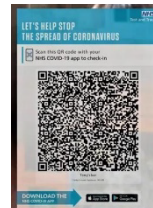


Operations Report April - May 2021

In Review: April – May 2021



We **welcomed** the following businesses to the city from April to May: Superstore Vintage in Butchery Lane, Mr Myagi who moved into larger premises on Orange Street, Crew Clothing in St Peter's Street and German Doner Kebab in the former Game shop by the Clock Tower. We also **congratulated** our award-winning businesses: Camomile Rooms voted "Skin Specialist of the Year Finalist" in the British Hair and Beauty Awards 2021 and Garage Roasted in Sun Street for their Maypole Blend Coffee winning the "Kent Non-Alcoholic Drink of the Year" category at the Taste of Kent Awards.

06 April **BID Board Directors - Election Results**

Announced the results of the BID Board elections and welcomed eight newly elected directors.

07 April **Reopening the City**

As part of RHSS, BID launched a "Reopening the City" campaign providing updates and advice on cleaning, street decorations, pavement licenses, city centre connectivity, printed materials, marketing, funding and lots more. A photo shoot with Canterbury City Council and Canterbury College took place to promote the safety messaging across the city with floor stickers designed by local college students.

12 April **Ambassadors** returned to full time duties.

12 April **RHSS Business Support Visits**

As RHSS officers, the BID began visiting all city centre businesses to discuss their support needs, hand out printed *Reopening Guides* and encourage applications for grants.

17 April **BBC Radio Kent**

Lisa appeared on a live interview with Radio Kent along with Matthew Jones-Roberts from Club Chemistry and Tokyo Tearooms and the Vice Chancellor of Canterbury Christ Church University, Rama Thirumanichanderan to discuss reopening.

18 April **Street Decorations Installed**

To celebrate reopening and to bring colour to the city prior to the hanging flower basket installation, we installed colourful bunting using the existing Christmas lights infrastructure

21 April **BID Networking Event**

Our first networking event of 2021 (partnered with Girling's Solicitors) included Hampton by Hilton updates, a chocolate-tasting with Madame Oiseau and breakout rooms to meet the new BID Board.

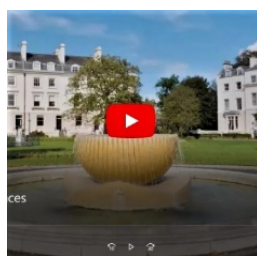
23 April **Canterbury in Bloom Window Vinyls**

A new series of window vinyls focused on "Canterbury in Bloom" with images of Canterbury's parks, gardens and open spaces has launched. The project is being co-funded by Kent County Council through Cllr Robert Thomas, to increase awareness of Canterbury's green spaces.

- 26 April **Castle Quarter Meeting**
 BID brought together businesses to look at the possibility, function and concept of a quarter that covers the Castle Street, St Margaret's Street and surrounding areas.
- 07 May **Digital Welcome Packs**
 We created a brand new digital "Welcome Pack" for BID businesses on our website, giving businesses or new staff members the opportunity to understand the support we offer.
- 12 May **BID LinkedIn Training**
 Steve Howard from local agency Finally provided us with some invaluable insights into generating new business opportunities through LinkedIn. We had 28 local businesses representatives attend.
- 14 May **Climate Change**
 Launched a new Climate Change feature in our B2B enews, focusing on the work of CCAP, Plastic Free Canterbury and current government incentives to work towards Net Zero in 2030.
- 17 April **BBC Southeast**
 We were delighted to welcome BBC South East to Canterbury to talk about the indoor hospitality. The Drapers Arms, The Pound and Lisa were all interviewed for the feature
- 21 May **Discounted Parking Launched**
 Following a parking charges consultation earlier in the year which saw us commission a report to reflect the views of businesses, we assisted Canterbury City Council in launching a new incentive to support businesses and boost footfall with discounted parking promotion.
- 22 May **Hanging Flower Baskets**
 BID hanging flower baskets were installed across the city. The bunting will stay up for a bit longer to add extra colour before the baskets are fully in bloom.
- 24 May **Canterbury in Bloom**
 The BID Team were out finalising the route to take the *South and South East in Bloom* judge when they visit this July.
- 26 May **BID Networking Event**
 We hosted our second virtual networking event of 2021 with a special presentation on the proposed St George's Development and a beer-tasting session with Shepherd Neame.



