

Operations Report January – February 2019

Over the last few months....

We were hugely encouraged to hear Parliamentary praise for BIDs. **Jake Berry MP**, Minister for the High Street, announced to the Parliamentary Select Committee on the High Street 2030 “**I have seen, as I have gone round the country, that the areas that often do best are those areas that have a really good and strong BID.**” He also stated “**I am very keen to see the number of BIDs increased, because they can make a real difference to high streets.**”

On Tuesday 22 January we launched the first of our 4 free training sessions "**Understanding Business Rates**" delivered by Sadie Furner from Civica who collect business rates and the BID levy for Canterbury City Council. The training provided BID members with the latest information on the rates reduction scheme due to be brought in this April and particularly interesting for small businesses hoping to benefit from this.

We also organised three other bespoke training sessions exclusively for our BID businesses.

1. **Marketing Your Business Digitally**
2. **Understanding the Latest Changes to Employment Law and Social Media**
3. **Ensuring your Business is Digitally Visible on Search Engines**

All were extremely popular with our business community.

We registered our interest in the **Great British Spring Clean**, a campaign launched by Keep Britain Tidy which coordinates litter picks in Canterbury from March onwards and we are actively promoting the litter picks happening in and around Canterbury.

We encouraged businesses affected by the proposed **St Margaret's Street improvements** to have their say, with dedicated posts in the weekly news update, Ambassador reminders and walkabouts with a few key businesses. Consultation ran from 24 January to 18 February for businesses and the public to feed into the plans for the extended pedestrian zone, improved lighting and repaving improvements in line with the new Slatters development.

We promoted the council's **Draft Heritage Strategy** consultation, a collection of policy and guidance documents that will shape the district over the next 10 to 15 years and encouraged our BID members to make their views known.

We are very pleased at securing the **Purple Flag** once again in our interim renewal. The judges said: “*Canterbury is clearly another great example of good practice nationally in managing the ENTE. A packed highlights section with 3 initiatives that stand out are: “Lit Routes” scheme highlighting how to stay safe when heading home after a night out, ENTE Conference in June 2018 (biggest to date) and the new film about Canterbury Connected (BID) including the ENTE and the city’s heritage & cultural offering.*”

Finally, we published our **Annual Calendar of Events** on the BID website (canterburybid.co.uk/events). To date we have used this as an internal “clash” diary and it is still a work in progress, but has recently been updated following the “Canterbury Culture” meeting we hosted. If you spot anything that is missing, please let us know.

City Centre Performance

On a monthly basis, we produce a report on how the city centre is performing based on a range of indicators. The data is pulled from a number of sources both at local level and a national level. The objective of the reports is to track the impact of economic activity on the city centre, and to provide a baseline from which future performance can be benchmarked. The reports consider the following key indicators to determine the City's economic health:

- Business premises vacancy rates
- Business premises type
- Business start-up rates (data available up to September 2018)
- City Centre footfall
- Business Sales Performance
- Tourism

The reports are published as soon as we receive all of the relevant data. Reports are now available up to December 2018.

High Streets 2030 Report

The High Streets 2030 Report was published on 21 January, based on the Enquiry into the Future of the High Street chaired by Sir John Timpson. Whilst the title says "high streets", the enquiry and report are very much about towns and city centres. The report welcomes the Future High Streets Fund and the High Streets Taskforce but says more must be done to support Town Centres. The report details the four systemic issues it believes are harming UK high streets:

- Too much retail space
- Fragmented ownership
- Retailers' high fixed costs: business rates and rent
- Business taxation

The Committee has concluded that ensuring town centres are more orientated around community and activity will support the process of Future Proofing.

The Committee said:

"We are convinced that high streets and town centres will survive, and thrive, in 2030 if they adapt, becoming activity-based community gathering places where retail is a smaller part of a wider range of uses and activities. Green space, leisure, arts and culture and health and social care services must combine with housing to create a space that is the "intersection of human life and activity" based primarily on social interactions rather than financial transactions. Individual areas will need to identify the mix that best suits their specific characteristics, local strengths, culture and heritage. Fundamentally, community must be at the heart of all high streets and town centres in 2030."

