

Operations Report: 1st September – 1st November 2019

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

Bloom:

The **Canterbury in Bloom Committee**, led by the BID, brought home a GOLD award for Canterbury in the 2019 South and South East in Bloom Awards. The amazing result shows the hard work put in by community groups, the Council, the BID and volunteers worked tirelessly -and collaboratively – to ensure our city was looking it's finest when the Bloom judges visited for its assessment. A special thanks goes to Sian Pettman and Beverly Paton who wrote the [Bloom portfolio](#) for this year's submission. In total, the Canterbury area won 8 Bloom awards – in addition to the city entry led by the BID, awards were also won by the Kent Enterprise Trust, The Friends of Kingsmead Field, Oaten Hill & South Canterbury Association, The Canterbury Society and St Martin's Church.

Purple Flag:

October was Purple Flag Month and saw the BID prepare for the renewal of Canterbury's much-valued Purple flag status. The Purple Flag assessors will be visiting the city on Friday 6 December to assess whether Canterbury will continue to fly the Purple Flag. The BID is organising this with a large group of stakeholders. We also look forward to hosting the national Purple Flag awards in Canterbury on 6 March.

Canterbury BID joined the Council's Community Safety Unit Safety Pop-up Hub outside McDonalds to promote Canterbury as a safe city, handing out glow sticks (to highlight safety), spikies (anti drink spiking bottle stoppers) and personal alarms - plus the BID's new Christmas shopping maps. The Safety Hub is supported by the Police, Street Pastors, Kent Fire & Rescue Service, Rising Sun, the Universities' Street Marshalls, Student Unions, Kent County Council Wardens, McDonalds and your Canterbury BID.

BID Training:

We hosted our yearly Visual Display Training in October delivered by an expert who has created concepts for Selfridges, Harrods and Harvey Nicholls. Interest from local businesses was high and every space was filled. This year's training was themed around Christmas, designed to tie into the Christmas Window Competition which launches very soon. Feedback from businesses was excellent with many explaining that for small businesses, travel, cost and time away from the business meant usual business training was inaccessible.

Christmas

Christmas Lights

Julia Wierucka joined the BID team in October to cover Lucy's maternity leave and hit the ground running by ensuring all permissions were renewed for Christmas lights. A few fun facts:

5: miles of lights put up each year

12: people to put up and take down the lights over 7 nights

118,000: LED lights twinkle above our city from

Top Secret: The big red button doesn't actually turn on all the Christmas lights. We have 12 hard-to-reach switches to flick on. Some lights will go on prior to the switch-on to encourage return footfall post event.

<https://www.canterburybid.co.uk/christmas-lights-know/>

Guides and Shopping Map

September saw our **Shopping Maps** handed out in their hundreds to one of Canterbury's main economy boosters -students. They were handed out at Open Days, Freshers Fairs, at the phenomenal Student

Shopping Night, plus the Purple Flag Safety Pop-Up Hub, ensuring all new and returning students are explore the huge array of shops, restaurants, bars and attractions Canterbury has to offer.

September also saw advertising spaces in the **Christmas in the City Guides** offered to BID businesses, snapped up rapidly, designed, proofed and sent to print. September also saw the BID focusing on the design of the **Christmas edition of the Shopping Map**, ensuring Canterbury is seen as THE place to be at Christmas: Christmas lights, the Christmas Market, Santa's Grotto, Ice Skating Rink plus the huge variety of shops, restaurants and cafes were all incorporated into the design.

October saw **20,000 Christmas Guides and 5,000 Christmas Shopping Maps** printed then delivered by the team to local and regional hotels, visitor attractions, exhibitions, events, bus and train stations etc. Demand for them has been at a record high and it's not hard to see why -Christmas Guides and Shopping Maps are seen as a fantastic and very effective way to draw in the desirable Christmas crowds, and to enable visitors to plan ahead for their visit to Canterbury.

The BID brought together Whitefriars, Visit Canterbury, Canterbury on Ice and Stagecoach to create a **citywide Christmas Campaign** to promote shopping, dining, staying and skating! The joined-up campaign utilises marketing support from all members and by working in a joined up manner will ensure #CanterburyIsChristmas.

Communication

Council Committee Meetings

Going into BID 2 we were very keen for the voice of businesses to be represented at Council Committee meetings. The agendas for these meetings are published a week in advance on the Canterbury City Council website and we ensured relevant meetings were communicated clearly in our weekly eNewsletter, including the meeting topic, the time, venue and a link to the agenda. We plan to attend and speak, and invite other businesses to attend and speak, the Policy and Resources Committee on 13 November about the Parking Consultation and the Canterbury Forum on 18 November to talk about A Boards.

