

Operations Report: 1st November 2019 – 10th January 2020

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

Parking Strategy

Canterbury City Council is seeking to make a number of changes to its car parking strategy and are currently consulting the public on these proposals. The BID team attended the Council's Policy and Resources Committee Meeting on 13 November 2019 to urge the Council to allow more time for the consultation on the grounds that it takes place over the extremely busy Christmas period and therefore it will be very challenging to gather meaningful feedback on such an important set of proposals. As a result, the Council agreed to allow an extra week, meaning the consultation will now run from 25 November 2019 to 10 January 2020.

The BID is aware the changes recommended by the Council, if implemented, are likely to have an impact on the business community, and we wanted to hear from as many local businesses as possible, to identify the key issues concerning the proposals, from a business perspective. We commissioned a local independent organisation, the Public Engagement Agency Ltd, to work with us in obtaining feedback from the business community and to write up an independent report, to be shared with the Council. A short survey was conducted from 9 to 23 December, with an over 20% response rate, and a workshop was held on 10 December with a cross-sector representation from Canterbury businesses - including hotels, retailers, visitor attractions, law firms, estate agents and architects. Businesses were also invited to provide comments/feedback to us, to be included in the final report. The report has been submitted to the Council and the BID team plans to attend the stakeholder meetings between now and when the decisions are set to be made by the Policy and Resources Committee on 5 February.

Christmas in Canterbury

This year's Christmas marketing strategy focused on the joining up of resources and collaboration with other Canterbury organisations. The BID brought together Whitefriars, Visit Canterbury, Canterbury on Ice and Stagecoach to create a citywide Christmas campaign to promote Christmas shopping, dining, staying and skating across the county. The joined-up campaign utilised marketing support from each other which not only amplified the campaign and gave it a greater reach, but also ensured all the key local marketing platforms had the united message (and hashtag) #CanterburyisChristmas.

By working together, the partnership created the following marketing initiatives which took place successfully over November and December:

- Christmas Shopping Map and Christmas in the City Guides with distribution through Inside KENT (county wide) and INDEX (local households)
- Dedicated Home Page on Visit Canterbury
- Dedicated eNews and posts through MyCanterbury social media
- Christmas Window Competition (Lord Mayor, Canterbury College, Visit Kent and Rachel Phipps as judges)

- Mother Goose Golden Egg Window Trail
- Late Night Shopping Events (29/11 Kings Mile and Cathedral Quarter + 19/12 Christmas Market and Whitefriars)
- MyCanterbury Facebook Chatbot trial created by Digital Beans
- Poster Campaign on Southeastern Station Platforms
- Banner panel adverts at Canterbury on Ice
- Digital posters at Whitefriars
- A4 posters on Stagecoach buses
- Christmas Lights Switch-on Event – dedicated digital screens at event promoting Canterbury this Christmas
- Canterbury is Christmas Marketing Toolkit (free photos, posts, content for businesses to access)
- #CanterburyIsChristmas to be used by all partners

Christmas Lights

Entering a second BID term saw us sign a new Christmas lights contract with Gala Lights, together with a new lighting scheme for the city centre. This also meant that 168 new permissions had to be obtained from building owners and landlords to attach the lights to their buildings, meaning the BID team with was kept exceptionally busy as the early-November installation date loomed. We were delighted however to receive a 98% positive response from owners and landlords, meaning we were able to go ahead with our new cross streets zigzags, starbursts, double draped swags and curtains on the Westgate Towers and street lamp columns.

The tree in Longmarket square became a community focal point in November and December. Students of Canterbury College designed and manufactured giant baubles to decorate the tree and also miniatures versions which they sold in the Christmas Market. Canterbury Fire and Rescue Service kindly hung the baubles whilst removing Remembrance Day ribbons and a giant gift tag was created by the BID team to thank the community and businesses involved in the creation.

The Switch-on event itself took place on 15 November saw over 5,000 people in attendance despite the rain to see the Lord Mayor and the cast of the Marlowe Theatre panto Mother Goose switch the lights on together with KMFM presenters Laura and Garry who hosted the event. The night also saw the St Georges section of the Christmas Market open, plus a new Helter Skelter and giant snow globe for younger visitors which was a huge success.

