

Indie Durham City

Update report for City of Durham Parish Council (#1)
18 June 2020



Social media overview for @IndieDurhamCity

Platform	Total followers	Reach/ impressions	Definition
	230	2,859	Number of people seeing at least one @IndieDurhamCity post (last 28 days)
	261	30,400	Number of times @IndieDurhamCity tweets were seen (May 2020)
	78	n/a	n/a

Headlines

- Work commenced on the Indie Durham City project on 13 May, and will run, in the first instance, until the end of November.
- The Indie Durham City project featured in a widely seen report on Look North on 21 May – including interviews with Angie at Claypath Delicatessen and Elizabeth Scott from the Parish Council, both of which Graham suggested – after the BBC made contact. The recording can be viewed at <https://youtu.be/d71CSul8Pzk>. Graham was also interviewed live about the project on BBC Radio Tees the following morning.
- Graham fed back on, and suggested additions to, the set of Parish Council principles to support businesses during and after COVID-19.
- Graham participated in a productive Durham County Council-led video conference on 9 June regarding the reopening of the city.
- We have been through the Durham Markets website to review which Market Hall traders are doing what with regard to websites and social media. Only eight of 42 have a functioning website; 15 are active on Facebook; and barely any are on Twitter or Instagram. This gives plenty of scope to get more traders more visible – though Colin and the team point out that they have tried, and failed, to achieve this in the past!
- We have created a simple website for Indie Durham City at <https://www.indiedurhamcity.co.uk/>, which answers frequently asked questions about the project, explains what support is available, and provides an application form to make it easy for businesses across the city centre to get involved. This has had 100 views already in the first two days.

- The Indie Durham City project is already having a positive impact on social media, with 230 Facebook follows so far, and its tweets seen over 30,000 times in the first 2.5 weeks. Reach will only increase once it is possible to get out into Durham in person, and to capture original photographs and videos for sharing.
- We are planning our first proper project visit to Durham on Wednesday 24 June, to include a follow-up visit to Claypath Delicatessen.

Overview of Durham businesses contacted/supported so far

Business	Person	When and how initiated	Key points
The Picnic Basket	Tony Moss	18 June: Submission via IDC website	Trades at Prince Bishops. Video chat arranged for 22 June.
Durham Vintage	Poppy Solari	17 June: Via Adam Shanley	Trades at Durham outdoor market. Wants advice on "COVID Secure" trading. Video chat arranged for 19 June.
Prince Bishops Shopping Centre	Richard Toynbee	21 May: Intro from Adam Shanley	Had video chat on 1 June. Scheme is keen to attract more independents – GS to refer interested parties to Richard. Online engagement on Twitter and Facebook to continue.
Claypath Delicatessen	Angie Handy	20 May: Direct message from Angie on Twitter	Met during Look North filming on 21 May. Followed up with video chat on 16 June. GS to assist with marketing angles, Twitter, and locating potential city centre space for expansion. Taking up free DBC membership. GS to visit on 24 June.
Tiny Acorn	Mark Taylor	18 May: Email from Mark following press coverage	Currently trades at Discovering Durham. Had video chat on 11 June. Own premises to open at Prince Bishops in September – GS will assist with promotion. Taking up free DBC membership. GS still to follow up.
Durham Markets Company	Emma Hignett, Colin Wilkes, Alice Wilkes	15 May: Intro from Adam Shanley	Had video chat on 11 June. GS to approach Market Hall traders in coming weeks. GS has reviewed all 42 Market Hall traders' online presence, using Market Hall website as starting point, and fed back findings to Colin and team. Online engagement between IDC and Markets on Twitter and Facebook to continue.

Business	Person	When and how initiated	Key points
Bojangles Coffee	Justin Messenger	14 May: LinkedIn message from Justin following press coverage	Used to trade at The Foot Pit at Riverwalk, and now seeking own premises in city centre. Had video chat on 12 June. GS introduced Justin to Richard at Prince Bishops – will follow up soon. Taking up free DBC membership too. Justin is also a qualified change practitioner, and is willing to help other Durham businesses with any transitions or change planning/impact assessments free of charge.
Host & Stay Northumberland and North East	Andrew Biggs	14 May: LinkedIn message from Andrew following press coverage	Owns a number of apartments in Durham. Interested in chatting. GS emailed – to chase. Not clear if firm will qualify for support yet – need to understand what Andrew does and where exactly his properties are.
Discovering Durham CIC	Liza Johnson	13 May: Existing contact of GS	Had video chat on 19 May, to hear about Discovering Durham's plans. GS secured free coverage for Discovering Durham in Wear Business magazine . Intends to take up free DBC membership. Liza keen to work with Durham Markets – GS to introduce. Liza also interested in offering training on selling online (e.g. Amazon, eBay) to other independent businesses. Online engagement on social media between IDC and Discovering Durham to continue.

