

# Canterbury Connected Business Improvement District Board Meeting Minutes

<b>Date</b>	Wednesday 18 <sup>th</sup> May 2016		<b>Location</b>	Whitefriars Board Room
<b>Attendees</b>	Bob Jones (BJ) – Canterbury Connected BID Caroline Hicks (CH) – Canterbury City Council Clive Relf (CR) – Kreston Reeves and Chairman Craig Griffin (CG) – Canterbury Society Declan Kelly – The Abode 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 Lucy Rymill - minutes	
<b>Item</b>	<b>Welcome, introductions &amp; apologies</b>			
<b>1</b>	<b>Apologies:</b> Adam Bateman (AB) – Fenwick Alex Ridings (AR) – Think Agency Dan Grimwood (DG) – The Refectory David Hughes (DH) – Kent County Council David Lilford (DL) – Lilford Gallery & Lilford Framing Therese Heslop (TH) – Canterbury Cathedral		<b>Welcome:</b> Craig Griffin (CG) – Canterbury Society, Craig has taken over from Tim Less and has been a Canterbury resident for 20 years. He runs a Health Development Consultancy called Fresh Voice.	
	<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	
	Clive Relf	Kreston Reeves	Supplier of services: Accounting	
	Jeremy License	Furley Page	Supplier of services: Legal Services	
<b>Item</b>	<b>Minutes of the board meeting held 6<sup>th</sup> April 2016</b>			
<b>3</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>	
	<b>Working Groups</b> - both the digital working group and the Landlords Forum are meeting on the 8 <sup>th</sup> June. BJ has invited George Chandler and Liz Harrison from the Kent County Council to attend the digital meeting. They are the broadband connectivity team at Kent County Council. They will be a source of good information.	BJ	8/06/2016	
	<b>Homelessness</b> - BJ reported that the advice leaflet on homelessness has been completed. This will be included in the next hard copy newsletter.	BJ	On-going	
	<b>Governance</b> - BJ reported that Mark Arnold's replacement is Chief Inspector Mitchell Fox. He has been invited to attend the Board Meetings as an observer. When the Board meets on 20 May it is intended that a BID 2 planning committee should be established to start looking at the business plan and the ballot	BJ/All	On-going	
<b>Item</b>	<b>Finance &amp; Year 2 Levy collection</b>			
<b>4</b>	BJ reported that the Finance Sub Group met last week and had discussed year end and two additional spend items: <ol style="list-style-type: none"> <li>1. Visit Kent London Campaign - when the budget of £25,000 was agreed for this project, no contract was signed. The original pictures, taken by internal agents, for the campaign were not liked and Visit Kent</li> </ol>			

tendered the work out to M&C Saatchi who then produced the picture being used in the Campaign. This has added a cost of £7,250 to the project. BJ stated that the BID can absorb this additional cost as the image will be used for the next few years. An agreement will now be signed for ongoing work. The budget has been reconfigured to absorb this cost.

2. Medieval Pageant – the budget has increased from £10,000 to £15,000. It was agreed that this event is an important one for the city and so the additional money should be invested upfront in order to make it sustainable for the future.

The BID is tracking slightly under plan in terms of end of year outcomes. There is an outturn this year of £27,905 of a deficit against a predicted £51,835 deficit at the beginning of the year based on dispersing some of the surplus made in year 1.

