



Canterbury City Centre

Performance Report

June 2020

Canterbury City Centre Performance Report – June 2020

Executive summary:

Welcome to the June 2020 edition of Canterbury city centre performance report. **Data collected for this month's report has been limited due to COVID-19 pandemic and the lockdown which started on 23rd March, restricting all but the most essential businesses from staying open. Therefore, some data was not available and where applicable, it has been annotated.**

This report has been prepared by Canterbury Business Improvement District (BID) to determine how the city centre is performing on a range of indicators. The objective of the report is to track the impact of economic activity on the city centre, and to provide a baseline from which future performance can be benchmarked. This report considers the following key indicators to determine the City's economic health:

- Business premises vacancy rates
- Business premises type
- City centre footfall
- Business sales performance
- Tourism

The table below provides at-a-glance colour coded trend indicators:

- Signifies improvement
 ● Relative stability
 ● Decline

Indicator	Trend	Comment
Premises vacancy rates		No data available for June due to COVID-19.
Premises type		No data available for June due to COVID-19.
City Centre footfall	●	Footfall in Canterbury increased by +26.9% in comparison to May 2020 and in was -70.4% lower YOY in June 2020. It is -9.7% lower than the average for the South East, -2% lower than other historic centres and -4.2% lower than the national rate.
Business Sales Performance	●	Sales in June increased by +32.5% compared to May 2020 and it is -33.2% down on the twelve-month average of -27.8% for Canterbury and -64.4% lower than the national rate YOY.
Tourism		No data available for June due to COVID-19.

All data provided within this report is limited by the amount of information available at the time of the report being written. Where data is missing, it will be indicated at the end of each section. YOY = Year on Year.

Canterbury City Centre Performance Report – June 2020

Business premises vacancy rates

No data available for June 2020 due to COVID-19.

Business premises type

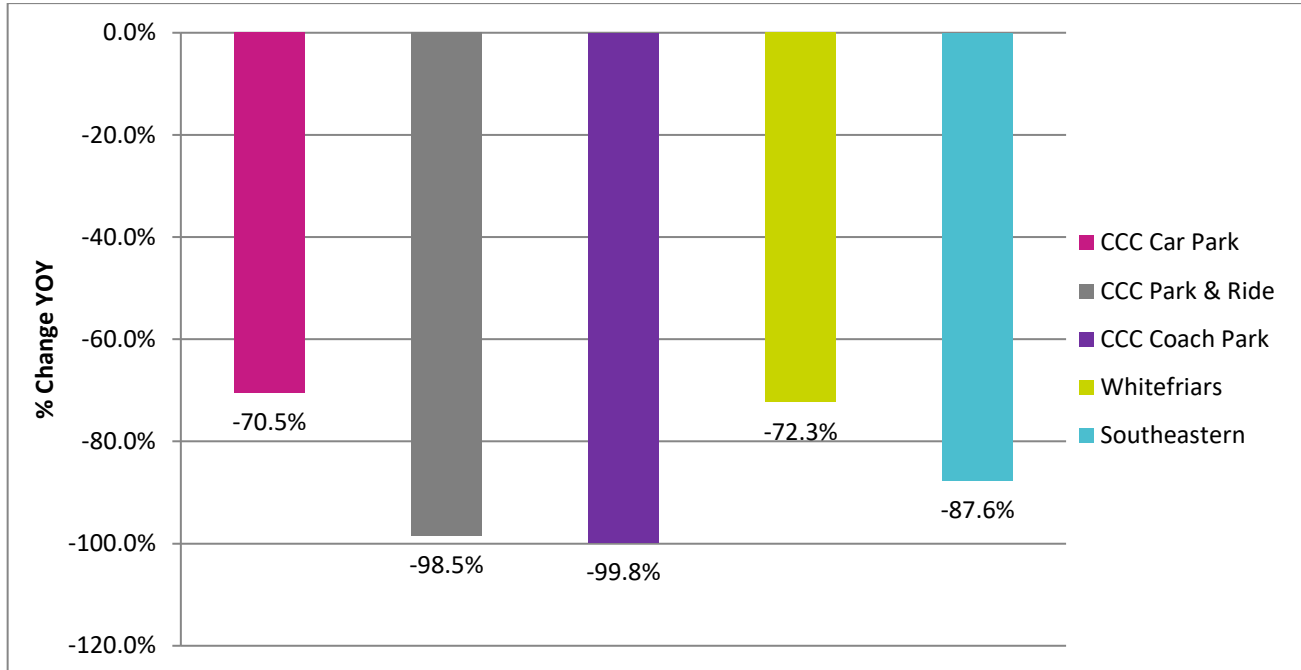
No data available for June 2020 due to COVID-19.

