

# Canterbury Connected Business Improvement District Board Meeting Minutes

Date				
<b>Date</b>	Wednesday 6 <sup>th</sup> April 2016	<b>Location</b>	Whitefriars Board Room	
<b>Attendees</b>	Adam Bateman (AB) – Fenwick 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 Hughes (DH) – Kent County Council David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) – Student Republic Ian Blackmore (IB) – The Jolly Sailor		Jeremy License (JL) – Furley Page Peter Scutt (PS) – Whitefriars Robert Brady (RB) – Regal Estates Therese Heslop (TH) – Canterbury Cathedral Tim Less (TL) – Canterbury Society  Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID Lucy Rymill - minutes	
Item				
<b>1</b>	<b>Welcome, introductions &amp; apologies</b>			
	<b>Apologies:</b> Declan Kelly (DK) – The Abode Marco Keir (MK) – Christ Church University Craig Griffin – Canterbury Society	<b>Welcome:</b>		
Declarations of interest				
<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	
	Clive Relf	Kreston Reeves	Supplier of services: Accounting	
	Alex Ridings	Think Agency	Supplier of services: MyTown MyCity	
	Jeremy License	Furley Page	Supplier of services: Legal Services	
Item				
<b>3</b>	<b>Minutes of the board meeting held 24 February 2016</b>			
	Minutes of last meeting approved and will be posted on the BID website.			
Matters Arising			Responsible	Date for completion
<u>Working Groups</u> BJ suggested that the members of the Digital Group might be EW, CG and AR. The size of the group is still to be decided, but whoever volunteers will be welcome. BJ will provide ideas and a proposed members list for both Digital City and Landlords Forum at the Governance Day. BJ to speak with Will Hinckley from BTF about joining the Landlords forum. PS suggested forming terms of reference for each group. BJ discussed the CCTV room in Canterbury which will run City wide WIFI through the CCTV system which may be relevant to the Digital City Group. Colin Perris who runs CCTV Control Room needs to be part of the Digital City Group.			BJ	20/05/2016
<u>MyCanterbury</u> SLA with THINK Agency to be finalised.			BJ and AR	May 2016
<u>Homelessness</u> BJ reported that he has done a draft leaflet on Homelessness for business which he has sent to all statutory bodies. The feedback received has caused concern and BID should not be seen as the 'Go To' organisation to solve this problem but rather an			BJ	30/05/2016

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	<p>organisation that has an interest in seeking solutions. The fall back position might be that the BID does a summary of what the BID does for the City and businesses, and within that a guide to homelessness and help that is available. TH suggested a leaflet should be produced with all the contact details for organisations that can help. The BID needs to be seen to be taking action. PS suggested that this should be done sooner rather than later due to recent assaults in Whitefriars.</p> <p>LM stated that the Ambassadors do report on the issues to the various organisations and have recently been handing out witness statements to those businesses that have experienced anti-social behaviour as a result of rough sleepers. These are then sent to the Community Safety Unit (CSU) at the Council who need to build a case against the rough sleepers and people need to complete the witness statements to provide the evidence. Members of the executive team are now part of the Council led Rough Sleepers Forum. Consequently we have discovered that action is being taken however each case is complex and a significant number of agencies can be involved in any one case.</p>		
<b>Item</b>	<b>Finance &amp; Year 2 Levy collection</b>		
4	<p>The finance subcommittee met on Friday. The BID is tracking slightly under plan in terms of end of year outcomes. There is an outturn this year of £29,395 of a deficit against a predicted £52,220 deficit at the beginning of the year.</p> <p>BJ reported that 91.6% of BID levies have been collected. This is tracking behind last year. A meeting has been arranged later this month with East Kent Services (EKS) to discuss the reasons for this. Last year 94% of levy payments had been collected by this stage and BJ suggested that the reason may be due to a change in systems at East Kent Services whereby there was one less reminder sent out to the levy payers. He will also discuss the instalment payments and whether there has been any action taken against those levy payers who have not yet paid.</p>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	Finance sub-committee to meet to discuss year end	BJ, AB, PS, LM	17/05/2016
<b>Item</b>	<b>Operational update</b>		
5	<p><b>AGM</b></p> <p>The BID's first AGM was held on 16 March at the Abode Hotel, for which we thank DK for his hospitality. We didn't quite know what to expect but we had 50 people in attendance, with a great many levy paying businesses represented and a number we had not met before.</p> <p>The formal part of the evening comprised CR, presenting the Company Accounts for the first year of the BID to the meeting and these were formally accepted by the Board. The two key features Clive highlighted were:</p> <ul style="list-style-type: none"> <li>• A surplus from the first year of £128,683. This is the result of the delay in procuring a number of the contracts until the middle of the year e.g. the Ambassador team, and the surplus will be invested in projects for the benefit of levy payers over the balance of this BID term. This year we have already invested an additional £30,000 in Christmas lights.</li> <li>• The need to go out to tender for services currently provided to the BID by companies which are represented on the BID Board: accountancy (Clive Relf, Kreston Reeves), legal services (Jeremy Licence, Furley Page) and IT Services (Alex Ridings, Think Agency). This situation is a legacy of the development of the BID and its forerunner, Canterbury City Partnership and will be resolved for the start of the BID's third year in October 2016 in order to demonstrate transparency and best value for levy payers.</li> </ul> <p>This was followed by a presentation about the BID's activities since we launched in October 2014. One of the elements of the presentation that aroused significant interest was the amount each size of business pays in annual levy:</p>		

