

## Attendees

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### Directors:

**Andrew Dodd (AD)** – Canterbury Cathedral  
**Bill Hicks (BH)** – Deputy Director of Place, CCC (*left early*)  
**Blake McCaskill (BM)** – Republic Events  
**Clare Millett (CM)** – The Westgate Hall  
**Dan Grimwood (DG)** – The Refectory Kitchen  
**David Lilford (DL)** – Lilford Gallery  
**Lee May (LM)** – Brachers LLP  
**Marco Keir (MK)** – CCCU  
**Mark Stuart (MS)** – Whitefriars  
**Paul Turner (PT)** – The Marlowe  
**Rachel Sanders (RS)** – BoConcept

### Observers:

**Hilary Brian (HB)** – Canterbury Society  
**David Kemsley (DK)** – Canterbury Society  
**John Woodward (JW)** – Kent Police  
**Ben Norbury (BN)** – Kent Police

### BID Team:

**Lisa Carlson (LC)** – CEO  
**Rachel Pilard (RP)** – Marketing & Comms  
**Lucy Martin (LM)** – Ops Manager  
**Emily Wells (EW)** – BID Administrator

## 1. Welcome and Apologies

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### Apologies:

Claire Bogan, Fenwick | David Lewis, Café du Soleil/ des Amis | Jon Mills, The Foundry BrewPub | Karl Elliot, Clague Architects | Simone Davies, University of Kent | CI Dan Carter, Kent Police

## 2. Declarations of Interest

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- Canterbury City Council (BH) – Service Level Agreement
- PT advised that his daughter now works at Burgess Hodgson. She isn't a fee earner or partner and does not work with the same partner who oversees our accounts.

## 3. Minutes of previous meeting (17.01.24) and Matters Arising

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The BID Board minutes from 17 January 2024 were approved and signed off.

## 4. Corporate Plan (BH)

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BH provided a briefing on the Council's new Corporate Plan, updated at least once every administration (3-4 years), that outlines the council's medium-term vision, ambitions, and objectives. It also serves as part of CCC's budget and policy framework, helping guide recommendations, decision-making, and prioritisation of resources, tracked via performance reports and the Annual Report.

### Points to note about the Corporate Plan

- Sets ambitions and targets for the new council administration and their main focus for the duration of the term to 2027.
- This draft is based on the United Nations Sustainable Development Goals.
- The draft will go to the CCC cabinet later in spring/early summer.

### Comments:

- Positive feedback about the United Nations Sustainable Development Goals, which align to the vision of other businesses and organisations in the city.
- Sustainable development – 17 aspects in CP. It could be at risk of diluting the goals, may be better to have fewer sustainability targets but spread wider throughout the community.
- Important to note a new Transport Strategy is being issued by the council which includes a sustainable framework and the hope that it will give Canterbury more leverage in the wider county.
- Noted that there is no mention of the BID, the Cathedral, higher education or tourism (except a passing reference to the 2020 study).
- Water and sanitation – how can the council affect this and make the changes it proposes?
- The Corporate Plan is more community focused which also includes the business community so it is important businesses are represented in the plan.
- How does the Council support economic development and specifically businesses in the city centre? It's not defined in this draft.
- Should youth provision be part of the Corporate Plan? Ongoing partnership discussions are needed on this subject and to look at the wider issues. Provision for young people is needed in the city.

**Action:** Draft a BID response for Board feedback – LC

## 5. BID 3 Proposal – Sign Off

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The full Proposal for a third BID term is now ready to send to the Council for their approval at Cabinet on March 25<sup>th</sup>.

The Local Authority is required to undertake a statutory sign-off of the BID proposal based on the following:

1. That the BID proposal does not conflict with any existing Local Authority policy.
2. That the proposal includes all of the details stated within BID Regulations, Schedule 1 to the BID Regulations prior to proceeding to ballot: details of consultation, financial arrangements, statement of works, existing baseline services provided by the local authority, a description of the geographical area of the BID, an explanation of how the amount of BID levy is to be calculated and the specified class of non-domestic ratepayer eligible to pay the levy.
3. That the proposal does not place a disproportionate burden on businesses by way of an unfair levy charge on a certain 'class' of levy payers.

