

Operations Report

September-November 2018



In this quarter, the BID Team focused on **consultation for a second BID term** (27 Sept-2 Nov), launching the new **Destination Management Plan** (13 Sept), launching a **pilot graffiti cleaning programme** with Serco, hosting the country's first **Green Heritage Conference** (6 Oct) and planning for **Christmas** (lights, switch on event, the guide, county-wide marketing, new late-night shopping and press/blogger event on 30th November). We also cleaned the bus shelters near Whitefriars.

A Full September and October

September is always a busy month in Canterbury with students and their families arriving for **welcome week**, **freshers** and **graduation** – these events bring family and friends into the city for overnight stays (see below for other Graduation and Open Day events). The Higher Education sector contributes significantly to Canterbury's economy (28%) so it's important that we make the most of this time of year, and also other Graduation and Open Day events throughout the year. We also enjoyed the **Canterbury Food & Drink Festival** (particularly the new Urban Food Tour Guide supported by the BID) and the **Canterbury Festival**, supported by the BID. In **November** it's all about Christmas, BID 2 consultation analysis and proposal writing and planning for next year.

Looking ahead

Looking ahead to 2019, we are planning to produce a 'Love Your City' map, ready for circulation prior to Valentine's Day, a series of free training sessions in January and February, providing businesses with a 'healthy start to 2019', a new format to the Evening and Night Time Economy Conference in the Spring, the Medieval Pageant and Bloom campaign in July and engaging with businesses and organisations across the city in the run-up to the BID ballot from 13 June to 11 July .

Road Works

Best Lane / Orange Street / The Friars: Canterbury City Council has carried out major highway improvement works including re-laying footways with natural stone, upgrades to carriageway surfaces, new signage and bollards. The four-way junction of Orange Street, Best Lane and King Street was re-surfaced in granite setts. Surfacing on Orange Street and The Friars followed in early October (with some delays) to lay a surface dressing similar to that laid in Palace Street. We have requested a debrief to improve regular communication about the signage and phasing of these road works. **Harriet Baillie, Project Officer in Transportation and Environment** is coming to the Full Board Meeting on 21 November to talk about the next phase of road works in the city and the consultation and communication process with businesses.

BID Board News

We re-established the **BID Marketing and Events Sub-Committee**, chaired by Clare Millett. The committee met on 6 November and reviewed event funding applications. The **Finance Sub-Committee** met on 14 November to discuss Year 4 Accounts and Year 5 budget monitoring (with Paul Strong's departure, new Finance chair to be discussed at November Board meeting). The **BID 2 Sub-Committee**, chaired by Jon Fitter-Harding, met on 14 November to discuss consultation feedback, budget required to deliver on the priorities expressed by levy payers, ongoing engagement with levy payers and planning for the BID 2 ballot.

Governance

CEO of Kent Social Enterprise CIC gave a presentation on **governance** as a follow up to the governance review in 2016. Since then, she has been working with the BID team on reviewing policies and our Articles of Association, and will provide an update at the November Board meeting.

New Budget with Support for High Streets

On 29 October, the Government announced the **new budget** which acknowledged the seriousness of the challenge facing **UK High Streets**. The new budget provides £1.5 billion and other forms of support, including immediate reductions in business rates for small retailers with an RV of £51k or below, consultations on the need to change planning policy, a £675 million Future High Street Fund and a new High Street Taskforce. We are organising a free seminar on business rates in the new year and working closely with the Local Economy Team at the City Council on how Canterbury can benefit from this new funding and support. See more from the Institute of Place Management here: <https://www.canterburybid.co.uk/budget-update-for-high-streets-from-the-institute-of-place-management/>

City Performance Stats – we need more Sales Performance data!

