

Indie Durham City

Update report for City of Durham Parish Council (#2)
14 July 2020



Social media overview for @IndieDurhamCity

Platform	Total followers	Reach/ impressions	Definition
	355 (+125)	2,101	Number of people seeing at least one @IndieDurhamCity post (last 28 days)
	381 (+120)	48,600	Number of times @IndieDurhamCity tweets were seen (June 2020)
	129 (+51)	n/a	n/a

Change in followers is since the previous monthly update

Headlines

- Susan from Crafty-Nook and Rory from Claypath Delicatessen have so far featured as the Indie Durham City "cover stars" on Facebook and Twitter.
- Overall Twitter impressions for @IndieDurhamCity have so far reached 17,300 during July.
- One tweet we posted with video of Prince Bishops' Umbrella Street (<https://twitter.com/IndieDurhamCity/status/1275746097076592640>) has had over 7,000 impressions. A similar tweet, posted via Graham's personal account, has gained nearly 9,000 impressions (<https://twitter.com/soult/status/1275778215647330306>), while a LinkedIn post (<https://www.linkedin.com/feed/update/urn:li:activity:6681860310392999936/>) has generated 3,351 views, 47 comments and 175 reactions – helping to spread a positive message about Durham far and wide.
- Since 18 June, four Durham independent businesses have submitted requests for support via the Indie Durham City website at <https://www.indiedurhamcity.co.uk/>. The website generated 429 page views during June, and 101 so far in July.
- Following Graham introducing Justin Messenger from Bojangles Coffee to Richard Toynbee of Prince Bishops, the two have agreed a deal on the former Blaze unit in Saddler Street. This will mean that a prominent vacant unit is shortly filled again.
- Graham had a productive video chat with Adam Deathe of Durham BID. The Roam campaign – which Durham BID is meant to be leading on, and that Indie Durham City is already supporting – may be a good way in which the BID and Parish Council can

collaborate, especially if the Parish Council may have funding available to facilitate rollout.

- Graham contributed to an email discussion, initiated by Colin from Durham Markets, about lack of toilet provision (since improved) and potential incentivisation of park and ride.
- We will be visiting Durham again on Thursday 16 July, to include an arranged visit to the Discovering Durham shop.

Durham businesses contacted/supported since last update

Independent businesses helped up to previous update:	7
New businesses helped since then:	5
Total independent businesses helped so far:	12

Business	Person	When and how initiated	Key points since last update (with GS next actions in blue)
Health Barn	Jefferson Riley	29 June: Submission via IDC website	Trader in Market Hall. GS replied immediately, but no response yet. GS chased by email on 14 July ; will phone if no response soon.
Plant stall at Market Hall	Nigel	24 June: Referral from Susan at Crafty Nook	Susan advised GS that Nigel had not been eligible for any of the government grants, due to not having business-rated premises, unlike the other regular Market Hall traders. GS dropped by to advise Nigel on the discretionary grants available from Durham County Council. GS to check how Nigel got on , when next visiting Durham.
Tealicious Tearoom	Alison Harnett	23 June: Submission via IDC website	Had video chat on 30 June. GS to follow up with Durham Business Club details, and feedback based on an initial review of Alison's Facebook page.

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Sustainable self-catering accommodation	James Hope Wilson	22 June: Via GS Facebook	James, who lives in the parish, is setting up a "sustainable self-catering business" which will operate partly within the parish boundary, and will launch in early 2021. He is also intending to produce a local directory signposting guests to nearby independents, and will use local suppliers. Had a useful video of chat on 25 June. James to email, and GS to maintain dialogue; James will also take advantage of free Durham Business Club membership. GS chased, 14 July – James to send update soon.
Crafty Nook	Susan Platten	19 June: Submission via IDC website	Trader in Market Hall. GS shared feedback on Facebook page in initial email, and visited on 24 June – discussing general business challenges and photography tips. Susan featured as Facebook and Twitter "cover star" from 24 June to 13 July. GS to follow-up to check on progress.
The Picnic Basket	Tony and Kinnie Moss	18 June: Submission via IDC website	Had video chat on 22 June. Feedback shared re. Facebook cover picture, Twitter, website and Google My Business (and followed up in email). Visited Prince Bishops kiosk in person on 24 June (New Elvet café still closed at that point, due to lack of students and office workers). GS to follow up to check on progress.
Durham Vintage	Poppy Solari	17 June: Via Adam Shanley	Had video chat on 19 June, where Poppy and GS talked through her strategy for trading safely at Durham outdoor market. Follow-up email conversation on 22 June to review how it went (all good!). GS to follow up to check on progress.
Prince Bishops Shopping Centre	Richard Toynbee	21 May: Intro from Adam Shanley	Regular contact with Richard ongoing. Video chat arranged with Richard and Eileen Connolly (AL Marketing) for 17 July, to understand more about PB's strategy for the future of the centre.