The Cabinet will be asked to resolve to:

- Approve the Proposal based on the above criteria which will form the basis for the notification of the BID ballot submitted to the Secretary of State
- Authorise the Returning Officer to conduct the BID ballot in 2024.
- As a Non-Domestic Rates levy payer, delegate to the Director of Strategy and Improvement to cast the council's vote as 'Yes' in the forthcoming ballot.

Slides were shown to the Board of the BID 3 Proposal document for the Board to decide whether it was a true and accurate reflection of all that has been discussed to deliver in term 3.

The proposal will then be developed into a Business Plan that will be sent to all eligible voters ahead of the ballot.

**Decision:** Unanimous vote in favour of signing off BID 3 Proposal

**Action:** Schedule final Vision Workshop and write BID Business Plan for sign off w/c 29 April – LC / RP

## 6. Ops Report Jan-Feb 2024

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The BID's Ops Report for Jan-Feb was circulated, summarising the impact of the BID's work in Jan-Feb 2024. The Ops Report will be published on the BID website.

### Points to note:

- We acknowledge BID Ambassador, **Simon Jackson's 7-year service** and said a fond farewell.
- Discussed the concept of **a new transport campaign** to generate positivity around transport into the city center – painting a "proximity picture" of how close people are to destinations in the city no matter how they arrive.
- **Visit Canterbury:** A new quarterly Visit Canterbury Ops Report has been created by the BID, providing updates on the whole Canterbury District including coastal reports from Herne Bay and Whitstable (funded through UK Shared Prosperity).
- **ENTE Campaign:** The Canterbury Night Out Guide is now live on Visit Canterbury and is being actively promoted via all the BID's channels. Printed materials, posters, and coasters have also been produced to increase the campaign's reach and extend the legacy. **Summary:**
  - The "Best Night Out in Kent" campaign was launched on Monday 19 February and runs for 6 weeks until 31 March. The campaign was shaped entirely by the Canterbury ENTE businesses through a series of workshops.
  - The aim is to increase the number of people coming to Canterbury for a night out. Also fits in nicely with the new Purple Flag accreditation, awarded to Canterbury for the 12<sup>th</sup> year.
  - Digital Night Out Guide posters have been circulated to hotels and B&Bs
  - The Digital Guide and Competition will run through Visit Canterbury, but the social campaign will be on MyCanterbury, with reels shared on Visit Canterbury socials.
  - Campaign audience will extend nationally through its positioning on Visit Canterbury, including a national competition.
- **West End Quarter launch:** On 29 February we celebrated the launch of Canterbury's new West End Quarter at a special event hosted at Canterbury Umbrella Centre. Over 50 'West Enders' including businesses and organisations in the area, and councillors, gathered together to raise a glass to declare the quarter officially open. Canterbury BID helps to fund the development of new business quarters, and some of their ongoing activity (for example, social media and events). Finally Design Agency, who created the branding for the quarter, donated this to the Umbrella Centre.

**Canterbury's West End** quarter encompasses St Dunstan's and St Peter's Street, as well as The Friars and Westgate Hall Road. It joins several 'quarters' in the city, alongside the Cathedral Quarter, Castle Quarter, and The King's Mile. Just like the city's other quarters, it does not replace any of the existing historic names associated with the area; it aims to promote the collective businesses to visitors and residents alike and to encourage visitors to stay and spend locally.

## 7. Sub-committee Reports

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### Finance (including accounts sign-off) – PT

The Finance Sub Committee last met on 27 February and also on 7 February (focus on the Accounts

with PT, LC, LM, LP and Burgess Hodgson).

### **Accounts**

- As planned, this is a deficit budget due to surplus from the pandemic.
- Visit Canterbury is allocated to a restricted reserve fund as the project runs to a different financial timetable to the BID.
- General restricted reserves figure updated to provide sufficient liquidity to the business from year-to-year and term-to-term, and for any unforeseen eventuality, in accordance with the BID's Reserves Policy.

The timeline for the Year 4 Accounts is as follows:

- 27 February 2024 – Finance sub-committee review and approve amended Year 4 Accounts
- 13 March 2023 – Board asked to approve Year 4 Accounts
- 30 June 2024 – Companies House Filing Deadline

### **Budget monitoring**

- All figures up to and including January 2024.
- **Summary Position:** Year 5 total income is at £616,714 and total expenditure at £726,830, giving us a current budget balance of -£110,116 as planned, to spend the remaining surplus from the pandemic.
- The Levy Monitoring Group met on 21 February with Civica and Canterbury City Council to discuss ongoing levy collection, in line with the BID's Operating Agreement with CCC.