Contacts planned

Business	Person	When and how initiated	Key points
Marla Jones Jewellery	Jacqueline Lamb	18 May: Both tagged in Facebook post by Debbie Simpson	Jacqueline is a former start-up client of Debbie (who works at North East BIC), who she thinks would benefit from social media support via IDC. GS to approach.
Walkergate Durham	Alan (Surname?)	18 May: Via Adam Shanley	GS to contact.

Business	Person	When and how initiated	Key points
Fowler's Yard	TBC	14 May: LinkedIn	Established that scheme is owned and managed by DCC. Owen Weightman (GS LinkedIn connection) knows Graham Hopper, who is a tenant, so that might be a useful way in.
Riverwalk	Adam Hall	n/a	Existing GS contact, but not talked to in relation to IDC yet.
Durham BID	Adam Deathe	n/a	Existing GS contact, but not talked to in relation to IDC yet.

Other useful conversations had or in progress

Business	Person	When and how initiated	Key points
Empty Shop	Nick Malyan	18 June: Via Alice Hightet	Non-profit arts organisation that makes use of empty spaces, often on a pop-up basis – most recently occupied the old office space above the bus station. Video chat arranged for 25 June, to discuss potential Durham opportunities.
Alice Hightet	Alice Hightet	9 June: Via Adam Shanley	Alice interested in empty spaces in Durham for art gallery/studio use. Alice to work up what her requirements are; GS to look out for potential venues.
Rawstron Johnson	Anthony Jackson	5 June: Contact with GS via Twitter	Rawstron Johnson are leasing agents for Riverwalk. Video chat to be arranged – GS chasing.
Dynamic Transport Planning	Gavin Snowball	1 June: Existing contact of GS	Gavin prepared and sent over "Covid-19 Transport Challenges Facing Durham City" report. GS forwarded to key players in city, including CoDPC and DCC.
Durham City AFC	TBC	23 May: Contact with IDC via Twitter	Keen to work together and promote Durham. GS to follow up.

Business	Person	When and how initiated	Key points
Landlord of Topshop building	John Paleomyllites	22 May: Message received via LinkedIn	Video chat on 26 May. Discussed potential new uses/occupants once Topshop vacates in July (gym, food court, retail), and GS recommended local agents. GS to refer any potential occupants, and to talk to London-based agent Jonathan De Mello, who has retailers with a Durham requirement.
Durham Pride	TBC	22 May: Contact with GS via Twitter	Durham Pride keen to promote Durham as an LGBT-friendly city. Video chat to be arranged – GS chasing.
Stick Marketing	Sarah Greenwell	22 May: Contact with GS via Twitter	Looking for office premises in a character building in Durham city centre, with room for two to four desks – has already enquired about Fowler’s Yard. GS to keep eyes open.
Maybe*	Polly Barnfield OBE	17 May: Existing contact - message received via LinkedIn	Video chat on 26 May. GS has free access to Maybe* platform, to track what is said about Durham, and by Durham businesses, on social media. GS to explore further – tech is complicated to get head around!
The Social Co.	James Ogilvie	14 May: Message received via LinkedIn	A well-connected Durham business, very supportive of IDC (based at Bowburn, so outside CoDPC area). Potentially useful if any IDC clients need a local company to manage their social media for them.

Comments, thoughts, questions? Drop us a line

Graham Soult BA (Hons) MA FIPM
 CannyInsights.com
 30 December Courtyard
 Christmas Place
 Gateshead
 NE8 2BS

Tel: 0191 461 0361 / 07775 848381
 Email: graham@cannyinsights.com
 Web: <https://www.cannyinsights.com/>
 Twitter: @soul