

## Operations Report May – June 2019

The BID team focused on a busy events season including City Sound Project, the Vegan Festival (and Market), Pride Canterbury, the inaugural Canterbury Wine Festival, the Medieval Pageant, the King's Mile Gin Fling and the Canterbury Bike Ride. We also launched the business plan for BID 2, the new Summer in the City Guide and the newly developed Canterbury Shopping Map. We also introduced daytime networking, which was hugely popular, and organised meetings with retailers, hoteliers and evening and night time economy businesses.

### **The Future of Your BID - Conference and AGM**

We launched the Business Plan for BID 2 on 22 May at our annual BID conference and AGM held at the Cathedral Lodge. Speakers included Clive Relf, Canterbury BID Chair, Diane Wehrle, Marketing and Insights Director at Springboard, Lisa Carlson, Canterbury BID Chief Executive, and a panel including the following local businesses: McDonalds, BoConcept, Whirligig, Fat Face, Lily's Bistro and Tarvos Wealth plus a Q&A who talked about their experiences with the BID.

We then posted out hard copies of the BID 2 Business Plan to every business. We also published a digital version of the Business Plan on the BID website.

We were also delighted to attend Canterbury City Council's Regeneration and Property Meeting at the Guildhall where members of the Council cast its votes in favour of supporting the BID in the ballot.

### **Flower Baskets**

First impressions are important and ensuring everyone has a positive lasting impression of our city is high on Canterbury Connected BID's agenda. This year the BID has supplied 370 hanging flower baskets to 209 business across the city. The baskets will remain in place until September and maintained and watered by our contractor Windowflowers Ltd.

### **Deep Street Cleaning**

Following a survey conducted with local businesses operating in Canterbury, the Canterbury BID completed a new round of deep-street cleaning. Graffiti removal and deep-street cleaning were identified as key areas for improvement by traders in the BID 2 survey. It was also high on the agenda in the feedback to BID ambassadors who spoke directly to businesses about what they want to implement in the city. The BID commissioned extra deep-street cleaning to take place from Sunday 2 June in Canterbury between the hours of 10pm to 6am, starting with Barrett's to Costa Coffee (4 nights) Costa Coffee to The Parade (2 nights) and St George's Street (4 nights). No work was undertaken on Friday or Saturday night and cleaning was carried out at night to minimise any disruption.

### **MyCanterbury**

May saw the publication of the popular **MyCanterbury Summer Guides 2019**. 25,000 of these were printed and we are now in the process of distributing them to local businesses. The BID team have also worked hard in delivering boxes of guides to accommodation providers in and around the Canterbury area, as well as to schools, universities, rail and bus stations, tourist attractions, events such as the City Sound Project, Pride, Medieval Pageant, the Wine Festival and more.

### **New Shopping Map**

We also published our brand new **Canterbury Shopping Maps** with the aim to encourage more locals and visitors to visit Canterbury and explore the many streets in the city centre. We have spent months indexing the city's shopping venues and facilities and due to the immense task, the initial print run was small so that business could check entries

and update if necessary. Again, the BID team have been busy distributing to the same places as the Summer Guides and letting businesses know they are available for free.

## Communication

May and June saw us keep our levy payers updated with our weekly **City Centre Insights**, an eNewsletter we send out in addition to the City Centre update. Each Wednesday the City Centre Insights have focused on a different topic including stats on the impact of the BID's projects and activities, statements from businesses and interviews with those with expertise in certain areas. In May and June our weekly City Centre Insights have focused on:

- Bringing Businesses Together
- Keeping Canterbury Connected
- Ambassadors - What Do They Do
- Marketing Your City This Summer
- Canterbury BID Ballot - How to Vote
- Have You Voted Yet
- Canterbury BID Delivers Medieval Pageant

We also organised two industry-specific meetings, the first being a **Hotelier Meeting** enabling accommodation providers in Canterbury City Centre to come together to discuss the newly introduced ANPR parking system and any other issues they may have had. The other was an **Evening and Night Time Economy Networking** session where owners of city centre restaurants, bars, pubs and clubs could come together, network and hear updated Purple Flag news, followed by a chance to meet local wine producers.

Policing issues in the city centre have been a concern for our larger retail stores and chains lately so we organised a specific **Policing Meeting** for the CI Mark Weller, District Commander for Kent and Medway, and Jason Wenlock, Chief Inspector for Specials, to meet face-to-face with management of these stores to listen to their concerns. They were able to give an overview of the city centre policing priorities and explain the how city centre policing team will become an established part of the policing structure, and that we can expect to see an uplift in that team. Jason Wenlock then explained how businesses could get involved with the new employer-supported Specials program they are soon to be implementing in Canterbury.

