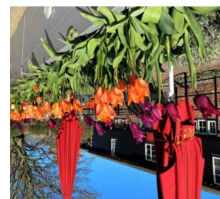
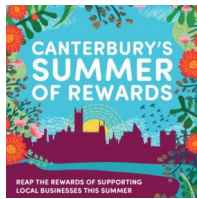


Operations Report June - August 2021

City Centre Updates



This summer Canterbury BID has focussed on supporting businesses through the transition between Covid steps, promoting all the city has to offer in order to maximise footfall and spend and creating a positive atmosphere in the city for customers, clients and staff. Over 360 hanging baskets and 150 window vinyls decorated the city, and we enjoyed events like the Kent Bigger Weekend, the Wimbledon Big Screen, the return of exhibitions at the Beaney (Thomas Becket – World Celebrity Healer and The Printed Line), City Feast, Theatre in the Westgate Gardens, Summer at the Marlowe, Kent Coffee Festival and the bOing International Family Festival.

Highlights included launching the new **“Summer of Rewards”** campaign which ran throughout July and August; the return of the **Summer Guide**; hosting the **South & South East in Bloom judging tour** on July 14th, which included The Priory at CCCU, the King’s School and St Augustine’s Abbey for the first time; launching our new **Canterbury Investor Forum** to hear directly from property owners, developers and asset managers; funding **photography for ENTE businesses**; launching the **Trade Waste Survey** to lead us towards providing a better and more sustainable service to our city’s business; working with **Kent Police on funding bids for safer streets**; unveiling of the final **Canterbury in Bloom vinyl instalment**; and preparing for the **return of students**, including the popular student shopping night, freshers’ fairs and safety hubs; and of course preparing for **Halloween and Christmas**.

City Centre Performance

Canterbury BID monitors the performance of the city using a range of indicators, including footfall and vacancy rates. Due to the impact of Covid lockdowns, we are comparing 2021 to 2019, Canterbury’s last normal trading year. All reports are published in full on the BID website, but they may not include data for all performance indicators where the data has not been provided to us. Here are a few highlights:

- **Footfall:** Following reopening in April 2021, footfall in Canterbury was 77.8% of 2019, compared to UK High Streets generally which were 68.9% of 2019. Footfall reached 90% of 2019 in August 2021. Our challenge is spreading footfall throughout the city, hence the targeted campaigns this summer.
- The **vacancy rate** for Canterbury in July 2021 was 11.5%, compared to 11.8% nationally and 12.1% in the South East. Since March 2020 Canterbury lost 42 businesses and gained 33 new

ones. Commercial interest in the city remains strong and many of the vacant units are under offer.

- **Independent businesses** comprise 67% of the businesses trading in the city centre in July 2021.

Customer Survey 2021

The bi-annual dedicated visitor and shopper survey took place in July and there was some encouraging news in the report:

- The proportion shopping (89%) was the highest level to date
- The average length of time spent shopping (141 minutes) increased from 2019
- 90% of those surveyed said they visit Canterbury for entertainment, up from 77% in 2019.

The full survey report is available to read [HERE](#). We also have weekly footfall reports [HERE](#).