Training

The BIDs free training sessions have proved exceptionally popular with busy businesses in the city, especially as many simply do not have the time to travel or the resources to pay for expensive training sessions. Businesses are under increasing pressure to keep up to date with the latest marketing tools, social media know-how as well as policies and governance, so we organised six FREE training sessions to start in 2020 (one each month) all hosted locally here in Canterbury for BID members:

- **Digital Garage from Google** 20 January 2020, 10am-2pm
- **Employment Law Updates** 28 January 2020, 9-10am
- **Instagram Marketing Workshop For Retailers** 14 February 2020, 8-10am
- **Understanding Business Rates** 25 March 2020, 8.30-9.30am
- **Creating Video Content for Social Media Marketing** 16 April 2020, 8-10am
- **Making the Most of Digital Marketing** 6 May 2020, 9-10am

Purple Flag:

We are proud to lead the city on the Purple Flag accreditation, which recognises the fact Canterbury provides a vibrant mix of entertainment while promoting the safety and wellbeing of visitors and its residents between the hours of 5pm and 5am. The ATCM had to postpone our assessment from December to March, after which we look forward to hosting the Purple Flag awards in Canterbury.

Communication

Christmas Lights

We ensured all businesses were regularly updated with the Christmas Lights schedule on the run-up to the switch-on. Installation times, technical queries and timings of the actual switch-on were communicated via the eNews, individual emails, social media and through the Ambassador service.

Opening Times

Late night opening during the busy festive period can be lucrative for businesses if other businesses do the same. By including weekly updates about any late night events, market trading hours and sharing Whitefriars' shop opening hours in our eNews and on social media platforms, enabled businesses to make more informed decisions on trading hours.

Transport

Christmas updates to Canterbury's public transport (train, bus and Park and Ride) were communicated through the eNews. We also shared any KCC notifications of city-centre roadworks that could affect access and trading, including dates, times, and the reason for closure. We also ensured businesses were kept fully updated on the status of the of security bollards installation and published useful maps, Q&A's and helplines for concerned traders.

General Election

We listed all election candidates standing for the Canterbury district in our eNews together with key dates for the election plus the election constituency results and links for more information.

Council Committee Meetings

We are fully committed to ensuring the voice of businesses are represented at Council Committee meetings. The agendas for these meetings are published clearly in our weekly eNewsletter, including the meeting topic, the time, venue and a link to the agenda. We also outline council meetings at the BID Board meetings if they are of significance to city businesses. November and December saw us encourage BID members to participate in the Canterbury Forum discussion on A Boards and the Policy and Resources committee discussion on changes to Council car parks.

City Developments

Keeping our businesses informed of the latest developments in the city was a priority for November and December. Updates like this are vital for trading purposes, planning, future investment, transport and access logistics as well as helping boost business morale as new developments take place. We ensured all stages of the new Nason's development (now called Biggleston Yard), the new Guildhall Quarter which will replace Debenhams and the Slatters Hotel development was communicated via our eNews with details of dates, times and links for further information.

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 December we asked our businesses to be extra vigilant of anyone quoting a member of staff's name to extract cash -whatever the reason following a report from a concerned local trader who had been scammed.

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 and encouraging our visitors to explore our historical streets and unique specialty shops, bars, restaurants & businesses. Over the last two months the BID has provided sponsorship and promotion for the following events:

- Christmas Lights Switch-on event on 15 November
- The King's Mile and Cathedral Quarter's Late-Night Shopping extravaganza on 29 November
- The King's Mile Festive Fling on 7 December
- Whitefriars Late Night Shopping on 19 December
- Canterbury on Ice
- Christmas Market
- Christmas Window Competition
- Mother Goose's Golden Egg Trail
- Marlowe Theatre Pantomime
- And much more!

We also supported the following events by promoting them on our weekly eNews, social media and MyCanterbury platforms:

- Neal's Yard Remedies event at Fired Earth
- Yoga Supper Club at Kitch
- Kent Cricket's Fireworks Night at the Spitfire Ground
- A stylist and discount event at Jigsaw
- Baking with Paul Hollywood at the Westgate Hall
- Catching Lives' fundraising Christmas Carol Service
- Unboxed's launch night
- Vinyl Jr's Classic Album Sunday session with the Libertines
- Christmas-themed movies at the Curzon
- Festive afternoon tea at the Falstaff Hotel
- Collection for the foodbank by Winkworth staff
- Festive films in the Pound's Westgate Towers
- Canterbury Cathedral's Carol Services
- It's a Wonderful Life at the Gulbenkian
- Midnight Eucharist at St Paul's Church
- The Lord Mayor and Salvation Army's Christmas Eve Open-Air Carol Service in Rose Square

