

# Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
<b>Date</b>	Wednesday 6 <sup>th</sup> July 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 Ian Blackmore (IB) – The Jolly Sailor 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		Marco Keir (MK) – Christ Church University Simon Stempien – Furley Page (for Jeremy License) Lisa Carlson (LC) – Canterbury Connected BID
Item			
<b>1</b>	<b>Welcome, introductions &amp; apologies</b>		
	<b>Apologies:</b> Therese Heslop (TH) – Canterbury Cathedral Peter Scutt (PS) – Whitefriars Declan Kelly – The Abode Robert Brady (RB) – Regal Estates Jeremy License (JL) – Furley Page Craig Griffin (CG) – Canterbury Society Edd Withers (EW) Republic Events Lucy Martin (LM) – Canterbury Connected BID		<b>Welcome:</b> Peter Czanomski and Miles Banbery, University of Kent
	<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
	Simon Stempien	Furley Page	Supplier of services: Legal Services
	Alex Ridings	Think Agency	Supplier of services: IT and My Town My City
Item			
<b>3</b>	<b>Minutes of the board meeting held 18<sup>th</sup> May 2016</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> – the Digital Working Group and Landlords’ Forum both took place on the 8 <sup>th</sup> June. <b>Digital Working Group:</b> chaired by BJ, Liz Harrison and George Chandler, KCC Broadband team, presented on the current situation in Kent and in Canterbury. The outcomes from the meeting were: <ul style="list-style-type: none"> <li>Businesses have a good connectivity in Canterbury city centre but would be concerned about expanding remises or moving premises as they have little faith in the ability of BT/Openreach to manage this professionally. This indicates that new businesses locating in the city may have difficulties and this could prevent growth in the city centre.</li> <li>Mobile 4G coverage is poor, however the Ofcom website indicates that coverage is good. KCC suggested publishing the Ofcom web link to encourage local business people to report the actual coverage to make the regulator put pressure on the phone companies.</li> <li>Free wi-fi: Canterbury City Council is looking at using the CCTV upgrade to offer</li> </ul>	BJ/All	

	<p>wi-fi across the city centre in the near future. The BID needs to liaise closely with CCC on this to ensure the best deal is available for city centre businesses.</p> <p><b>Landlords' Forum:</b> the group discussed a number of issues and the outcome of the meeting was:</p> <ul style="list-style-type: none"> <li>• There is an opportunity to develop a specific 'inward investment' package for the city centre with CCC working in partnership with the local agents and landlords.</li> <li>• The lack of modern office space in the city is driving businesses away from the centre; the conversion of existing office space to residential is also putting pressure on the availability of business space in the city centre.</li> <li>• There is an appetite from Forum members to meet again in the autumn, date tbc. Nick Churchill, CCC will be invited on a regular basis.</li> </ul> <p><b>Homelessness/rough sleeping information:</b> this will be included in the next hard copy BID publication, 'Doing business in the city' in September which will give advice and contact numbers as a reference for levy payers to know who to contact and what to expect on a variety of issues.</p> <p><b>Purple Flag:</b> the BID leads on this and will undertake the 'desk top' accreditation exercise to achieve this. A meeting of the Steering Group will be convened to sign this off.</p> <p><b>Ambassadors:</b> Kelly Jenner has resigned to take up a post grad opportunity at CCCU; Papi Petrou will replace her on the team at the start of August.</p> <p><b>Events:</b> the Marketing Group refused a request from Canterbury Festival for £5k funding towards the relocation of the Spiegeltent to the old Kingsmead coach park for 2016: principally this was due to a concern that the festival is a mature event in the city and that the BID should invest in new opportunities rather than those that are already funded by a number of other organisations.</p> <p>Canterbury Pride: the BID supported Pride with a one off £2k donation for the inaugural event. A report will be received on how this went. Anecdotal evidence suggests it was very successful, with around 800 on the parade and more at the event in Dane John Gardens.</p>	BJ/All	
4	<p><b>Review of Governance Workshop and sub-committee structure</b></p>		
	<p>The Governance Workshop was a great success, attended by all but one of the current Board. Claudia Sykes was a highly effective Workshop facilitator and BJ was asked to express the Boards thanks to Canterbury City Council for providing her services to the BID Board. A number of issues were covered off:</p> <ul style="list-style-type: none"> <li>• The sub-committee structure was agreed: Finance (inc HR), Marketing and BID 2 Strategic Planning</li> <li>• The appointment of Vice Chairs was agreed to support the BID Board Chair.</li> <li>• A Governance Handbook was issued to Board Members. This will be developed as an on-line resource to assist updating and accessibility.</li> </ul> <p>Subsequent to the Workshop, nominations had been sought form eligible Board</p>		