In Review: June - August 2021

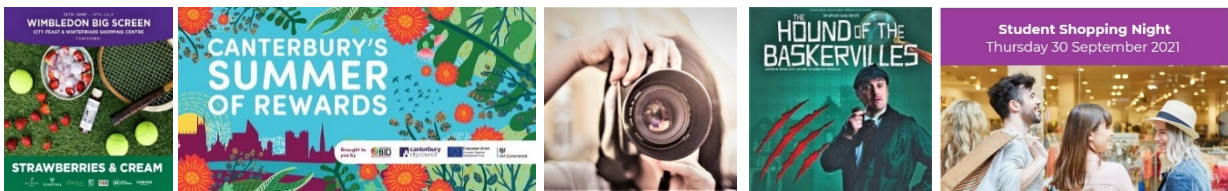


- 07 June **Canterbury Forum**
Attended the Canterbury Forum (where residents, councilors and businesses meet to discuss Council decisions that impact the community). Focus: Future of the High Street and the Local Plan Consultation.
- 09 June **Great British Spring Clean**
Once again, the BID team and board took part in the Great British Spring Clean, including graffiti removal from lamp posts, signposts and electric boxes. This year we were delighted to be joined by Lord Mayor Councillor Pat Todd.
- 16 June **BID Training: Commercial and Employment Law**
The session covered hybrid office working and the latest commercial lease updates.
- 16 June **St George's Development Consultation Meeting**
Hosted a presentation and Q&A session for businesses on the Council's proposed redevelopment of St George's Street.
- 22 June **High Streets Task Force – SELEP Place Leaders' Event**
Lisa spoke at the High Street Task Force Place Leader Event with SELEP on place leadership in practice
- 22 June **Canterbury Investor Forum #1**
Hosted our first Investor Forum and invited property owners, developers and asset managers to hear their views on the Local Plan and the Levelling Up Fund bid.
- 23 June **Local Plan Options Consultation**
Participated in the Council's consultation on the Local Plan
- 25 June **Teacher's Treats**
Launched an End of School campaign, promoting the Canterbury Gift Card as a perfect gift for teachers.

- 02 July **MyCanterbury Summer Guides**
Launched the new Summer Guide, with all adverts selling out in 2 weeks. We printed 20,000 copies and distributed them to door to door, to accommodation providers, universities, VIC and local businesses.
- 14 July **Canterbury in Bloom**
Hosted the South & South East in Bloom judging tour, showcasing the work of over twenty local community groups and businesses. We were delighted to welcome The Priory and the Verena Holmes building at CCCU, King's School and St Augustine's Abbey to the tour for the first time, covering the entire World Heritage Site. Results will be announced on 17 Sept.
- 16 July **BBC South East**
Arranged a live broadcast from Oscar & Bentley's Bistro and Club Chemistry as preparations were made by businesses for the 19 July reopening.
- 21 July **BID Summer Networking**
54 people attended our third virtual networking session which featured a brewery tour by Canterbury Brewers and Distillers at The Foundry. Each attendee was sent a gin-tasting goody bag to participate in cocktail making, heard updates on Net Zero business support and were able to chat in the breakout rooms.
- 23 July **Canterbury Investor Forum #2**
Our second Investor Forum focussed on The Marlowe's plans for the KIT on Stour Street.
- 23 July **MyCanterbury's Summer of Rewards**
Launched a six-week shop local campaign, featuring an exciting calendar of weekly flash deals and discounts, designed to increase footfall and spend, and encouraging customers to explore the city.
- 24 July **Purple Flag walk around**
In preparation for the 2021 Purple Flag Renewal Submission and Awards, we visited the streets and businesses on the evening the 24 July. Purple Flag Status shows a thriving, diverse and safe Evening and Night-Time Economy and we are tremendously proud to say Canterbury is the only location in Kent to be awarded it.
- 27 July **Hound of the Baskervilles Gala Night**
The BID sponsored "Theatre in the Westgate Park: Hound of the Baskervilles", which ran from 22 July to 1 August. We invited some of our Canterbury in Bloom leaders to the Gala night as a thank you for their contributions to the city's entry into the Bloom competitions.
- 29 July **Peeps 2021 – at The Beaney House of Art and Knowledge**
This summer Canterbury BID is delighted to have sponsored an eye-catching new sculpture for the city centre. Positioned outside The Beaney House of Art and Knowledge, Peeps, 2021 was designed by artist Alice Irwin and is made from painted laser cut steel. It depicts a series of multi-coloured humanoid figures ranging from 76cm to 170cm tall and forms part of a larger series of work relating to play, childhood, and our sub-conscious interaction.
- 30 July **Local Plan Consultation – BID response**
Submitted the BID's response to the Council's consultation on the Local Plan
- August **ENTE Photo Shoot**
To show our support for our Evening and Night Time Economy businesses (first to close, last to open), we offered 15 one-hour FREE photo shoots, providing a set of marketing photos to promote themselves with (partially funded by the Government's Welcome Back Fund).