Climate Emergency Strategy

Canterbury City Council has declared a climate emergency. In addition to communicating the activity that is going on in our community, the BID has also joined the Canterbury Climate Action Group, which is a community-led group, and will join the Council's Climate Action Board when that is formed. We will also form our own working group to look at how we can support the climate change agenda, including how trade waste is managed in the city. Here are some the recent activities that we promoted:

- Kent and Medway Energy and Low Emissions Strategy
- The new fleet of electric buses launched in the city
- CCC's water refill scheme
- CCCU's primary school education campaign on air pollution
- Updates on the new electric charging points for cars.

City Developments

Keeping our businesses informed of the latest developments in the city was also a priority for September and October:

- **Security Bollards:** Locations, planned restrictions and installation dates were communicated regularly via the eNews and leaflet distribution as soon as updates from CCC and KCC were received. We also were able to help resolve issues from local businesses affected by the scheme and reassure those who were concerned.
- **Slatters Hotel, St Margaret's Street:** Due to open in spring 2021. Keep an eye on their website for updates: <https://www.slattersdevelopment.co.uk/project-news/>
- **Debenhams site** In January 2020, Debenhams will vacate their store comprising more than 93,000 sq ft of retail space. Clague Architects and developers 90 North are proposing to repurpose these

buildings for new retailers with 12 new retail units on the ground floor, and 76 apartments above ground floor. A public exhibition was held on 18 July and are also available on the "Guildhall Quarter" website: <https://www.guildhallquarter-canterbury.co.uk/>. Plans have now been submitted to CCC. Results of the planning permissions will be published on the Guildhall Quarter website when announced.

University Updates

Students and their visiting families are of huge significance to the economy in Canterbury. So in order for local businesses to maximise the financial opportunities these events offer especially in September and October, we ensured the many student-focused events including Open Days, Registration, Student Arrivals, Freshers Week, Graduation and Student Shopping Nights are all flagged up to our businesses well in advance. CCCU, UoK and UCA term dates are also published clearly on the BID calendar of events.

The BID also met with Visit Kent, UKC and CCCU in October to discuss opportunities to promote the city to Visiting Friends and Relatives – something that was highlighted as a top priority through the Destination Management Plan commissioned by the BID this year.

Warnings

Thankfully not something we have the need to regularly publish but where there is a concern, we are happy to spread the word. In September CCC issued a warning over scammers targeting businesses and the community over Council Tax and business rates rebates and we were able to assist with the message via our eNews.

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:

- **Lost Words Wildlife Workshop**, Abbot's Mill Project, St Radigund's - Saturday 7 September
- **Canterbury Food and Drink Festival**, Dane John Gardens - 27-29 September
- **Canterbury Festival**, across the city - 19 Oct - 2 November

Ambassadors update:

The Ambassadors have been very busy during September especially with the influx of new students. They were also very busy helping distribute the shopping maps and guides to local businesses. Sadly October saw Kayleigh depart, leaving Simon who has been doing a fantastic job of keeping our residents, businesses and visitors informed, updated plus keeping an eye on our streets, attending and reporting issues with graffiti, fly-tipping, trade waste, rough sleepers and antisocial behaviour and completing our monthly city centre vacancy reports.

September and October have also seen Simon attending the following meetings: Rough Sleeper Forum, Graffiti User Group, Safety Tasking Group, whilst also assisting with recruitment efforts for another Ambassador to join the team.

We congratulated:

- The **Cathedral Lodge** for receiving this year's Trip Advisor Certificate of Excellence Award for the eighth consecutive year. And for additionally qualifying for the Certificate of Excellence Hall of Fame!
- Local independent jeweller **Trevor Fitzgerald** for marking 40 years in the jewellery industry by walking 40km to raise money for Porchlight. We also congratulated his amazing team for participating in a sponsored Sleep Out for the same cause.
- **The whole city of Canterbury** for being named one of the most instagrammed places in the country with #Canterbury appearing over 795,000 times - beating Exeter, Bath and Warwick!
- **Antoniou's Hair and Beauty** for their fundraising achievement. Manager Will raised a staggering £712 completing a 162km bike ride and the staff holding a yummy bake sale for the very worthy Tommy's

Charity.

