

Operations Report February – March 2021

Between February and March 2021 Canterbury was still in lockdown with all non-essential retail and hospitality venues closed, so our focus was firmly on **supporting businesses** through our training programme, promoting those who could trade, keeping businesses who couldn't trade front of mind through the #iPledge campaign, amplifying other campaigns (Our Canterbury Tales and Taste of Kent Awards, for example) and helping the city prepare for when the restrictions would ease.

Elections were held for BID Board Directors between 15 March and 1 April, allowing businesses to vote for who they wish to represent them to help shape the BID strategy for the city centre. There were 21 nominees for 15 positions and the results were announced on 6 April.

The **Canterbury Culture** group held an important meeting on 2 March to discuss the economic and cultural impact of arts and cultural activity. The group is a network of organisations and individuals, creating fabulous events and experiences for visitors to and residents of Canterbury. The members of the group run all the main attractions in the city, deliver arts programmes, run venues and deliver brilliant events year-round.

We also participated in a series of meetings with Canterbury City Council and businesses to discuss the Council's introduction of **parking discounts and incentives** to help support reopening and recovery, and prepared responses to the Council's draft Corporate Plan and Climate Change Action Plan.

Monday 21 February saw the launch of the Government's **Covid Recovery Roadmap** which enabled us to plan in more detail for what is hoped to be the start of a new era for the city. This included working with the Council and the Reopening the High Street Safely team on cleaning, safety and security, signage and wayfinding and reopening marketing plans; working with Visit Canterbury and Visit Kent on a destination marketing strategy for the year ahead; supporting the launch of city-wide WiFi and the extension of outdoor pavement licensing; and continuing our training and marketing programme, including #iPledge on MyCanterbury.

City Centre footfall has been steadily rising in February and March, with a 26% increase over the two-month period. The latest footfall and city performance data can be found on the BID website.

In Review: February – March 2021



01-Feb-21 **High Street Task Force (HSTF) – Sector Leader Group**

Lisa joined the HSTF Sector Leader Group in her capacity as Chair of the ATCM to discuss the Government's permitted development rights proposals and an update on intelligence gathering and the HSTF planned activity in the first quarter of 2021.

05-Feb-21 **WorldHost Covid Business Support Training**

Promoted free WorldHost Covid-19 customer service online training designed specifically for staff in retail and hospitality, formed as part of the "Reopening the High Streets Safely" (RHSS) project.



- 10-Feb-21 **HR and Employment Law Training**
 BID businesses were given a free training session with David Morgan, employment law specialist at Girlings Solicitors: impact of the extended furlough scheme and the redundancy procedure for 2021.
- 11-Feb-21 **ATCM's 'High Street Conversations' webinar – with Fenwick Canterbury**
 The ATCM hosts a weekly webinar series with placemakers (including local authorities and BIDs) from across the UK and Ireland. This one focussed on how retail missed the winter season and research on pent-up demand. One of the speakers included Simon Youden, Store Director of Fenwick Canterbury.
- 21-Feb-21 **BBC South East / ITV Meridian**
 Lisa was interviewed by both BBC South East and ITV Meridian to give Canterbury's reaction to the Government's Roadmap out of Lockdown, how the businesses are planning for the months ahead.
- 24-Feb-21 **Parking Incentive Meeting**
 Following on from the parking consultation, we invited businesses to a meeting with CCC to hear their thoughts and ideas on parking incentives/discounts to support reopening and recovery.
- 24-Feb-21 **Climate Change Conference**
 Attended and promoted an event hosted by the Canterbury Society, in association with the Canterbury Climate Action Partnership. Guest speakers were Energy Manager at KCC, Climate Action Working Group, Kent Wildlife Trust Project and award-winning architects of social housing projects.
- 25-Feb-21 **Plastic Free Canterbury Survey**
 Supporting the Plastic Free Canterbury group, on which the BID sits, launched a survey to understand how businesses have adapted to reduce plastic waste.
- 03-Mar-21 **International Women's Day Networking**
 We were delighted to co-host the Westgate Hall's IWD event with over 100 people booked to attend.
- 10-Mar-21 **BID Webinar: Making the most of Facebook Business**
 Hosted the fourth training session of the year, "Making the most of Facebook Business" presented by Zoe Cairns, founder of ZC Media to help maximise business revenue through Facebook in 2021.
- 11-Mar-21 **Department for Business, Energy and Industry (BEIS) – Retail Reopening Group**
 Joined the BEIS Reopening Retail group, which will meet every Thursday ahead of reopening to discuss operational issues related to reopening in order to support retailers.
- 15-Mar-21 **BID Board Elections (15 March-1 April)**
 BID Board Director elections started, online over a three-week period, allowing BID businesses to vote for who they wish to represent them to help shape the BID strategy.
- 22-Mar-21 **Medieval Pageant Intern Interviews**
 Supporting CCCU student employment, the BID interviewed for an intern position with the Medieval Pageant committee to lead on the creation of a 'Giant Competition' to launch in April.
- 26-Mar-21 **Safety and Security meeting**
 Co-hosted a meeting with Kent Police focussed on the co-ordination of safety and security ahead of reopening, attended by Canterbury City Council (enforcement and licensing), the City Centre Support Team ('marshals'), Whitefriars, District Watch and businesses.
- 26-Mar-21 **Reopening Plan of Action launched**
 With reopening less than 3 weeks away, the focus was ensuring the city looked clean and welcoming. This involved issuing floor stickers and posters for safety messaging, graffiti cleaning with CCC, ongoing promotion of outdoor pavement license applications, preparation for animating the city with bunting (Apr-May), hanging flower baskets (from late May) and Canterbury in Bloom window vinyls.



