

## Operations Report: January 2020 – February 2020

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

### Parking Strategy

The main focus of January and February was the Council's proposed changes to its city centre parking strategy. Following our recommendation to extend the consultation period at the Policy and Resources Committee Meeting on 13 November 2019, the Council moved the deadline for submitting feedback to 10 January 2020.

During this period, we commissioned 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.

On 5 February, together with four other businesses, we presented this report to the Council's Regeneration and Property Committee at the Guildhall. In this report we urged councillors to:

- Radically overhaul Park and Ride before any other parking changes are made in order to enable and incentivise people to use it.
- Not to close city centre car parks or reduce spaces until alternatives are put in place (with the exception of the Northgate car park to allow for the expansion of the Medical Centre).
- Not to delete hotel and guest house permits as this is in direct conflict with the visitor economy strategy to increase overnight stays.
- Pause and re-evaluate the proposals to increase tariffs because there are no viable alternative forms of transport in place and the price increases will negatively impact staff, volunteers and customers, who may decide to shop and work outside the district.

The committee voted for the proposals to be put through to the Policy and Resources committee on February 5th with a few exceptions:

- *They voted to recommend keeping hotel and guest house permits*
- *That the tariff increases set out within proposal references 14-19 are only agreed for a two-year period (not four years as advertised).*
- *Councillors also recommended that officers liaise with businesses and invite proposals to extend the Park and Ride service to further support the night-time economy.*

### Training

The BID's 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. We hosted the following training sessions over January and February (the Google Garage was hosted by the Marlowe with which we helped promote). Attendance rates were excellent with a broad cross-section of the business community attending:

- **Digital Garage from Google** 20 January 2020, Marlowe Theatre

- **Employment Law Updates** 28 January 2020, BID offices
- **Instagram Marketing Workshop For Retailers** 14 February 2020, Westgate Hall

The remaining up-and-coming training sessions are being heavily promoted in our weekly newsletter and interest from local businesses has been excellent so far:

- **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.

Due to the ATCM having to postpone our assessment last year, we are preparing for our re-assessment on Saturday 28 March and the Purple Flag Award Ceremony later in the year in May.

## **Communication**

### **City Developments**

Keeping our businesses informed of the latest developments in the city was a priority for January and February. 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 told how the developers behind Biggleston Yard have created a 3D animation film showing their vision for the former Nasons buildings. We also kept everyone up to date with the latest updates regarding CCC's security bollard installation and notified traders on when the Christmas lights would be taken down and the access issues involved.

### **Graffiti**

What might be considered by some to be low-level anti-social behaviour has a real and tangible impact on businesses, the community and visitors, costing those affected thousands of pounds to clean. It was therefore uplifting to be able to communicate news that thanks to the hard work of Kent Police and Canterbury City Council, vandals daubing unsightly graffiti in Canterbury had been monitored, caught and punished.

We also gave instructions on what to do if a business had been tagged recently and included a link to the webpage plus a map showing all the reported tags in the area to check if something has already been reported. We also included examples of Superdry, Lloyds Bank and Fitzgerald Jewellers who received a visit from the graffiti removal team to clean up their premises.

### **Canterbury City Council updates**

Canterbury City Council updates and news are a regular feature of our B2B newsletter, helping businesses benefit from key information which may not necessarily reach them otherwise. One key topic for January was the £1 million boost to tackle homelessness and rough sleeping during 2020/21.

Local consultations are always of interest to the business community. January and February saw us promoting the following public consultations:

- Parking Consultation
- Shopfront Consultation
- Corporate Plan Consultation
- On-Street parking Consultation

- St George's Street and Canterbury Market
- Strategic Statement and Civil Society (KCC)

### Canterbury City Council 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. January and February saw us encourage BID members to turn up participate in the following meetings:

- **Planning Committee: Tuesday 7 January 2020 6:30pm:** The Guildhall Quarter development on the former Debenhams site was up for discussion.
- **Canterbury Forum: Monday 13 January 2020 6.30 pm.** Parking was on the agenda.
- **Regeneration and Property Committee: Thurs 23 January 2020 7.00 pm**
- **Planning Committee: Tues 4 Feb, 6:30pm**
- **Policy and Resources Committee: Wed 5 Feb, 7:00 pm** Parking consultation (decision-making committee)

### TV and Media

Over January and February, we highlighted two TV programmes to our Levy Payers which looked at the UK's High Streets following Springboard's announcement of the nation's Christmas Footfall:

- **BBC Panorama - 'How to save the UK's crisis-hit High Streets'** According to Prof Parker "places need to understand their function and the things that draw people in to the town centres".
- **ITV Tonight – 'High Streets: End of the road?'** Geraint Vincent asks whether we can save Britain's high streets by following life in a high street in Barrow-in-Furness.