- All the **Canterbury BID business** who were finalists in the 2019 Kent Tourism Awards. These included 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).
- The **Canterbury Tourist Guides**. Twenty members of their team were awarded Canterbury City Green Badge Guides accredited by the Institute of Tourist Guides (ITG).
- Our friends at **Southeastern** for winning the “Highly Commended” in the prestigious category of Passenger Operator of the Year at the National Rail Awards (the rail industry’s equivalent of the Oscars).
- We wished a Happy 2nd birthday to the uber-stylish **BoConcept** in Orange Street, great supporters of the BID and of Canterbury Pride too.
- We congratulated **Espressions Cafe** in Palace Street for helping recycling in the community by collecting crisp packets and baby food pouches and sending to Terracycle for recycling -plus gaining a contribution towards supporting deprived groups in the community.
- **Visit Kent** for hosting a press trip for ELLE Paris Magazine taking them on a spooky tour of Kent's iconic sites and attractions including Dover Castle, Screamland and of course Canterbury, known for its ghostly tales and streets shrouded in history.
- And finally our friends at **Visit Canterbury** for securing Canterbury’s Christmas Markets as a coach trip destination for customers of Crosskeys Coaches and Travel -providing a welcome boost to our economy.

We welcomed:

- **Harper Smith Bridalwear** which opened in Palace Street (near the King’s School entrance)
- **Castle Fine Art** in the Buttermarket
- **House of Secrets** in Mercery Lane
- **Sainsbury's Local** on the High Street (in the former Post Office building)
- The newly decorated **Rheims Way Underpass** near Canterbury Castle.
- **Taylor's X Hairdresser** in Stour Street
- The new owners of **Canterbury Tails Cafe, Bar and Restaurant** on St Margaret's street.
- Canterbury City Council’s new graffiti officer **Debbie Heath**.

We promoted the following opportunities:

- **The Spitfire Cricket Ground** were seeking local businesses to sponsor their huge fireworks event in return for a brilliant promotional package reaching over 6,000 people.
- Having a say in **Southeastern Rail's** next timetable consultation regarding quicker journeys on Highspeed and mainline services to and from London.
- To participate in **Small Business Saturday**’s annual celebration day here in Canterbury and take part in free business mentoring from an expert.
- For tickets to attend the **Kent Cyber Security Forum** at the University of Kent and a talk on **Breaking Down Barriers to Achieve Professional Success** at the Gulbenkian.
- To come and celebrate the Hop Harvest with the annual **Hop Hoodening Celebrations**
- Be part of the **UN Peace Service** at Canterbury Cathedral
- For Whitefriars stores to participate in **Whitefriars’** autumnal Fashion & Beauty Hub featuring guidance from expert stylists and an afternoon yoga session.
- Local businesses to become interviewees for **CATS College’s** international students at Kent Cricket Ground
- For all social enterprisers (or those interested in becoming one) to attend **The Kent and Medway Social Enterprise Conference** held at the Westgate Hall.
- For BID Businesses to grab their lederhosen and bag a **corporate table** at the **Oktoberfest** being held at the Westgate Hall.
- To keep up to date with the changes in Employment Law with a **FREE seminar** at the Kent County Cricket Ground delivered by **Girlings Solicitors**.

- For the chance to support local charity Catching Lives at the **Catching Lives Quiz** to commemorate International World Homeless Day, plus take part in the **Purple for Porchlight** event in the Kings Mile and Cathedral Quarter. Also to sponsor the BID team's sponsored sleep-out in aid of **Porchlight**
- To encourage all businesses to prepare for Brexit by visiting the **Get Ready For Brexit** website.
- To support the local **Macmillan's Coffee Mornings**, hosted by BID businesses in the city.
- Opportunities to network with the local business community at the Marlowe's **Cocktails and Comedy Networking** at their Barretts Bar, **Loake Shoemaker's** breakfast networking and of course the BID's own monthly networking events at **Dodgems & Floss** and **Boho Café**.
- **Publicity opportunities** for BID Members with events or campaigns they want to promote in our weekly eNewsletter.
- To join the fight against food wastage by signing up to the **Too Good To Go** scheme enabling perfectly edible food normally thrown out at the end of the day to be utilised.
- Special invitation to attend a **VIP launch party** hosted by **Iconic Jewellery** at The Pound to celebrate the launch of its new Bridal range.