We congratulated:

- The Kent and Medway Medical School (based in Canterbury) for its huge response in applicants
- Christ Church University on the official opening of its Daphne Oram Creative Arts building
- The Westgate Hall celebrating its 5th birthday
- Can The Pound's 5th Birthday celebrations
- The Canterbury Society 10-year birthday celebrations at the Westgate Hall
- Lakeland for raising £155 for charity at the Christmas Lights Switch-on event
- Espression Arts Café for winning Top Art Project Volunteer Team of the Year
- Kings School's Malthouse Theatre for its official opening night hosted by actress and TV presenter Joanna Lumley
- The Foundry Brew pub for winning Pub of the Year at the Visit Kent Tourism Awards
- All the BID businesses for their beautiful Christmas window displays
- The Cave Hotel for its launch night
- The Heritage Team at CCC for winning the Excellence in Planning for Heritage award at the RTPI Awards

- The Kings Mile for hosting its Festive Gin Fling event
- The wine county of Kent for beating destinations such as Croatia and Costa Rica to win second place in the iEscapes Best Places to Travel to in 2020

We welcomed:

- Garage Coffee to its new premises in Sun Street
- Roly's Fudge to Mercery Lane
- Fired Earth to Burgate
- The IT Store to its new premises on Burgate
- Harpers Bridal Shop in the Borough

We promoted the following opportunities:

- 'Accelerating Growth', a free clinic being held for small businesses
- A networking and business workshop at Santander Bank
- Networking event held at Broome Park in partnership with Visit Canterbury to prepare for the events of 2020
- Research into the tourism trade after Kent was chosen as the location for data collection by the Department for Business, Energy and Industrial Strategy (BEIS).
- Free fitness classes held in the Dane John Gardens
- Free business mentoring at the Small Business Saturday's Bus Tour which visited Canterbury
- Free CPD training at Concorde International courtesy of the Institute of Economic Development
- Visit Kent's hugely successful Big Weekend Event, to be held on April 2020
- Visit Kent's free business toolkit for the 2020 Golf Open.
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We thanked:

- Canterbury District Councillors who attended our BID Breakfast Briefing at the Abode Hotel
- Our wonderful BID Networking hosts:
 - Jonnie and staff at the Drapers Arms for hosting our November lunchtime networking event
 - All the staff at the Malthouse for hosting our December networking event.
 - The Ambrette for the packed lunchtime January networking, which we hosted in partnership with Girlings
- TV's Dr Ranj from the Marlowe's Mother Goose panto for giving our Christmas Canterbury Guide the thumbs up
- Everyone involved in the epic Christmas Light Switch-on event
- The organisers of Canterbury on Ice for successfully bringing us Canterbury's very first ice rink
- All the business who participated in our Christmas Window Display competition and Golden Egg Window Trail
- Everyone who contributed to our Parking Working Group, attended the workshop and completed the survey.

November in Review



Fri 1 November

We hosted a breakfast briefing for Canterbury District 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.



Tues 5 November

Lisa attended the Tourism Regulation focus group held at Canterbury Cathedral. The purpose of this event was to explore issues and to assess attitudes surrounding business regulation – and to find out how tourism businesses source advice and support on regulatory compliance.



Thurs 7 November

We held our lunchtime November networking session at the Drapers Arms in Sun Street (formerly Deakins). It was fully booked and well-attended by a broad section of the business community and provided an excellent opportunity to promote the venue as well as talk about local news and issues.



Mon 11 November

Lisa, Ambassador Simon and Ops Manager Julia attended a special lunch and tour of the Umbrella Centre to see and hear about the work taking place there towards improving the quality of life for residents and businesses. The centre works closely with UKC and Christchurch supporting students with mental health issues and has a strong relationship with Kent Police helping people who may be suffering a crisis.



Tues 12 November

Rachel and Lisa attended the People United Symposium: Provoking Change: The Arts & Kindness Conversation held at the Marlowe Theatre. There were presentations and debate on how the arts can and should influence radical change – particularly in the context of our challenging social, political and environmental landscape.



Weds 13 November

Lisa attended the Santander networking evening called 'Breakthrough in Branch' hosted by Business Relationship Manager Isabella Stock. Two speakers specialising in employment law and soft skills/networking were there to advise plus opportunities to network and meet with other local, like minded businesses.