**Item Operational update**

<b>5</b>	<p><b><u>Purple Flag</u></b> Following the successful Purple Flag accreditation last December, the BID staged the city’s first Evening &amp; Night Time Economy Conference at the cathedral Lodge on 13<sup>th</sup> April. With around 70 attendees, the day included: a presentation by The Marlowe Theatre on their impact across the city and the potential for a more ‘European’ evening economy after their performances from 10pm and beyond; a session covering Licensing and the new Public Space Protection Order (PSPO) legislation from the City Council; a presentation from CCCU and UoK on the student profile and prospects for the city; a session from Edd Withers on diversity in the ENTE; and a review of the recent Purple Flag accreditation and plan for the future.</p> <p>A Purple Flag Steering Group meeting will be arranged in the near future to decide on next steps before we re-accredit (paper only) this autumn.</p> <p>EW stated that it was a good event however some of the areas discussed were not relevant to all attendees however he has had a lot of positive feedback. BJ reported that a mailer had gone out to all levy payers about the Public Space Protection Order and there is also a new item on the BID website about it.</p> <p><b><u>Medieval Festival</u></b> The Pageant will take place on Saturday 9<sup>th</sup> July and will comprise a Parade, curated by Peter Cook (St Nicholas parade) and involving actors from the University of Kent Drama Department, re-enactors from local group Milites de Bec and children from four local schools; and also a Family Trail involving around 10 locations in the city, which is being coordinated by Cressida Williams, Cathedral Archivist. Bill Hutton has designed a suite of materials for use in the Pageant and as an investment in the event for the future, which may include merchandising opportunities as well. Liz Flynn is looking after the technical, legal and H&amp;S issues to ensure the event is wholly compliant and on a sustainable basis for future years.</p> <p><b><u>Bloom</u></b> Hanging basket brackets have been tested and new ones installed in preparation for 300 baskets to be put up across the city centre in the first week of June. We are working on preparing the portfolios for the two Bloom judging events; South &amp; South East in Bloom on 20<sup>th</sup> July and Britain in Bloom on 3<sup>rd</sup> August. A ‘dress rehearsal’ for these tours will take place on 14<sup>th</sup> June, 10 – 2, including lunch at St Peters Primary School; if any Board members want to join us to do this then please let us know.</p> <p><b><u>Cathedral Quarter Mayfest</u></b> The BID contracted Lisa Oulton to deliver a Mayfest event in the Cathedral Quarter on 1<sup>st</sup> May to coincide and partner with City Sound Project community stage in the same location. The event was successfully delivered and generated significant improvements for some businesses in the area (Crabtree and Evelyn had their best Sunday trade this year, Demelza doubled their Sunday takings, The Buttermarket Pub saw a significant uplift in business), but others saw no impact (Lakeland, The Thai House).</p>
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We met with a number of the traders to get feedback and have agreed we will meet them again on 6<sup>th</sup> June at Citi Terrace to discuss a way forward for the Cathedral Quarter. We have asked Bill Hutton to work up some branding ideas for the Quarter and that the first project could be to advertise in the 'Autumn in the City Guide' to establish a presence. Any Board members who would like to come along to that meeting would be very welcome.

### Wise Words

Wise Words Festival which the BID sponsored this year took place in the Franciscan Gardens and Greyfriars Chapel over the first week in May. Partnering with CSP on the first weekend, the Festival ran the full week culminating over the second weekend. We have asked Beth Cuenco for feedback on how it went and will update the Board verbally at the meeting.

Over the next couple of months the Board will need to decide if the BID wants to continue to support Wise Words in the future. £8,000 was funded this year for this event by the BID.

EW stated that Wise Words was an excellent example of collaboration between local businesses and events.

LC reported that the team working on this event are looking at arts and culture events and linking them with heritage. They are developing a pilot to this end.

CG reported that the Canterbury Society members attend these events, but that there needs to be more of a focus on attracting younger members.

PS suggested that if the BID is involved in this event, and given that there is a need to assist with the organisation of the event, perhaps the sponsorship could be specific in providing someone to help with the practical aspects of organising the event.

### DMP London Campaign

The photo shoot has now taken place to develop the image that will represent Canterbury in the Kent Contemporary London campaign. Below are the next step timings:

- Post production week commencing 16<sup>th</sup> May
- Client approval week commencing 23<sup>rd</sup> May
- Deliver week commencing 30<sup>th</sup> May

The campaign will run across the London Station network throughout July and the associated social media campaign covers June, July and August.

### Ambassadors

In the first year of the contract, the Ambassadors have:

- Welcomed 31,237 visitors to the city; 52:48 female/male; 60% UK tourist; 35 foreign tourist; 5% locals. 11% of all requests were for the Cathedral.
- Reported 4,326 tallies, comprising environmental issues (roads and pavements, graffiti, bollards & street furniture, signage), cleansing issues (street cleaning, trade waste) and anti-social behaviour (begging, busking).
- Carried out 2,429 business visits: average 3.7 per levy paying business. The most common issue raised is anti-social behaviour and rough sleeping.

The team has changed completely since the contract began and now comprises **Catherine Penny** as site manager, **Juilja Uspenska** and **Kelly Jenner** who started on 11<sup>th</sup> May, replacing Lauren Terry who resigned April 2016.

We are also looking for a part timer to cover holidays and absence.

### Cleaning and Graffiti

The street cleaning programme continues and the team has just finished the second clean of the bus station. They are currently cleaning Watling Street and Beer Cart lane down to Stour Street and will then clean Stour Street from Beer Cart Lane to the High Street.

We are talking to the contractor, Citrica about re-configuring the service in anticipation of a re-contract for the final two years of the BID, November 2017 – end September 2019. In particular, we want to develop a service that cleans the streets during the spring and summer months but also provide an all year round graffiti removal and

maintenance/cleaning of street furniture: communication boxes, bollards, phone boxes, benches etc. We would also like to discuss a service to discourage pigeon roosting in the city centre.

**'The Pilgrims Mile' Regeneration**

Following an approach from Steve Allen at The Pound, we arranged a meeting with Mike Marsh, who develops HLF bids and his colleague David Allen (Allen Scott, Landscape Architects). Caroline Hicks and Richard Moore from CCC joined us for a walk round which looked at the city's streetscape from St Dunstan's to St Augustine's Abbey in order to both complement the CCC regeneration programme and also to refresh the links between the city centre and the World Heritage Site.