We thanked:

- All the venues taking part in the **Heritage Open Days** across the Canterbury District and especially to the **Canterbury Society** for all the work they put into co-ordinating the open days in our area.
- **Lazix Cafe** in Butchery Lane and **The Shakespeare** in the Buttermarket for taking part in Visit Canterbury's latest photoshoot to promote all things food, drink and fun in our city.
- **Jon and Ben at Dodgems and Floss** for hosting our September networking event, and to the kind-hearted **Phil at Zizzi's** for his generous donation of pizzas, pasta and salad. Also to **Catching Lives** for taking away the remaining food for their clients.
- **Every one of the BID businesses** who completed and returned their Christmas Lights permissions forms, enabling us to be compliant with our next 5-year term of illuminations and draw in the crowds at Christmas.
- **Window Flowers**, the company who have supplied and maintained our beautiful flower baskets over the summer. Their expertise and hard work helped lead Canterbury to Gold victory in the S&SE Bloom awards.
- **The Kings Mile** and **Whitefriars** for hosting successful Trick or Treat events over the weekend ensuring plenty of little ghosts and ghouls (and their parents) filled the city centre, collecting sweets from all participating businesses.
- **Rob, Adriana and Anna at Boho** for hosting our October networking event and providing the most amazing spread of food and drink for our BID members

September in Review



Tue 10 September

The whole BID team and many of the BID Board attended the BID's September Networking Event hosted by Dodgems & Floss and The Hugo, with food donated by Zizzi's, a firm supporter of the BID and the local community. This was the first networking following the success at the Ballot and provided an opportunity to talk about the future plans of BID 2.



Thurs 12 September

Furley Page's 7thirty Networking Event held at Tower House was attended by Lisa. The informal early morning networking group encourages business relationships in a relaxed atmosphere -no presentations or pitches, just a chance to catch up over breakfast.



Thurs 12 September

Lisa attended the Alliance of Canterbury Residents Association (ACRA) Meeting at the Thanington Resource Centre in the evening where she presented the BID's plans going forward.



Friday 13 September

Three of the BID Bloom Committee travelled to Brighton to attend the South and South East in Bloom Awards Ceremony, where Canterbury received a GOLD award!



Mon 16 September

Rachel attended the Ambrette's lunchtime networking event in conjunction with Visit Canterbury and distributed BID Shopping Maps to all who attended.



Thurs 19 September

Rachel attended the Interpreting History Conference held at the Alexandra Palace in London together with Kathryn Hearnden from Visit Canterbury and Nathan Crouch from Canterbury Cathedral. This gave a valuable insight into marketing opportunities for our city.



Mon 23 September

The Canterbury Climate Action Partnership meeting was held at CCCU's Old Sessions House. Lisa attended to represent the businesses of Canterbury and as a supporter of the initiative.



Fri 27 September

Rachel attended various workshops at the DTTT Academy which was held at Canterbury Cathedral Lodge. This event brought members of the tourism trade from across the globe including places like the Seychelles and the Outer Hebrides to our city!



Fri 27- Sun 29 September

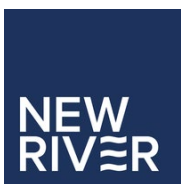
The Canterbury Food and Drink Festival arrived in the Dane John Gardens, a huge event that draws thousands of people to Canterbury every year consisting of 120 local traders offering a wide range of food, drinks and crafts.

October in Review



Weds 2 October

Rachel organised and hosted the Canterbury Culture Meeting held at the Westgate Hall. Attending were 27 local cultural establishments who are all members, there to share events, plans and collaborative ideas with each other.



Thursday 3 October

New River, who are the asset managers for the Whitefriars Shopping centre, held their national Away Day in Canterbury. Lisa and Caroline spoke at the Conference, held at the Cathedral Lodge, and the group then toured the city, including a guided tour of the Cathedral and a riverboat tour.



Thursday 3 October

The hottest event on the High Street, Student Shopping Night, took place in Whitefriars with businesses staying open until 9pm and vouchers, goodie bags and 600 BID shopping maps handed out. After a push from the BID, many stores from the rest of the city took part too resulting in an incredibly successful night to mark the student's return.



Thursday 3 October

Lisa and Simon also ensured Canterbury's Purple Flag status (which marks Canterbury as a safe city for a night out) had a presence at the Student Shopping Evening and were there handing out Shopping maps to the students and chatting to them about the initiative.



Fri 4 October

The whole BID Team went to support the launch of Oktoberfest at the Westgate Hall. Friday afternoon saw the corporate tables and local businesses invited and enjoying all things Bavarian. The success of the event meant it was not only completely sold out but also a definite fixture in Canterbury's calendar for years to come.



Tues 8 October

We hosted the second Hotelier Meeting this year at the ABode Hotel. Over 30 accommodation providers attended plus members of Visit Canterbury, Visit Kent and District Watch resulting in a very productive and useful meeting.



