

THE BID PICTURE

The Newsletter of Durham Business Improvement District Company

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Hello

Hello and welcome to this edition of the BID Picture.

With lockdown easing in many places across the country, signs of life as we once knew it are starting to spring up across the City. In his column, Councillor Marshall gives us an update on how Durham is doing in terms of visitor numbers in comparison to other centres.

So far, footfall numbers are improving but we must not get complacent and continue to play our part in helping to reduce the spread of the virus, driving the R-rate down. With this in mind, we've taken some big decisions on how we'll communicate and keep in touch with you for the rest of the year – read on to find out more.

...We must not get complacent and continue to play our part in helping to reduce the spread of the virus..

Finally, we're delighted to share the news with you that Durham BID has received substantial funding from the Durham Area Action Partnership to design, develop and deliver a world-class marketing communications campaign, with the aim of supporting the recovery of the City. As part of this work, we're going to be under-taking a huge re-brand exercise, while building a brand new website and collaborating with tech providers to help take you and your business online like never before.

Turn the pages to find out more about our plans for 'Life InDurham' and watch this space for further updates coming soon.

Stay well and stay safe,

Durham BID



Introducing ROAM

Durham BID has teamed up with Andrew Bartlett, hospitality and retail expert and his team at ROAM, to run a City-wide campaign in supporting Durham's local independent businesses as part of the City's recovery in light of the Covid-19 pandemic, providing businesses with the latest in-app technology.

What is ROAM?

ROAM is a destination guide in the form of an app on your phone, allowing ROAM's community of users to access local information, in every location, with just a simple app tap.

The app helps visitors to a destination find places of interest near them, so they never get lost and become a local in every location. Users receive loyalty deals and discounts, news, offers and events directly to their phone, sent by their favourite venues. And what's more, visitors can share their places of interest with friends and family, helping to create plans and discuss them in the in-app chat.

ROAM for Business:

As a BID Business, you can claim your venue's listing on ROAM. This effectively acts as your own app, but within a much larger ecosystem, that has algorithms to drive customer engagement and additional footfall.

"It's like Google Business on steroids" - Andrew Bartlett

The App is also **free for you to download with no monthly financial contract.**

This campaign has a huge focus on providing local businesses with a free-to-use tool to impress and retain customers, allowing smaller independents to keep up and compete with the likes of larger national brand names.

When a business claims their free listing on ROAM, they simply add any images, news, events, menus, deals or discounts, whatever they want - they can even send customers push notifications!

We'll be sharing more about our partnership with Andrew and ROAM over the coming editions of the BID Picture – it's all part of our recovery marketing and communications strategy. Until then, if you'd like to find out more, please visit: roam-local.co.uk/for-business/.



Launching Life InDurham

As part of the recovery marketing communications campaign designed to promote City-based businesses to a local audience both in-person and online, encouraging them to use Durham as their service centre of choice and in turn support the local economy after the devastating impacts of Covid-19, we're undergoing a huge re-brand. So big, in fact, that this re-brand exercise is the biggest in the history of Durham BID.

You'll be aware that for the longest time, any consumer facing activity delivered by the BID has come under the umbrella term 'InDurham' – think Dine InDurham, Fashion InDurham, Live InDurham, and so on...

Now, we're proud to tell you that we're bringing all of these sub-brands under one roof, using the parent brand 'Life InDurham'.

The key messages and core values of the Life InDurham brand is to help all City users, whether they be visitors or residents, businesses or students – the list goes on – adapt to a new way of living their lives in Durham City. After all, Covid-19 has changed things considerably for us all, and while we eagerly await a vaccination programme, until then we're all going to have to learn how to live with this virus.

Using the rainbow image and vibrant colours representing a symbol of hope, community and togetherness, the marketing communications recovery campaign will be delivered under this new and improved branding, with the launch of a brand new website featuring informative animations, how-to-videos, integration with the ROAM app and more, at the very heart of it all.

The purpose of this work is two-fold; to support BID businesses get back on their feet after the lockdown, by helping them to adapt to new ways of working and delivering services, while encouraging consumers to use Durham City businesses online or, better still, visit the City in a safe and Covid-secure way, so that we can all work together to adapt to this 'new normal' and enjoy all that the City has to offer – that's Life InDurham.

Of course, everything we're doing as part of Life InDurham is designed to be agile and extremely flexible. While lockdown has eased across the county, that's not true of other areas of the country. Likewise, with a second wave predicted for later this year that could potentially see the reinstatement of restrictions, we have to prepare for all eventualities. It's very much a case of plan for the worst and hope for the best. Through our Life InDurham campaign, we want to help you get back on your feet NOW, while being entirely adaptable at short notice, should we find that the situation we're in with Covid-19 changes at a pace. It's about building on our strengths, grabbing opportunities while we can, and working to negate any threats or possible weakness that the virus might throw our way further down the line.

