Withers is assisting with this and has already been very helpful in developing the outline ideas for the day.

Visit Kent London Campaign: The Canterbury image is being reviewed with M&C Saatchi this month and a decision made on what should be done to create the best picture of the city for the campaign in May and June. This will be reported to the sub group and the Board after that in February.

MyCanterbury: The app has been updated by Think to include a magazine-style appearance. The #givelocal feature is live and has accrued nearly £400 for our two homeless charities since 17 December. This was a soft launch and we now need to drive awareness of both the app and this feature to generate more downloads and engagement.

Two development meetings are scheduled for 12th January:

1. Visitors – with Visit Canterbury and the Museums
2. Students – with Edd Withers and Ian Blackmore

The sub group is scheduled to meet on 9th February at 2pm to discuss the platform, the agreement with Think and any outstanding developments.

St Margarets Street Gates: The contractor is meeting Paul Mallion, Conker Conservation (our contract manager) on 13th January to agree the fabrication and installation programme. Work will commence before the end of March and an agreement sought on this with CCC to draw down the funds according to their requirements.

Once the gates are installed we will coordinate an approach with the businesses in the area to tidy it up, eradicate the graffiti and resolve the issues with the bins/trade waste in the area.

Graffiti: The BID team is committed to eradicating graffiti in the city this year. The main issue is the cost or removal

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	and the anti-graffiti paint. More information will be provided at the February/March Boards. Any suggestions gratefully received.		
Item	Transport and Access		
7	<p>The BID's Transport & Access Group has looked at the transport and access issues that the city faces and in response to the City Council's Sustainable Transport Strategy has developed a BID Transport & Access Policy. At the last Transport & Access Group meeting on the 7th January the policy was agreed. The Board subsequently ratified the policy and formally adopt it. The Policy will be posted on the BID website.</p> <p>Canterbury City Council's parking proposals are an important development in the city's commercial life. The BID will consult across the levy payer community through an event held at the Cathedral Lodge on 18th January where the Council Leader Simon Cook will outline the Council's proposals to businesses. Following this the Transport & Access Group will discuss and draft a formal response to the consultation.</p>		
	Action	Responsible	Date of Completion
	The BID's Transport & Access Policy to be put on the BID's website	LM	04/02/2016
Item	AGM		
8	<p>The AGM is scheduled for the 16th March 2016. BJ is talking with Furley Page to understand exactly what is required based on the Mem and Arts. The only thing that needs to be signed off really is the accounts for Year 1 which will then be published on the BID website. The meeting needs to be held at a venue where levy payers can come along however only members of the company can vote and the Board are the only members of the BID.</p>		
	Action	Responsible	Date of Completion
	BJ to send a briefing note to the Board once the position has been clarified with Furley Page as to what needs to be done for the AGM.	BJ	24/02/2016
Item	AOB		
9	<p>Homelessness and street issues</p> <p>The increasing number of homeless people in the city impacts on the image of Canterbury for visitors, residents and the businesses that trade in the city. The Board are concerned about the rising number of homeless people in the city centre. The board agreed that they would welcome a presentation from the City Council Community Safety Unit (CSU) on the situation and what is/can be done to alleviate the homeless.</p> <p>VT advised that the Council are progressing with the Public Space Protection Order (PSPO) and have it in place by spring. It's taking time because they are looking at other areas around the country and learning lessons from them. For example Oxford nearly lost theirs because they didn't specify the detail that was required, i.e. you can't just say that you don't want rough sleepers you have to specify the anti-social behaviours surrounding rough sleepers that have to be detailed in the order. The other thing that is happening is the City Police Team is going to do a begging operation on the 12th February as it is illegal to beg.</p> <p>The executive team will produce a guide to what to do about Street Issues in March/April which will provide information for levy payers and will cover; the challenge Canterbury faces, who is already working in this space, what do they do, how do they work together and contact details, Public Space Protection Order (PSPO) and Community Protection Notice (CPN) and what can businesses do to help resolve issues in the city. This information will also be made available on our website.</p> <p>LC advised the Board that there is Give Local section on the MyCanterbury app which allows you to give money directly to the agencies that help the homeless; Catching Lives and Porchlight versus giving money to beggars and the homeless. So far £396 has been raised.</p>		

PS advised that a lot of businesses are getting frustrated with the situation as they are the ones that have to clear up every day after the homeless and something needs to be done as soon as possible. The board agreed and VT advised that once the PSPO is in place the situation should improve.

The board will look in the future to see if it is appropriate to form a sub-group to discuss the issue of homelessness following the briefing from the CSU.

Westgate Towers Projection

This is a project the Board has expressed interest in for some time and Steve Allen at The Pound is prepared to pay the other 50%. BJ had circulated the costs to the Board prior to meeting which come to £17,199.00 excluding VAT. One of the discussion points has been whether the BID wants to contribute 50% of the cost of installing a projector from Visit Kent/Barretts onto the Westgate Towers.

Additional costs above the quote would include installation which would include some building work in Barretts to encase the kit and change the window to enable projection through it (£3k?) and also the cost of developing the content for projection. In terms of the specifics you get 165 hours out of a bulb, you could only use it when it is dark for maximum impact so in summer the projector would be used less. There is potentially also a rental charge to use the meeting room which is currently owned by Visit Kent. We would estimate the rent being approximately £100 per month. You would also have to digitally map the front of the towers in order to overlay any artwork which would be an additional cost. An early estimate for creative content production is £3k a time but further investigation needs to be made. We have asked University of Kent if their Masters Students could produce the content as part of their course work and we are awaiting a reply.

If the board are interested then a working group will be established to investigate this further. PS suggested that as part of the feasibility we look for permanent examples elsewhere and what the reactions and benefits are. If it were more portable we could rent it out elsewhere which would help cover the costs.

EW strongly supports the proposal as it creates a draw for the bottom end of the town. Dodgems and Floss have expressed an interest in creating images for it. It should be a creative display versus advertising. TL advised that currently he does not endorse the idea.

City Events

It was brought the Boards attention that there are two events taking place on the same bank holiday weekend in May. The board will have a watching on this.

EW is organising Gay Pride on Saturday 11th June.

Action	Responsible	Date for completion
BJ to arrange presentation from the Community Safety Unit at the next Board meeting in February to discuss homelessness and street issues.	BJ	24/02/2016