- **Sales Performance Stats:** As part of the monthly [City Centre Performance Report](#), we currently have a sample of 31 businesses that provide their business' % change in sales on a monthly basis and would like to increase this number, specifically more independent food & drink establishments. When the data is reported, all specific figures are anonymised to ensure that no individual trader can be identified. We are only interested in identifying any trends for the city as a whole as well as any patterns over time. **If you can help with this, please let Lisa know.**
- In July, we introduced a new feature to the BID website and weekly newsletters called '**City Stats**'. We now receive weekly footfall counting from **Springboard** who are a national organisation. For the moment we will supply week on week comparisons but once we have been working with Springboard for a year will be able to supply you with year on year comparisons.
- **City Centre Performance Report:** These monthly reports are written in order to determine how the city centre is performing on a range of indicators including footfall, vacancy rates, sales performance and tourism). The objective is to track the impact of economic activity on the city centre, and to provide a baseline from which future performance can be benchmarked.

Ambassadors update:

From September to mid-November, Catherine, Simon and Kayleigh welcomed 5,330 visitors to the city, made 1,605 business visits and reported 192 issues to the police / council / Serco. Particular highlights:

- Meeting with St George's Street businesses, the Police and the BID team to discuss anti-social behaviour and shoplifting issues and how the Police, District Watch and the BID can help.
- They attended the Rough Sleepers Forum, the Safety Tasking Group, the Modern Day Slavery conference and met with Sadie Williams the Park Community Development Officer to discuss a wide range of issues such as anti-social behaviour, cycling on the High Street and rough sleeping.
- Cath reunited a young lady with her provisional divers licence thanks to the power of Facebook and the businesses of Castle Street.

Business News:

- We said a fond farewell to the **Jolly Sailor pub**, an establishment that, over the last 10 years, has grown to become an institution to its regulars.
- **The Foundry Brew Pub** has moved to 77 Stour Street (the Chromos building) following the closure of Nasons. We are supporting their planning application for a variation in opening hours.

- **Visit Kent's Tourism Award** nominations have been announced and Canterbury features three times: One Pound Lane, City Sound Project and our Medieval Pageant. Public voting was open until 4 November and winners will be announced at the Visit Kent Christmas Networking & 2018 Tourism Awards on 3 December.

We welcomed:

- **Pegasus Tap Room** in St Dunstons, which took over the site of Mouton Rouge which closed in early Summer.
- **Five Guys** at 47/48 St Peter's Street.
- **King's Corner café**, the latest edition to The King's Mile, positioned at the end of Palace Street.

We congratulated:

- **The ABode** on their new three rosette status, joining just 10% of all AA rated hotels across the UK to hold the accolade.
- **Fitzgerald Jewellers** who scooped the Best New Store or Store Refurbishment of the Year Award at the Professional Jewellers Awards ceremony
- **BoConcept** on a very happy 1st Birthday.
- All the **Canterbury Christ Church University graduates** that brought family and friends into the city they have called home for the last few years.
- **St Martins Church**, part of the UNESCO World Heritage Site, on their Silver in the Church Yard Category of South East in Bloom 2018. St Martin's has welcomed over 10,000 visitors so far this year, the first time they have hit the five-figure visitor mark and it's looking like by the end of the year they will be 10-15% up on the previous highest in 2017.
- **Stagecoach South East** on their silver anniversary. This year they celebrate 25 successful years of running bus services in Kent.

September in Review



11 September – BID Networking at The Curzon

Thank you to Ricky and the **Curzon** team for hosting September Networking. It was lovely to see so many familiar faces and to hear that the Curzon is thriving (don't forget they have great spaces available for private hire!).



13 September – Launch of the new Destination Management Plan

Canterbury Connected BID partnered with Visit Canterbury to fund a new Destination Management Plan (DMP) for Canterbury with the aspiration for Canterbury to be a “first class cultural heritage destination”. The consultation was overseen by Visit Kent and was launched in September 2018. The strategy will help shape the city-wide promotional strategy over the next six years. The summary leaflet and full strategy are available on the BID website:

<https://www.canterburybid.co.uk/destination-management-plan-dmp/>. The next step is to form the Steering Group and Working Groups.