The new branding is being finalised as we speak and so this edition of the BID Picture is the very last time you'll see the newsletter looking this way – even this document is getting an update to help make it more relevant and timely in the Covid world that exists at the moment.

Please do check out the next new and improved edition of the BID Picture for a full breakdown and update on what we'll be delivering as part of Life InDurham and our recovery marketing communications campaign. In the meantime, make sure we have the most appropriate email address for you. Please email us at info@durhambid.co.uk with 'Updated Contact' in the subject field.

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With thanks to the Durham Area Action Partnership

We'd like to take this opportunity to extend our thanks to the Durham Area Action Partnership (AAP).

If you're unfamiliar with the organisation, the AAP is a partnership that consists of members of the public, representatives from Durham County Council, town and parish councils, police, fire, health, housing, business, university and voluntary organisations.

Together they:

- work with communities and organisations to meet the needs of the community, through identifying local priorities and actions required to tackle them;
- allocate funding to local organisations and support their development; and
- monitor the difference that funding and support is making to communities.

We're delighted to report that on 7th August, the AAP awarded Durham BID a five-figure sum of funding, so that we can design, develop and deliver a world-class marketing communications campaign, with the aim of supporting the recovery of the City, by promoting businesses to a local audience in-person and online, encouraging them to use Durham as their service centre of choice, and in turn support the local economy after the devastating impacts of Covid-19.

... on 7th August, AAP awarded Durham BID a five-figure sum of funding

We really are very grateful to the APP. Read on to find out more about our plans for the recovery of the City and keep your eyes peeled on future editions of the BID Picture for further updates too.



Keeping in touch with you throughout 2020

As you know, given the Covid-19 pandemic and ensuing lockdown, we've had to cancel all BID Business Meetings for the foreseeable future, in line with Government advice.

This, understandably, is to limit the amount of face-to-face contact we have, adhere to social distancing guidelines, and work to protect ourselves, family, friends and neighbours across Durham City.

We're still producing monthly BID Picture newsletters (don't forget to look out for the newly branded editions from next month) which will contain all of the important updates and information you need to know. Some editions will be bigger than others, allowing for key information to be shared with you, as and when there are changes to the situation with Covid-19 or updates in government advice.

If you need urgent updates on the latest government advice, please remember you can also visit: www.gov.uk/coronavirus

It's important for you to know that the doors to Durham BID's office remain very much 'virtually' open. You can always reach us by phone or email, or if preferred, we're more than happy to arrange face-to-face Zoom, Teams or FaceTime meetings with you.

Again, this decision has been made to reduce the amount of physical contact between us and you and your business, to try and play our part in managing the spread of and helping to control the virus. This means that there will be no BID Business meetings for the remainder of this year and all of our communications with you – BID businesses – will be going online too. That means no more hand-delivery of your monthly BID Picture. It is for this reason, it is now more important than ever, that you provide us with your most relevant and up-to-date contact information including a regularly checked email address, so we can correspond with you virtually throughout the rest of 2020.

Please email info@durhambid.co.uk to either a) confirm we have the most up-to-date contact information for you, or b) provide us the contact details you'd rather us reach on going forwards. Don't forget to include 'Updated Contact' in the subject field.

Great Annual Savings

Great Annual Savings (GAS) is a cost-saving consultancy. Specialising in giving business owners the power to control their costs, GAS is one of the UK's fastest-growing companies.

GAS works with all business, large or small, to evaluate costs in areas ranging from energy to waste and everything in-between. With a dedicated account management team and a 99% customer satisfaction rate, GAS takes the hassle out of negotiating contracts and has relationships with the world's largest energy suppliers.

Your contact for County Durham is Stuart Graham. He can offer you a no-obligation business bills health check, regardless of your position within your current contract. Get in touch to find out how you can save money across a wide range of business costs, email Stuart.graham@greatannualsavings.com or call **07496 125621**.

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A word from Councillor Marshall

I hope that you have all started to see customers and service users returning since lockdown restrictions began to ease.



Initial reports are that Durham is doing well in terms of visitor numbers in comparison to other centres, which is a really positive step forward in helping to kickstart our economic recovery.

Our thriving indoor and outdoor markets, wide variety of shops and businesses, and great hospitality offer, all seem to be drawing people to the City. Cafes and restaurants are providing both socially distanced indoor dining as well as introducing outdoor seating, tables and takeout options, allowing people to eat al fresco against the unique backdrop of the river and Cathedral. I'm sure the reopening of both the ODEON Luxe Cinema and Cosy Club in the Riverwalk are also helping to attract residents and tourists alike, especially as people now begin to focus on staycations rather than travelling abroad.