### **In-house billing**

We are working on a business case to take levy billing in house, which has already happened at Worcester BID and there are five other BIDs considering in house billing. The main reasons for Canterbury BID to consider in house billing are

1. To make the process easier for businesses
2. For the BID to gain a better commercial relationship and level of engagement with its customers.
3. Improve the collection rate
4. Might be more cost effective

If we proceed, we will need to do all the setup over the summer. The next steps is to review the business case at the finance sub committee in April, and if we decide to proceed, to seek approval from the Board in May.

**Decision:** BID Finance Accounts were approved and signed off by the Board.

## **Marketing & Events – BM**

The M&E sub-committee last met on 12 March and discussed:

- **The Best Night Out in Kent Campaign** which launched on 19 February with a new digital guide promoting 6 different nights out: Lively, Adventurous, Foodie, Cultural, Romantic and Curious
  - Competition through Visit Canterbury has had over 3k entries which will increase traffic to VC website and add traction for the platform in general.
  - Campaign compliments Purple Flag accreditation which has been achieved for the 12th year in a row
  - Actively encourages overnight stays with all night-out suggestions linking to the Where Can You Stay page on VC (ie accommodation providers) with aim to increase SEO of people coming to Canterbury for a night out.

- Night Out Guide posters and coasters have been produced and circulated to hotels and B&Bs, bars and restaurant, all with the QR code to access the Digital Night out Guide.
  - The campaign was shaped entirely by the Canterbury ENTE businesses through a series of workshops, but its future can be shaped through the VC Consortium and steered by feedback from the Accommodation Providers group as the digital guide evolves.
  - Digital Guide and Competition is run through Visit Canterbury with social media campaign streamed via MyCanterbury, with reels shared on Visit Canterbury
- **Visit Canterbury:**
    - A new Visit Canterbury Ops Report has been created and includes, campaign info, insights, data and coastal reports from Herne Bay and Whitstable in addition to Canterbury.
    - TikTok channel is being looked at to stream VC content.
    - Newsletter subscriber numbers have been very healthy, sending a lot of traffic to website.
    - Most popular pages are Events and What's On.

RP, IB and BM attended site visit for LUF at Dane John gardens. CCC teams (incl Chris Maw) and councillors were in attendance explaining where the money would be spent, and the processes -and limitations- involved in the decisions.

- **Levelling Up – site visit to the Dane John**
  - BM and RP attended the site visit at the Dane John Gardens with CCC teams
  - A number of points were discussed concerning
    - Power supply location
    - Location of trees and access requirements for events
    - Bandstand upgrades and railings
    - Fencing along the city wall – still required for event heras fencing and for safety reasons, particularly for non-neurotypical and visually impaired individuals, and as a deterrent against risky behaviour
    - Flower beds surrounding the sundial
    - Renovation of kissing gate by Castle Row and access for events.
  - The BID will continue to engage and feedback on all Levelling Up projects.
- **Levelling Up business workshops:** Visit Kent received funding to run a workshop for businesses focusing on the group travel trade – details have been circulated to businesses

## Summary of Decisions and Actions

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### Decisions:

- BID 3 Proposal – unanimous vote to sign off
- BID Year 4 Accounts – approved and signed off by the Board.

### Actions:

- Draft BID response on the CCC Corporate Plan – LC
- Schedule final Vision Workshop and write BID Business Plan for sign off w/c 29 April – LC / RP

## Next Board Meeting Dates

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### 2023-24 Board Dates (9am for 9:30, until noon)

- 15 May BID Board meeting

- 18 April – Local Plan consultation session or the BID Board
- 17 July BID Board meeting

**Ballot:** 6 June to 11 July 2024

**Networking Dates** (booking opens one month prior to each event)

- 19 March: Evening Networking Citi Terrace, 5:30-7pm
- 23 April: Breakfast Networking & Litter Pick, The Umbrella Centre, 8.30-10am
- 7 May: Matches, lunch
- 23 May: Health & wellbeing sector group networking, 5:30pm at Socialite
- 19 June): Wagamama, breakfast

**Event calendar:** [canterburybid.co.uk/events/month/](http://canterburybid.co.uk/events/month/)

Signed:



Date: 15 May 2024

Clare Millett, BID Board Chair