Weds 13 November

Lisa attended the Policy and Resources Committee meeting at the Guildhall to ask councillors to allow more time for the parking consultation to take place.



Fri 15 November

All the BID Team attended the Christmas Light Switch-on event which saw the cast of the Marlowe's Mother Goose, the Lord Mayor and presenters from KMFM entertain the crowds and light up our city. The Christmas market also opened plus the new Helter Skelter and giant snow globe and shoppers also were treated to FREE Park and Ride.



Mon 18 November

We attended the Council's Canterbury Forum Meeting held at the Guilhall where the issue of A-Boards, our subways and Christmas attractions in the city centre were all discussed with the public and business owner alike in attendance.



Thurs 21 November

Lisa attended a CCAP Repair Café meeting held at Whitefriars to discuss the setting up of a repair and repurposing centre to contribute towards making Canterbury more environmentally friendly. They discussed recruiting volunteers to run it, both volunteer repairers and volunteer administrators, plus locations and funding bids.



Weds 27 November

The Canterbury Society celebrated their 10th Birthday with an event at the Westgate Hall in the evening. The BID team had a stand and stayed to chat to local businesses, community groups and residents alike about the work we do and the support we give to Canterbury



Thurs 28 November

Emily attended the launch night of new luxury hotel The Cave in Boughton which will be heavily promoting the culture and events offered by Canterbury to its guests, with a free bespoke shuttle service in and out of Canterbury offered to every overnight guest.



Fri 29 November

The BID showed its support for the Small Business Saturday Bus Tour when it came to Iron Bar Lane, Canterbury. The initiative offered free mentoring to local businesses and advice from experts. Lisa gave an interview which was broadcast via their social media channels to promote Christmas events in Canterbury.



Fri 29 November

We were delighted to attend the launch night for Canterbury on Ice, a great addition to the Christmas calendar.



Fri 29 November

Following this, we then attended the BID-sponsored Kings Mile and Cathedral Quarter's late-night Shopping Extravaganza event. The team chatted to retailers, caught up on their news and even did some Christmas shopping!

December in Review



Mon 2 December

Rachel attended the Visit Kent Christmas Networking & 2019 Kent Tourism Awards held at the Kent Cricket's Spitfire Grounds. Winners and finalists included The Foundry (winner -pub of the year), The Ambrette and Westgate Hall. Caroline Hicks also gave a wonderful presentation on Canterbury and the 2019 Christmas campaign.



Weds 4 December

The first stage of the Christmas Window judging was held at the BID offices for our yearly Best-Dressed Christmas Window Competition after 80 entries were received. Representatives from Visit Kent, Canterbury College, Visit Canterbury and Canterbury BID were on the judging panel which awarded them Silver, Silver-Gilt or Gold awards based on a points-system.



Weds 4 December

As a member of the Friends of Canterbury Castle working group and with a strong interest in the project, Lisa attended their December meeting held at Canterbury Christ Church University and hosted by Robin Cooper to discuss the future and regeneration of this important part of Canterbury's history.



Thurs 5 December

The redevelopment of the former Nasons site by SETHA Group is of huge significance to the businesses of Canterbury. Lisa attended the stakeholder meeting ahead of the launch of redevelopment plans to see the proposed plans for the area (now called Biggleston Yard) and hear how it's to be a mixed-use development vital to the long-term sustainability of Canterbury city centre.



Sat 7 December

The whole BID team were joined by blogger and food writer Rachel Phipps, Lord Mayor Terry Westgate and later Ben Kidger from Canterbury College to visit each of the 25 Gold finalists in our Christmas Window Competition. The final assessment was done over coffees at Espressions Arts Café in Palace street before the winners were visited in person and presented with a bottle of fizz and a certificate!



Sat 7 December

The team also showed support for the BID-sponsored Festive Fling in the King's Mile by popping in to see local retailers and have a chat. A host of businesses opened their doors to welcome shoppers in for a taste of some of the finest festive tipples Kent has to offer, as well as some more unusual ones from farther afield.



Tues 10 December

The BID hosted a Parking Consultation workshop at the Westgate Hall for business concerned about the Council's proposed changes to city centre parking regulations. Independent organisation The Public Engagement Agency was commissioned to work alongside the BID to obtain feedback about the key concerns of local business in relation to the consultation and to write up an independent report.



