

Operations Report March – April 2019

Over the last two months, the BID team has focused on **supporting and promoting our city's popular spring events**, including the **Virtual Orchestra** which attracted 17,000 people over five weeks, and was located at the Sidney Cooper Gallery and 27 St Peter's Street – a fantastic use of a vacant unit (that won't be vacant for long – we look forward to welcoming Bounce Vintage on 25 May). The BID funded a week of street theatre in April as part of the Virtual Orchestra programme.

We rolled out the **England Originals campaign** which is focused on bringing higher spending tourists to Canterbury. This campaign includes film footage, itineraries and an [App](#), and promotes how quick and easy it is to visit Canterbury from London (more info here: <https://www.visitlondon.com/englandoriginals/>). The BID is working with Visit Canterbury and many partner businesses in the city to fund this project. Related to attracting people to Canterbury, we prepared for the **Summer in Kent** campaign organised by Visit Kent, a digital marketing campaign with fantastic film footage of Canterbury which we will share with you as soon as it is ready.

We also hosted two **free training sessions**, finalised plans for the hanging flower baskets (which are due to go up at the end of May) and worked with the Cathedral Quarter on vinyling two vacant units along Burgate.

TRAINING

We delivered two free training sessions in March and April:

1. **Digital Leaders Training Programme** with Social Enterprise Kent on 15 and 22 March with 28 people representing 22 charities and social enterprises. The programme was especially for CEOs, Senior Management, Trustees or Directors of Charities, Social Enterprises and Voluntary Organisations to help the VCSE sector with IT solutions.
2. **Using LinkedIn as a Business Tool** on 30 April with 17 people representing 12 businesses. The course had excellent feedback from all those who attended and encouraged those businesses to connect with and endorse each other.

BLOOM

In March our Bloom Committee was delighted to receive funding from Canterbury City Council's Opportunities Fund to help facilitate one of the follow up projects to the Green Heritage conference we hosted in October 2018: **'Canterbury's Nature – The Lost Words'**, an environmental education project aimed at using our public open spaces. The project will provide a series of seven workshops to help children and families connect with nature and wildlife in their local communities, using the **'Lost Words'** book. This is a partnership project which has developed from the **Green Heritage Conference** organised by Canterbury in Bloom last year.

We were delighted that **South and South East in Bloom** hosted their annual workshop in Canterbury on 3rd April at the Westgate Hall. We attended the event with the Canterbury in Bloom committee, together with over 70 people, and were given the opportunity to meet with bloom judges and participate in a mock judging exercise around the Westgate Gardens.

April also saw us roll out our 2019 **hanging baskets** program to all BID levy payers. We reassured those who received hanging baskets last year that they would automatically receive them again this year and encouraged those who had not yet signed up, to take advantage of the 30 additional floral baskets. Our suppliers will deliver and install the baskets in late May where they will remain until September.

Still on the subject of all things clean and green, we promoted the **Great British Spring Clean** events, and included our own graffiti task-force event in April which saw the team tackle some of the city centre's graffiti grot spots and help local businesses report graffiti to the Police. The BID also purchased a supply of graffiti cleaning wipes, in addition to the ones supplied to us by Canterbury City Council, which the Ambassadors use regularly – these are freely available to businesses as well.

COMMUNICATION

March saw the launch of our new weekly **City Centre Insights**, an eNewsletter in addition to the City Centre update we send out on a Friday. Each Wednesday the **City Centre Insights** will focus on a different topic and will include stats on the impact of the BID's projects and activities, statements from businesses and interviews with those with expertise in particular areas, to ensure levy payers are kept informed. To date we have published **City Centre Insights** detailing the following topics:

- **Security and Reporting.** This included an interview with District Commander Mark Weller which highlighted the BID's work on Purple Flag accreditation, bringing together local businesses, universities, street pastors, street marshalls, security, residents groups and police to help make Canterbury a safer place to visit. We also wrote about how the BID is working with businesses and Kent Police to help tackle shoplifting and anti-social behaviour issues. A meeting with Kent Police to talk about policing and the Specials programme is scheduled for 13 May.
- **Graffiti.** We detailed how the Canterbury BID team visited businesses to help with reporting - both to the City Council and the Police. We also wrote about using our anti-graffiti wipes used to clean some of the tags on lamp posts, doorways, signs and hoardings and encouraged businesses to contact our Ambassadors if they required any.
- **Events.** We focused on the remarkable achievement that over the last 5 years the BID has invested £205,000 in funding and supporting events and festivals, bringing locals, international visitors and national press, driving footfall and spend. Included in this update was the more recent statistic that in 2018 alone the BID supported 11 events in the city which attracted a total of 147,500 visitors.
- **Networking.** This e-news highlighted how the BID brings businesses together – whether to build new business connections or to find the person or company to help solve a challenge. Since our inception over **2,700** people have attended BID funded networking events, showcasing **50** city centre businesses' activities and facilities.

