

Ops Report
January - February 2022



Introduction

The first quarter of the year is when we re-group, re-fresh and plan, and so does the business community. Several businesses were renovated and redecorated, and three businesses moved into new premises – Fitzgerald Jewellers, The Running Outlet and Canterbury Glass Art. The challenges of the Stodmarsh Nature Reserve remain, which is holding up the development of the former Nasons and Debenhams sites, but we were delighted to welcome over 30 new businesses in 2021 and look forward to more starting in March 2022, including Franca Manca, Therapie, Cosy Club, Sumo Doughnuts, Cat Café, Cotswold Furniture and Socialite.

We launched the new year with a three-month **training programme**, offering six sessions. **BID networking** events continue to be fully subscribed, returning with a virtual event in January, followed by an in-person one in February.

In other news, the **BID Ambassadors** offered a top-up service to the council's street cleaning and also engaged with visitors and students by attending the Community Safety Hubs in the city centre and at university campus events.

Our **MyCanterbury programme** continued to gain traction in the community, launching in the new year with a series of attention-grabbing deals and discounts leading to an unprecedented surge in requests for the MyCanterbury Local Offers Card. This is alongside the Canterbury Gift Card, which has already ringfenced over £40,000 for Canterbury businesses.





We also welcomed four **new voluntary members** to the BID. In addition to those businesses and organisations within the BID area who pay a statutory annual levy, we also offer a voluntary membership programme for those outside the city centre who want to join our networking and training events and invest in the work we do to enhance the city.

Planning for campaigns and the year ahead is in full swing, and the **Canterbury Events Calendar** looks exciting with the Queen's Platinum Jubilee celebrations, the return of Pride Canterbury, the Canterbury Wine Festival, Canterbury Shakespeare Festival and the Medieval Pageant. We are leading a coordinated campaign to ensure Canterbury's marketing, branding and events-planning are a joined-up vibrant offering.

We are determined to acknowledge the success and achievements of the business community in Canterbury, but we do so in the full knowledge of the challenges we face, not least rising energy costs, inflation and cost of living. Canterbury has a resilient, dynamic, and agile business community, flying the flag for the city's recovery and future. We look forward to supporting everyone in this endeavour.

Finally, we saw the business community rise up in support of the people of Ukraine following the Russian invasion on February 24th. A Ukrainian flag, made by Social Enterprise Kent, flies on the Westgate Towers and buildings have been lit in blue and yellow. Businesses have also displayed posters with a QR code linking to the major organisations that can provide aid (UNHCR, Red Cross, DEC).

The spring will bring with it exciting Purple Flag and Britain in Bloom announcements - so watch this space!

Lisa Carlson, Canterbury BID



City Centre Performance: January 2022

Footfall

LOCATION	2022 VS. 2021	2022 VS. 2019
Canterbury	150.8%	-32.4%
South East	161.8%	-18.0%
Historic City	201.0%	-21.3%
UK	169.5%	-26.0%

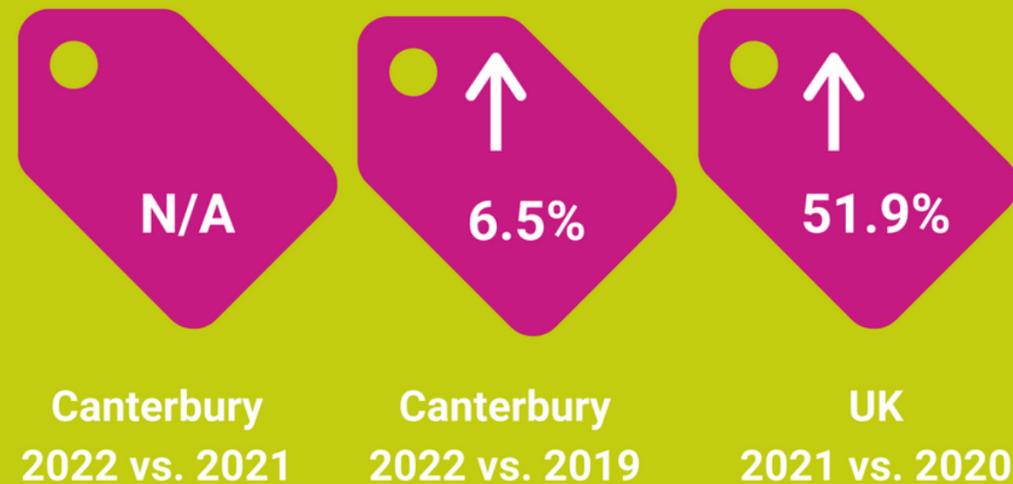
Total number of visitors for the year to date is **463,249** which is **150.8% up** on the previous year.

