

Canterbury Connected Business Improvement District Board Meeting Minutes

Date			
Date	Wednesday 26 th October 2016		Location
			Whitefriars Board Room
Attendees	Bob Jones (BJ) – Canterbury Connected BID Dan Grimwood (DG) – The Refectory Edd Withers (EW) - Republic Events David Hughes (DH) – Kent County Council David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) - Republic Events Ian Blackmore (IB) – The Jolly Sailor		Jeremy License (JL) – Furley Page Marco Keir (MK) – Christ Church University CI Mitchell Fox (MF) – Kent Police Peter Scutt (PS) – Whitefriars Lisa Carlson (LC) – Canterbury Connected BID Lucy Martin (LM) – Canterbury Connected BID
Item			
1	Welcome, introductions & apologies		
	Apologies: Alex Ridings (AR) – Think Agency Adam Bateman (AB) – Fenwick Caroline Hicks (CH) – Canterbury City Council Clive Relf (CR) – Kreston Reeves and Chairman Craig Griffin (CG) – Canterbury Society Declan Kelly – The Abode Robert Brady (RB) – Regal Estates Therese Heslop (TH) – Canterbury Cathedral		Welcome: CI Mitchell Fox (MF) – Kent Police
	Declarations of interest		
2	Name	Company	Reason
	Jeremy License	Furley Page	Supplier of services: Legal Services
Item			
3	Minutes of the board meeting held 14th September 2016		
	Minutes of last meeting approved and will be posted on the BID website.		
	Matters Arising	Responsible	Date for completion
	Landlords Forum – another meeting to be arranged as there are issues around property ownership and development; planning application process, Slatters, care of business properties, a plan for the type of businesses we would like to try and attract to the city and the creation of a Locate in Canterbury pack. David Hughes to be invited as he is the contract manager for Locate in Kent.	BJ	Nov/Dec 2016
	Homelessness/rough sleeping information - this will be included in the next hard copy BID publication, 'Doing business in the city' in 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.	BJ	Jan 2017