13 September – Visual Display Training at The Westgate Hall

Canterbury BID offered free Visual Display Training for all levy payers with Janet Billings from 'Made you Look'. Twelve businesses were treated to one-to-one sessions where they learnt techniques and ideas to create eye-catching window displays for Christmas and throughout the year. We were joined by Jan Edis from the **Poppy Appeal** who gave an overview of centenary commemorations. Canterbury will be boasting 6,000 locally knitted poppies in the Marlowe Arcade alongside the recycled plastic poppy display on the Westgate Tower.



20 & 26 September - Pop-Up Safety Hub for Freshers

The Canterbury Community Safety Partnership based at CCC ran two Pop-Up Safety Hubs in September designed to give safety and community awareness messages directly to students and residents on nights out in the city centre— see <https://news.canterbury.gov.uk/litroutes/> for the #litroutes map & film. Police, Enforcement, Council Officers, Universities, Unions, Street Marshalls and Street Pastors were all present – a great example of the joined up working that makes Canterbury worthy of the Purple Flag. Lisa joined in on 20 Sept along with the Vice Chancellors of CCCU and UoK.



14-28 September – Canterbury Food and Drink Festival

We were delighted to assist the Food and Drink Festival 2018 by adding an **Urban Food Tour** to their offering this year, bringing the festival into the city between 14 and 28 September. Several city centre businesses were involved in the activities include Mister Miyagi, Lily's Bistro, The Fudge Kitchen, Chapter and more. The Urban Food Tour is the festival's newest programme of events aimed at promoting the city centre's food & beverage offering and extending the reach beyond the festival weekend. The tour included workshops and masterclasses from cupcake making for kids to beer tasting for grown ups – all ticket proceeds went directly to the businesses.



27 September – Consultation Conference for BID 2 at The Westgate Hall

Consultation on the future of the BID was launched at a conference on 27 September. We heard from Ojay McDonald, Chief Executive of the Association of Town and City Management about the impact of BIDs around the UK and the need for business rates reform. We also conducted live polling on the night (a great snap shot of the room's opinions). See the BID website for the results of the live polling, the full consultation document and Frequently Asked Questions:

<https://www.canterburybid.co.uk/canterbury-connected-consultation-on-bid-2>.

Questionnaires were hand delivered by the BID Ambassadors and sent by email to head offices (where relevant). 87 questionnaires were received and we are now collating and analysing the feedback and drafting the proposal for BID 2.

Engagement with levy payers will continue as usual with the BID Team and Ambassadors, and the BID Board are organising meetings and engagement events with businesses and/or accompanying the BID Ambassadors on a walk around.



28-29 September - Canterbury Design Weekend

Businesses in The King's Mile and Cathedral Quarter held a "Design Weekend", offering shoppers the opportunity to meet interior designers, jewellers, makers and artists through workshops, talks and exhibitions. The event features Fired Earth, Fitzgerald Jewellers, Herringbone Kitchens, BoConcept, Lilford Gallery, The Living Lounge and Ortwin Thyssen.



Canterbury City Council secured £330,000 of government funding to help rough sleepers. They have confirmed the money will be used to continue to fund a frontline rough sleeper co-ordinator to work on the streets with homeless charities **Catching Lives** and **Porchlight** to create individual support plans for each rough sleeper they come into contact with. The Night Shelter will also be open 6 months of the year.

October in Review



4 October - ATCM Smart Cities Conference

The polling at the consultation Conference underlined the importance we all place on city-wide **digital connectivity** for our businesses, customers, clients, locals and visitors. For this reason, Rachel and Jon attended the **ATCM Smart Cities Conference**. The event's aim was to explore new methods of preparing cities for the Fourth Industrial Revolution. City centre connectivity was a leading topic and – as a result of the conference we have exploratory meetings set up on 13 November with two WiFi companies (Elephant and Ink Spot WiFi).