Rateable Value (£k)	No of levy payers	% total levy payers	Amount raised (£)	Average levy (£)	Range of levy pa (£)	% total levy
Below £20k	344	49	48,173	140	£26 - 300	9
£20 – 100k	253	36	88,462	350	£301 - 1,500	17
Above £100k	111	15	373,365	3,364	£1,501 - 11,000	74
<b>Total</b>	<b>708</b>	<b>100</b>	<b>510,000</b>	<b>720</b>		<b>100</b>

With the recent budget changes to Business Rates, from April 2017 160 of the city's BID levy payers with a Rateable Value (RV) between £6,000 and £12,000 will no longer pay business rates at all, an annual saving of £4,345 each on average. Those between £12,000 and £15,000 will have a tapered relief, level to be confirmed, which is a further 54 businesses, currently paying an average of £6,386 a year in business rates.

### **Purple Flag**

Following the successful Purple Flag re-accreditation in December, signifying that the city's ENTE is safe, enjoyable and has a diverse and attractive range of things to do, the BID is hosting an Evening and Night Time Economy Conference for the businesses that operate between 5pm and 5am in the city. The Night Time Economy Conference takes place on 13<sup>th</sup> April at the Cathedral Lodge Conference Centre 9.30am-4.00pm. This is the first time this has happened and our theme will be 'collaboration' and how, by working together, everyone that makes their living in the city between these times can make a positive difference both to their own business and the wider city, making sure we remain the best place in the south east for a night out.

The Marlow Theatre is doing a presentation on Arts and Culture and the night time economy, and the opportunities that they are providing these businesses. There will also be a presentation on the Regulatory framework and Licensing. The Council are currently reviewing their policy on licensing. Licensing for the daytime economy also needs to be reviewed. There will be consultation on public space protection orders and enforcement.

Lunch is sponsored by the Christchurch University and the University of Kent. The whole day is also sponsored by the City Council. The afternoon will focus on the night time customers. BJ will be presenting the Destination Management Plan and the advertising in London. MK and Mary Hughes from University of Kent will then discuss student recruitment and the changing demographics of students. EW will then discuss diversity in the City and BJ will finish with a discussion on Purple Flag. LC presented the info graphic for the day which includes thought provoking stats for the City.

### **Ambassadors**

- Over 1,600 visitors greeted
- 283 intelligence tallies
- 333 scheduled business visits

The last few weeks have seen a focus on business visits which have taken place at a rate of around 10 per day subsequently by the team! The issues raised during visits are:

- Homelessness and street issues
- Too many A Boards
- City cleanliness

Lauren has stepped down as Site Manager for personal reasons with immediate effect and Catherine Penny has stepped up to this role in her place. Julia Uspenska has joined the team, having worked in the Beaney.

CR enquired whether feedback was recorded after a business's visit and LM confirmed that it was and businesses feedback was reviewed on an individual basis. CR asked whether these businesses could be invited to give

suggestions for projects for the BID. LM confirmed that there is the facility to do this. IB enquired whether customer details were logged on these visits. LM reported that the reporting system that Welcome group purchased needs to be updated. BJ reported that the Welcome group see Canterbury as one of their better locations. The City came out third in the mystery shopping in terms of quality.

### **Bloom**

BJ reported that the Britain in Bloom judges will be visiting the city on the 3<sup>rd</sup> August. The date for the South and South East in Bloom regional judges visit has not yet been set but it will be in late July. There have been 12 applications across the City into the regional Bloom competition this year compared to 1 last year.