We also introduced two new **Lunchtime Networking** opportunities for the business community after feedback indicated having the networking in the evenings meant some people were unable to attend. We hosted one session at the **Ambrette** in conjunction with Girlings Solicitors and the other at **Kitch**. These were a huge success and both events were fully booked.

Our usual evening Networking events at **Bill's Restaurant** and **Tower House** were well-attended and provided a great opportunity for discussions about the BID 2 Ballot as well as current city centre issues.

## Event Support

Local festivals and events are a key way of bringing footfall and dwell time to the city centre, keeping it vibrant and relevant. Over the last couple of months the BID has provided sponsorship for the following events:

- **City Sound Project**
- **Canterbury Pride**
- **King's Mile Gin Fling**
- **Canterbury Wine Festival**
- **The Vegan Market**
- **The Medieval Pageant**

## Ambassadors update:

The Ambassadors have been busy during this Ballot season speaking to local businesses about what the many roles of the BID in our city centre and encouraging them to use their vote to support us They have also been pro-active in their day-to-day duties of delivering KCC transport information via leaflets to affected business, keeping an eye on our streets, attending and reporting issues with graffiti, fly-tipping, trade waste, rough sleepers and antisocial behaviour. This is addition to assisting visitors with information, distributing Summer Guides, shopping map,

Business plans, window stickers and completing their monthly city centre vacancy reports.

These last two months they have also attended the following meetings:

- Rough Sleeper Forum
- Graffiti User Group
- Safety Tasking Group

### **We recently congratulated:**

- **The Gulbenkian** for it's 50<sup>th</sup> anniversary since it first opened its doors to the public
- **Lily's Bistro** for celebrating their 2-year birthday
- Local architecture firm **Clague** who were awarded the Almshouse Association prize from Prince Charles.
- King's Mile outdoor clothing business **Rohan** who came an impressive second in a Which? Poll thanks to their excellent customer service and stock selection, just behind Richer Sounds and just in front of John Lewis.
- **The Lady Luck** rock 'n roll pub in St Peter's Street who celebrated their 10<sup>th</sup> anniversary
- Canterbury's Poet Laureate **Lemn Sissay** who was awarded the prestigious PEN Pinter Award, a prize awarded to writers who take an "unflinching, unswerving" look at the world"
- **Catching Lives** who were named as Community Charity of the Year at Kent Charity Awards 2019.

We also congratulated the following businesses for all being nominated as Regional Finalist in the Muddy Stilettos 2019 Business Awards in May:

**Lilford Gallery, The Chair, Expression Arts, Marlowe Theatre, Chapter, The Pound, Wrapped, Gulbenkian, 7 Longport and Canterbury Cosmedics.**

### **We welcomed:**

Five new stores opened in Canterbury over May-July:

- **Bounce** on St Peter's Street
- **Copperfield** in the Marlowe Arcade
- **ShoeMed** on Sun Street
- **Vape Chaos** on Mercery Lane
- **Raj Interiors** on St Peter's Street

We also welcomed the **Yellow Bikes** to St Peter's Street (opposite the Barrett's Showroom near the Westgate Towers) running throughout the summer.

We look forward to welcoming Trespass (outdoor clothing store) on St Peter's Street (formerly French Connection), Castle Fine Art in the Buttermarket (formerly Steamer Trading) and the new Cathedral Welcome Centre.

### **We thanked:**

Over the Ballot Period we have been overwhelmed by many positive messages of support from local businesses - sharing the impact Canterbury BID has had on them, and the importance of us continuing for a second term. Some businesses have taken this one step further by sharing their stories publicly at our AGM and at the Canterbury City Council meeting, we extended a special thanks to the following businesses:

**Iain Oliver (McDonalds); Rachel Sanders (BoConcept); Peter Allinson (Whirligig); Amy Harris (Fat Face); Zoe Rodda (Lily's Bistro) and Simon Ludden (Tavros Wealth) Sarah Wren (Oscar and Bentley's), Sandra Heyworth (Canterbury Cathedral Lodge), Louise Jones (Distinctive Bars), Jan Pahl (Canterbury Society) and Paul Barrett (Barrett's of Canterbury) and Posie Bogan (University of Kent).**

## May in Review



### Wednesday 1 May

We sent out the 9<sup>th</sup> City Centre Insights entitled “Bringing Businesses Together”. We told how over the last 5 years your BID has invested £205,000 in funding and supporting events and festivals, bringing locals, international visitors and national press, driving footfall and spend.