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	Members (non- Local Authority) for the two Vice Chair roles. Two nominations were received, Peter Scutt and Edd Withers, and so both were appointed to these roles at the meeting.		
	<b>Action</b> Email CCC to thank them for providing the services of Claudia Sykes from SEK	BJ	14/9/16
<b>Item</b>	<b>Finance</b>		
<b>5</b>	AB presented the Minutes of the Finance Sub Committee held on 4 <sup>th</sup> July 2016. The Committee's Terms of Reference have been agreed; the BID Bank Accounts show a current balance of £154,345 (current) and £45,891 (reserves); the current predicted end of year outturn is an overspend of £21k versus a planned overspend of £53.8k, due mainly to increased unplanned income from partners for marketing of £16k and a lower than plan expenditure on a number of programmes of £15k. It was agreed at the Board meeting that there would not be an end of year Conference in September and that this budget of £2.5k can be consolidated ; the AGM in March would be the principal annual meeting for feeding back to levy payers.		
<b>Item</b>	<b>Marketing</b>		
<b>5</b>	<p>The group met and Terms of Reference agreed. Subsets of the Marketing Group will be:</p> <ul style="list-style-type: none"> <li>• Christmas Lights</li> <li>• Collaborative marketing (Chair: Julie Holness, Whitefriars)</li> <li>• Festivals and events (Chair: Ian Blackmore)</li> <li>• MyCanterbury</li> <li>• Purple Flag (Chair: BJ)</li> </ul> <p>Peter is pulling together a marketing plan for the city. City branding was discussed and it was agreed that this would be raised with the City Council. Blue Sail, consultants on the DMP, have been asked to quote to review the DMP at its mid-point: this is £5k and will be discussed for a joint funding exercise with the City Council. Christmas Marketing is currently under discussion between the BID, Whitefriars and the City Council on a collaborative campaign for 2016.</p>		
	<b>Action</b>	<b>Responsible</b>	<b>Date for completion</b>
<b>Item</b>	<b>Operations Report</b>		
<b>6</b>	<p><b>Medieval Pageant:</b> The pageant is scheduled for Saturday 9<sup>th</sup> July. The Pageant Parade will set off from the Westgate Towers at 10am, pass up the High Street, through Whitefriars and then conclude at the Marlowe Theatre at around 11am. 11 venues are participating across the city, from St Dunstons Church to St Augustines Abbey, including Conquest House, the Castle and Canterbury Tales attraction. A full report will be made to the next Board in September.</p> <p><b>Bloom:</b> 300 hanging baskets have been installed across the city, an increase of 55 on 2015. The regional judging takes place on 20<sup>th</sup> July and the Britain in Bloom judges visit on 3<sup>rd</sup> August.</p> <p><b>DMP: London Campaign:</b> the image is scheduled to appear across the London station network from 27<sup>th</sup> June to 16<sup>th</sup> July, with a social media campaign from 4<sup>th</sup> July throughout August. Visit Kent will feedback in September on the measurements of the campaign's success.</p> <p><b>Pilgrims Mile HLF Proposal:</b> the pilot scoping scheme will cost around £9k versus and anticipated cost of £3k. The City Council have the proposal and there is an opportunity for a joint funding approach to undertaking this work and we are waiting for a response from CCC.</p> <p><b>CAMP Presentation:</b> CR and BJ attended the Canterbury Area Members Panel meeting on 13<sup>th</sup> June to give members an update on the progress of the BID. The presentation was well received by CAMP Members. The only issues raised</p>		

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	were the accuracy of figures produced monthly by the BID team and whether the BID should allow levy payment by instalments. On the first of these, the source of each KPI was explained and it was stressed that the monthly business performance was an aggregation of 25 businesses and could only ever be an 'indicator' rather than an actual measurement; on the second, we explained that the cost of an instalment payment system is prohibitive and that the actual amounts involved are relatively minor as median levy amount is under £300 per annum.
<b>Item</b>	<b>University of Kent Estates Masterplan consultation</b>
<b>7</b>	<p>Peter Czanomski and Miles Banbery , UoK, gave a presentation about the UoK Estates Mastreplan. Developed in partnership with architect Farrells, the plan is open for consultation across the city and a number of events are being held in the city centre, notably at the Abode Hotel on 28<sup>th</sup> July. The plan is a blueprint for the next 50 years and has a focus on spaces rather than buildings, enabling a people centred approach to the campus, with cars on the edge and pedestrians in the centre. This is Phase 1 of the consultation process, Phase 2 this autumn is the presentation of the UoK preferred option for feedback; Phase 3 is the submission of final proposals to the City Council in Spring 2017.</p> <p>Feedback from the BID Board was positive, and in particular the early development of the proposed conference hotel was encouraged sooner rather than later as this would support the wider city economy.</p>
<b>Item</b>	<b>AOB</b>
<b>8</b>	<p>MK informed the Board that Anifest animation festival has been revived and will be delivered by Canterbury Christ Church University on September 30<sup>th</sup> – October 2<sup>nd</sup> at Augustine House. There are currently seven sponsorship opportunities available over two levels: £350 and £600.</p> <p>BJ raised the BID's continued membership of Kent Invicta Chamber. The Board supported continued membership, with potentially joint events in the city and also a conversation with the Chamber about a special status as an organisation that has a representative role in the city.</p>
	<b>Next Board meeting:</b> 14 <sup>th</sup> September 2016, 9.30 – 12 noon in Whitefriars Board Room.