As investment in city centres was a topic that came up in both programmes, we asked the council for a tally of investments in Canterbury over the next few years and then published the feel-good sum of £375 million to in our enewsletter for levy payers to see.

### Ambassadors:

We warmly welcomed new Ambassador Jess Fuoco to the BID in February. Jess is already a resident of Canterbury city centre so is well-placed to rise to the challenges the role presents, and to assist existing Ambassador Simon with supporting businesses and providing a valuable service to our tourists.

Regular meetings attended by the Ambassadors are:

- Rough Sleeper Forum -every month
- Community Safety Unit (CSU) & Enforcement City Briefing -every Monday
- City Centre Action Group (CCAG) -every month
- Graffiti Tasking Group -every month

### Marketing:

Our popular Canterbury Shopping Map received an update and a brand-new cover. 20,000 copies were printed and distributed to local businesses, hotels, attractions and train and bus stations. We also made it available as a digital copy for accommodation providers and tourist attractions, enabling visitors to plan their day in the city before they arrive.

The MyCanterbury platform continued to support local businesses with its monthly "What's On" updates containing lots of tips for family days out, shopping treats and ideas for food and drink experiences in the

city. In addition, the MyCanterbury platform sent out numerous bespoke emails on behalf of businesses wanting to engage with the community and promote their products post-Christmas. This was also amplified using the MyCanterbury social media platforms which helped push the message further.

## **Event Support and Networking**

Local festivals and events are an excellent 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.

Networking too is a fantastic way to bring businesses together to exchange information and ideas, catch up on local news and to boost business morale. And by us supporting a different local business each month to host the event, it offers them an excellent opportunity to showcase their business and product.

The BID's lunchtime Networking events have now been partnered with Girlings Solicitors and are exceptionally popular; with the last two events attracting a wide variety of attendees from business and community groups, plus the public and education sector too. Networking events planned for March and April are already at near full capacity which is excellent news.

Over the last two months the BID has organised the following BID networking events which have increased in popularity with each event.

- January Lunchtime Networking: The Ambrette supported by Girlings Solicitors
- February Networking: Daphne Oram Building, Christ Church university to promote Anifest

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

- Be-Mix, the first pop-up café of the year at the Westgate Hall.
- Viva las Vegans, Kent's only Vegan stand-up comedy night at The Gulbenkian
- An "Ultimate 90's Quiz" event at the Drapers Arms
- A gig by Canterbury artist Ross Uttridge at café Boho
- The Canterbury Society and Canterbury Climate Action Partnership's public meeting to discuss a low carbon community hub, repair café, tree-planting and re-wilding; a joined-up cycle network, sustainable transport, eco-homes, community gardens and renewable energy generation.
- Vegan Cookery lessons for beginners held at Lily's Bistro.
- The Canterbury Bike Ride's popular yearly cycle event, starting and finishing at the Canterbury Rugby Club.
- Fairtrade Fortnight awareness -plus the media toolkit
- Canterbury's very first Repair Cafe at St Stephen's Church Hall
- The second Canterbury Wine Festival held at the Westgate Hall
- International Women's Day on 6th March and the pop-up breakfast with guest speakers Paula Spencer, Chief
- St Peter's Methodist School's Fairtrade Fair with the Lord Mayor making a guest appearance
- An exciting New Solo Show of Paintings by Rico White which launched at the Lilford Gallery
- The Lord Mayor's Dinner Dance in aid of Kent, Surrey and Sussex Air Ambulance and Age UK Canterbury

## **We congratulated:**

- Home decor retailers Fired Earth and computer repair and advice specialists The IT Store who moved to their new premises in Burgate.
- Kent Business School who organised a fantastic Kent Business Summit in partnership with the Institute of Directors, the Federation of Small Businesses and Locate in Kent.

- The Chartham String Band for their new single in aid of Catching Lives.
- Emily at Kitch who created a super healthy and super tasty special January menu to help us watch our waistlines post-Christmas.
- The Canterbury Society, who, together with the St Dunstan's Residents' Association, Willmott Dixon, Canterbury City Council and Network Rail will be funding the renovation the St Dunstons underpass.
- The whole Visit Kent team who last week were awarded 'Destination Management Organisation of the Year 20019' at the UKinbound award ceremony in Bristol.