### Thursday 13 May

This saw our first Hotelier Meeting take place, hosted at the Cathedral Lodge. Here we brought together owners and management of city centre accommodation providers to enable them to discuss the impact of the newly installed ANPR car parking system and hear each other’s news and issues.



### Friday 3 May

We encouraged local businesses to participate in Southeastern Railway’s pre-summer campaign by asking in our eNewsletter if any attractions, experiences and restaurants would like to offer discounts or promotions to railway passengers and appear in Southeastern’s online campaign



### Friday 3 May

We encouraged our local businesses to get their customers to nominate them in the Muddy Stiletto Business Awards 2019. The team at Muddy Stiletto promote and celebrate the best independent businesses on the High Streets and being nominated -and winning- this award brings fantastic publicity and marketing opportunities.



### Saturday & Sunday 4-5 May

The BID team attended the City Sound Project over the two days, a local BID-sponsored event held in the Dane John Gardens. We invited local businesses to attend the VIP tent and join the festivities so they can see how local festivals are a key way of bringing footfall and dwell time to the city centre, keeping it vibrant and relevant



### Wednesday 8 May

We sent out the 10<sup>th</sup> City Centre Insight entitled “Keeping Canterbury Connected”. This really emphasised how the BID brings the business community together – whether to build new business connections or to help solve a challenge. We said how since our inception over 2,700 people have attended BID funded networking events



### Wednesday 8 May

Lisa, Rachel and two guests from new business ShoeMed attended the Marlowe’s special networking evening to celebrate the opening of the newly-refurbished Barretts Bar.



### Thursday 9 May

We attended Tourism Forum called “Insights From The Experts” run by Visit Canterbury at the Cathedral Lodge. We heard from a variety of sectors as speakers shared their expertise, insights and news of exciting projects that will help develop tourism in our area.



### Monday 13 May

We brought together large retailers and local chain stores for a special meeting with Kent Police who gave an overview of city centre policing priorities and CI Jason Wenlock, the Kent specials and volunteers lead, gave us a presentation on employer-supported policing options, including Special constables.



**Tuesday 14 May**

We hosted our monthly evening networking session at Bill's Restaurant in Rose Lane. Here we heard the story of Bill Collison the Founder of Bill's and sampled their food and drinks. The event was very well attended and an excellent cross-section of the business community was represented there.



**Wednesday 15 May**

We sent out our 11<sup>th</sup> City Centre Insight entitled "Ambassadors - What Do They Do?" where we wrote about how our award-winning BID Ambassadors walk the city streets 362 days of the year, and in the last 5 years have made 20,000 visits to levy payers, reporting over 4,000 issues, including cleaning, graffiti, anti-social behaviour and shoplifting.



**Wednesday 15 May**

We supported the Canterbury Bike Ride 2019 by attending their launch held at Barretts in St Peter's Street. The BID is partnering with the organisation to offer all BID Businesses two FREE places in the Canterbury Bike Ride which takes place on Sunday 14 July.



**Thursday 16 May**

We saw the launch of England's Historic Cities "England Originals" campaign. The campaign has produced film footage, itineraries and an App for international visitors and focuses on Canterbury's high speed link to London. The BID has funded this project and is working with Visit Canterbury and many partner businesses in the city to make the most of this project.



**Thursday 16 May**

Hanging flower baskets were installed across the city, dressing the city's streets and playing a pivotal role in brightening up the streets and making it look a cleaner, greener and more attractive place. The flower displays also support the 2019 Canterbury in Bloom application which the BID is heavily involved in.



**Friday 17 May**

We helped promote the free digital training session run by Google Digital Garage and Canterbury City Council held at the Marlowe Theatre. It was aimed at small business owners and digital marketing enthusiasts who needed a cost-effective and local opportunity to brush up on their digital marketing skills.



**Friday 17 May**

Lisa was an audience member for the Fuelling Business Growth in Kent discussion held at the Cathedral Lodge in the evening. This was a lively discussion about issues challenging local businesses and which was filmed for KMTV.



**Monday 20 May**

Rachel and Kathy attended the University of Kent for their Employability Points interviews to recruit an Intern for the summer months.



**Tuesday 21 May**

Rachel and Lisa attended the SAG meeting at Canterbury Cathedral re Lambeth 2020.



**Wednesday 22 May**

We hosted our annual AGM entitled "The Future of Your BID" at the Cathedral Lodge and saw over 100 people attend. Here we launched the BID 2 Business Plan and speakers included Clive Relf, Canterbury BID Chair, Diane Wehrle, Marketing and Insights Director at Springboard, Lisa Carlson, Canterbury BID Chief Executive, and a panel made up of local businesses for a Q&A.