CONNECTIVITY

The first week of March saw us launch a survey on **digital connectivity in Canterbury** with Canterbury City Council about the impact of the lack of both WiFi and 4/5G on businesses. When we consulted about the future of the BID last Autumn, connectivity (both WiFi and 4/5G) was identified as the number one priority. Two thirds of respondents (including 44% 'very dissatisfied') indicated their dissatisfaction with wired internet connectivity in the city centre. We are currently look at options for improving cellular coverage and WiFi with Canterbury City Council.

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 and 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 the relevant data. Footfall reports are available on the website weekly.

In other news

We were very proud to announce the first BID-sponsored vinyl on 35 Burgate (formerly Kyoto Sushi) in the Buttermarket area of the Cathedral Quarter. Vinyls will go up soon on 27/28 Burgate.

We were proud to be the main supporter of an exciting new initiative launched by **Kent Business School** dubbed '**The Canterbury Retail Challenge**'. Designed so that local businesses can benefit from the support, advice and expertise at the University, businesses will be invited to talk to students about the challenges they face in the current economic climate. Students will then research and produce a report with recommendations about how to solve the issues raised. The work will then be made available to benefit local businesses and the region's economy: <https://www.canterburybid.co.uk/ukc-canterbury-retail-challenge/>

April also saw the BID's CEO Lisa travel to Brussels for the launch of the **European White Paper on Town Centre Regeneration** which outlines the need for urgent action to support town centres across the continent. Ojay McDonald, Chief Executive of ATCM, presented at the launch as did Lisa who provided an overview of the challenges faced in high streets across the UK, and talked about how our wonderful business community in Canterbury is helping to drive the experience economy: canterburybid.co.uk/european-white-paper-on-town-centre-regeneration-launched-in-brussels/

Lisa also appeared on KMTV's Chris & Co (1 May: kentonline.co.uk/kmtv/video/chris-co-wednesday-1st-may-2019-25349/) and the Gazette (25 April and 2 May), talking generally about the future of bricks and mortar in Canterbury and the significant interest from new businesses opening in the city centre.

Looking ahead:

- **The BID's new shopping map** is in the final stages and we look forward to distributing the map to train stations, hotels, attractions and many other venues across Canterbury and Kent.
- **Canterbury in Bloom:** Planning is ongoing for the judges visit on 15 July
- **AGM and Future of the BID Conference** is on 22 May from 5-7:30pm in the Cathedral Lodge. There are over 80 rsvps so far.
- **Pride Canterbury** is taking place on Saturday 15 June, a spectacular celebration of LGBT+ identity for the whole family set in the heart of the city, featuring a parade through Canterbury High Street, followed by live entertainment with food and drink in the Dane John Gardens. 20,000 people are expected for this celebration of diversity, equality and progress.
- **Evening and Night Time Economy event:** Our annual event for ENTE businesses is on Friday 21 June – we are hosting a light lunch at the Millers Arms, followed by a visit to the Canterbury Wine Festival's exclusive trade event at The Westgate ja;; to meet local wine growers and sample their produce. Invitations to go out soon. Also, **the national Purple Flag award ceremony is taking place in Canterbury** on 5 March 2020 from 5-9pm at the Cathedral Lodge.
- **Celebrating 30 Years of UNESCO** – join Canterbury Christ Church University for on 24-25th May for two days of talks, a wine reception and light show at St Augustine's Abbey to celebrate inspiring Heritage and History, and to consider how we all can sustain it for future generations.
- Planning for our award winning **Medieval Pageant** which brings in 5,000+ to the city centre is scheduled for Saturday 6th July.
- We are talking with the Universities about a **"Big Invite"** around Open Days as part of the Destination Management Plan 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 – see below for dates we know about so far.

BID Board News:

We were very pleased to announce that CI Mark Weller, District Commander for Kent and Dover, took his place on the BID Board as an Observer representing Kent Police, and Andrew Edwards, Executive Director of Strategic Development at Canterbury Cathedral took his place on the board representing the Cathedral and the tourism sector following the retirement of Therese Heslop in January this year.

