

Canterbury Connected Business Improvement District Board Meeting Minutes

Date												
Wednesday 7 th December 2016		Location										
		Whitefriars Board Room										
Attendees												
Bob Jones (BJ) – Canterbury Connected BID Clive Relf (CR) – Kreston Reeves and Chairman Dan Grimwood (DG) – The Refectory Edd Withers (EW) - Republic Events David Lilford (DL) – Lilford Gallery & Lilford Framing Edd Withers (EW) - Republic Events Ian Blackmore (IB) – The Jolly Sailor Therese Heslop (TH) – Canterbury Cathedral Alex Ridings (AR) – Think Agency Caroline Hicks (CH) – Canterbury City Council		Marco Keir (MK) – Christ Church University Peter Scutt (PS) – Whitefriars Paula Gillespie (PG) – Marlowe Theatre Lisa Carlson (LC) – Canterbury Connected BID Kate Lawrence (KL) – Canterbury Connected BID										
Item												
Welcome, introductions & apologies												
1	Apologies: Adam Bateman (AB) – Fenwick Craig Griffin (CG) – Canterbury Society David Hughes (DH) – Kent County Council Declan Kelly – The Abode Robert Brady (RB) – Regal Estates Jeremy License (JL) – Furley Page Lucy Martin (LM) – Canterbury Connected BID CI Mitchell Fox (MF) – Kent Police		Welcome:									
Declarations of interest												
2	<table border="1"> <thead> <tr> <th>Name</th> <th>Company</th> <th>Reason</th> </tr> </thead> <tbody> <tr> <td>Alex Ridings</td> <td>Think Agency</td> <td>MyCanterbury platform provider</td> </tr> <tr> <td>Caroline Hicks</td> <td>Canterbury City Council</td> <td>Service Level Agreement with BID</td> </tr> </tbody> </table>	Name	Company	Reason	Alex Ridings	Think Agency	MyCanterbury platform provider	Caroline Hicks	Canterbury City Council	Service Level Agreement with BID		
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Caroline Hicks	Canterbury City Council	Service Level Agreement with BID										
Item												
Minutes of the board meeting held 26 th October 2016												
3	Minutes of last meeting approved and will be posted on the BID website.											
Matters Arising			Responsible	Date for completion								
Landlords Forum – Good turnout to last forum, interesting to have two agents there that cater to different markets and hear the interaction between and them and hear the market demands in city. Discussion about planning and developers within the city. The Forum needs to do more to engage professional services and office based businesses. Next meeting in February 2017.			BJ	Feb/Mar 2017								
Homelessness/rough sleeping information – Working with Hutton Design to produce the levy payer leaflet which will include this information in February. Bob went along to see the Catching Lives night shelter and wrote a Blog about his experience which was featured in the December on-line newsletter. The shelter runs from 1st December to 25 th February.			BJ	Feb 2017								
Governance – Next meeting 25 th January.			CR	Ongoing								
My Canterbury – the Board sub group has agreed terms on the MTMC platform and an agreement based on these will be signed with MTMC as soon as possible.			BJ	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>Once we have paid for the Christmas lights and have three more months of Levy payments to receive we will have a clearer picture on our financial position. So far 79% of the levy has been received, 1% behind last year.</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 service will remain the same, however we will review requirements for cleaning in years 4 and 5.</p>				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
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	BID Executive team to meet with EKS to discuss BID levy payments including action taken to recover debt.	BJ	Dec 2016																														
Item	Operations Report																																
5	<p>Homelessness 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 street beggars as in a high number of cases this can enable those in need, many of whom have substance abuse and mental health issues not to engage with the services and support that are out there. LM and LC as well as members of our Ambassador Team attend the 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>Christmas 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 • Pattern for marketing • Successful lights switch on • Consider cheaper ways of spreading the word, such as social media platforms – Whitefriars could join in on a unified approach • Consider an ice rink • MyCanterbury Christmas guide – been distributed to schools and homes • Christmas window competition and St. Nicholas Parade– very successful 																																

- 15 more windows than last year
- 12 businesses received gold
- 45 businesses received silver gilt
- KM Christmas supplement Eight page advertorial across the whole of Kent:
 - 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

A new creative has been developed to reflect the look and feel of the lighting design and Canterbury.

Switch on: The event took place on Thursday 17th November 5 – 7pm in St Georges Street. Working with Heart FM to deliver the event again this year and put in place the necessary contingencies to deal with a larger than expected crowd. Incredibly successful even considering the dreary weather with around 3,500 people attending.

Christmas lights: Christmas lights have been very successful across the city with the scheme now delivered across the area agreed with the Board sub-committee. We don't have any current plans to extend the scheme in future years and will discuss this at the next Board to confirm that.

BID Database

We have been developing the bespoke BID database to improve our services and the businesses in the city. It will record every interaction with every levy payer, voting intentions, customer insight and ultimately will also link in to the Ambassadors' devices to create a single-entry system for data. This will be an essential tool for the 2019 BID Renewal.

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, having completed 75% of the interviews. There is a growing ambition and there are number of organisations which are looking for solutions that currently have responsibilities for heritage assets in the city including active churches within the community with mediaeval heritage. We need to produce final documentation and plan to take forward for the city and establish the feasibility to put something forward to the HLF to fund which will significantly improve the visitor experience.

Parking Permits

Council consultation on increasing cost of parking permits has been circulated for Board member information.

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.

Visit Kent London Campaign

Visit Kent London campaign resulted in total 23m impressions, 24% of those asked planned to visit Kent because of the campaign. Canterbury scored highly across all media and one of the three most important in the influence in

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	<p>people to come to Kent. Full report is available on the BID website.</p> <p>Cleaning Contracts We've met with Citrica and had a discussion with them about the final two years of the BID term, when will reduce the cleaning budget allocation and require a slimmer more focussed service. They're very keen to continue working with us but need other contracts in the Canterbury area to enable them to do so at a reduced contract amount.</p>		
	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	<p>No real update, still working on negotiations and the first stage is gauging the practicality of the concept. More updates will be available in January 2017 about the 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 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>It was proposed that Paul Strong, the finance director at Fenwick will be direct replacement from Adam Bateman and the Board agreed this. We have had interest from Trevor Fitzgerald who also wants to get involved more in the city and he would be key to getting the Cathedral quarter established as a traders' association. Blake McCaskil also expressed interest in joining the board.</p>		
Item	AOB		
8	<p>Ian – Following the BID's investment in the Wise Words Festival of £8,000 last year we have received a request for £2,000 for this year's festival which was agreed by the Events sub-committee.</p> <p>Caroline - A cross promotion package with the county cricket ground for next year. Need to engage more with the city centre, more info in due course.</p> <p>MyCanterbury – The My Town My city sub group met and had a good detailed analysis of where we are. Two issues that were agreed were ownership of the brand MyCanterbury which will be owned by the BID and also ownership of the email database. There will also be an absolute segregation between Alex's role as a board member and the BID's relationship with My Town My city. These terms have been included in the contract that will be signed between the two parties.</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 		

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| | <ul style="list-style-type: none">• Wednesday 15/11/2017• Wednesday 13/12/2017 |
| | Next Board meeting: 25 th January 2017, 2 – 4.30pm in Whitefriars Board Room. |