Future High Street Fund

We are working with Canterbury City Council on the Expression of Interest for the Future High Street Fund which is due on 22 March. The Fund is being managed by Laura Hurley, Head of Future High Street Fund at the Ministry of Housing, Communities and Local Government. £675m will be available over two rounds and local authorities can bid for between £5-25 million.

Looking ahead

- **The BID's new shopping map** is nearly ready. We hope to launch in late March.
- **Canterbury in Bloom:** We are re-entering the Bloom campaign this year after focussing on the green heritage initiative in 2018. The Bloom Steering Committee is scheduled to meet on 13 March. South & South East in Bloom are hosting their Spring Work Shop in Canterbury on 3rd April in the Westgate Hall and judging for this year's campaign will take place in mid to late July.

- **Purple Flag / Evening and Nigh Time Economy:** The Purple Flag Steering Committee, run by the BID, will meet in mid-March to plan for our full Purple Flag renewal scheduled for December 2019 and our annual event for Canterbury's ENTE businesses which is likely to take place in June. We are also in discussions with the ATCM to hold the Purple Flag awards night in Canterbury in February 2020.
- We commissioned a new **Destination Management Plan** for Canterbury which was launched in the Autumn. We plan to host the first meeting of the DMP Strategic Group in late April or early May and are talking with the Universities about a "Big Invite" around Open Days and we are also looking ahead to all the events happening in summer 2020 including the Becket 2020 anniversary events, the Golf Open at Sandwich and the Lambeth Conference.
- **England's Historic Cities** – Canterbury BID joined England's Historic Cities Consortium and is participating in a project to promote Canterbury to the group travel trade along with 13 other historic cities. We are in the process of working with Visit Canterbury to set up a workshop for Canterbury's tourism and hospitality sector in early May.
- **More free training events** – see below for details
- Planning for our award winning **Medieval Pageant** which brings in 5,000+ to the city centre is schedule for Saturday 6th July. We are also looking ahead to Summer 2020 and are part of the **Becket 2020 Strategic Group** (becket2020.com/ for more information)

Road Works

- **St Margaret's Street road works and pedestrianised zone** Walk about with Kreston Reeves & Furley Page, Ambassadors kept the businesses updated with the facts and the consultation closed Monday 18 February
- **Resurfacing of Orange Street** delayed until mid-March.
- **Hawkes Lane** for electric supply 2-4 March. The One-way Traffic Order in respect of St Margaret's Street will be suspended between the junctions with Beer Cart Lane and Hawks Lane, to allow its use for the diversion.
- **St George's Street:** We expect more information soon from CCC on timings and consultation.

BID Board News

- We welcome Andrew Edwards, Executive Director, Strategic Development at Canterbury Cathedral, who is joining the BID Board, replacing Therese Heslop who left in January.
- We are actively looking for a Board Director to represent large retail.

Ambassadors update:

Our Ambassadors fight against graffiti was made more efficient with the launch of Canterbury City Council's **new online graffiti reporting system** that allows people to attach photographs, use their smartphones to give an exact location or drop a pin on a map has been launched by the city council. This new initiative is backed up by a dedicated graffiti enforcement officer, who has cleaned off nearly 200 tags in the last three months alone. As well as on-the-spot cleaning, the graffiti enforcement officer is working on a number of other key projects. The BID is joining CCC's new Graffiti Task Force and we also supply the BID Ambassadors with graffiti wipes which allow them to clean small areas of graffiti wherever possible.

Our Ambassadors attend regular meetings with Canterbury City Council, Kent Police and community groups, including the Rough Sleeper Forum and the Safety Tasking Group. Simon also attended the public debate on public debate on the role of graffiti and public art at GAUC on 20 February.

On 22 February we said a fond farewell to our Team Leader ambassador Cath after nearly 4 years patrolling our streets, supporting businesses and welcoming visitors to the city. While the BID is losing Cath, Canterbury city centre is not - she will be moving over to District Watch, meaning the BID will and the BID businesses will still have her well-trained eyes keeping them safe.

Following Cath's departure we said congratulations to our Ambassador Simon who was promoted to Site Manager. He made an excellent effort in ensuring he introduced himself to the key contacts in Cath's area. Emily also did a walkabout with Cath and was introduced as a point of contact for the business in her area following her departure.