Canterbury City Centre Performance Report – June 2020

City centre footfall

The footfall of the city centre is extremely hard to measure without investment; however, the best indicator is to look at the car park and public transport user data:

Graph 3.1 – City centre transportation usage YOY



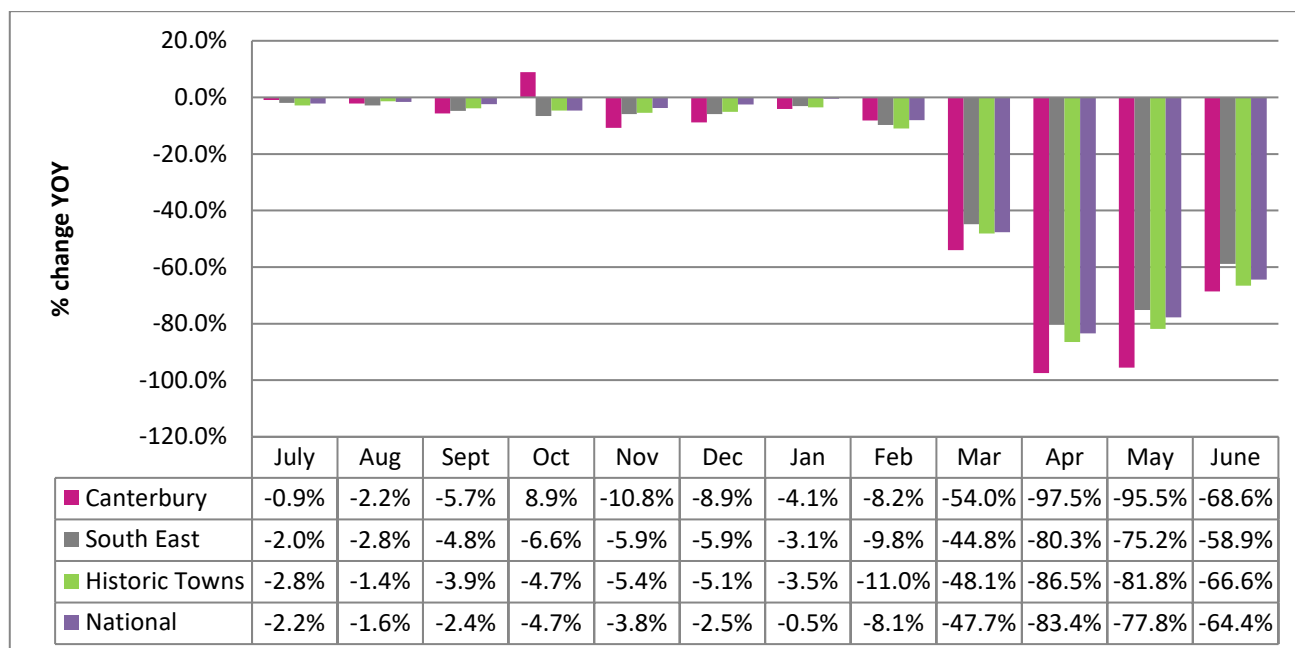
Source: Canterbury City Council Transportation Department, Stagecoach East Kent, Whitefriars shopping centre car park and Southeastern. Please note: no data was available for Stagecoach Car Park in June 2020.