Mike and David will make a proposal to develop a 'schematic' following this meeting, with an anticipated cost of £2.5 – 3k, which can form the basis of a conversation with partners across the city to develop a major HLF bid over the next year or so to draw down funding to make significant improvements in the city. When this proposal is received, it will be put to the BID board to decide if the BID should fund this work.

**My Canterbury**

LC advised that she is looking at the Consumer/User Journey to help promote Canterbury and also looking at what businesses are being offered. LC reported that various businesses are entering MyCanterbury into their marketing plans at an early stage. The Summer Guide will be printed next week and will be distributed into schools, supermarkets, hotels, B and Bs, museums and to local businesses and universities. LC advised that the concept continues to grow (The last summer guide had 48 pages and this summer guide has 68 pages) and that the commercial income is on target.

**Action**

**Responsible**

**Date for completion**

Board members to advise LM if they would like to participate in the Bloom tour

All

08/06/2016

**Item Issues**

**6 My Canterbury Agreement**

BJ advised that he has emailed the sub group with a proposal. He has met with Alex to discuss and has advised Alex that he needs to provide the BID with his proposal. BJ advised that the agreement should start when the App has been presented in a new form. BJ advised that there needs to be a separation between the board and the executive team on the decision to ensure an objective view is reached. The App will be upgraded and represented this year. IB stated that Alex needs to commit to a date.

**Staff Contracts**

BJ advised that there are staff contracts which are standard contracts from Furley Page. Some of the elements need to be changed slightly to make them specific to the BID. He has asked that there should be a process to change these contracts. This will be discussed at the Governance Workshop.

**Tender Process**

BJ reported that he has started to look at the process for tendering the main contracts i.e. accounting, IT and legal services. PS stated that this process should be transparent and the contract should go to the best company. Local companies would be interested in Canterbury and the City's future. CH stated that there needs to be a robust process. CR advised that this is a Governance issue to be discussed on Friday.

**Item BID Board Governance Workshop**

**7** BJ presented the agenda to the Board. This workshop will take place at Canterbury Towers in Westgate Gardens at 09.00 on Friday 20<sup>th</sup> May. Claudia Sykes, Director of Social Enterprise Kent will be facilitating the meeting. CR advised that the agenda should include discussion on policies for the future and the role and structure of sub groups, as well as what statistics should the BID be using in the future to use as evidence. CG requested that the role of observers be clarified. CR stated that the meeting should be used to discuss ideas and people the BID should reach out to.

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	<p>BJ advised that there are about 230 BIDs in the country. Maidstone and Tunbridge Wells are thinking about a BID. Whitstable and Herne Bay may consider a BID in the future for development of the towns. Faversham is in early discussions on this subject.</p> <p>BJ reported that British BIDS and the Association of Town and City Management are merging.</p> <p>IB asked if the BID was a success. BJ reported that he had looked at the Winchester BID, who are in their third term, and had assessed that the Canterbury BID has achieved more in a short time.</p>
<b>Item</b>	<b>AOB</b>
<b>8</b>	<p><b>Canterbury Festival:</b> The Canterbury Festival gave a presentation to the board about the Festival and to ask for a £5,000 contribution for this year's event, specifically to go towards the Spiegel tent which will be brought closer to the City centre.</p> <p>The decision of this was deferred subject to the completion of the BID's event funding application form and the decision referred to the marketing sub-committee.</p> <p><b>Canterbury Pride:</b> EW spoke to the Board about Canterbury Pride which is a brand new event in Canterbury. He advised that a committee has formed for this event. This year this will be a non for profit event and he asked the board to consider a donation of £2000-£5000. He advised that the USP for the event is that it is family orientated given the changes in the law regarding adoption and same sex marriage. This event would celebrate LGBT family life. EW wants to create an event that encourages everyone to come together, so it is not Gay Pride but Pride Canterbury. He would like Pride to become a community event. Pride was established to provide education and this need is ongoing. He is expecting approx. 2000-3000 people to attend which is a conservative number. It will be a non-ticketed event to include a parade starting at the Marlowe Theatre ending in the Dane John Gardens. There will be a live show in the park. The acts include community events such as gospel choirs. The Cathedral and local churches have been very supportive.</p> <p>The decision of this was deferred subject to the completion of the BID's event funding application form and the decision referred to the marketing sub-committee.</p> <p><b>Annifest:</b> MK advised that he has revived the Annifest with a family focus and this will be held over the weekend of the 30<sup>th</sup> September at Augustine's House.</p> <p><b>Networking:</b> LC advised that Networking is next week at Aubrey's on Wednesday 25<sup>th</sup> May 5-7pm and then in June at the Jolly Sailor.</p> <p><b>Next Board meeting:</b> LM advised that the next board meeting will be held on the 6<sup>th</sup> July 2016.</p>