**Thursday 23 May**

The BID attended the District Watch Meeting at the Abode Hotel.



**Friday 24 May**

We took delivery 25,000 MyCanterbury Summer Guides. These incredibly popular guides are full of information on local shopping, places to eat and drink, a handy map of the city - plus a what's on guide for summer. We ensure they are distributed to train and bus stations, visitor attractions, accommodation providers, schools, businesses and festivals and events.



**Friday 24 May**

The BID 2 Business Plan was posted out to every single Levy Payer.



**Friday 24 May**

Lisa attended the Unesco World Heritage Site Conference at Canterbury Christ Church University



**Monday 27 May**

This saw the start of the BID-funded deep street cleaning. The schedule is set over two weeks and sees the High Street cleaned from the Westgate Towers up to the Clock Tower by Fenwicks.



**Monday 27 May**

Notice of Ballot paperwork was sent out to all BID Businesses. These notified each Levy Payer of the dates and the process.



**Thursday 30 May**

Lisa attended the Becket Connection Steering Group Meeting to discuss the Becket Connection Project

**June in Review**



**Monday 3 June**

We saw the launch of the Summer in Kent campaign, run by Visit Kent but invested in by the BID. The campaign invites Londoners, commuters, tourists and residents across the South East to discover more of Kent (and Canterbury). The BID has invested in this London campaign to keep the London market fully focused on Canterbury.



**Monday 3 June**

We hosted a meeting The Big Invite Meeting which is a collaboration between the Canterbury BID, Visit Kent and the Canterbury Universities to optimise marketing and footfall opportunities



**Monday 3 June**

Lisa hosted a meeting here at the BID offices with Kent Cricket Ground and Visit Kent to talk about collaborating and maximising future marketing and events opportunities



**Tuesday 4 June**

Lisa and Rachel attended the Annual Business Awards “An Evening on the Terrace” at Canterbury Christ Church University



**Wednesday 5 June**

We launched our first lunchtime networking session, held at the Ambrette in Beer Cart Lane. We partnered with Girlings Solicitors for the event and had over 60 people from local businesses attend.



**Thursday 6 June**

We sent out the 12<sup>th</sup> City Centre Insight entitled “Marketing Your City This Summer” which explained how 2019 was the BID's fourth year of investing in the Summer in Kent campaign to ensure sustained and increasing visitor spend in Canterbury, benefiting all of our businesses. It also explained how the business can get involved.



**Thursday 6 June**

We installed colourful window vinyls in the vacant unit of 27/28 Burgate as part of our investment into window dressing. Doing this can help prevent vandalism and makes the vacant premises look more attractive. Previous premises we've dressed are the Virtual Orchestra at the bottom of the High Street (now Bounce) and Kyoto in the Buttermarket.



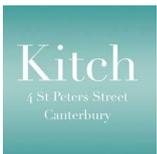
**Friday 7 June**

The BID ballot papers were received by all the levy payers today. We also published a Voting Guide on the BID website to assist with the process.



**Friday 4 June**

The Canterbury Shopping Maps were finally delivered to the BID offices ready for distribution. The aim of the maps is to attract more locals and visitors to Canterbury and, once there, to encourage them to explore all areas of the city centre.



**Tuesday 11 June**

We hosted our second lunchtime networking session at Kitch on St Peter's Street. Emily Hawkes, owner of this gorgeous cafe welcomed guests from all sections of the business community with a food from her catering business Plentifull.



**Tuesday 11 June**

We saw the re-designed MyCanterbury website launched. The new site has been optimised for mobile phones - so no need to use the App - plus it gives businesses a new dashboard of user insights. All Canterbury BID businesses are entitled to a FREE listing and 3 free credits per month, enough to promote their deals, news and more.



**Wednesday 12 June**

We sent out the 13<sup>th</sup> City Centre Insight entitled “Canterbury BID Ballot - How to vote”. This explained how the BID Ballot commences on Thursday 13 June, how to vote, what the papers will look like and how to cast and return a vote. It also detailed key Ballot dates including when the Ballot results would be announced.



### Wednesday 12 June

Xxx attended the Safety Tasking Group Meeting at Canterbury City Council



### Wednesday 12 June

Our June evening networking event took place at Tower House in the Westgate Gardens. It was a great success despite the unseasonal rain. We had an excellent cross-section of the local business community attending for drinks and canapes plus a unique tour around the beautiful venue.



### Saturday 15 June

A record-breaking 21,000 people came to the city centre to celebrate the BID-sponsored Pride Canterbury. As sponsors of Pride, we attended the VIP networking event beforehand at Bo Concept, joined the parade and we handed out thousands of MyCanterbury Summer Guides and Shopping Maps from our gazebo at the event. We also answered lots of questions about what the BID does for the city.