Key Findings:

- Overall footfall decreased by -68.6% YOY in June 2020 which is a +26.9% increase on May 2020.
- All car parks saw a decrease in footfall comparing to the same month last year.

Canterbury City Centre Performance Report – June 2020

Graph 3.2 – Canterbury footfall rates YOY



Source: Canterbury BID monthly survey and the BRC - Springboard Footfall and Vacancies Monitor.

Key Findings:

Footfall in Canterbury increased by +26.9% in comparison to May 2020 and in was -70.4% lower YOY in June 2020. It is -9.7% lower than the average for the South East, -2% lower than other historic centres and -4.2% lower than the national rate.

Nationally:

Whilst footfall across the UK in June was still less than half the level of last year, the annual decline of -64.4% represented a significant improvement from May. The reopening of non-essential retail stores in England on 15th June was the turning point which led to footfall across all UK retail destinations increasing by +40% week on week.

In England and Northern Ireland where non-essential retail stores reopened, the increase in footfall was even greater; rising in the first week of reopening from the week before by +44.5% in England and +38.6% in Northern Ireland. This led to an improvement in the annual decline in both of these nations to around -55% versus -73% in both Scotland and Wales. The pent anticipation to shop after more than three months of closure resulted in a huge spike in footfall in the week of re-opening, however footfall in the subsequent two weeks slowed considerably, from +6.6% in the first week after reopening to +2.4% in the second week. Long queues coupled with a restricted shopping experience due to social distancing could be the contributing factors to this sudden drop off in footfall. This is concerning for the economic recovery path of bricks and mortar retail who are heavily reliant on customer experience.

Canterbury City Centre Performance Report – June 2020

Underlying the headline UK figure, there are key differences between the three destination types that may provide an early indication for the way forward for bricks mortar retail. Retail parks have been the most resilient of the three destination types throughout the lockdown. This is due to the presence of food stores and also home ware stores that opened ahead of non-essential retail. Whilst footfall in retail parks rose by less than that in high streets or shopping centres in the week when nonessential retail reopened, the rate of decline in retail parks on an annual basis, is still around half of that in the other two destination types. The fact that retail parks are easily accessible by car, they are open air and comprise large spacious stores, makes them more appealing to consumers during the phases of easing lockdown restrictions.