6 October – Canterbury’s First Green Heritage Conference

We hosted this conference as part Canterbury in Bloom 2018 in order to raise the profile of green heritage as an integral part of local strategies and to increase engagement on green heritage and public open space (a concern raised at the consultation conference in Sept). The impact of the conference has included three references to Green Heritage within the new Heritage Strategy (due to be made publicly available in late November). We announced the winners of the Bloom Schools Competition and the winning designs will be created next year and form part of the Canterbury in Bloom 2019 campaign . We have also received positive coverage in the press.

your
BID levy
explained



Mid-October – BID Levy Leaflets

The **Year 5 Levy invoices** were issued the week of 9 October. All payment questions should be directed to the collection agent at Canterbury City Council on 01227 862 316. The BID Finance Sub-committee will track payment.



3 October – Graffiti programme on BBC Radio Kent

Lisa joined Cllr Nick Eden-Green and District Commander Mark Weller on BBC Radio Kent this week to discuss how to tackle graffiti in the city. She spoke about graffiti prevention through anti-graffiti coating and public art. Mark Weller stated “Prevention – absolutely critical and a key tactic in combating this problem and I would absolutely commend the work that’s being done. I would echo everything Lisa said. We’re working with Canterbury BID and the local authority to look at ways of designing out this type of criminality.”



17 October – All Party Parliamentary Group on Business Rates

Lisa contributed to the discussion at the All Party Parliamentary Group for Town and Cities which focused on the need for immediate reform of the business rates system. The New West End Company (a leading London BID) put forward a proposal for interim business rates reform, asking the Chancellor to act in the Autumn budget for a fairer way forward.



20 October – Timekeepers Return in the Cathedral Quarter

The Cathedral Quarter along with ex-Ambassador Jack Lowe, organised a fantastic digital treasure hunt around the cobbled streets of Burgate and neighbouring roads, with over 200 people taking part. This was a great example of a Trade Association coming together to create an event that not only encourages footfall and dwell time, but also offered an opportunity for interaction with the businesses.



23 October – BID Networking in the Canterbury Festival Spiegel tent

It was wonderful to welcome the Canterbury Festival's Spiegel tent back to the city centre and to hear from Amanda and the team about the great line-up of acts they have for this year.



25 October – The Shires at The Marlowe Theatre (Canterbury Festival)

As part of our sponsorship of the Canterbury Festival, we had tickets to The Shires at The Marlowe Theatre. Board members hosted local businesses at this event, including a networking reception beforehand.



Halloween fever took over in Canterbury. **The Roman Museum** ran a Revolting Roman grave digging event (20-28 Oct), Canterbury Tales held a Spook Quest (20-28 Oct), Whitefriars hosted a number of events (24-28 Oct) including a Halloween Disco and a Trick or Treat Event. **The Beaney** stayed open late (26 Oct) to present Fright at the Museum and **The King's Mile's** annual Trick or Treating returned on 27 Oct (with event funding from the BID). Westgate Towers hosted a Halloween trail (26-27 Oct) with gaulish games and prizes and a scary Scavenger Hunt took place in the Westgate Parks (28 Oct).



29 October - Budget update for high streets

"The seriousness of the challenge facing UK High Streets was recognised in yesterday's Budget, which provided £1.5 billion and other forms of support to them. These included immediate reductions in business rates for small retailers, consultations on the need to change planning policy, a £675 million Future High Street Fund and a new High Street Taskforce."...

We will keep a close eye on this and are planning to hold a seminar on business rates to improve understanding of how the system works and how this new budget announcement might benefit businesses.

