

Operations Report: 1st July – 1st September 2019

Over the last two months, the BID team has focused on

BID 2

In July, the BID was re-elected to represent and promote the huge range businesses in Canterbury for another five years. With a 52% turnout, businesses in the city voted for the BID with a 70% majority by number and a 75% majority by rateable value. Within a fluctuating retail and economic landscape, we recognise that each organisation faces individual challenges and so we have taken on board all feedback that has been received during the ballot process. This will help shape our thinking going forward to ensure that we deliver activity that will benefit all businesses within the BID area in Canterbury. The new BID term will start from 13 October 2019.

Christmas Guide and Shopping Map

The Christmas Guide is all sold and will be available at the end of October. 20,000 copies will be distributed across Canterbury and Kent. There will also be a Christmas edition of the Shopping Map, promoting Canterbury as the place to be at Christmas: twinkling Christmas lights, a wooden shuttered Christmas Market, Santa's Grotto, ice skating under the stars and a huge variety of shops, restaurants and cafes.

Communication

The remaining couple of weeks in July prior to the ballot results saw us continuing to keep our levy payers updated with our weekly **City Centre Insights**, an eNewsletter we send out in addition to the City Centre update. We also launched our **new look eNewsletter** on 22nd July, redesigned it to present a much more streamlined, cleaner and easier to read format, divided into clear categories: City News, Opportunities, Events, and Local Authority news (eg. consultations, transport and highway updates. Within our new-look eNewsletter we also ensured our **calendar of events listing** was considerably broadened to include vital dates such as University freshers weeks, terms dates, graduations, national and local events, networking, business events, national holidays and celebrations, and local authority committee meetings - and any dates that may impact on businesses.

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:

- Medieval Pageant on 6th July
- Gin Fling by the Kings Mile Association 13th July
- The city centre performance of the bOing! Festival on 21st August
- Lost Words Wildlife Workshop on 7th September (part of the Green Heritage conference and Canterbury in Bloom)

Ambassadors update:

The Ambassadors have been very busy during this Ballot season speaking to local businesses about the many roles of the BID in our city centre and encouraging them to use their vote. 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 maps, Business plans, window stickers and completing their monthly city centre vacancy reports.

July and August have also seen them attending the following meetings: Rough Sleeper Forum, Graffiti User Group, Safety Tasking Group

We congratulated:

- **Stagecoach** for launching their brand-new Stagecoach Express service, running from our historic city of Canterbury, through Chatham before finishing at North Greenwich Underground Station (so great for visits to the O2).
- The **Kings Mile Association** for attracting nearly 300 people to join in their first Gin Fling, an event organised by The Ballroom and supported by the BID.
- The **Canterbury Cathedral Quarter** who worked together to create a brilliant double page advert promoting their businesses, then printed in the Kentish Gazette.
- Iconic Cycling Events who hosted this year's **Canterbury Bike Ride**. Not only did they have nearly 400 riders on the day, they ensured the riders were fed with local produced foods including delights from **Warrens Bakery** and **Lily's Bistro**.
- **Catching lives** and the **Club Chemistry** team for organising a fantastic weekend of family friendly events in the Dane John Gardens at the new Raise the Roof festival.
- The team behind Canterbury's beautiful **Westgate Parks**, who thanks to their hard work, were awarded the prestigious Green Flag Status.
- **The Ambrette** who won two prestigious awards at the Asian Restaurant Awards: Chef of the Year 2019 to Dev Biswal and their sister restaurant in Rye won Restaurant of the Year.
- **Espression Arts CIC, Kent Arts and Wellbeing** and **Age UK** who collaborated on a project entitled Our Work of Art this spring. The project has been so successful that it has been nominated for an Epic Award.
- **Metro Bank** after BBC news have reported that were top of the polls for customer service after a survey of nearly 4,000 people.
- All the **University of Kent graduates** celebrating their success in our city with their friends and families.
- The **Cathedral Lodge** for receiving this year's Trip Advisor Certificate of Excellence Award for the eighth consecutive year!
- Our local independent jeweller **Trevor Fitzgerald** for spending 40 years in the jewellery industry and to mark this achievement completed a sponsored 40km for every year spent in the trade plus a Sleep-Out to raise money for Porchlight.
- **Antoniou's Hair and Beauty** for their fundraising achievement, raising a staggering £712 for Tommy's Charity with a 162 km bike ride and the staff holding a bake sale.
- All the Canterbury BID businesses finalists in the **2019 Kent Tourism Awards**. The **Westgate Hall** (Business Events Venue of the Year), **The Ambrette** (Taste of England Award), **The Foundry Brew Pub** (Pub of the Year) and **Canterbury Guided Tours** (International Tourism Award).