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	<p>Governance – a governance pack is being created and will be circulated by the next Board meeting</p> <p>My Canterbury - A meeting with the Board Sub Committee to finalise the My Canterbury agreement to be set up.</p>	CR	Ongoing																																		
		BJ	Nov/Dec 2016																																		
Item	Annual Review 2015/16: Finance & Business Plan Delivery																																				
4	<p>Finance BJ talked the Board through the year end finances, yet to be audited, looking at the actual spend for year 2 (£569,484) versus the plan (£610,503) and how this compares against last year's accounts (£444,722) and estimated spend for year 3 (£606,856).</p> <table border="1"> <thead> <tr> <th></th> <th>Year 2 Actual</th> <th>Year 2 Plan</th> <th>Year 1</th> <th>2016/17</th> </tr> </thead> <tbody> <tr> <td>Income</td> <td>£ 576,657</td> <td>£ 571,669</td> <td>£ 565,954</td> <td>£ 572,269</td> </tr> <tr> <td>Expenditure</td> <td>£ 569,484</td> <td>£ 610,503</td> <td>£ 444,722</td> <td>£ 606,856</td> </tr> <tr> <td>Reserves</td> <td>£ 20,000</td> <td>£ 20,000</td> <td>£ 20,000</td> <td>£ 20,000</td> </tr> <tr> <td>Profit/Loss</td> <td>-£ 12,827</td> <td>-£ 58,834</td> <td>£ 101,232</td> <td>-£ 54,587</td> </tr> <tr> <td>Cash</td> <td>£ 128,405</td> <td>£ 82,398</td> <td>£ 121,232</td> <td>£ 94,818</td> </tr> </tbody> </table> <p>IB asked for information on BID levy payments including action taken to recover debt. BID Executive team to meet with EKS to discuss this.</p> <p>Having reviewed the budget for year 3 the Board advised that they would like to increase spend for event development and questioned spend on cleaning. BJ advised that a three year contract had been signed with our cleaning contractor and so this year the offering will be the same however, we will review requirements for cleaning in years 4 and 5.</p> <p>Business Plan delivery BJ presented the key achievements by month to the Board:</p> <table border="1"> <tr> <td> <p>October</p> <ul style="list-style-type: none"> Levy bills sent out: 60% received in October CEO appointed Planning extended Christmas lights scheme Networking: Falstaff Hotel Ambassadors: 215 business visits; 304 intelligence reports; 3,461 visitors welcomed Cleaning team: 160 hours </td> <td> <p>November</p> <ul style="list-style-type: none"> MyCanterbury Christmas in the City Guide Team attended British BIDs Conference Christmas lights installed Christmas lights switch on Networking: The Shakespeare Ambassadors: 213 business visits; 290 intelligence reports; 3,329 visitors welcomed Cleaning: 160 hours </td> </tr> <tr> <td> <p>December</p> <ul style="list-style-type: none"> Christmas Window Competition on Small Business Saturday: 50 entries </td> <td> <p>January</p> <ul style="list-style-type: none"> Britain in Bloom meeting, Birmingham Briefing M&C Saatchi on London Campaign image </td> </tr> </table>				Year 2 Actual	Year 2 Plan	Year 1	2016/17	Income	£ 576,657	£ 571,669	£ 565,954	£ 572,269	Expenditure	£ 569,484	£ 610,503	£ 444,722	£ 606,856	Reserves	£ 20,000	£ 20,000	£ 20,000	£ 20,000	Profit/Loss	-£ 12,827	-£ 58,834	£ 101,232	-£ 54,587	Cash	£ 128,405	£ 82,398	£ 121,232	£ 94,818	<p>October</p> <ul style="list-style-type: none"> Levy bills sent out: 60% received in October CEO appointed Planning extended Christmas lights scheme Networking: Falstaff Hotel Ambassadors: 215 business visits; 304 intelligence reports; 3,461 visitors welcomed Cleaning team: 160 hours 	<p>November</p> <ul style="list-style-type: none"> MyCanterbury Christmas in the City Guide Team attended British BIDs Conference Christmas lights installed Christmas lights switch on Networking: The Shakespeare Ambassadors: 213 business visits; 290 intelligence reports; 3,329 visitors welcomed Cleaning: 160 hours 	<p>December</p> <ul style="list-style-type: none"> Christmas Window Competition on Small Business Saturday: 50 entries 	<p>January</p> <ul style="list-style-type: none"> Britain in Bloom meeting, Birmingham Briefing M&C Saatchi on London Campaign image
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<ul style="list-style-type: none"> • Purple Flag assessment visit 11th December • Networking at The Pound • Ambassadors: 148 business visits; 433 intelligence reports; 3,240 visitors welcomed • Cleaning: 120 hours 	<ul style="list-style-type: none"> • Networking at The Old Buttermarket • Ambassadors: 95 business visits; 341 intelligence reports; 1,768 visitors welcomed • Cleaning: 120 hours
February <ul style="list-style-type: none"> • South & South East in Bloom workshop for community groups • Networking at Dodgems & Floss • Ambassadors: 236 business visits; 280 intelligence reports; 1,108 visitors welcomed • Cleaning: 160 hours 	March <ul style="list-style-type: none"> • BID AGM at Abode Hotel • BID Transport & Access Policy published • Ambassadors: 370 business visits; 286 intelligence reports; 1,728 visitors welcomed • Cleaning: 160 hours
April <ul style="list-style-type: none"> • Purple Flag Evening & Night Time Conference • Networking at Zeus • Ambassadors: 225 business visits; 405 intelligence reports; 1,897 visitors welcomed • Cleaning: 160 hours 	May <ul style="list-style-type: none"> • Mayfest in Cathedral Quarter • Wise Words Festival • Cathedral Quarter exploratory meeting • BID Board Governance Workshop • Networking at Alberrys • Ambassadors: 270 business visits; 410 intelligence reports; 2,892 visitors welcomed • Cleaning: 120 hours
June <ul style="list-style-type: none"> • 300 Hanging baskets installed • Landlords Forum • Digital City Working Group • MyCanterbury Summer in the City Guide launched • Canterbury Pride • Networking at The Jolly Sailor • Ambassadors: 553 business visits; 293 intelligence reports; 3,129 visitors welcomed • Cleaning: 160 hours 	July <ul style="list-style-type: none"> • Medieval Pageant • South & South East in Bloom Judging • UoK Estates Presentation at Abode Hotel • Canterbury image across London as part of Visit Kent campaign: 23m impressions, second most popular image • Networking at the Citi Terrace • Ambassadors: 79 business visits; 278 intelligence reports; 3,639 visitors welcomed • Cleaning: 120 hours
August <ul style="list-style-type: none"> • Britain in Bloom Judging • Networking at The Parrot • Ambassadors: 111 business visits; 474 intelligence reports; 3,653 visitors welcomed • Cleaning 120 hours 	September <ul style="list-style-type: none"> • 2nd Hop Pocket Race • Kings Mile Street Party • MyCanterbury Autumn in the City Guide launched • ATCM Regional Meeting • Networking at Fruitworks • Ambassadors: 511 business visits; 496 intelligence reports; 3,134 visitors welcomed • Cleaning: 160 hours