Ambassadors update:

Our Ambassadors attend regular meetings with Canterbury City Council, Kent Police and community groups, including the Rough Sleeper Forum and the Safety Tasking Group. These are the latest updates from them:

- Simon attended the public meeting called "Graffiti: Love it or Hate it" at the GAUC. The meeting was well attended, including by a former tagger, and focused on current issues in Canterbury and on finding solutions - including decorating the Westgate underpass.

- Simon and Kayleigh attended the Rough Sleepers Forum on Thursday 28 Feb where the ongoing issue of aggressive begging was discussed at length, with plans to discuss further at the next Canterbury Forum Meeting. They also attended the Rough Sleeper forum on 21 March and 18 April.
- The Ambassadors also attended the following meetings at Canterbury City Council: Safety Advisory Group meeting on 6 March, City Centre Action Group on 21 March and new Graffiti Working Group on 21 March and 18 April.

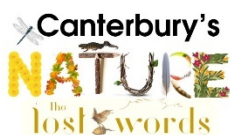
We recently congratulated:

- **The Elves and the Shoemaker** in Burgate who are celebrating their **10 year anniversary**.
- **Stone Hairdressing** in Marlowe Avenue is showcasing its beautiful new-look salon with a specialist first floor colour lounge.
- The **residents groups of Canterbury** who took part in one of the biggest community clean-ups the city has ever seen as part of the Great British Spring Clean. More than 60 residents, both young and old, took part in the event in the local area with over **70 sacks of litter collected!** The BID team also took part in a city centre graffiti clean.
- We wished local Burgate optician **Biggs** a happy birthday in March and **Garage Coffee** in Jewry Lane a very happy second birthday.
- We gave BID-sponsored **Virtual Orchestra** a BIG round of applause for pulling in over **17,000 visitors** over the five weeks it was open.
- **First birthdays are always special** and as such, we congratulated **Unboxed Kent** on Palace Street on its first birthday. We also wished the **Dog Store** in Sun Street a very happy first birthday too.
- We congratulated Canterbury as a whole for making its way into London's **Time Out magazine** in April with a glowing article entitled "**A Perfect Day in Canterbury**". Our medieval streets and cathedral were explored, drinking, eating and punting were sampled and areas such as the **King's Mile, Westgate** and **St Dunstons** were described as "some of the best places to head for one-off shops".

We welcomed:

- **BeautySpa.co.uk** and **Vicki Lord Hair** who both opened up for business on Palace Street, King's Mile in March.
- **Stag Coffee & Kitchen** in the Marlowe Arcade which opened in early April.
- Pop up store **Walrus and Oyster** opened in the former Crabtree & Evelyn shop in Burgate.
- We also welcomed the soon-to-open new stores **ShoeMed in Sun Street** and **Bounce Vintage in St Peter's Street** as well as reporting on the refurbishments the old French Connection store, the former Steamer Trading shop in the Buttermarket and of the plans for the new Sainsbury's in the former Chimichanga restaurant on our High Street.

March in Review



Monday 4 March

We secured funding for the Canterbury in Bloom Lost Words workshops at Canterbury Forum.



Tuesday 5 March

We launched a **survey on digital connectivity** in Canterbury with Canterbury City Council, asking businesses about the impact of digital connectivity (WiFi and 4/5G on business).



Wednesday 6 March

Full BID Board Meeting (all Full Board minutes are available on the BID website as soon as they are approved by the Board).



Wednesday 6 March

Businesses were invited to submit content for the **2019 MyCanterbury Summer Guides**. 25,000 copies will be printed and distributed to hotels, restaurants, tourist attractions, train and bus stations, plus handed out at festivals and events in late May.



Monday 4 March

We attended the **Gulbenkian's 50 Years Launch** which marked 50 years since Gulbenkian first opened its doors to the public. We also heard about their 50 Year's Festival happening 3-22 June which will showcase music from the past and the present, and lots of other exciting events.



Friday 8 March

The whole BID team attended a the **International Women's Day** breakfast at The Westgate Hall, with breakfast provided by Lily's Bistro.



Friday 8 March

The BID team attended the **War Horse Networking Lunch**. It was a unique event where the actors share exclusive insights into life on the show. They also gave a talk about how the production works and what life is like working with those incredible puppets.