Fri 13 December

Rachel, Lisa and Emily attended a special Mother Goose pantomime-themed networking event at the Marlowe at lunchtime. Many local businesses attended and the team was able to catch up, hear news and also have a Q&A session with the stars of the Panto regarding their experience of performing in Canterbury



Weds 18 December

The whole BID team plus Board members attended the last networking session of the year at the newly opened Malthouse Theatre in St Stephens. Guests were treated to mulled wine, mince pies and a tour of the venue to hear about its current and future work with the community as Canterbury's newest event space.



Thurs 19 December

A special late-night shopping event was held by Whitefriars retailers. The Christmas market also stayed open late and ensured last minute shoppers were treated to a memorable experience with goody bags, mulled wine & mince pies handed out -plus music and a live festive choir sung carols for the shoppers.

January (1-10) in Review



Tues 7 January

We attended the Council's Planning Committee to speak in favour of the Guildhall Quarter development on the sites occupied by Debenhams and Cotswolds, and talked about how BID members saw filling vacant units and attracting investment as a top priority in last year's consultation, which is why we are backing this proposal and responding to the priorities of our members.



Thurs 9 January

We hosted the first BID lunchtime networking event of the year, together with Girlings, at The Ambrette. Over 60 people attended and we were delighted to hear the latest updates from JLL and Link City, the agent and developers overseeing the new Riverside Development.



Thurs 9 January

We hosted a meeting with Kent Police, Whitefriars and other local businesses about the importance of best practice in emergency situations. We look forward to work with Kent Police and the Community Safety Unity on this going forward.



Fri 10 January

We attended the third annual Kent Business Summit organised by the Kent Business School in partnership with the Institute of Directors, the Federation of Small Businesses and Locate in Kent. There were very productive discussions on an integrated transport infrastructure for Kent, placemaking, productivity and skills development plus insightful keynote talks from Phil Eckersley of the Bank of England, Benita Matofska, writer of Generation Share and more. It was nice to see so many city centre businesses represented and to meet with key contacts across Kent.

Dates for your diary:

Next BID Networking

- **Wednesday 12 February, 5-7pm:** The Daphne Oram Building, Canterbury Christ Church University

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, 10am-2pm:** [Google Garage](#), Marlowe Studio ([BOOK HERE](#))
- **28 Jan, 9-10am:** Employment Law, BID Office
- **14 Feb, 8-10am:** Instagram for Retail, Westgate Hall
- **25 March, 9-10am:** Understanding Business Rates, BID office
- **16 April, 8-10am:** Creating Video Content for Social Media Marketing, Westgate Hall
- **6 May, 9-10am:** Making the most of digital marketing, BID office

Year ahead in Canterbury

- **Jan onwards:** Becket 2020, Canterbury Cathedral various events (see below)
- **31 January:** CCCU Graduation
- **28 Feb -1 March:** Anifest, Canterbury Christ Church University
- **23-27 March:** 6th International Radio Drama Festival, Eastbridge Hospital
- **3-5 April:** Medieval History Weekend, CCCU
- **April onwards:** Cricket Season Begins -150th Anniversary, Spitfire Ground
- **3-5 April:** Medieval History Weekend, Canterbury Christ Church University
- **2 May :** Kent Vegan Festival, Canterbury College, New Dover Rd
- **9-10 May:** City Sound Project in the Park, Dane John Gardens
- **9 May:** CT Fest, Club Chemistry and Tokyo Tearooms
- **13 June:** Canterbury Pride, City Centre - Dane John Gardens
- **25 June-1 July:** King's Week
- **27 June:** Canterbury Wine Festival 2020, The Westgate Hall
- **4 July:** Canterbury Medieval Pageant, parade and venues across the city
- **6 July:** University of Kent Graduation
- **12-19 July:** Golf Open at Royal St George's Golf Club

- **22 July-3 Aug:** Lambeth Conference
- **29 and 30 Aug:** bOing! International Family Festival 2020, Gulbenkian
- **4-5 Sept:** Canterbury Gin Festival, The Westgate Hall
- **End of Sept:** Canterbury Food and Drink Festival 2020, Dane John Gardens
- **17-31 Oct:** Canterbury Festival
- **13 November:** Christmas Lights Switch On

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

Council Meetings

The calendar of upcoming Council meetings can be found [here](#). The agendas for these meetings are published a week in advance on the Canterbury City Council website. The venue is usually The Guildhall, St Peter’s Place, Canterbury (in The Westgate Gardens, near Tower House):

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

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

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