...working with you to adapt measures to ensure that all visitors, businesses and workers stay safe and well.

The offer continues to expand too. This week Freeman's Quay leisure centre begins to offer pre-bookable fitness classes and gym sessions, which should contribute to additional footfall.

I'd like to reiterate the necessity of the closure of New Elvet Bridge. Whilst the disruption is far from ideal at this time, these works are essential to ensure future access to the City, and we are doing all we can to minimise the impact of the project.

We are still monitoring our social distancing initiatives, working with you to adapt measures to ensure that all visitors, businesses and workers stay safe and well. We also continue to promote the City, where customers can enjoy an environment matched by the warmth and quality of the offer from local businesses.

**Cllr Carl Marshall,
Cabinet Member for Economic Regeneration**

InDurham Loyalty Card FAQs



Over the coming days, we'll be delivery letters asking you to let us know if you want to be involved with the InDurham Loyalty Card scheme and the details of your offer, as part of the recovery planning efforts for the City. Until then, here's a handy FAQ to help you out should you have any questions...

What is the InDurham Loyalty Card?

The InDurham Loyalty Card is a huge opportunity and not one to be missed. Think of the IDLC as a mini Groupon or other voucher scheme specifically for Durham, giving BID businesses an opportunity to promote and upsell their products and services.

It is a vehicle for you to remind people coming to the City of any great deals or discounts you're offering at the moment, as well as upselling and cross-selling your products and services too.

Whether you're a professional service, retailer or restaurant, everyone can take advantage of the IDLC and the benefits it can bring to you and your customers for both the daytime and night-time economies.

Is it free for my business to get involved?

Yes!

Can I have more than one offer running at any one time?

Yes! You can have as many offers as you'd like. Some businesses have multiple offers running concurrently.

When can I change my offer?

Anytime! All you need to do is email info@durhambid.co.uk explaining what you'd like to change about your offer (or offers) and we'll do the rest for you.

Does the offer have to be available all day/everyday?

No! Some offers are only available on certain days or before certain times of the day. However, naturally, the offers that are available all day/everyday are more flexible for card holders.

How do my employees and I get a card?

Email info@durhambid.co.uk and let us know how many you'd like. Please remember, if you have any new staff, please contact us and we'll drop an additional card off for you when they join your team.

Does the offer have to be available on all store items?

No! Several businesses only have the offer available on certain products – such as food (but not drinks). Your offer is totally flexible and up to you to choose what is going to work best for your business.

Can I make the offer exclusive to Durham City Staff and not the public?

Yes! We will just ask in the T&C's of your offer that the card holder must show a valid ID (staff badge/business card/uniform/payslip/any form of proof of employment in the City) as well as an InDurham Loyalty Card.

And please remember...

You and your staff each get an IDLC card for free! Members of the public purchase them for £5 a year – it's an annual subscription service for them but not for you.

They are available to buy for members of the public at durhambid.co.uk/idlc. Once the purchase is made, we will then post their IDLC card out to them. Members of the public can now also purchase an IDLC at the Town Hall, Palace Green Library and World Heritage Centre.

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Boosting your Business with the InDurham Loyalty Card:

The InDurham Loyalty Card (IDLC) is the perfect promotional tool to help engage with local consumers and those visiting the City.

With cards issued free to BID Business employees and sold for just £5 to the public, the cards are designed to encourage people to spend more money and time in the City.

If you have ever wondered about their effectiveness, just this month 400 cards were delivered to the Passport Office at their request, as the staff like to come into the City at lunch time and after work. There are literally thousands of cards in circulation and all belong to people who actively want to come into Durham.

Before the Covid-19 lockdown, more than 75 businesses were offering in excess of 100 offers. As we start the disaster recovery promotion of the City, we are reviewing each and every offer, giving you the chance to make changes or indeed, get involved for the first time.

Any offers should be unique to InDurham Loyalty Card holders. With Durham University students increasingly choosing to use the IDLC instead of their Student Union cards, there is even greater potential to engage with an additional 19,000 student residents.

The InDurham Loyalty Card will allow you opportunity to promote your business to registered email addresses.

Changing your offer provides Durham BID the perfect opportunity to promote your business, raising your profile yet further. You don't need to think purely 'money off' an initial sale either. You could put exclusive packages together so that card holders are entitled to a special upselling deal that they could not get without the card.

And finally...

Please remember that everything we've talked about in this edition of the BID Picture is totally free – you don't need to pay to use the BID website, the IDLC service or to access our support. It's all part of the package of being a levy payer! Please do make sure you take advantage of the many different ways we're working to help you and your business.



Contact Us

The BID office is situated at Suite 1, 27 High Street, Prince Bishops Shopping Centre, Durham City, DH1 3UJ & you can contact us using these details:

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