We welcomed: ShoeMed on Sun Street, Copperfield in the Marlowe Arcade. Tresspass to the High Street, the new Cathedral Welcome Centre and Castle Fine Art to the Buttermarket. We also had new Sainsburys local open up in the former Post Office building and the Harry Potter-themed House of Secrets open in Mercery Lane.

We invited:

- Canterbury Hotels, B&B's, pubs, visitor attractions and experiences to nominate themselves for the **Kent Tourism Awards**.
- BID businesses wanting to harness the lucrative seasonal market to rent a pitch at the **Christmas Market**.
- Local businesses to donate a prize for the **Summer in Kent competition**, a Visit Kent promotion the BID has invested in to attract Londoners to Canterbury.
- Interested parties to showcase their business by hosting a **BID networking event**.
- All to have their say in Southeastern Rail's **Timetable Consultation**.
- BID members to promote their business by helping sponsor the hugely popular Fireworks Night held at **The Spitfire Cricket Ground** in Canterbury.
- Those interested in improving their **multicultural** customer service skills were invited to a **Cultural Intelligence Customer Service Training Course** hosted by the Canterbury-based London School of English.
- Smaller business to showcase their wares at the Westgate Hall's **monthly market**.
- All to attend our BID Networking events (July's at **The Beaney** and September's at **Dodgem and Floss**).
- Every BID member was invited to request free **Canterbury Shopping Maps** and **Summer Guides** to give to their customers.
- All to celebrate Canterbury being voted one of the most Instagrammed cities in the country by making sure they use the **#Canterbury** to add to the buzz!
- Local businesses to become interviewees for **CATS College's** international students and helping them develop their communication and presentation skills.

We thanked:

- **Every BID business** for participating in the recent BID Ballot.
- **The Shakespeare Pub** in the Buttermarket and **Lazix Café** in Butchery Lane for hosting a Visit Canterbury photoshoot and the some of the Visit Kent team who helped model in the shots
- **The Canterbury Society** for all the work they put into co-ordinating the Canterbury area's **Heritage Open Days** to celebrate their 25th anniversary.
- **Tarvos Wealth, Porchlight** and **The Beaney** for hosting our post-ballot Networking event in July.

July in Review



Tuesday 2 July

Lisa and Kathy attended the opening of Canterbury's newest retail addition, **ShoeMed** in Sun Street. The owner of this independent shop selected Canterbury as her chosen location for the launch of her second shop, the first being in Stratford. There was a really supportive attendance of Canterbury's business community at this evening event.



Wednesday 3 July

Porchlight breakfast networking event which was followed by a short presentation about the charity's new approach to working in Kent.



Saturday 6 July

After months of preparation, the BID Team put on its fourth **Medieval Pageant** in the city. The medieval encampment was held at the Westgate Gardens, attracting thousands of visitors and the venues around the city reported over 3,500 stamps on trail leaflets.



Wednesday 10 July

The BID Team joined forces with Whitefriars in launching their summer shopping event called "Shop and Sip". The MyCanterbury gazebo was pitched in the square and the team handed out its shopping maps and Summer Guides to all the shoppers and made sure all the shops nearby were fully stocked too.



Thursday 11 July

Launch of Visit Kent's Summer in Kent campaign which the BID invested in to keep the London market fully focused on Canterbury. 10,000 guides to Kent were printed and given away for free to shoppers in London supermarkets, at the Kent County Fair, Maidstone Hilton, Southeastern passengers and at Shepherd Neame.