Total number of visitors this month was **463,249**

Busiest day was **Sat 22 January** with **27,060** visitors.

Peak hour in was **14:00 on Sat 29 January** with footfall of **3,221**

Sales



For Canterbury there was no comparative sales data for 2022 versus 2021 as the majority of retail and hospitality businesses were closed as a result of the third national lockdown.

Nationally sales were encouraging, however this month's uplift is to be expected when compared to January 2021. While 2021's new year lockdown was met with widespread discounting and falling prices, inflation has set-in across some areas of retail over recent months.

Vacancy Rate



This month's vacancy rate is the same as in December and 0.7% lower than the 12 month average of 10.6%



2 businesses opened this month



1 businesses closed this month

City Centre Performance: February 2022

Footfall

LOCATION	2022 VS. 2021	2022 VS. 2019
Canterbury	96.7%	-41.3%
South East	127.2%	-19.3%
Historic City	178.9%	-20.9%
UK	153.8%	-25.7%

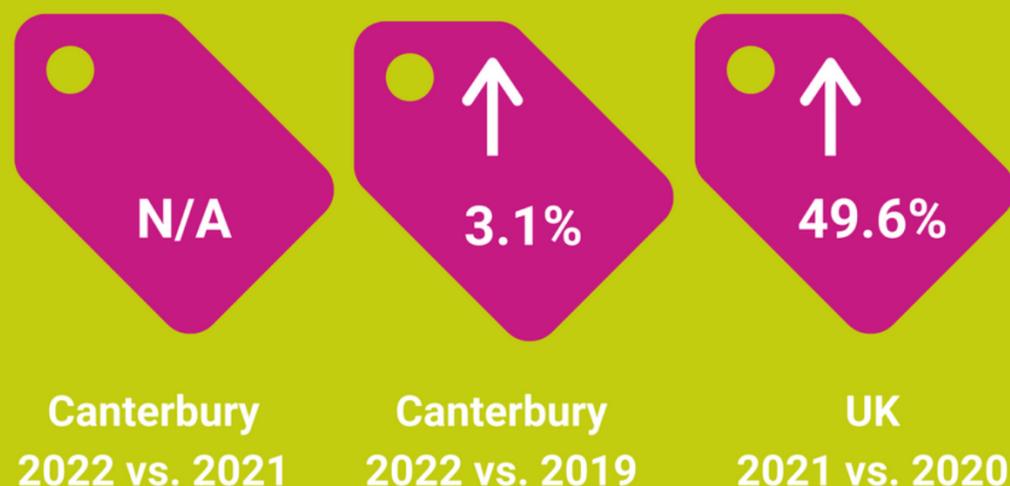
Total number of visitors for the year to date is **920,631** which is **120.7% up** on the previous year.

Total number of visitors this month was **457,382**

Busiest day was **Saturday 5 February** with **27,269** visitors.

Peak hour in was **15:00 on Saturday 5 February** with footfall of **3,021**

Sales



For Canterbury there was no comparative sales data for 2022 versus 2021 as the majority of retail and hospitality businesses were closed as a result of the third national lockdown.

Nationally, sales fared well following a decent start to the year. Whilst the uplift is compared to a lockdown month last year, consumer spending remained positive.

Vacancy Rate



This months vacancy rate is 0.9% higher than in January but 1.0% lower than the 12 month average of 11.8%



0 businesses opened this month



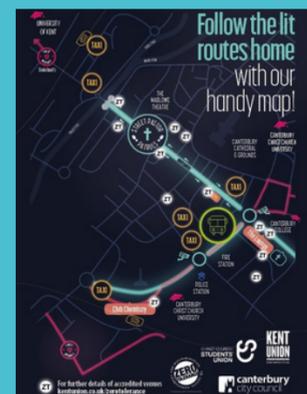
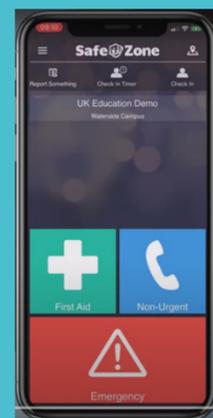
4 businesses closed this month

Safety & Cleaning

Safety Hubs, Purple Flag & Zero Tolerance Programme

Canterbury BID has been working on re-launching the Zero Tolerance training programme and currently the materials are being reviewed and updated by Social Enterprise Kent along with a panel including Canterbury City Council, Kent Police, Canterbury Christ Church University, University of Kent and licensed venues.