### **We welcomed:**

- The new gift shop in the Buttermarket (yet without a name!)
- Canterbury City Council's new Environmental Enforcement Team Leader, Scott Butler
- New cake shop Love Brownies who opened their new store in Rose Lane, Whitefriars.
- The Real Eating Company which took over from Eat in Whitefriars Shopping Centre.
- New coffee shop Fond Coffee which opened at the Fruitworks co-working space on Stour Street.

### **We promoted the following opportunities:**

- Kent Fire and Rescue's new digital Business Protection Portal for businesses to safeguard themselves from fire to flooding, ongoing building works, electrical equipment, unoccupied buildings or listed building restrictions
- To participate in a survey to help the Government understand people's experiences of leasing commercial property, to make ownership of High Street properties more transparent plus easier for businesses and community groups to find space to operate and invest in local areas.
- To join in with the new 2020 Great British Spring Clean campaign which provides resources, ideas, contacts, news and encouragement for community clean-ups.
- Following the UK's departure from EU on 31 January, we encouraged businesses to be ready to adapt to new requirements and pursue new opportunities through the Kent and Medway Growth Hub's new Ready 2020 support and information website.
- Those in the hospitality and tourism industry to harness tourism 'product' Via Francigenai', an ancient pilgrimage route which starts in Canterbury and leads to Rome -plus the fact that Canterbury will be hosting the European Association for the Via Francigena's annual general assembly this year.
- To learn top tips and practical guidance on how to get the best staff, and how get the best *from* your staff, in the tourism and hospitality industry from a free Recruitment and Retention Workshop hosted by Visit Kent, Brachers and Sleeping Giant Media.
- For Canterbury city centre staff to save money and bag a bargain brekkie with McDonalds's exclusive BID Member £1.99 offer.
- For local businesses to explore and get to know all the University's publicly accessible services and facilities on their campus through a special Commercial Services Showcase event.
- To have a say in Canterbury City Council's consultation on Shopfront Guidelines, intended to help owners and designers achieve high standards of shopfront design and take a sensible, sensitive approach to security, signage and materials.
- For all green enthusiasts to be aware of the RHS's community "Grow Social" campaign and toolkit to encourage events that give everyone the opportunity to share what they love about plants with community users.
- For hospitality businesses to enter the Visit Kent Tourism Awards and tell everyone what makes their business great and how they are delivering an exceptional customer experience

- To help businesses, parents, and community groups increase their awareness of child exploitation by drugs gangs, radicalisers or being targeted by sexual abusers at a free event at the University of Kent organised by CCC's Community Safety Unit.

## **We thanked:**

- All the staff at King School's Malthouse Theatre for hosting our Christmas networking event in December.
- Canterbury City Council for successfully providing the amazing Canterbury on Ice experience with Canterbury's very first ice rink.
- The Ambrette for hosting January's lunchtime networking session at their venue. We also thanked Girlings Solicitors who will be our official networking partner for all lunchtime networking sessions in 2020.
- Canterbury Cathedral for hosting our January Board meeting last week and taking us up to see all the restoration work going on at roof height in the Cathedral.
- To all businesses who attended the Canterbury Forum to discuss how the proposals in the Council's Parking Consultation will impact them.
- The Grow My Biz team at Canterbury City Council for putting on the Google Garage training workshop at the Marlowe Studio where over 100 people attended.
- To our old office buddies Visit Kent whom we bid a very sad farewell to at the end of February when the old Barretts building was sold for redevelopment and we moved offices to Watling Street.

## **January in Review**



### **Tuesday 7 January**

*Lisa attended the Planning Committee Meeting at the Guildhall where proposed redevelopment and conversion of the Debenhams department store was decided. The decision to redevelop it was granted -with conditions- by Councillors.*



### **Thursday 9 January**

*The BID team and Ambassadors attended the Emergency Trauma Pack meeting held at Whitefriars to discuss the planned implementation of these packs around the city in key points to assist with any large-scale incidents or emergencies*



### **Thursday 9 January**

*We hosted our first Lunchtime Networking event of 2020 at the Ambrette partnership with Girlings Solicitors. The event was hugely popular and attended by a wide selection of local businesses, education establishments, councillors and Kent Police. We also heard the latest updates from JLL and Link City, the agent and developers overseeing the new Riverside Development.*