We recently congratulated:

- **Canterbury Guided Tours** who have won the Unique Tour Operator of the Year - UK at the prestigious **Luxury Tour Guides Awards 2019**. This award recognises their expertise and their ability to bring to life the incredible history of Canterbury for our visitors.
- **Kingsdown House, Kings School** who were the overall winners of this year's **Canterbury Society Design Awards**. The judges complimented it as "an exemplary and intelligent project on all fronts".
- The Friends of Kingsmead Field for their hard work protecting and nurturing their green space after Canterbury City Council submitted its formal application **to register Kingsmead Field as a Village Green**. Having Village Green status protects the land from being developed and is one of the highest protections available in the country.
- The hard-working charities such as Porchlight, Catching Lives, the Street Pastors, and all the local businesses and residents who get involved with their good work after official government figures released this week show the number of **rough sleepers in the Canterbury district** have reduced by 55% compared to a reduction of just 2% across England in the last year.
- Canterbury's **Patisserie Valerie** and **HMV** who have confirmed that they will be staying open and not closing down as previously speculated. For Patisserie Valerie, this is a Kent-wide announcement, however we understand for HMV the news is not so good for Bluewater and Tunbridge Wells. We are delighted for the visitors and staff of these two shops, and the fact we can continue to enjoy their presence on our high street.

January in Review

OPEN FOR BUSINESS?



18 January

The Environment Agency launched a Flood Awareness Campaign to ensure both businesses and residents are prepared for any future risks of flooding.



Mon 21 Jan

We attended a Public Realm improvements meeting at CCC on regarding the St Margaret's Street road works and proposed pedestrianised zone.



22 January

The first of our free BID training sessions was launched: the Business Rates training session presented by Civica. Feedback from those who attended was that it was incredibly helpful in planning for April's changes



22 January

Networking at Metro Bank, the BID's first Networking event of 2019. Lots of you joined us to swap news, catch up and meet fellow business people in the Canterbury city centre. We were also treated to a fascinating insight into how the Metro Bank brand started.



23 January

High Street Fund meeting with CCC to look at the government bidding guidance and what potential and themes CCC and the BID could propose.



24 January

Planning and Regeneration Committee (BID 2)

Canterbury City Council's meeting where we received the endorsement to go ahead with a BID2 ballot.



25 January

Lisa gave a guest lecture at the University of Kent's Business School (a follow on from the Kent Business Summit) presenting on the challenges and opportunities of doing business in Canterbury. She was joined by Mark Pegg from Loake Shoemakers and Sandra Heyworth from Canterbury Cathedral Lodge



26 January

Rachel, along with Visit Kent and Canterbury Tales, attended the **Excursions 2019 Trade Show** in London to encourage tour companies to visit our city and were delighted with the enthusiastic response.



29 January

Rachel attended a Content Workshop with Rob Bailey regarding the new **MyCanterbury** website to be launched in March 2019



30 January

Sophie Hewitt and Jim Dawson, the digital marketing specialists at Visit Kent, delivered an excellent **Digital Content training** session for BID Businesses. We had many positive comments, varying from *"It was really useful and I know I'll be able to practice the advice given"* to *"this morning's session was excellent"*.



31 January

Canterbury Society Design Awards were held at St Peters Methodist Church. **Kingsdown House, Kings School** who were the overall winner. Other winners included One Pound Lane, Chapter Pizzeria and Bar, the Sibson Building at the University of Kent and The Butterfly Garden with commendations for The Cheese Shop and Yo Sushi.

February in Review



7 February

Lisa and Rachel attended ATCM place management conference 'Death of the High Street?' at The Crystal in East London to discuss high street sustainability. We were treated to informative presentations, heated panel debates (one of these chaired by Lisa) and uplifting messages about the power of partnership and community. We were joined by a minister, shadow ministers, councils, BIDs, academics, planners, retailers and the debate Lisa hosted was on Channel 4 news on 21 Feb.



7 February

Canterbury hit the national press again on 7 Feb when an article was published in **The Telegraph** entitled "Canterbury: home of the healthiest High Street in England". It explored our city from the point of view of a modern-day pilgrim and celebrated the experience with upbeat and highly appraising descriptions. Overall a great endorsement of our city's businesses and attractions.



8 February

The latest Kent County Council 'Inside Track' document was published, including Canterbury BID's Events Sponsorship package for city centre events.