- 04 Aug **Canterbury in Bloom Vinyl**
Unveiled the final instalment of our Canterbury in Bloom vinyl series on the corner of Whitefriars and St George's St.
- 20 Aug **MyCanterbury's Christmas Guides**
Launched the Christmas Guide, with all adverts nearly sold. The Guide will feature articles on D0iverted Giving, Merry Brickmas, Stocking Fillers, What's On Guide and more, with Aug 20,000 printed colour guides distribute to shoppers, locals, visitors, staycationers and more.

Marketing Campaigns: June - August 2021





In order to support the recovery of our businesses, Canterbury BID has continued to work with the Reopening the High Streets Safely group to create marketing campaigns with financing from the Welcome Back Fund. As the schools broke for the summer holidays, we launched the **Summer of Rewards Campaign** through MyCanterbury offering 30 week-day discounts over six weeks. The fund is also supporting a **free photoshoot** for 15 evening and night-time businesses. The images will be provided for free to the businesses for their promotional activities.

This summer we also designed, printed and distributed 20,000 copies of the **MyCanterbury's Summer Guide**, promoting reasons to visit, shop and stay in the city. A digital copy was circulated, and businesses encouraged to include in their own marketing materials.

The **Canterbury Gift Card Scheme** continues to grow and campaigns around end of year **Teachers Treats** saw an upsurge in orders, bringing additional money ringfenced for Canterbury businesses.

We also sponsored **events this summer** that helped drive footfall across the city including The Hound of the Baskervilles in the Westgate Parks and the Marlowe's Summer Festival featuring outdoor theatre, food markets and live music.

Since 2020, we have **vinyled over 150 windows across the city centre**, bringing colour and wayfinding to empty units and promoting Canterbury as a top attraction for shopping, entertainment and gorgeous green spaces. Our latest bloom installments can be found in Whitefriars, Northgate, High Street and Guildhall Street and a new exhibition of student work has been installed into Sun Yard.

 Canterbury BID BUSINESS IMPROVEMENT DISTRICT	Reach	 MyCanterbury	Reach
Twitter	77,000	Facebook (170 posts)	154,618
Instagram	11,000	Instagram	20,000
eNewsletter x 20 editions	3,991	eNewsletter x 19 editions	34,516

Events from June-August 2021

- 29 May–4 July: Saint Thomas Becket – World Celebrity Healer at The Beaney
- June 26–July 23: Kent Bigger Weekend 2021
- 28 June–11 July: Wimbledon Big Screen in Whitefriars
- 22 July–1 August: Theatre in the Westgate Parks - Hound of the Baskervilles
- 24 July–10 Oct: The Printed Line The Beaney
- 19–22 August: Summer at The Marlowe
- 27–29 August: Kent Coffee Festival
- 28–29 August: bOing International Family Festival

Golf Open (15-18 July)

Despite Covid restrictions, there was definitely some positive impact for the city, not least the promotion of Canterbury and East Kent as a holiday destination to an international audience. In all BID publicly focussed on how to maximise the opportunities for the city and manage travel for customers and staff.

New businesses openings and celebrations

We **welcomed**:

- Hampton by Hilton on St Margaret’s Street
- Jali Furniture to the Buttermarket, next door to the Cathedral Gate
- Plantagenet King bookshop in the former Stillwells Jewellers in Burgate
- The Big Drum into the former RBS building on Rose Lane

We also **congratulated** M&S on their 100th Anniversary in Canterbury and the city’s Muddy Stiletto nominees: The Marlowe, The Chair, Rock Paper Scissors, Lilford Gallery and No.35.

Climate Change: June- August



The BID is supporting climate change initiatives, focussing on business support for the transition to net zero, including Low Carbon grants (LOCASE), eCargo bike trial and electric van trial, and also engaging with policymakers. We are gathering stories on how the business community in Canterbury is progressing on this journey and will showcase these as part of the **Climate Action Week (24-29 October)**. We have an active involvement with the following Climate Change action groups:

- Climate Change Action Partnership (CCAP)
- Plastic Free Canterbury
- CCC’s Climate Change Partnership Board
- Canterbury in Bloom (promoting biodiversity, plastic free and net zero projects across the city).