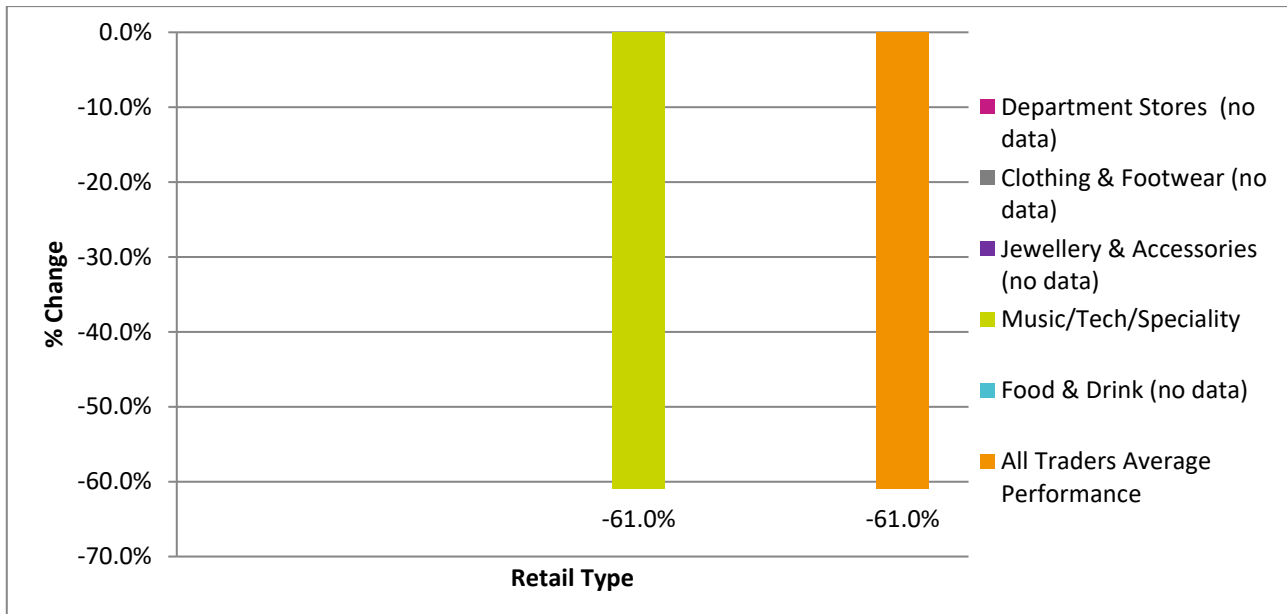
This is a sharp contrast with high streets and shopping centres (a large proportion of shopping centres are located within town centres) which rely on a blend of shoppers, workers, students, tourists and residents to fuel spending. The fact that much of the workforce continues to work from home, tourists and many students are absent, as well as the government urging consumers to only use public transport for essential travel, means that footfall and therefore sales, will continue to be compromised in these retail destinations. This is highlighted most clearly in the results for Central London, which has the highest footfall volume of any part of the UK and, where despite footfall rising by +40.9% in the week that retail reopened, it remains - 80.8% lower than last year.

Canterbury City Centre Performance Report – June 2020

Business sales performance

The below graph illustrates business' average percentage change in sales compared to the same month in 2019.

Graph 4.1 – Average Sales performance of businesses YOY



Source: Canterbury BID Business Survey of Average Sales Performance based on 5 respondents in June 2020.

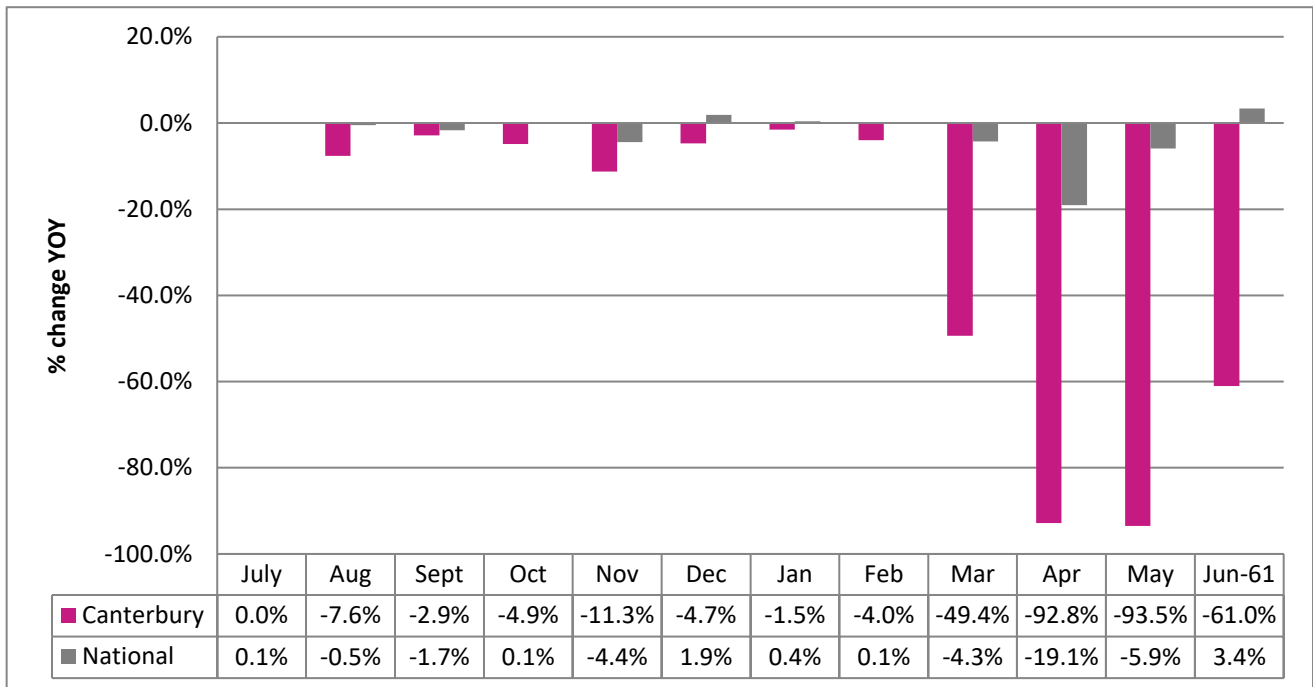
Please note: no data was available in June 2020 for Department Stores, Clothing, Jewellery and Food and Drink.