BJ invited board members to walk the route that will be taken with the Judges. This will take place in the middle of June. The route will start at Christchurch and through the grounds, through Lady Wootton's Green. Through the Queningate and the precincts of the Cathedral. Across Green Court out of Mint Yard Gate, down the Kingsmile and Palace St into Orange St across the bridge round the Marlow into Solly's Orchard. Then across to the Abbot's Mill Project, along the river into the Westgate Gardens. Then out down Tower Way in through St Peter's School into Greyfriars Garden and the Franciscan Garden. Down Stour St across to the gardens by the White Hart, into Whitefriars and finish at Kingsmead Field. The route will take about 4 hours.

Hanging basket permissions are being sought now, LM reported that the deadline for applications for hanging baskets is 22<sup>nd</sup> April. There are 254 requests so far and 66 more in the pipeline.

### **Cleaning and Graffiti**

BJ reported that St Margaret's St is being cleaned. Graffiti is a major issue across the city. The BID does not deal with the graffiti issue currently as the Council have a contract with Serco to do this. CH reported that the Council has to gain permission from the property owner prior to the graffiti cleaning. BJ suggested that the BID might review its cleaning contract after year 3 and may transfer some of the money from the street cleaning to do this. AR suggested that it is the role of the BID to connect levy payers and the Council to do this work. CR suggested looking to other BIDS for dealing with graffiti issues. DG enquired if there is a spray to help with cleaning. BJ reported that the problem areas need to be painted with graffiti paint so that the graffiti can be easily washed off. LM reported that there will be a meeting with Colin Carmichael who is chairing a group looking at litter and the issue of graffiti on the 15<sup>th</sup> April and the BID will be in attendance.

### **Medieval Festival**

The 9th July will see the city's first annual Medieval Pageant. Commemorating King Henry II's penitential visit to the city on 12th July 1174 to make amends for the death of Thomas Becket in 1170, the Festival will comprise:

- **Medieval Parade:** curated by Peter Cook, of Big Bash Music and the St Nicholas Parade in December, we hope to have around 120 – 150 people taking part, with the University of Kent Drama School providing a number of the historical characters (Henry II, Eleanor of Aquitaine, his Queen) and schools and other groups forming the bulk of the parade, with banners, music. We hope the Parade will come through the Towers (subject to the necessary permissions) and will follow the St Nicholas Parade route, ending in the Buttermarket, starting at 10am and ending around midday.
- **Medieval Family Trail:** based on the successful Magna Carta Family Trail from last summer, we hope to have more than 10 participating venues, offering Medieval activities for children and adults, both paid for and free, depending on venue. With a supporting A3 fold out guide, each venue will have a stamp to record the visit and any young person with five stamps from the day will be able to receive a chocolate medal from the Cathedral Shop free of charge at the end of the day.  
The Trail last year attracted large numbers of people (500+) so there is a great opportunity for businesses to participate informally by staff dressing up on the day, offering medieval themed products or activities and driving footfall into whatever you do.

**MyCanterbury**

LC reported that the summer guides are well underway. 33 ad spaces have been sold which is up on the Christmas guide. This equates to £7,000 up from £6,040. She is working closely with the Universities and hoping to get the guide into the rooms which are rented out during the summer. BJ reported that Canterbury has 600 beds available to book every night; the university sells 135,000 bed nights from 20<sup>th</sup> June to 18<sup>th</sup> September. LC needs to receive all ads by 15<sup>th</sup> April.

**Student Impact Economy sub Group**

The City Council has launched a Student Impact Review to look at four areas: Economy, Social, Physical and Cultural/Leisure. It is really important that the economic impact of the universities is understood and BJ has been asked to be chairperson for the Economy sub- group. The group is formulating a report on the economic impact of students in the City. This will cost around £2500-£3000. BJ asked if the BID would contribute £500 towards this cost which the Board approved. The landlords have already contributed and the City Council, University of Kent, and Christ Church University will be too. BJ will be focussing on the economic facts rather than the social aspects of this issue.