These are some of the Climate Change projects we have either initiated, participated in, or promoted between June -August 2021:

Together For Our Planet: Business Climate Leaders Campaign

A government-funded campaign calling on businesses to sign up to the SME Climate Commitment. The campaign rewards businesses with recognition by the United Nation's Race to Zero campaign.

BID Trade Waste Audit

We launched our very important Trade Waste Survey for the city, designed to give a comprehensive understanding of local businesses' trade waste needs.

Food Loop App

Produced in Kent is the mastermind behind this new B2B app. The purpose is to connect Kent 'suppliers' of surplus food with Kent 'takers' of surplus food (ie food banks, community initiatives etc), thus helping reduce food waste and put less in the landfill.

Plastic Free Canterbury

This is a BID-led initiative, supporting all efforts to help Canterbury reduce its plastic waste and achieve Plastic Free Accreditation.

LoCASE Grants

We featured the new round of LoCASE Grants (Low Carbon across the South and East), now continuing until Spring of 2023, at our July networking.

Pathways to a Net Zero Economy

We invited Nicholas Thurston, Climate Change Officer, Canterbury City Council to our June BID Board Meeting to give a talk on the Canterbury Climate Change Partnership Board whose principal objectives are to agree a joint action plan to reduce emissions in the district.

Last Mile Delivery and "You Shop, We Drop"

The BID Board meeting also saw Simon Herko, Director of Damascus Mile talk about his proposed blockchain-GNSS technology platform which would enable commercial consolidation of last mile B2C parcel deliveries across volumes from competing national carriers and local retailers.

National Love Parks Week

This campaign ran from 23 July - 1 August with the message to Love, Respect, and Protect our parks and green spaces.

Steps To Environmental Management (STEM) Workshop

Attended this KCC-led workshop to help create an accreditation scheme for businesses who have embraced the decision to adopt environmentally friendly practices.

Take the Plastic Challenge

A Keep Britain Tidy campaign encouraging everyone to start their plastic-free journey with fun challenges and giveaways.

Electric Car Test drive

Barretts Jaguar offered Canterbury BID Businesses the opportunity of an extended test drive in their all-electric Jaguar I-PACE.

Representing You: June - August 2021

The following meetings were attended by us, to represent you:

<p><u>City Safety</u></p> <ul style="list-style-type: none"> • City Centre Action Group (monthly) • ATCM Purple Flag Forum (monthly) • Tactical Coordination Group (with statutory organisations) <ul style="list-style-type: none"> ○ Operational (weekly) ○ Strategic (fortnightly) • Safety Advisory Group meeting (monthly) • Safer Streets Working Group (project) 	<p><u>Marketing and Events</u></p> <ul style="list-style-type: none"> • Marketing and Events Sub-Committee • Canterbury Culture • Visit Canterbury Advisory Group • Cathedral Quarter (support for newly-forming quarter) • Canterbury in Bloom
<p><u>Consultations</u></p> <ul style="list-style-type: none"> • St George’s Street Redevelopment • CCC Local Plan • Licensing • Public Space Protection Order 	<p><u>Climate Change</u></p> <ul style="list-style-type: none"> • Canterbury Climate Action Partnership (CCAP) • Canterbury City Council’s Climate Action Partnership Board • Produced in Kent’s ‘No Food Wasted’ Forum • You-Shop-We-Drop: App UX Review and SELEP Funding Opportunities
<p><u>Business Support and Engagement</u></p> <ul style="list-style-type: none"> • Investor Forum (June and July) • High Street Conversations (ATCM) • Reopening The High Streets Safely Strategy Group • Canterbury for Business (C4B) • Accommodation Sector Meeting • Canterbury District Economic Development Group 	<p><u>Business Support (cont)</u></p> <ul style="list-style-type: none"> • HEFE Strategic and Community Groups • All Party Parliamentary Group for Town and Centres • Canterbury Forum Working Group • Rebuilding Consumer Confidence Workshop • Canterbury Riverside Group