



Operations Report

1 September – 31 October 2021

This Autumn Canterbury BID has been delivering activities and business support focussed on the needs of our business community, including:

- Activities supporting the **return of students and office workers**;
- Celebration of **Purple Flag month in October** with the continuation of **bespoke photoshoots** for our hospitality and evening and night-time economy (ENTE) businesses;
- Joint working with the **Community Safety Unit** to support daytime and night time Safety Hubs
- Funding bids to improve safety and security (in particular **violence against women and girls**);
- Successful delivery of the **sixth annual Medieval Pageant** – our award-winning event and one of the only events dedicated to Thomas Becket in his 850-anniversary year – with record visitor numbers; and
- Last but not least, we hosted **Canterbury's Green Business Day** as part of the city's first **Climate Action Week**. As we write, a delegation from Canterbury is at the United Nations Climate Change Conference in Glasgow (**COP26**), including our CEO, Lisa Carlson. We want to ensure our businesses are prepared and have what they need to make the transition to net zero.

We are pleased to report that footfall figures have been edging closer to pre-pandemic levels. Staycationers, students (and their families) helped to boost numbers along with the city's events programme, and marketing campaigns. See below for more city performance information.

The team has also focussed on Christmas preparations, with the return of a switch on event, alongside the market, the Canterbury Gift Card, and a fresh marketing campaign – more details below.

We would like to take this opportunity to thank Clive Relf, who stepped down as Chair of the BID in September, having led the Board through two ballots in 2014 and 2019, though he remains on the Board through the remainder of this term (September 2024). He helped grow the BID's engagement and influence resulting in the Canterbury BID being recognised as one of the best in the country, winning over 15 awards over the last seven years, raising Canterbury's profile in Kent and beyond. Clare Millett, Director of the Westgate Hall has now taken over as the new Chair of the BID Board of Directors, with Paul Turner, Head of Finance at The Marlowe taking on the role of Vice Chair.

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, where possible we compare 2021 to 2019, Canterbury's last normal trading year. Here are a few highlights:

Footfall

Canterbury's footfall increased by 16.9% in September and 23.8% in October in comparison to the same months in 2020, a continuing trend we have seen across the summer months. In October

footfall was only 4.5% from to 2019, compared to the national figure of -15.1% down. This is in the line with the trend we are seeing for regional cities.

Vacancy Rate

The vacancy rate for Canterbury continues to fall (currently 10.8%, compared to 11.7% nationally) and commercial interest in the city remains strong. Looking at the breakdown of those businesses trading in the city, 67% are independent and 33% are multiples. Retailers (32.8%), food & beverage (20.3%) and Business/professional services (14.6%) have the largest presence in the city.

New Businesses

New business openings remain strong, with thirteen openings in September and October and five closures.

New businesses openings and celebrations

We welcomed:

1. The new flagship Goldsmiths concept store in Whitefriars
2. 7Bone, a new burger restaurant in Burgate
3. Violet Elizabeth, also in Burgate (clothing and interiors)
4. The Record Store, 20 Sun Street, a second hand vinyl shop
5. Fuego, the new Spanish tapas restaurant to Fenwick
6. The Repair Hub, 45 High Street
7. Fred (cycle shop), 4-6 Orange Street
8. White and Faded, 6 Palace Street
9. iRepair, 11 St George's Street
10. Rockys Candy Shop, High Street
11. Salon 97, Northgate
12. Leo's Barbars in St Dunstons
13. Urban Wok Box on St Margaret's Street

We also welcomed Kent Cricket as a new Voluntary BID member

We also congratulated

- Westgate Hall's Market on its 5th Anniversary
- The Canterbury Society's work on the Three Cities Garden on Best Lane
- Kent Cricket for the return of their annual Fireworks Night at the Spitfire Grounds
- Iconic jewellers for being shortlisted for Independent Fashion Jewellery Retailer of the Year
- HSBC for delivering an exceptional BID training session protection against fraud

For further insights on how the city is performing see our website:

<https://www.canterburybid.co.uk/city-centre-performance/>

City Centre Appearance

Christmas Lights:

Thanks to the mild weather we were able to enjoy our beautiful flower baskets till the middle of October when they were replaced by Christmas lights. The installation is nearly complete (with one area awaiting electricity supply from KCC and one other awaiting the removal of scaffolding). The illumination scheme is the same as last year when we extended the coverage to St Mary de Castro Garden, Best Lane, Guildhall Street and new lights on the Longmarket and St George's St trees.