### Wednesday 19 June

We sent out the 14<sup>th</sup> City Centre Insight entitled "Have You Voted Yet?". This emphasised the importance of levy payers casting a vote and getting their voice heard. It also reminded everyone of the key elements of BID 2 -and what they would be voting for with a YES vote.



### Thursday 20 June

Lisa and BID Ambassador Simon attended the City Centre Action Group (CCAG) held at Canterbury City Council offices



### Thursday 20 June

BID Ambassador Simon attended the Graffiti Group Meeting held at Canterbury City Council offices



### Thursday 20 June

BID Ambassador Simon and Lucy attended the Rough Sleeper Forum



### Friday 21 June

We hosted an Evening and Night Time Economy networking event at the Miller's Arms pub in St Radigunds. This brought together management and owners of city centre bars, pubs, clubs and restaurants to talk about purple flag, the work of the BID and to enable them to hear each other's news. We then took them to the Canterbury Wine Festival's special trade-only session to meet local wine producers (see below).



### Friday -Saturday 21-22 June

We attended the inaugural **Canterbury Wine Festival** at the Westgate Hall, bringing our ENTE networking guests along with us for a special trade-only and VIP event on the Friday afternoon. The event was hosted by The Westgate Community Trust and sponsored by the BID. We were there representing Canterbury's businesses and sharing our guides and maps with visitors over the Friday and Saturday.



### Friday 21 June

We encouraged local businesses to enter the Visit Kent Tourism Awards so they can shout about what makes their business great. Nominating themselves in this year's Visit Kent Tourism Awards could see a local business being recognised as an outstanding tourism operator, which in turn will raise their business profile and reputation.



### Monday 24 June

Lisa attended the BID Foundation Parliamentary Reception with MP Jake Berry, Minister for High Streets held at the House of Commons in London



### Tuesday 25 June

Lisa also attended the Association of Town and City Management (ATCM) Summer conference in London. Here she heard from Nick Richardson, CEO of The Insights People about the shopping habits of Gen Z and from Anaïs Hayes, Head of YouTube CPGA, about how to use Google Trends. There was also a talk about the need to understand our communities and how to engage all stakeholders.



### Wednesday 26 June

We sent out the 15<sup>th</sup> City Centre Insight entitled "Canterbury BID Delivers the Medieval Pageant 2019". We described the event as a day of Medieval madness in the city and how we were recently described by Channel 4 as 'Britain's Most Plantagenet City'. Last year's event saw 5,000 enjoy the parade and 4,000 visits for the trail venues throughout the afternoon.

## Dates for your Diary

### BID Networking

- **Tue 16 July**, 5-7pm: The Beaney (with Porchlight and Tarvos Wealth)
- **Tue 10 Sept**, 5-7pm: Dodgems & Floss / The Hugo
- October-December to be announced soon

### Other networking events:

- **Wed 17 July**, 6-8pm: 'Our Work of Art' Wine and Cheese event with Expression Arts and Age UK (at Age UK, Castle Row)
- **Thurs 18 July**, 5-8pm: Designed Interiors, Beer Cart Lane

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

[canterburybid.co.uk/events](http://canterburybid.co.uk/events)

- **6 July-6 October**: The Taylor Wessing Photography Award Exhibition, Beaney Front Room
- **15-19 July**: University of Kent graduation
- **20-21 July**: Raise the Roof Festival, Dane John Gardens
- **15 September onwards**: Freshers
- **27-19 September**: Canterbury Food and Drink Festival
- **19 October-2 November**: Canterbury Festival

**15 November**: Christmas Lights Switch On

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

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## 2020 Dates – to be updated soon with local, regional and national dates

Date	Event	Location
Sept 2019-Jan 2020	Turner Prize (Turner Prize & Turner Contemporary) – Sept 2019 - Jan 2020	Margate
All Year	Becket 2020 (Canterbury Cathedral) - different events throughout the year	Canterbury
May 2020	80th Anniversary of Dunkirk	
June 2020	Dickens 150 (Medway Council – 150 years 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
tbc	20 <sup>th</sup> birthday of McArthurglen Outlet	Ashford
tbc	100th Anniversary of The Scenic Railway (Dreamland)	Margate
16th September 2020	Mayflower 400	
Oct/Nov 2020	Folkestone Triennial (Creative Foundation)	Folkestone
tbc	125th Anniversary of the National Trust (NT)	
tbc	150th Anniversary of Kent Cricket (Kent Cricket)	Canterbury
All Year	75 <sup>th</sup> UNESCO Anniversary	Canterbury