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	Action	Responsible	Date for completion
	<p>BID Executive team to meet with EKS to discuss BID levy payments including action taken to recover debt.</p>	BJ	Nov 2016
Item	Operations Report		
5	<p><u>Homelessness</u> LC is working on a Give Local Campaign with both Catching Lives and Porchlight to encourage people to give money directly to the charities as opposed to those that are homeless as it just funds their habits and means that they don't engage with the services and support that is out there. LM and LC as well as Cath our Ambassador Team Leader attend a Rough Sleeper Form which is chaired by the CSU. Every two months the enforcement team go out and monitor the situation as a lot of those that beg and claim they are homeless aren't at all. Action is taken with those that aren't homeless as begging is illegal.</p> <p><u>Christmas</u> Marketing: in collaboration with Whitefriars and Visit Canterbury the city will be promoted this Christmas across a number of publications:</p> <ul style="list-style-type: none"> ● MyCanterbury Christmas Guide – distribution 20,000 ● Index magazine November edition - A six page “Canterbury at Christmas” feature (60,000+ readers) ● KM Christmas supplement Eight page advertorial across the whole of Kent: <ul style="list-style-type: none"> ○ Sheerness Times Guardian - circulation 5,478 readership 13,875 ○ Sittingbourne News Extra - circulation 4,633 readership 13,844 ○ Thanet Extra - circulation 40,937 readership 47,436 ○ East Kent Mercury - circulation 8,688 readership 22,923 ○ Folkestone & Hythe Express - circulation 1,673 readership 4,684 ○ Dartford & Gravesend Messenger - circulation 4,274 readership 11,967 ○ Kent Messenger - circulation 26,597 readership 86,934 ○ Kentish Express - circulation 9,883 readership 27,672 ○ Medway Messenger - circulation 4,886 readership 13,681 ○ Kentish Gazette - circulation 11,993 circulation 37,673 ● Heart FM Radio: A 5 week radio campaign across the whole of Kent (488,000 listeners) ● East Kent Lifestyle Magazine November/December issue – 6 page advertorial –circulation 10,000, readership 60,000 <p>A new creative has been developed to reflect the look and feel of the lighting design and Canterbury.</p> <p>Switch on: The event takes place on Thursday 17th November 5 – 7pm in St Georges Street. We are working with Heart FM to deliver the event again this year and have put in place the necessary contingencies to deal with a larger than expected crowd. The event is being promoted in the MyCanterbury Christmas Guide 2016 and on Heart FM for 5 days in the lead up to the event as well as on Facebook so we can get some indication of the numbers planning on attending.</p> <p>Christmas lights: we are providing additional lights in St Dunstan's and in Castle Street subject to the necessary permissions. We have over half of the permissions but there is still some work to do with some businesses in order to get permission. DG advised he would be happy to help out with any businesses in St Dunstans. There is a slight</p>		

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issue with some of the trees in St Georges street in that some of the branches are dead and are a safety hazard so need dealing with before we can install the lights. It might be that we have to dress these trees after the switch on.