Key findings:

- In June there was an overall -61% YOY decrease in sales performance which is a -61.9% change from June 2019 and +32.5% change from May 2020.
 - A1 retailers had a -61% decrease in sales performance YOY, which is a +32.5% increase from May 2020 and -61.6% decrease in comparison to June last year.
 - Note: there was no data available for June 2020 for A3 retailers (Food & Drink)

Canterbury City Centre Performance Report – June 2020

Graph 4.2 – Average Sales performance YOY



Source: Canterbury BID Business Survey of Sales Performance and BRC-KPMG UK Retail Sales Monitor for June 2020

Key findings:

- Sales in June increased by +32.5% compared to May 2020 and it is -33.2% down on the twelve-month average of -27.8% for Canterbury and -64.4% lower than the national rate YOY.
- According to BRC-KPMG Retail Sales Monitor June 2020 (Covering the four weeks 3 - 30 June 2020)
 - On a Total basis, sales increased by 3.4% in June, against a decrease of 1.6% in June 2019. It is the highest since May 2018. Also, it is the first growth registered since the lockdown and above the 3-month average decline of 6.4% and the 12m average decline of 2.1%.
 - In June, UK retail sales increased 10.9% on a like-for-like basis from June 2019, when they had decreased 2.2% from the preceding year. In June, like-for-like has been measured excluding temporarily closed stores but including online sales: the figure is primarily driven by online sales.
 - Over the three months to June, in-Store sales of non-food items declined 46.8% on a total and 11.3% on a like-for-like basis. This is worse than the 12-month total average decline of 16.5%. For June, the like-for-like excluding temporarily closed stores remained in decline.
 - Over the three months to June, food sales increased 7.3% on a Like-for-like basis and 3.8% on a total basis. This is higher than the 12-month total average growth of 2.7%. For the month of June, food was in growth year-on-year.

Canterbury City Centre Performance Report – June 2020

- Over the three-months to June, non-food retail sales increased by 9.5% on a like-for-like basis and declined 15.0% on a total basis. This is below the 12-month total average decline of 6.2%. For the month of June, non-food was in slight growth year-on-year.
- Online non-food sales increased by 48.2% in June, against a growth of 3.3% in June 2019. This is above the 12-month average growth of 17.1%.
- Non-food online penetration rate increased from 33.1% in June 2019 to 50.7% this June.

Tourism: Visitor numbers

No data available for June 2020 due to COVID-19.

Events

Below is a list of events which were planned to take place in Canterbury in June. Some events have been cancelled whereas others took place online.

13 th June 2020	Pride (cancelled)
21 st June 2020	Father's Day
26 th – 27 th June 2020	Canterbury Wine Festival (cancelled)
26 th – 27 th June 2020	Kent Coffee Festival (cancelled)