Friday 12 July

Ballot Results Day! We were thrilled to learn the Canterbury Business Improvement District (BID) was re-elected to represent and promote Canterbury for another five years. With a 52% turnout, businesses in the city voted for the BID with a 70% majority by number and a 75% majority by rateable value.



Saturday 13 July

Kings Mile Association's Gin Fling, sponsored by the BID. The businesses of the Kings Mile Association opened their doors to showcase some of the finest gins Kent has to offer offering tasters, brand ambassadors, a pop-up gin palace and 100 free goody bags.



Monday 15 July

Lisa and the Bloom steering committee hosted the South and South East in Bloom judges, taking them on a 3-hour tour of the city. This was followed by a special presentation and lunch for all at the BID offices. Results will be announced on 13 September.



Tuesday 16 July

The whole BID team and many of the BID Board attended the BID's July Networking Event hosted by The Beaney House of Art & Knowledge and sponsored by Tarvos Wealth. As well as a post-ballot catch up, we were treated to Porchlight's photographic exhibition 'A Portrait of Homelessness' by Robert Greshoff to celebrate their 45th anniversary.



Wednesday 17 July

Rachel visited the House of Lords to discuss Canterbury's involvement with the Becket 2020 celebrations. A new project was unveiled entitled 'A Year of Cathedrals and Pilgrimages' which will run from Jan-Dec 2020 and will sit alongside the Becket celebrations.



Wednesday 17 July

Lisa attended a Volunteer Celebration Wine and Cheese event and exhibition held at Age UK. The event highlighted how the community & voluntary sector adds social and cultural value to our City and guests were also told about the *Our Work of Art* partnership, a project delivered by Expression Arts CIC.



Wednesday 17 July

Lisa attended the Policy and Resources Committee which focused on climate change and Canterbury City Council declaring a climate change emergency. Targets for the council to reduce its carbon emissions to net zero by 2030 were set and a new Canterbury Climate Change Board was created which will include the BID.



Thursday 18 July

The £25 million Debenhams redevelopment labelled as the new 'Guildhall Quarter' was announced in the media. Lisa attended the public exhibition at the former Multi York in Best Lane where project leaders Clague Architects showcased the plans



Thursday 18 July

Designed Interiors and Bang and Olufsen held their annual networking event, where guests were treated to wine from The Simpsons Wine Estate and food and treats from local Canterbury businesses the Cheese Shop, Happy Samurai and Loake Shoemakers. They also raised £631 for Pilgrims Hospice!



Saturday 20 July

This weekend saw 'Raise the Roof' take over the Dane John Gardens, raising awareness and funding for Catching Lives. There were superb offerings in street food, craft ales, gin and prosecco from local traders.

August in Review



Friday 2 August

Rachel and Lisa attended the Marlowe's Breakfast Networking session and met with a variety of local businesses to discuss their progress and the BID's plans for the second term in Canterbury.

Tuesday 9 August

Lisa attended a Kent BIDs Meeting with Maidstone and Tunbridge Wells BID



Wednesday 14 August

Lisa and Lucy hosted the BID 2 Christmas Lights Tender presentations at the Whitefriars Boardroom where four companies pitched their proposals.



Thursday 15 August

After the hugely positive response to our pilot run of Canterbury's very first dedicated shopping map, a second print run was delivered and distributed to BID businesses and beyond by the Ambassadors and the BID Team.



Friday 16 August

We bid a fond farewell to our summer intern Tiphène Lechleiter from the University of Kent's Employability Points scheme, who was a huge help, supporting us with events and marketing.



Weds 21 August

Emily along with some of the Visit Kent team assisted Visit Canterbury with a photoshoot for their archives to promote eating, drinking and having fun in Canterbury. The setting for the shoot was the Shakespeare Pub in the Buttermarket and Lazics Café in Butchery Lane



Wednesday 21 August

The BID-sponsored bOing! Festival came to Canterbury city centre for the afternoon. Starting in the Westgate Gardens a giant Bee and it's Beekeeper kept the children entertained, then made their way up the High Street offering a series of unusual and captivating street performances for our visitors.