Story of England HLF consultation

The consultants have been commissioned to conduct a feasibility study for putting together a HLF bid to join up all the heritage sites and galvanise the offer in the city. They have already had conversations with the Council, Cathedral and are due to meet with Christ Church University next week. MK advised that Christ Church University are looking at putting in a HLF bid as part of the renovation plans for the Prison. They are looking to put in museum and gallery which will help with the interpretation of the cultural assets in the location, in particular the UNESCO world Heritage Site. The benefit is how all partners integrate as the HLF will be more assured if everything is connected.

Hop Pocket Race

BJ asked the board for some advice and guidance as to how to take this event forward. It's fun and engaging however it needs to have more of a draw. MK suggested working with a media partner to increase awareness of the event. It was agreed that the events subgroup should look at this and make some recommendations for 2017.

Purple Flag

BJ proposed that the ENTE Conference 10 – 4pm and AGM 5- 7pm are held on the same day to make full use of the venue. The suggested date was 1st March.

Hanging Baskets

Window Flowers have been on a rolling contract up until now. BJ asked the Board if they wanted to go out to open tender for the remaining three years. At the start of the BID we did price test the market and they were highly competitive and come highly recommended by the Britain in Bloom judges. The Board agreed they were happy to continue with Window Flowers.

St Georges Street consultation

As part of a package of improvements to the city centre, Canterbury City Council will be carrying out major work to modernise St George's Street in 2017. St George's Street, between Canterbury Lane and Rose Lane, is one of the busiest shopping areas of the city, but has declined in recent years. It is a key entrance to the city and it is important to invest in improving its appearance and character.

Canterbury City Council is planning to redesign the street to create an attractive open space that is flexible, adaptable and vibrant, during both the day and evening. On 19 October Canterbury Connected BID invited all businesses on St Georges along to a consultation meeting with Canterbury City Council to hear first-hand about the plans to provide feedback. The consultation is now open to all businesses and residents:

<https://www.canterbury.gov.uk/stgeorges>

	Action	Responsible	Date for completion
	The events subcommittee to meet to look at how to develop the Hop Pocket Race for 2017	IB/BJ	
Item	Council merger proposal		
6	There was a briefing evening on Thursday 6 October to discuss a possible council merger of five East Kent councils into a single district council. Work has begun on examining the potential benefits and savings of a merger of the five		

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	<p>councils – Ashford, Canterbury, Dover, Shepway and Thanet – into one local authority. This work is also exploring how services can be best delivered across the three tiers of local government (county, district and town/parishes) to ensure the most accessible and efficient services for the public. It was an informal session, not a consultation event. CR attended and is due to provide a briefing note. PS advised that it is at a very early stage and David Hughes echoed this. IB asked that we keep abreast of this as it could have an impact on the BID.</p>
Item	Governance
7	<p>Adam Bateman is no longer with Fenwick and will be submitting his resignation. BJ has been in contact with Nigel Poulton, Commercial Manager at Fenwick and he is going to be make a recommendation as to whom Adam's replacement should be until the Board re-nomination process in October 2017.</p> <p>PS raised that point that Adam was the chair of the Finance and HR sub-committee and invited any interested Board Members to volunteer their services if they would like to.</p>
Item	AOB
8	<p>Networking: 23 November is at Happy Samurai and 14 December is at Teatros</p> <p>Board Dates 2017</p> <ul style="list-style-type: none"> ● Wednesday 25/01/2017 ● Wednesday 01/03/2017 - AGM ● Wednesday 19/04/2017 ● Wednesday 07/06/2017 ● Wednesday 19/07/2017 ● Wednesday 06/09/2017 ● Wednesday 18/10/2017 ● Wednesday 15/11/2017 ● Wednesday 13/12/2017
	<p>Next Board meeting: 7th December 2016, 2 – 4.30pm in Whitefriars Board Room.</p>

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