Business	Person	When and how initiated	Key points since last update (with GS next actions in blue)
Claypath Delicatessen	Angie and Rory Handy	20 May: Direct message from Angie on Twitter	GS visited on 24 June. Indie Durham City is regularly retweeting Claypath Delicatessen tweets, which have increased in number and quality following GS advice. Claypath Delicatessen, in turn, is regularly sharing updates about other Durham independent businesses. Rory has featured as Facebook and Twitter "cover star" since 13 July, with 2,085 people reached already. Last contact on 13 July; GS to follow up in due course.
Tiny Acorn	Mark Taylor	18 May: Email from Mark following press coverage	GS followed up on 29 June, after previous video chat. Mark still on track for September opening of his new shop at Prince Bishops. GS to check progress again later in July.
Durham Markets Company	Emma Hignett, Colin Wilkes, Alice Wilkes	15 May: Intro from Adam Shanley	Most recent email contact on 29 June, and briefly in person with Alice on 24 June. Social media mentions and shares (in both directions) are continuing. Now that the Market Hall has been open a few weeks, GS will follow up re. the best way to get more traders involved in Indie Durham City.
Bojangles Coffee	Justin Messenger	14 May: LinkedIn message from Justin following press coverage	Following previous video chat and GS introduction of Justin to Richard at Prince Bishops, Justin has agreed a deal to occupy the former Blaze premises at 9 Saddler Street, which come under Prince Bishops' jurisdiction (this is confidential for now, as details are still being finalised). Justin has also signed up for his free Durham Business Club membership. GS to check progress again later in July.
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. Not clear if firm will qualify for support yet – need to understand what Andrew does and where exactly his properties are. GS emailed - chased on 14 July.

Business	Person	When and how initiated	Key points since last update (with GS next actions in blue)
Discovering Durham CIC	Liza Johnson	13 May: Existing contact of GS	Liza offering free training to other independent businesses on selling via Amazon, which GS has plugged (many bricks-and-mortar businesses get value from trading online too). Regular online engagement on social media between IDC and Discovering Durham is continuing (Discovering Durham is one of the most active Durham businesses on Twitter). GS to visit shop for first time on 16 July – Liza to potentially be next social media “cover star”!

Contacts planned

Business	Person	When and how initiated	Key points (with GS next actions in blue)
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 still to approach – to do ahead of 16 July Durham visit.
Walkergate Durham	Alan (Surname?)	18 May: Via Adam Shanley	GS still to contact. Do we know Alan’s surname?
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. GS to pursue.
Riverwalk	Adam Hall	n/a	Existing GS contact, but not talked to in relation to IDC yet. GS to email.

Other useful conversations had or in progress

Business	Person	When and how initiated	Key points
Groundhoppers Blog	Andy Potts	3 July: Via IDC Twitter	Andy (freelance journalist) writing an article about Durham city centre's future, and especially the role of independent retailers. GS took part in video interview on 13 July. GS to await draft article.
Durham BID	Adam Deathe	29 June: Email to Adam from GS, inviting a conversation	Had productive video chat on 2 July, as reported in separate email at the time. Adam keen for more collaboration between all the key city centre stakeholders. Adam also supplied a map of the BID area (particularly helpful for potentially targeting businesses that fall within the Parish Council area, but that are NOT part of the BID – though Adam sees the BID as helping businesses across County Durham, where it can be a useful voice). GS to contact again when appropriate.
Visit County Durham	Michelle Gorman	26 June: GS contact via LinkedIn (Michelle already aware of GS work)	Chat to be arranged, to discuss how GS work in Durham (and Chester-le-Street) complements what Visit County Durham is doing – GS chased, 14 July.
Empty Shop	Nick Malyan	18 June: Via Alice Highet	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. This is their first time without a Durham base, and they are keen to find somewhere new. Had useful video chat on 25 June, to discuss potential Durham opportunities. Already work closely with Riverwalk, but GS to introduce to Richard at Prince Bishops. Empty Shop also keen to speak to Parish Council – GS to introduce.

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Rawstron Johnson	Anthony Jackson	5 June: Contact with GS via Twitter	Rawstron Johnson are leasing agents for Riverwalk. GS had useful video chat with Anthony on 25 June. In follow-up email, Anthony reiterated "The landlord is very keen for the small units to act as an 'incubator' for new retailers or existing online retailers who are looking to take the plunge into bricks and mortar for the first time. As a result we can offer very flexible terms and a number of units are ready to trade from immediately". GS emailed back 13 July to check best promotional messages for social media.
Durham City AFC	TBC	23 May: Contact with IDC via Twitter	Keen to work together and promote Durham. GS still to follow up.
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 chased again on 14 July.

Comments, thoughts, questions? Drop us a line

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