Marketing Campaigns: February – March 2021

RHSS Project

In February and March the RHSS team were unable to visit businesses, so the focus moved online to weekly eNewsletters with updated regarding support and grant news. We also delivered training webinars for the district which included updates about government support. Planning for reopening began in earnest in March including the purchasing of 2.5km of bunting to be installed in April along with design of Bloom vinyls for empty retail units. Lists of areas that had been targeted by graffiti and streets requiring deep cleaning were compiled, ready for April.

MyCanterbury Marketing Campaigns

- **#iPledge (throughout Feb / March):** Our #iPledge campaign continued to support businesses by encouraging consumers to tag the businesses they were looking forward to visiting – a different theme was featured each week. To match the pledge theme, a blog post was created weekly, interviewing local business about their reopening plans. These included: The Marlowe Theatre, The Ambrette, Stone Hairdressing, Fenwick and Tiny Tims.
- **MyCanterbury -Valentine's Day (from 5 Feb):** Valentine's Day promotions on MyCanterbury included a dedicated page to online purchasing, romantic meals at home and dedicated eNews and social media posts.
- **Mother's Day Promotion (from 5 March):** a website page dedicated to online gift ideas from local retailers, social media content and with a dedicated eNewsletter .
- **MyCanterbury Easter/Bank Holiday Promotion (from 19 March):** Launched free Easter promotion opportunities. This included a dedicated eNewsletter and social posts around Easter (and school holiday) activities.
- **MyCanterbury Card Discount Scheme (throughout Feb/March):** In anticipation of reopening, BID encouraged all business to participate in the BID's MyCanterbury card discount scheme, often mentioned on social media and extremely popular with the local community.
- **Launch of Canterbury Summer Guides 2021 for advertisers (15 March):** Announced the welcome return of our Canterbury Summer Guides, with 20,000 copies to be printed in and distributed across the district. Advertising was subsidised with 50% reduction on the rates card. All advertising space was taken within 2 weeks of the announcement.

Marketing support for District and County-wide Schemes

#OurCanterburyTales campaign We promoted Visit Canterbury's inclusive tourism campaign -all supported by a new destination promotional video and toolkit. **Visit Kent's Roadmap to Recovery** With the vaccine roll-out underway and the Government's roadmap to reopening imminent, we promoted Visit Kent's plans for rebooting and rebuilding the visitor economy in 2021 and beyond. **Visit Kent Tourism Business Offer** BID businesses were offered the opportunity to provide content to Visit Kent to be shared on their powerful platforms – helping promote the county for staycations and day-trippers planning their visits.



Twitter
Instagram
eNewsletter x 17 editions

Reach

68.5k
9.8k
12,073



Facebook (70 posts)
Instagram
eNewsletter x 8 editions

Reach

49,162
3.6k
25,812

Representing You: February – March 2021

The following meetings were attended by us, to represent you:

<p><u>City Safety</u></p> <ul style="list-style-type: none"> • Graffiti User Group • Purple Flag • Canterbury Community Safety Partnership TCG • Safer Streets -Kent Police • Police DOCO Meeting re lighting • Zero Tolerance • Safety & Security Ahead of Reopening • Purple Flag Forum 	<p><u>Marketing</u></p> <ul style="list-style-type: none"> • BID Marketing and Events Sub-Committee • Canterbury Culture • Medieval Pageant • Canterbury in Bloom Committee • October Campaign Briefing • Story of England
<p><u>Council Committees</u></p> <ul style="list-style-type: none"> • Planning Committee • Parking Incentive and Discount Workshop 	<p><u>Climate Change</u></p> <ul style="list-style-type: none"> • Canterbury Climate Action Partnership (CCAP) • Canterbury Society -Climate Change • Canterbury - Damascus Last Mile Opportunity • No Food Wasted/Food Education • Garden Communities Conference 2021 • Canterbury Pollinator Workshop (Bloom) • Plastic Free Canterbury
<p><u>Business Support and Engagement</u></p> <ul style="list-style-type: none"> • High Street Task Force Sector Leaders Group • Association of Town and City Management 'High Street Conversations' weekly webinars • Reopening the High Streets Safely Strategy Group • Canterbury for Business (C4B) • BID Strategic Development Group 	<p><u>Business Support and Engagement (cont)</u></p> <ul style="list-style-type: none"> • Canterbury Forum Working Group • Reopening Retail Workshop • GradForce Steering Group Planning • HEFE Strategic and Community Group