Safety Hubs – flying the Purple Flag:

Julia and Ambassadors Team took part in Student Safety Hub organised by CCC and the Kent Police on 23 September (Town Take Over) and 31 October. In addition, we participated in the Students Freshers Fairs the week 20-24 September, and supported Kent Police's funding bids for Safer Streets and Safety for Women at Night – all part of our Purple Flag activities.

Ambassadors:

Our Ambassadors Team is now complete as Drew Tucker joined us in September. Drew went through initial three-week shadowing of our Ambassadors Team Leader, Simon Jackson, and now he is working on his own, Sundays to Thursdays. Having two Ambassadors allows for 7 day coverage of the City centre. Find out more about the Ambassador service and how to contact them:

<https://www.canterburybid.co.uk/team>

In Review: September / October 2021



SEPTEMBER

- **Awarded Gold for Canterbury in Bloom** – in the Royal Horticultural Society South & South East in Bloom competition for the sixth time, thanks to the fantastic contributions from over 20 local community groups, businesses and local authority members. An award ceremony was hosted by BID at Tower House to thank all involved.
- **Zero Carbon Bus Tour (02.09.21)** – Lisa spoke at the Zero Carbon Bus tour's stop in Canterbury at the University of Kent, on its way to Glasgow for COP26.
- **Paperless BID Levy Billing** – introduced to enable more efficient payments, details to be updated and to cut down on paper usage. Sign up [here](#) for next year's annual bill.
- **Pride Canterbury (11.09.21)** – BID sponsored this popular city centre event held in the Dane John Gardens.
- **Student Shopping Night (30.9.21)** – encouraged city centre retailers to get involved with this city centre event, run by Whitefriars to welcome new shoppers to the city (see marketing section).
- **BID Reporting Toolkit** – created to help businesses report city centre issues including licensing, enforcement, waste & littering, ASB, graffiti reporting
- **BID Networking at the Dolphin Pub** – first in-person BID networking saw 48 people attending. Lisa shared updates from the BID, we welcomed Clare Millett as the new BID Board Chair, and said a special farewell to Clive Relf as Chair.
- **Strategic and Operational Counter Terrorism Training** – attended a comprehensive training day at the University of Kent as part of a National Counter Terrorism Security Office (NaCTSO) initiative.
- **Student and Community Safety Hubs (23.09.21 & 31.10.21)** – participated in Freshers Fairs week and the pop-up safety hub on the High Street with Kent Police, Canterbury City Council and others.
- **Autumn Shopping Maps** – 5,000 copies printed and circulated to welcome students to the city and to be circulated to businesses across the city.
- **Kent Cricket - Women in Leadership (26.09.21)** – Lisa spoke on a panel at this event, held during the Women's International match.

- **Springboard's Quarterly Webinar (29.09.21)** – Canterbury was represented on the panel at Springboard's webinar, focussing on positive trends in footfall for regional cities and plans for Christmas.



