

## Attendees

### Directors

<b>Andrew Dodd (AD)</b> - Canterbury Cathedral
<b>Bill Hicks (BH)</b> – Deputy Director of Place, CCC (left early)
<b>Blake McCaskill (BM)</b> – Republic Events
<b>Clare Millett (CM)</b> – The Westgate Hall
<b>Dan Grimwood (DG)</b> – The Refectory Kitchen
<b>David Lewis (DL)</b> – Café du Soleil/Café des Amis
<b>David Lilford (DL)</b> – Lilford Gallery
<b>Lee May (LM)</b> - Brachers LLP
<b>Marco Keir (MK)</b> – CCCU
<b>Mark Stuart (MS)</b> – Whitefriars
<b>Simone Davies (SD)</b> – University of Kent

### 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

**Welcome:** Julie Grail, The BIDS Business

**Apologies:** Paul Turner, Rachel Sanders, Karl Elliott, Claire Bogan, Jon Mills

## 2. Declarations of Interest

- Canterbury City Council (BH) – Service Level Agreement

## 3. Minutes of previous meeting (13.03.24) and Matters Arising

- The BID Board minutes from 13 March 2024 were approved and signed off.
- Lee May is leaving Brachers on 5 June. The Board thanked him for all his contribution.
- LC advised that there are a number of Council consultations at the moment, including public showcases for Levelling Up projects at the Beaney.

## 4. Ballot plan

LC Shared the new BID film with the Board and explained how the film would be shown at the AGM in full, then broken down into easily digestible short films that focus on specific areas. The footage is available to be used to promote the city and different sectors going forward.

Unanimous agreement that the film was exceptional

Films showcasing the role of board members will also be shared, talking about why the BID works for them, their experience of doing business in Canterbury and of being a BID board director.

RP shared Ballot Communications Plan and opportunities for engagement with businesses. We want to encourage as many people as possible to vote!

LC gave an overview of the ballot process and timeline:

- 9 May – Notice of ballot sent out and Business Plan available to all eligible voters
- 6 June – Ballot opens and ballot papers posted
- 1 July – Deadline for appointing a proxy at 5pm
- 5 July – Lost paper deadline for applying for a replacement ballot paper
- 11 July – Last day of ballot (Day of ballot) at 5pm
- 12 July – Ballot count and result announced

LM talked the Board through the Ballot Packs which contain examples of what the notice of ballot and ballot papers looked like. Board members were asked to review the voter list and allocate themselves to those businesses where there is a connection and an opportunity to engage to encourage business to vote in the ballot.

All those not in attendance will be invited to attend a 2<sup>nd</sup> mirror workshop to catch up.

### **Julie Grail led a Ballot 2024 Workshop:**

**Ballot arrangements:** On 6 June every eligible voter will receive:

1. **Ballot Arrangements**
2. **Ballot Paper**
3. **Executive Summary**
4. **Return Envelope**

**Lost ballot papers:** If the original ballot paper does not arrive, a replacement paper can be ordered with the following conditions

1. Application must go in writing – by corporate email from applicant
2. Replacement will be despatched on 5 July *[later changed to 8 July by CCC]*
3. Only 4 working days to return – ideally hand delivery to the Council office at 14 Rose Lane to avoid delays with the post.

#### **Deadline and count**

- All ballot papers must be received by 5pm on Thursday 11 July
- No late papers can be counted
- The count and announcement will be done by CCC on Friday 12 July

## **5. Sub-committee & Ops report**

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### **Finance (LC)**

- The finance sub-committee met on the 23 April. As at the end of March, Year 5's total income was at £616,497 and total expenditure at £713,671, giving a current budget balance of -£97,174.09, as we are investing the final remaining surplus from the pandemic.
- Year 4 Accounts – Following approval by the board on 13 March, the Accounts have been finalised and will be filed at Companies House imminently.
- Levy collection currently stands at 82.8% of the total billed for Year 5. Recovery is ongoing.
- Inhouse Billing - Worcester BID successfully pioneered a new industry model of in-house billing,

which has raised an opportunity for many BIDs across the country to explore this option. The Board was sent a business case for in-house levy billing for review. The aim of the business case was to review the viability, practicality and impact of undertaking BID levy invoicing and collection within the Canterbury BID team. The main reasons for considering in house billing is to make the process easier for businesses, gain a better commercial relationship and level of engagement with its customers, improve the collection rate, and possibly save money on the collection.

**Decision:** The Board agreed in principle with the concept, proving it makes commercial sense to do so once the final costs are established.

## **Marketing & Events (RP)**

### **Sponsored Events 2023-24:**

Canterbury Festival, King's Mile Trick or Treat, Canterbury Wine Festival, City Sound Project in the Park were very successful this year. Pride Canterbury, King's Mile Gin Fling, Wimbledon Screen and the Medieval Pageant are also predicted to draw in the crowds again, followed by the Medieval Pageant. We also sponsored the Canterbury Bike Ride, the Radio Festival and the Shakespeare Festival.

### **Medieval Pageant:**

- Taking place on the 6 July 2024 with a Crown and Coronation theme that the Cathedral is using for events in September. In addition to the 20 venues participating in the Trail all afternoon, there will be a crown-making trail around some of Canterbury's Jewellery shops inspired by a Medieval Goldsmith who's workshop was discovered during an archaeological dig on Burgate.
- Funding secured from Canterbury City Council's UKSP funding and sponsorship from CCCU and Gothic Games, with support from Canterbury Cathedral.
- The event will be having its own stand-alone website for the first time, designed and managed by Pillory Barn.

### **Visit Canterbury:**

- Most popular pages are Events and What's On
- Anything we can put in now for ahead in Summer, Autumn and even Christmas would be extremely useful as this is already being searched for
- Seeing lots of last minute spontaneous visitors without the advance planning.
- Social media content is doing really well. Everyone appears excited for spring to come in Canterbury. Any nice pictures of sunshine and flowers always get lots of views, therefore if posting, please tag VC.
- TikTok channel is being looked at to stream VC content.
- Newsletter subscribers have been very healthy and send a lot of traffic through to website.
- Summer Campaign – run through VK – in progress.

### **Other Marketing & Events Matters:**

- Night Out Campaign proved successful with steady flow of traffic to Visit Canterbury. Full report will be published later in May to analyse trends and visitor preferences.
- New B2B Events listing leaflet has been produced for distribution to businesses so they can plan their marketing around key footfall dates.

**Ops Report** – Report for March-April 2024 was reviewed and approved by the Board

## Decisions and Actions

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- **Decision:** The Board agreed in principle with the in-house billing business case, proving it makes commercial sense to do so once the final costs are established.
- **Action:** Prepare for ballot and communicate with all contacts to ensure businesses understand the ballot process and how to vote (Lucy will keep everyone updated with lists) – ALL

## Dates for the Diary

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### 2023-24 Board Dates

- 17 July BID Board meeting, 9am for 9:30, until noon

**Ballot:** 6 June to 11 July 2024 | Results announced on 12 July

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

- 23 May: Health & Well-being sector group networking, Socialite, 5:30pm
- 3 June: Summer Drinks Reception and AGM, Cathedral Lodge, 5:30pm
- 19 June: Breakfast at Wagamama, 8:30am
- July (date tbc): Canterbury River Tours with Wildwood (early evening)

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

Signed:



Date: 17 July 2024

Clare Millett, BID Board Chair