### **Friday 10 January**

*Lisa attended the Business Engagement Meeting at Whitefriars to discuss the proposed consultation for the development of St George's Street. Major local retailers from the St Georges area were in attendance, as the importance of this opportunity and its implications are of key interest to them and the city as a whole.*



**Monday 13 January**

A significant number of key businesses joined Lisa at the Council's Canterbury Forum in the evening, where the Parking Consultation was on the agenda. It provided a great opportunity to highlight our independently commissioned feedback report and for councillors to hear not only from the BID, but also directly from businesses that will be impacted



**Tuesday 14 January**

Lisa attended the Canterbury 2030 Stakeholder event where Canterbury City Council discussed their Local Plan, a vision for the development of the district up to 2030. Businesses were given the opportunity to explain their current and future ambitions and priorities, along with early engagement in our review of the Local Plan for the district.



**Tuesday 14 Jan**

Lisa attended the Canterbury Climate Action Partnership (CCAP) meeting whose focus is on reducing carbon emissions and setting broader aims, including a campaign to inform and engage as many residents as they can. Membership of CCAP includes representatives from local interested parties such as councillors including Rob Thomas, Leader of the Council, Extinction Rebellion, Youth Strike 4 Climate, Kent Police Eco Cops amongst others.



**Weds 15 Jan**

The BID's Board Meeting was hosted this time by Canterbury Cathedral where the BID team plus board members heard from the Canterbury Journey about the £24.7 million investment into the site. The team were taken up to see all the impressive restoration work going on at roof height in the Cathedral's nave.



**Monday 20 January**

The Grow My Biz team at Canterbury City Council organised a Google Garage training workshop at the Marlowe Studio yesterday. The event, heavily promoted by the BID, was attended by Rachel and 100 other business representatives to learn valuable insights into Google's business support functions.



**Thursday 23 January**

Lisa together with four other businesses attended the Regeneration and Property Committee Meeting at the Guildhall. Lisa spoke all to represent the businesses and to emphasise the impact the Council's car parking proposals would have on the business economy. Lisa also presented the BID's independently commissioned report to the Committee.



**Tuesday 28 January**

The BID's hosted it's free Employment Law Training at the BID offices. David Morgan from Girling Solicitors brought everyone up to date with the changing T&Cs of Employment Law, a valuable insight for everybody especially small business owners who can miss updates such as these.

**February in Review**



**Wednesday 12 February**

The whole BID team attended our February networking session which took place at Canterbury Christ Church University's Daphne Oram building, its newly opened Creative Arts Centre. Guests were treated to a tour plus heard about the work Christ Church does with city centre businesses.



### **Friday 14 February**

*The BID's hosted it's second free training event of the year, an Instagram Marketing Workshop for Retailers delivered by Social Media expert, Zoe Cairns. The practical and hands on session gave valuable advice on how to build a brand and gave loads of useful tips for businesses to take away.*



### **Wednesday 19 February**

*Rachel attended the Canterbury Culture meeting held at the Kent County Cricket Ground. This meeting brings together the powerhouses of Canterbury's event planners such as Visit Kent, The Westgate Hall, Visit Canterbury, Kent Cricket to ensure a joined-up, well-thought out events diary is planned for the year ahead*



### **Wednesday 19 February**

*Lisa represented the BID at a public climate change event held by the Canterbury Society and the Canterbury Climate Action Partnership (CCAP) at St Thomas' Church Hall. Guests and members were invited to were discuss putting into motion a Repair Cafe, a tree-planting programme, plans to reduce car use and helping students recycle.*



### **Thursday 20 February**

*Lisa attended the Policy & Resources Committee Meeting at the Guildhall which saw councillors consult on the appearance of St Georges Street and how to improve it. Following the meeting, a public consultation was launched where businesses were strongly urged to engage in the consultation so that their views can be fully understood by the planning committee.*



### **Monday 24 February**

*Following a request from Canterbury Christ Church University, Lisa delivered a talk and Q&A session to their Journalism students about the Canterbury business scene - its challenges, opportunities, what is done to help traders, the council's position in the business community to serve as a resource for interesting stories to write about and how it affects people's lives*

## **Dates for your diary:**

### **Next BID Networking**

- **Tuesday 24 March, 12.30-2pm: Eastbridge Hospital**

### **BID Training**

- **25 March, 9-10am:** Understanding Business Rates
- **16 April, 8-10am:** Creating Video Content for Social Media Marketing
- **6 May, 9-10am:** Making the most of Digital Marketing

### **Year ahead in Canterbury**

- **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
- 400<sup>th</sup> 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

### 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

## 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