11 February

Rachel organised a Canterbury Culture Meeting at the Westgate Hall to find out what is happening across the city this year. This has fed into the BID's **Calendar of Events** which will be updated as new events are confirmed and sits on the BID website.



12 February

Visit Kent delivered the third of our free BID training sessions, a **Search Engine Optimisation Masterclass** which helped teach our businesses to optimize their digital marketing strategy.



19 February

BID Networking was held at Bang and Olufsen and saw over 50 attendees along with excellent locally sourced drinks (Simpson's Wine and Foundry Beer) and food from Happy Samurai.



20 February

BID provided a free **Employment and Social Media Law Training** session by David Morgan, an Employment Law Solicitor for Kent based law firm Girlings Solicitors focused on a round-up of the latest legal updates to employment law and social media mis-use.



21 February

Lisa attended the 'Maximising the Potential of the Future High Street Fund' at the Institute of Place Management in Manchester - a one-day seminar for applicants to sharpen their thinking and improve their High Street Fund submissions with talks by Sir John Timpson, Chair of the Government's Expert Advisory Panel on High Streets and Laura Hurley, Head of Future High Street Fund.



22 Feb 2019

Lisa, Caroline, Clive and Karl attended the Canterbury 4 Business Board meeting where we heard from CCC about their Brexit business continuity plans and the C4B Breakfast Briefing on 20th March.

Key Dates

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

- 15 May, 9:30 to noon, Whitefriars
- 17 July, 9:30 to noon, BID Office
- 18 Sept, 9:30 to noon, BID Office

Annual Conference/AGM:

- **22 May**, 5-7pm, Cathedral Lodge

Sub-Committees Meetings:

- **1 April, 9:30-11:30**: Marketing and Events Sub-committee
- **3 April, 10am to noon (date tbc)**: BID 2 Sub-committee
- **Date tbc**: Finance Sub-committee

Meetings Attended by Ambassadors:

- **28 February** – Rough Sleeper Forum
- **Date tbc** – Safety Tasking Group

BID Training Events (free to all levy payers)

- **15 (1-4:30) and 22 March (10-4:30)**: Digital Leaders Training. This one and a half day training delivered by Social Enterprise Kent for Senior managers, CEOs, Trustees or Directors of charities, social enterprises, and voluntary organisations.
- **1 or 2 May (date tbc)**: Use Linked In as a Business Tool
- **Additional training sessions**: We are working on more training sessions based on feedback from our business community, including “How to take photos for social media”. Stay tuned!

BID Networking

- **Tue 12 March, 5-7pm**: Oscar & Bentleys, Guildhall St
- **Wed 10 April, 5-7pm**: Pybus Opticians, 5 Palace Street
- **Tue 14 May, 5-7pm**: Bill’s Restaurant, 5 Rose Lane
- **12 June, 5-7pm**: Tower House, Westgate Gardens

We are planning to introduce more networking opportunities in the morning and at launch time – stay tuned.

Events in Canterbury

- **27 Feb - 16 March**: War Horse, Marlowe Theatre
- **8-9 March**: AniFest, Canterbury Christ Church University
- **12 March, 7:30-10pm**: Launch of the Canterbury Society's "Vision For Canterbury: Towards 2030", St Peter’s Methodist Church Hall
- **18 March – 28 April**: Philharmonia Virtual Orchestra with live performance, guided activities, family activities and community workshops, Sidney Cooper Gallery, St Peter’s Street.
- **20 March, 8-10am**: C4B Breakfast Briefing, The Terrace, Augustine House, Canterbury
- **13-14 April**: Tudors and Stuarts History Weekend, Canterbury Christ Church University
- **13-14 April**: Tudors and Stuarts History Weekend at CCCU
- **4 May**: Vegan Festival, Canterbury College
- **4-5 May**: City Sound Project in the Park, Dane John Gardens
- **5 May**: CT1 Music Festival
- **18 May**: Busters Big Bash, Dane John Gardens
- **24-25 May**: Celebrating 30 Years of UNESCO in Canterbury – conference at Canterbury Christ Church University to mark the 30th anniversary year of Canterbury’s status as a UNESCO World Heritage Site
- **15 June**: Canterbury Pride, Dane John Gardens
- **6 July**: Canterbury's Medieval Pageant and Trail, Canterbury City Centre