November in Review



The Christmas in the City Guides arrived and are packed with events, gift ideas, places to visit and a map of the city. 20,000 copies were printed and over 15,000 have already been distributed across the city including hotels, TICs, schools, train stations and many others. If you are yet to find a copy, here is the digital version of the [Christmas Guide](#)



The 2018 **Kent Contemporary campaign** ended on mid-September. The total reach for 2018's campaign was 44,281,668 (a 48.6% growth on 2017). Campaign activity consisted of out of home rail advertising, extensive digital promotions and – new for this year - the introduction of video:

https://www.youtube.com/channel/UCtUWugN2u63KOU9V3rT_EYw/videos



Kentish firm, Gala Lights, put up the **Christmas lights** starting on 3 November, ready for the Switch-on celebration **on Friday 16 November**. 5 miles of lights will be decorating the city with 118,000 LED lights. But keep in mind that they have over 20 sockets to visit on the 16 November.



Free Festive MyCanterbury promotions

Canterbury-wide e-shots and daily social media posts promoting all that Canterbury has to offer over Christmas are scheduled in November and December for all BID levy payers.



Events Policy Consultation

Canterbury City Council is consulting on a draft Events Policy and Implementation Strategy and would like to hear your views: by 26 November:

<https://news.canterbury.gov.uk/draft-events-policy-and-implementation-strategy/>

The aim is to assist the development of local events and the associated decision-making process behind building a varied programme of events for residents and visitors. Lisa attended a consultation workshop on 8 November.



Christmas Window Competition 2018

The BID has launched the Christmas Window Competition 2018 and will be open for entries until 23 November. So far already 35 businesses have signed up and we anticipate reaching at least the 87 that entered in 2017. Judging will take place on Saturday 1 December.



13 November - BIG thanks to Catching Lives who hosted November networking session. We were treated to a wonderful array of their client's work which included books, sculptures, Christmas cards, information and testimonials. It was clear to all who attended what a fantastic job Catching Live does for Canterbury's homeless community.



16 November – Christmas Lights Switch-On and Christmas Market Opens

This year the switch-on event and Christmas Market are launching on the same day. To support the event Canterbury City Council and Stagecoach have offered free Park & Ride from 3pm, and the Christmas Market will be open until 8pm. The Marlowe panto cast along with the Lord Mayor will be ready to press the red button at 5.45pm and we look forward to an excellent turn out.



30 November – Late Night Shopping, Father Christmas and a Special Press Event Cathedral Quarter and Kings Mile Shops are running a late-night shopping event with businesses open until 8pm, carol singers, mulled wine, fabulous gifts to purchase and a few surprises. This coincides with Whitefriars welcoming Father Christmas to his grotto from 5-7pm that evening and the Christmas market staying open until 8pm. The BID are working with Whitefriars to co-host a special press and bloggers event that evening to showcase why Canterbury is 'Made for Christmas'!

Key Dates:

Full Board Meetings (all Wednesdays, 9:30am to noon)

- **16 January** (Whitefriars) – *Final approval date for BID 2 proposal*
- **6 or 13 March** – *Final approval of Year 4 Accounts*
- **15 May**, 9:30 to noon
- **17 July**, 9:30 to noon

AGM: 20 March, 5-7pm

Sub-Committees Meetings:

- **February, May and June:** see the new Programme of Meetings

BID Networking:

- **11 December, 5-7pm:** Chocolate Cafe, 1 Guildhall St
- **22 January, 5-7pm:** MetroBank
- **21 February, 5-7pm:** Bang & Olufsen
- **12 March, 5-7pm:** Pybus Opticians

Other dates

- **1 December:** Canterbury Christ Church University Open Day
- **23 November:** University of Kent Graduation
- **30 November:** Arrival of Whitefriars' Santa and Late-Night Shopping Event
- **1 December:** Annual Christmas Window Competition (also Small Business Saturday)
- **1 December:** Canterbury Christ Church University Open Day
- **1 December:** Opening of Santa's Grotto, Whitefriars
- **2 December:** Christmas Vegan Market, North Lane Car Park
- **8 December:** St Nicholas Parade and Service at Canterbury Cathedral, from noon
- **25 January:** Canterbury Christ Church University Graduation