Tuesday 12 March

Our monthly networking session took place at **Oscar & Bentleys** in Guildhall Street, hosted by Sarah Wren. Despite the driving rain and wind outside from Storm Gareth there was a really great turnout.



Tuesday 12 March

Lisa attended the launch of the **Vision for Canterbury: Towards 2030** hosted by the Canterbury Society at St Peters Methodist Church. The aim of the Vision document is to represent the views of local residents about the present and the future of the city and is based on the responses received from a questionnaire survey carried out over the past year. Each section of the vision represents the twelve major issues identified, ordered following the ranking given to them by local people.



Wednesday 13 March

We organised and attended the Canterbury in Bloom 2019 steering group.



Friday 15 March

We hosted part one of the **Digital Leaders Training Programme**, a free training session for BID members delivered by Social Enterprise Kent.



Mon & Tues 18/19 March

BID Marketing and Communications Manager Rachel attend the **England's Historic City Consortium** meeting in York and also met with York BID, Visit York and Make it York.



Wednesday 20 March

We joined Paul Barrett, Chair of Canterbury4Business as he hosted a **C4B breakfast networking event** at The Terrace, Augustine House. Colin Carmichael, Chief Executive at Canterbury City Council gave an update on key developments taking place across the district over the coming years, as well as an overview of some of the challenges and opportunities facing our economy. BID Board Chair Clive Relf also spoke about the achievements of the BID in its first term -and it's future plans for a second BID term.



Wednesday 20 March

We hosted the 2019 Purple Flag Steering group here at the BID Offices attended by Sue Langdown, representing ACRA, and representatives from CCCU, UoK, District Watch, Kent Police, the Community Safety Unit (CCC) and local evening and night time economy businesses.



Friday 22 March

We hosted the second part of the free **Digital Leaders Training Programme**.



Monday 25 March

Lisa attended a meeting at the Cathedral Lodge, hosted by the University of Kent entitled **Tourism, Hospitality and Leisure Enterprises - Data Analytics** which demonstrated how online data analytics for Canterbury could help tourism marketing.



Tuesday 26 March

We were delighted to attend and speak at **Canterbury Pride's Business and Community Networking** hosted by The Pound. We heard about the event's journey, the support it has gained over the years and its plans for the future. We are extremely proud to have been there from the start to sponsor this fabulous event.



Wednesday 27 March

We launched our **BID City Insights**, a new weekly update in addition to our weekly newsletter, where we focus on a specific topic centred on the city centre business community. This week's insight saw District Commander and BID Board member Mark Weller visiting the BID offices providing us with the latest news from Kent police, and his thoughts on the BID...



Thursday 28 March

Lisa spoke at Hertfordshire's **Vibrant Towns Conference** about how the BID works with Canterbury and Kent's Destination Management Organisations, Visit Canterbury and Visit Kent, focussing on our new joint Destination Management Strategy launched in September 2018.



Thursday 28 March

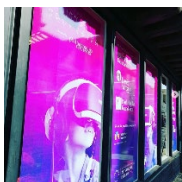
We attended the launch of **The Virtual Orchestra** at the Sidney Cooper Gallery in Canterbury. We are very proud to be sponsoring this event which also ensures a city centre vacant unit is filled. The exhibition and virtual reality experience opened to the public on 30 March



Friday 29 March

Graffiti is a significant issue in Canterbury, so the whole BID team, together with the Ambassadors visited businesses to help with reporting - both to the City Council and the Police. We also used our anti-graffiti wipes to clean some of the tags on lamp posts, doorways, signs and hoardings.

April in Review



The Virtual Orchestra programme was open to the public from 30 March to 28 April and was visited by over 17,000 people during that time. The programme included the hands-on exhibition at the Sidney Cooper Gallery, the virtual reality experience, family workshops, free guided tours, 32 fringe events across the city, and 13 street theatre and poetry performances (funded by the BID), followed by a family performance at the Marlowe Theatre on 5 May.



Tues 2 April

The BID attended the Canterbury District Economic Development Group (CDEDG) meeting which is organised by the Director of Innovation and Enterprise at the University of Kent's Business School.



Wednesday 3 April

Lisa and Rachel attended the **South and South East in Bloom Spring Workshop** with other members of the Canterbury in Bloom steering committee at the Westgate Hall which gave valuable tips and advice for the forthcoming 2019 Canterbury Bloom campaign.



Monday 8 April

We issued our city-wide request for businesses wishing to have floral hanging baskets on their premises this year. We will be providing 400 hanging baskets to businesses across the city centre from late May.