OCTOBER

- **BID Hosted Fraud Prevention Training (06.10.21)** – ‘Together Against Fraud’ was presented by the team at Canterbury's HSBC Bank to BID members.
- **Divided We Fall: Cities and the Climate Crisis (06.10.21)** – As Chair of the ATCM, Lisa spoke at the joint Association of Town and City Management / International Downtown Association summit on the climate crisis.
- **Giant Thomas Becket Designed** – From 349 entries, judges at Canterbury College selected two winning designs to help form the design of giant Thomas Becket, for the Medieval Pageant 2021.
- **Purple Flag Month** – as part of the celebrations BID offered hospitality businesses a bespoke photoshoots funded through the Welcome Back Fund (further details in marketing section).
- **Merry Brickmas Launched** – BID businesses encouraged to join a Christmas Lego Grail, designed to compliment the Beaneys BrickLive experience and to spread footfall out over the city.
- **Medieval Pageant and Family Trail (16.10.21)** – this award winning BID-run event, now in its sixth year, saw over 4,500 visitors attending the 14 venues participating in the Family Trail with many businesses reporting increased trade. Three giants, knights on horseback, reenactors and more paraded through the city.
- **Redevelopment of St George's Street Consultation** – BID spoke in favour of investing in the infrastructure of this area of the city at the Council's Regeneration Committee.
- **Canterbury Festival (16-30.10.21)** – BID sponsored the Science Strand of Canterbury's two-week international arts festival, including Canterbury's first Climate Action Week and the Green Business Day.
- **Climate Action Week (24-29.10.21)** – BID is a member of Canterbury Climate Action Partnership (CCCAP) and helped organise the week of events, supporting with PR and hosting two events (Green Business Day and Global Emergency Festival Talk).
- **MyCanterbury Christmas Guides** – 20,000 copies printed with 9,000 being distributed door to door and the rest circulated to accommodation providers and businesses from 1 November.
- **Green Business Day Networking (26.10.21)** – BID hosted, in partnership with Pillory Barn at the Foundry Brew Pub with 60 guests. CCCAP's announced their new Climate Action Business Awards, businesses shared their sustainable journeys and KCC provided business support opportunities.
- **Halloween Safety Hub (31.10.21)** – BID team joined the Council's Community Safety Unit Safety Pop-up Hub outside McDonalds from 7-10pm to promote Canterbury as a safe city.
- **CONSULTATIONS:** Canterbury BID also encourages businesses to participate in any relevant consultations, stepping where necessary to represent the business community with submissions and representation at Council committee meetings. During the Autumn the following consultations were promoted by us:
 - Canterbury E-Scooter Consultation
 - KCC Budget Consultation
 - Canterbury's Levelling Up Consultation
 - Canterbury City Council's decision-making (cabinet vs committee system)

Marketing Campaigns: September - October 2021

In order to support the recovery of our businesses in the wake of the easing of restrictions, 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 and universities returned and in-person events animated the city once more. This included:

ENTE Photo Shoot - To show our support for our hospitality businesses, 15 one-hour FREE photo shoots were provided, partially funded by the Government's Welcome Back Fund. Between September- November the following business were photographed:

The Lady Luck	Westgate Hall	Garage Coffee
Pegasus	Curzon	The Old Buttermarket
The Cricketers	The Umbrella Café	Café Du Soleil
Thomas Becket	Oscar and Bentleys	The Foundry
The Cuban	Cathedral Lodge Hotel	Houdinis (awaiting date)

Canterbury Beer Map

To further support our ENTE, BID is supporting the production of a new, hand drawn, beer map of Canterbury which celebrates venues that sell Kentish Beer and can encourage people to explore the city's pubs and bars. The map is being produced in partnership with Shepherd Neame and the Foundry.

Student Shopping Night

To welcome the new influx of students to the city we helped Whitefriars launch Student Shopping Night on 30 Sept one of the busiest shopping nights of the year, encouraging the whole city to get involved. Whitefriars hosted the main landing page, signposting to those businesses who let us know they'd be participating. 300 goody bags were also handed out on the day containing MyCanterbury shopping maps and guides.

Christmas Guides

This autumn, in we have designed and printed 20,000 copies of the **MyCanterbury's Christmas Guide**, promoting reasons to visit, shop and stay in the city over the festive period, with articles such as Diverted Giving, Merry Brickmas, Stocking Fillers, What's On Guide and more. Boxes were distributed by us widely across the county to hotels and B&Bs, travel hubs, tourist destinations, student hotspots and businesses around the city. A digital copy will be also circulated, and businesses encouraged to include in their own marketing materials.