Dates for your diary

BID Networking

- **Tuesday 10 September 5-7pm** -Dodgems and Floss
- **Tuesday 15 October 5-7pm** - Café Boho
- **Thursday 7 November 12.30-2pm** – Drapers Arms
- **Wednesday 18 December 5-7pm** – The Malthouse, King's School

BID Training

- **17 October:** Free Visual Display Training
- **New year training programme** in development (as requested by levy payers, to include employment law, business rates, digital and social media marketing)

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

canterburybid.co.uk/events

- **13-22 September:** [Heritage Open Days](#) at various locations
- **14 September:** [Hop Hoodening Celebrations](#)
- **14-15 September:** CCCU and Kent Uni new student arrivals weekend
- **16-20 September:** Freshers / Welcome weeks CCCU and UoK
- **19 September:** [Medieval Education Day](#)
- **23 September:** Canterbury Climate Action Partnership meeting
- **23-27 September:** Induction/Welcome Week UCA
- **23 September:** Start of term CCCU and UoK
- **25 September:** Canterbury Society Talk with Colin Carmichael
- **26 September:** [Breaking down barriers to achieve professional success](#) at UoK (Gulbenkian)
- **27-29 Sept:** [Canterbury Food and Drink Festival](#), Dane John Gardens
- **27 Sept - 13 Oct:** [Kent Green Hop Fortnight](#) across the county
- **30 September:** Start of term UCA
- **1 October:** **Oktoberfest at The Ballroom**
- **4-5 October:** [Oktoberfest](#) at Westgate Hall
- **6 October:** [Vegan Market](#)
- **11 October:** [Kent and Medway Social Enterprise Conference](#), Westgate Hall
- **12 October:** **Oktoberfest at The Rugby Club**
- **13 October:** UN Peace Service at Canterbury Cathedral
- **17 October:** Visual Display Training
- **19 Oct - 2 Nov:** [Canterbury Festival](#), across the city
- **3 November:** [Vegan Market](#)
- **5 November:** [Fireworks](#) at The Spitfire Ground

- **15 November, 4-6pm:** Christmas Light Switch-on and Christmas Market Open (Food & Beverage on St Georges Street)
- **17 November:** CCCU Award Ceremony
- **22 November:** Kent Uni Graduations
- **22 November:** Full Christmas Market opening
- **1 December:** [Vegan Market](#)
- **7 December:** [Small Business Saturday](#) (national day)

Canterbury 2020

Anniversaries

- 850 Anniversary of the death of Thomas Becket
- 800 Anniversary of Becket martyrdom
- 500th Anniversary of Field of the Cloth of Gold
- 75th Anniversary UNESCO
- 400th Anniversary of the Mayflower
- 150th Anniversary of Kent Cricket
- 150th Anniversary of death of Charles Dickens
- 100th Anniversary of The Scenic Railway (Dreamland)
- 125th Anniversary of the National Trust

Events

Golf Open at Royal St George's Golf Club

- 12-19 July: The 149th Golf Open
- 13-15 July: Junior Open
- 29-31 July: Senior Amateur Open

Lambeth Conference

22 July-3 Aug 2020

Becket 2020

- 23 Jan: Historical Association Talk, Cathedral Archives
 - 3-5 April: Medieval History Weekend, CCCU
 - 18 May: Church, Saints and Seals Conference, CCCU
 - May-Sept: Becket - Rebel and Healer, Beaney
 - 4 July: Medieval Pageant
 - 5 July: Becket Cathedral Service
 - Aug, early Sept: Kentish Saints Exhibition, CCCU
 - 19 Sept: Cathedral Friends Day
 - October: Murder in the Cathedral , 5 x performances (Marlowe and Canterbury Cathedral)
 - 11-13 Nov: Becket and Canterbury Conference, CCCU
 - 29 Dec: Choral Evensong to commemorate Becket's martyrdom
- **11 October:** Kent and Medway Social Enterprise Conference, Westgate Hall
 - **13 October:** UN Peace Service at Canterbury Cathedral
 - **17 October:** Visual Display Training
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