Wednesday 10 April

BID's CEO Lisa attended the launch of the **European White Paper on Town Centre Regeneration** which outlines the need for urgent action to support town centres across the continent.



Wednesday 10 April

Our **April Networking session** saw us gather together at **Pybus Opticians** in the heart of the King's Mile. Hosts Sarah and Jon made sure everyone was fed with delicious nibbles from Lily's Bistro and updated us with news about their wonderful business.



Friday 12 April

Lisa delivered a presentation to Central Saint Martin's postgraduate business students in London about the changing face of retail, together with Victoria and Westminster BID.



Thursday 25 April

We sent a dedicated eShot out to all businesses to get involved in this year's award-winning Medieval Pageant and an opportunity to promote their business. Last year 5,000 enjoyed the pageant and a record 4,000 visits were made to our family trail venues throughout the afternoon.

Friday 26 April

Invitations were sent out to all BID businesses inviting them to attend our annual conference entitled **The Future of Your BID: Conference and Annual General Meeting** on Wednesday 22 May 2019, 5-7:30pm at the Cathedral Lodge.





Tuesday 30 April

We delivered another free training session for our BID members, this time about **Using LinkedIn as a Business Tool**.



Wednesday 1 May

Lisa appeared on a live TV interview on KMTV where the changing nature of retail in the wake of the latest announcement from Debenhams was discussed.

Dates for your diary

Key upcoming events:

- **22 May:** BID AGM / BID 2 launch, 5-7:30pm, Canterbury Cathedral Lodge
- **22 May:** CCC AGM / Mayor Making, 7-8:30pm, The Guildhall
- **23 May:** CCC Property & Regeneration Committee, 7pm, The Guildhall

BID Networking

- **12 June, 5-7pm:** Tower House, Westgate Gardens
- **16 July** at The Beaney - Save the Date!

Events in Canterbury – see the BID's Annual Calendar of Events on the website for more:

canterburybid.co.uk/events

- **18 May:** Busters Big Bash, Dane John Gardens
- **4 May:** UCA End of Term
- **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
- **27 May:** Bank Holiday
- **27-31 May:** Half Term for Schools
- **31 May – 2 June:** Summer Music Week, University of Kent
- **13 June:** University of Kent End of Term
- **15 June:** Canterbury Pride, Dane John Gardens
- **21/22 June:** Canterbury Wine Festival, Westgate Hall (21 June trade only with special event for BID ENTE businesses, 22 June public)
- **6 July:** Canterbury's Medieval Pageant and Trail, Canterbury City Centre
- **14 July:** The Canterbury Bike Ride, Canterbury Rugby Football Club
- **20-21 July:** Raise the Roof Festival, Dane John Gardens

PTO for important 2020 dates

2020 Dates

Date	Event	Location
Sept 2019-Jan 2020	Turner Prize (Turner Prize & Turner Contemporary) – Sept 2019 -Jan 2020	Margate
	Becket 2020 (Canterbury Cathedral) - different events throughout the year	Canterbury
May 2020	80th Anniversary of Dunkirk - May 2020	
June 2020	Dickens 150 (Medway Council - 150years since the death of Charles Dickens) – June 2020	Medway
June 2020	500th Anniversary of "The Field of The Cloth of Gold" (Leeds Castle) June 2020	Leeds Castle
Summer 2020	Launch of Copper Rivet whisky - England's only single estate whisky - Summer 2020	Chartham
4 July 2020	Canterbury Medieval Pageant	Canterbury
7-11 July 2020	University of Kent Graduation	Canterbury
13-15 July 2020	Junior Open (The R&A)	Littlestone Golf Club
12-19 July 2020	The 149th Golf Open (The R&A)	Royal St George's Golf Club
22 July-3 August 2020	Lambeth Conference	Canterbury and UoK
29-31 July 2020	Senior Amateur Open (The R&A)	Royal Cinque Ports Golf Club
Sept/Oct 2020	Estuary 2020 (Metal/Whitstable Biennale) - September/October 2020	Whitstable tbc
Oct/Nov 2020	Folkestone Triennial (Creative Foundation) – Oct & Nov 2020	Folkestone
	100th Anniversary of The Scenic Railway (Dreamland)	Margate
	Mayflower 400 - 16th September 2020	
	125th Anniversary of the National Trust (NT)	
	150th Anniversary of Kent Cricket (Kent Cricket)	Canterbury