**Item Initial Discussion on the Business Plan 2016/17**

**6** BJ reported that the BID has now been in operation for 18 months. There will be BID elections for Board Members in October 2017 and the ballot date for BID 2 will be the 21<sup>st</sup> February 2019. The objectives that were set in the Business Plan at the outset, for example the cleaning contract, need to be reviewed in line with the changing needs of the City:

- City WIFI through the CCTV to consider.
- Park and Ride sites, should it be Smart Park and Ride? There will be 80,000 new homes. There can be no more parking in the city so increasing the function of the Park and Ride may be important.
- St Georges St will be remodelled in 2017. The market there will be moved out during this time. The Council are considering tendering the market. Should the BID have an interest in the market?
- The potential of the Station Road West Project should also be looked at.
- Christmas market – this is a key driver for European visitors and there is nothing in Kent that can rival markets on the continent. We get requests from tour operators as to what we will be doing Christmas market wise annually on March April.

TH suggested that a formal survey be circulated to levy payers to invite suggestions for the future projects for the BID. JL stated that the mandate for the BID is to represent business in the City and find out what they want the BID to do, and how to improve the City centre to encourage new business. The BID needs to be responsive to current issues, e.g. the market and subways. AR stated that the Business Plan should be constantly evaluated to reflect the changing market. BJ suggested that the Business Plan be reviewed after the Governance Workshop. He suggested that scenario planning is the best way forward. CH suggested putting some key issues out for consultation.

CH stated that micro issues raised at the AGM included more funding for events in the City. BJ reported that Visit Kent are changing and have rebranded their holding company, Go To Places. Visit England and Visit Britain have joined and there is now a pot of money at Destination England that can be applied for to do key things in Kent. They have asked which BID projects they may be a potential partner for. One suggestion was Alumni and research surrounding this and the second suggestion was events. The three events that were muted were the Medieval Festival, The Hop Pocket Race around the Green Hop Beer Festival and the third was a Christmas Market which could be marketed internationally.

BJ also reported that Steve Allen at the Pound has suggested that there should be a Pilgrim’s Mile to include St Dunstan’s St, St Peter’s St, Mercery Lane, Burgate, St Augustine’s and St Martin’s Church. He is concerned about rejuvenating the area around the Westgate Towers. The Barratt’s site is going to be redeveloped. Richard Moor has said that development plans for the City include St George’s St in 2017, The Friars, Best Lane and Orange St in 2018,

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	<p>Castle St and St Margaret's St in 2019. Richard has said that another development would need a Heritage Lottery Funded bid. BJ met with Mike Marsh who runs the Heritage Lottery Funded bids and it would be a 5 year project. Richard has said that the BID is in a good position to apply for this fund.</p> <p>BJ asked the Board for direction on the priority of the projects. He has suggested that these issues be looked at on the Governance day. Risk management needs to be addressed. PS suggested that each idea should be championed by an individual looking at the detail.</p>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
	A BID 2 planning committee should be established to start looking at the business plan and the ballot	BJ	20/05/2016
<b>Item</b>	<b>AOB</b>		
7	<p>CR thanked TL for his participation as a BID board member and looks forward to welcoming Craig Griffin as a board member, representing The Canterbury Society.</p> <p>CR also advised that Mark Arnold has now retired from the board and Chief Inspector Mitchell Fox will be joining as an observer.</p> <p>EW advised that CITA have concerns with regard to the business and footfall stats. They are concerned that there is a lack of transparency. BJ advised that on a monthly basis the BID produces a report on how the city is performing benchmarked against national data. All reports are available on our website under the business section of our website, so publicly available to all. There are no footfall counters in the city as they are very expensive and so the next best way is to aggregate all Car Park, Park &amp; Ride, Bus and Rail movements/journeys into the city and assess the difference year on year. With regards to sales performance this is measured as an average percentage increase/decrease of 25 businesses, from a variety of sectors across the city. The businesses provide us with their sales performance information on the agreement that all specific figures are anonymised to ensure that no individual trader can be identified.</p> <p>IB advised that he has been asked to join the board of Canterbury Pride and he will be looking for corporate sponsors and partners.</p> <p>LC advised that the next networking evening is the 20<sup>th</sup> April at Zeus on Orange St.</p> <p>LM reported that Major Bartlett needs an office for SAFA to provide support for service personnel who are sleeping rough in Canterbury. If anyone can help please let the executive team know.</p> <p>CR reported that he and BJ will be attending the CAMP meeting in June</p> <p>EW reported on the festivals including The City Sound Project which has been awarded a £15000 grant from the Arts Council. The BID board members will each receive a free ticket to the event. The festival takes place on the 30<sup>th</sup> April to 1<sup>st</sup> May. The grant will be spent on expanding the diversity in the community in Greyfriars Garden. There will also be a stage in Iron Bar Lane to boost the Cathedral quarter. Information is available on the City Sound Project website.</p>		