Thurs 10 October

Lisa and Rachel attended the ATCM Culture Conference in Leeds and then later that evening attended the Light Up Leeds and their annual light festival.



Fri 11 October

Lisa attended the Kent and Medway Social Enterprise Conference at the Westgate Hall as soon as she alighted from her train from Leeds, where an array of experts in the field of Social Enterprise gave advice and guidance to those in the field or wanting to enter it.



Monday 14 October

The BID organised and attended a Purple Flag Meeting for all members of the Steering group to attend. Purple Flag Month, the Purple Flag Assessment on 6 December and the Purple Flag Awards on 6 March 2020 were discussed plus a Freshers debrief



Tuesday 15 October

The whole BID team attended our monthly networking session held at Boho Cafe where Rob, Adriana, Anna and the staff served a delicious sample of their fresh food – and took seven Christmas group bookings as a result!



Wednesday 16 October

The BID team organised and attended a Medieval Pageant 2019 debrief session with the key organisers. The event was discussed and assessed in detail and from that plans for the Medieval Pageant 2020 event were drawn up.



Thurs 17 October

BID businesses attended our yearly Christmas Window Display Training held at the BID offices where Janet Billings, a window dresser for Harrods and Selfridges, came to Canterbury and shared her expertise with our local businesses. This all feeds into the Christmas Window Competition soon to be launched by the BID.



Thurs 17 October

Rachel supported local independent businesses Iconic Jewellery by attending their event held at The Pound to celebrate the launch of their new Bridal jewellery range. Plentiful from local café Kitch were also there supplying the food.



Sat 19 October

Lisa, David Lilford and Jon Fitter-Harding swapped their beds for cardboard boxes and slept outside to raise money for Porchlight. Over £700 was raised in total.



Weds 23 October

The BID team and board hosted a networking reception as part of the BID-sponsored Laura Mvula concert, part of the Canterbury Festival.



Thursday 31 October

Canterbury BID joined the Council's Community Safety Unit Safety Pop-up Hub outside McDonalds in order to promote Canterbury as a safe city, handing out safety gadgets and advice to revellers. The Safety Hub is supported by the Police, Street Pastors, Kent Fire & Rescue Service, Rising Sun, the Universities' Street Marshalls, Student Unions, Kent County Council Wardens, McDonalds and your Canterbury BID.



Fri 1 November

The BID hosted a breakfast briefing for Canterbury Councillors at the Abode Hotel. Many were newly elected this year and were keen to find out more about the BID, how it operates and how every penny of the levy is invested back into the city to help it flourish.

Dates for your diary

BID Full Board Meetings 2019-2020

(all Wednesdays, 9:30am to noon)

- 15 January 2020, Canterbury Cathedral
- 11 March 2020, Whitefriars
- 13 May 2020, Whitefriars
- 8 July 2020, Whitefriars

Next BID Networking

- **Wednesday 18 December 5-7pm** – The Malthouse, King's School

BID Training

New Year, New you! Free training sessions for BID members will launch in January - booking will be open shortly, but please start to add these to your diary!

- **20 Jan:** Google Garage, Marlowe Studio
- **28 Jan:** Employment Law, BID Office

- **TBC Feb:** Instagram Training Session
- **25 March:** Understanding Business Rates, BID office
- **TBC April:** Filming content for digital marketing
- **TBC May:** Making the most of digital marketing

Events in Canterbury_– see the BID’s Annual Calendar of Events on the website for more:
canterburybid.co.uk/events

- **22 November:** University of Kent Graduations
- **22 November:** Full Christmas Market opening
- **23 November:** Open Day, Canterbury Christ Church University
- **27 November:** Canterbury Society 10th Birthday, Westgate Hall
- **27-29 November:** “Art of the Lost” Conference, Canterbury Cathedral
- **29 November - 1 January:** Canterbury on Ice, Dane John Gardens
- **29 November:** Small Business Saturday Tour Bus Stop in Canterbury
- **29 November:** Cathedral Quarter / Kings Mile Late Night Shopping
- **29 November:** Whirligig Special Shopping Evening (15% off everything!)
- **1 December:** Vegan Market
- **6 December:** FatFace special Christmas Shopping Day
- **7 December:** Small Business Saturday (national day)
- **7 December:** The King's Mile Festive Fling
- **14-15 December:** Canterbury Tales Magical Medieval Christmas
- **19 December:** Whitefriars and Christmas Market late night shopping event

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, The 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