Marketing Campaigns: April - May 2021



RHSS Project

Over the course of April and May the BID Team have visited over 300 businesses within the city centre, and Wincheap, handing out support guides, discussing grants and highlighting the need for pavement licences

and best practice for visitor safety. From a B2C perspective, the safety message has been reinforced with the installation of high street banners, lamp post banners and floor stickers. A press release was circulated regarding the work BID, CCC and Canterbury College have done together to ensure the city is ready to reopen with both BBC South East and BBC Radio Kent covering the story.

Reopening Videos

Canterbury BID commissioned a series of 10 short videos through Spark Production. We worked with the RHSS team on the first three of these which have been released to coincide with the reopening of the high street over April and May ('Welcome Back' / 'Green Spaces' / 'Keeping you Safe'). The rest are available for everyone to access via YouTube and a full-length video will be release in June to celebrate restrictions lifting if agreed.

Canterbury Gift Card

With businesses reopening we have been encouraging people to start using their Canterbury Gift Cards. B2B messaging was sent out to businesses to join the 108 already signed up to the Canterbury Gift Card Scheme. B2C was sent out to encourage everyone to 'Dig Out Those Gift Cards!'. Town and City Gift Cards (the team behind the scheme) have also provided us with content for several campaigns to share B2C including 'Eid', 'Teacher Gifts' and 'Father's Day'. We also provided content for a Staycation press release which was picked up by 6 different online travel websites.

Discounted Parking Launched

We broadcasted this widely via both our B2B and B2C channels. We suggested Thursdays could become the new Friday as we launched a new campaign to promote the new promotional £2 parking charge for Thursdays. We encouraged businesses to use this incentive to draw in customers wanting to shop, eat, drink and even stay over in Canterbury. To promote Free Park and Ride the last Sunday of each month we have combined promotions of activities to do in the city, with the free Park and Ride. We also encouraged businesses to take advantage of the opportunity to encourage their customers to visit the city on Sunday using the new parking incentives.

MyCanterbury

MyCanterbury Discount Cards- The discount cards were revived as cafes reopened for outdoor dining in April. MyCanterbury encouraged people to visit the dedicated discount page for special offers and discounts. **Alfresco Dining** - MyCanterbury launched a dedicated listing of all venues offering outdoor eating and drinking in preparation for the easing of restrictions on 12 April. At that point, 68% of Canterbury's food and drink businesses were offering either take away or outdoor dining with a further 19 businesses joining on 17 May. **Hospitality and Entertainment in the warm!** MyCanterbury created a special feature on the hospitality businesses reopening on the 17 May, and all the entertainment venues due to open their doors.

Marketing support for District and County-wide Schemes:

Visit Canterbury continued to roll out the **#OurCanterburyTales** campaign which we are supporting through MyCanterbury. In addition, they have launched **Book Better, Book Direct** which encourages people to book directly with hotels rather than relying on the websites that charge a large booking fee. We also shared their new blog that showcases what's coming up in the Canterbury district, including many BID-led and BID-sponsored events. **Produced in Kent Awards** took place in May and BID were on hand to promote the event and celebrate the success of local businesses that received these well-deserved awards.

	Twitter
	Instagram (34 posts)
	eNewsletter x 11 editions

Reach
77.7k
16k
7,126

	Facebook (62 posts)
	Instagram (17 posts)
	eNewsletter x 6 editions

Reach
60,908
7,225
23,296

Representing You: April - May 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 • Night Time Economy and Violence Community Safety Partnership 	<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 • Christmas Campaign Planning
<p><u>Council Committees</u></p> <ul style="list-style-type: none"> • Planning Committee • Canterbury Forum • Policy Committee 	<p><u>Climate Change</u></p> <ul style="list-style-type: none"> • Canterbury Climate Action Partnership (CCAP) • Climate Change Partnership Board #4 • CBI Conference Series: Urban Revival • Climate Change Festival • Canterbury Pollinator Workshop (Bloom) • Plastic Free Canterbury
<p><u>Business Support and Engagement</u></p> <ul style="list-style-type: none"> • 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 • Reopening Retail Working Group • APPG for Town Centres 	<p><u>Business Support and Engagement (cont)</u></p> <ul style="list-style-type: none"> • Reopening Retail Workshop • GradForce Steering Group Planning • HEFE Strategic and Community Group