Canterbury Gift Card

In preparation for the Christmas trading period, we continued to push for more businesses to sign up to the Canterbury Gift Card scheme, ensuring additional money is ringfenced for Canterbury businesses. We now have 114 local businesses signed up to accept it – including Primark, M&S, Fenwick, The Marlowe Theatre, Boots and dozens and dozens of fantastic independent city centre businesses. **This November and December**, we are planning to run two campaigns to raise awareness and sales for the Canterbury Gift Card. We'll be targeting two audiences:

- **Corporate purchasers** (such as the Universities, and larger city centre businesses, who may gift or reward their staff for Christmas)

- **The public** - encouraging them to pick up a card in person at The Beaney, and load with the amount of their choice online. We are hoping that 'LoadthisCard' will become the preferred option, meaning no last-minute panics right before the big day.

To date we have sold £27,000 worth of cards with over 60% redeemed so far. The vast majority of sales took place in the run up to Christmas, and we anticipate the same this year, giving individuals and businesses an easy, flexible gift of choice.

 Canterbury BID BUSINESS IMPROVEMENT DISTRICT	Reach	 My Canterbury	Reach
Twitter	57.7k	Facebook (97 posts)	98,775
Instagram	1,597	Instagram	9,367
eNewsletter x 15 editions	3,063	eNewsletter x 10 editions	19689

Climate Change: September - October



The BID is supporting climate change initiatives, focussing on business support for the transition to net zero, including finding and sharing funding and business support opportunities, producing a trade waste report, supporting Plastic Free Status for Canterbury, sponsoring Canterbury's first Climate Action Week and engaging with policymakers. 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)**

CANTERBURY CLIMATE ACTION WEEK

Canterbury BID sits on the board of Canterbury Climate Action Partnership. For this reason, we took an active role in producing Canterbury's first Climate Action Week, part of the Canterbury Festival, from 24-30 October to mark the run-up to the United Nations Climate Conference (COP 26) in Glasgow. These are the preparations and activities we supported:

- MyCanterbury social media 'Green Takeover' from 24-29 October – producing stories on how the business community in Canterbury is progressing on their individual journeys to become more sustainable.
- Sponsored Canterbury Festival Science Strand including a reception at the Cathedral Lodge for the *Climate Emergency* panel discussion on the 25 Oct
- Hosted a BID Climate Action Lunchtime Networking event at The Foundry on 27 October where we launched a **Green Business Awards** for 2022
- Joined the panel for the Climate Action Rally on the 29 Oct

- Supported with PR and Marketing of the programme and encouraging businesses to share stories and reach out for support.

These are also some of the Climate Change projects we have either initiated, participated in, or promoted over the past few months:

Events	Zero Carbon Bus Tour Grid Conference - Canterbury Christ Church University Climate Action Week
Business Support	UK Gov: Together for Our Planet (£4,500 for Heroes of Net Zero) LoCASE Grants KCC Electric Van Scheme eCargo Bike purchase scheme
Shared Stories	Recycling Hubs (M&S, Primark, H&M, Clarks, Specsaves, Boots, Wilko) Upcycling by purchasing second hand (charity shops) Business model (Ann Summers Phase Eight) Refill App for drinking water

Representing You: September - October 2021

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

City Safety and Cleaning

- Safety Tasking Group (operational, chaired by CCC; strategic, chaired by Kent Police)
- Graffiti User Group
- Litter Roundtable
- Night Time Economy Action Plan Group (includes Purple Flag planning with statutory authorities)
- Safety Advisory Group (events)
- Canterbury Community Safety Partnership

Marketing and Events

- Christmas Marketing Group
- Marketing and Events Sub-Committee
- Canterbury Culture
- Medieval Pageant
- Visit Canterbury Advisory Group
- Canterbury Gift Card
- Castle Quarter (in development)
- Levelling Up Fund - Canterbury Tales of England - Stakeholder Meeting
- Creative and Cultural Recovery Strategy Action Planning

Business Support

- High Street Task Force Sector Leader's Group
- Association of Town and City Management
- Reopening The High Streets Safely Strategy Group
- Canterbury for Business (C4B)
- Accommodation Sector Meeting
- HEFE Strategic and Community Groups
- All Party Parliamentary Group for Town and Centres