The BID team took part in Safety Hubs in the city centre at the universities, promoting the Safe Zone App and Lit Routes. We also announced the 10th anniversary of Purple Flag in Canterbury.



Ambassadors & Cleaning:

Throughout January and February Simon and Drew focused on sprucing up the Kings Mile area, sweeping litter, cigarette ends and foliage.

We have also been working on getting quotes and testing the best possible cleaning machine for Canterbury city centre which will be an amazing addition to what is already used by the BID Ambassadors for street cleaning. We have also applied for a LoCASE grant to assist with the purchase of a machine to compliment the service provided by Canterbury City Council.



Training & Networking



Marketing Canterbury

Jan-March is training season for the BID, offering businesses a refresh for the new year. This year we have 6 sessions planned, 121 places booked so far.

- Cashflow Budgeting for your Business (20 Jan)
- You Shop We Drop Workshop (3 Feb)
- Business Rates / Business Support (8 Feb)
- Climate Change, Carbon and building a sustainable everywhere (11 Feb)
- Google Digital Garage: Writing for Social Media (22 Feb)
- Selling the Sizzle through Social (9 March)

BID continued offering networking opportunities to businesses and welcomed 82 attendees to the monthly events:

- Online - Café Culture Networking, 5.30-6.30pm
- In person - Fitzgerald Jewellers, 5.30-7pm



MyCanterbury
Relaunch



Over 500 entries were received for the January MyCanterbury competition to win a night in the Hilton, (plus a £50 Canterbury Gift Card). All entrants were signed up to receive MyCanterbury updates.

Jan and Feb emails – we sent out 9 emails, with an average open rate of 34.6%. They were opened a combined 24,677 times. Subjects ranged from Valentines inspirations to Live Theatre shows, Public Lectures, and Visiting the Cathedral.

We also re-launched the MyCanterbury card to the city with some nice new discounts. The scheme was republicised and in one day we received over 400 new applications for cards (and they're still coming in every single day). So many in fact, that we had to order new cards to keep up (made from eucalyptus). We have refreshed the cards and they're now vivid pink. Make sure you have one – you can get 20% off food and drink at the Hilton, 10% off at Whirligig Toys, 10% off at No.35 Café, and 2 for 1 meals at The White Hart Inn, and much more: canterburybid.co.uk/mycanterbury/

visit **CANTERBURY**

Following the announcement that Canterbury City Council would no longer be funding Visit Canterbury, Canterbury BID worked with Visit Kent to create a proposal to save the DMO, invest in a new digital platform and help Canterbury compete with Kent and UK DMOs. The project was approved by the BID Board and we are awaiting feedback from Canterbury City Council.

Marketing Canterbury - Stats



22,400 impressions



8,112 impressions



18 eNewsletters,
opened 4,274 times
38 new subscribers



11,890 page views
of BID website



60,596 impressions



10,273 impressions



9 eNewsletters
opened 24,656 times
117 new subscribers



2,471% increase in new cards
ordered with 4 new offers

Total Impressions: 142,190 (+20.8% on Nov-Dec '21)



Canterbury Gift Card

It is now just over a year ago that Canterbury BID launched the Canterbury Gift Card. In very difficult Covid times (launching in lockdown) it was encouraging to see so many Canterbury businesses signing up to be part of it.

A Canterbury Gift Card can be spent right across the city on everything from a haircut to a sofa (or even a leg of lamb). The smallest value purchase was £2, and the largest was £355.

Cards are purchased online at canterburygiftcard.co.uk, and can also be picked up at The Beaney and Hampton by Hilton, to be loaded at home. We're talking with our provider about possibility of adding a digital gift card to our current offering, similar to using Apple Pay.

We are also in talks with a couple of large visitor groups, who are interested in potentially organising bulk sales for their guests.

In Jan / Feb we welcomed the following new businesses to the scheme meaning we now have 108 businesses accepting the card:

- Canterbury Skin and Laser Clinic
- Chaps / Chapettes
- H Samuel



Since the launch in November 2020:
1,031 cards have been sold totalling **£40,701**
 redemption rate of **61.8%**
 average card value **£39.48**
 average purchase on card **£28.50**

Sustainability



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, attending COP26 and engaging with policymakers. We have an active involvement with the following Climate Change action groups:

Canterbury Climate Action Partnership (CCAP)
Plastic Free Canterbury
CCC's Climate Change Partnership Board
Canterbury in Bloom (promoting biodiversity, plastic free and net zero projects)

Climate Action initiatives, projects and events we promoted during January and February 2022:

- BID Training "Climate Change, Carbon and Building as Sustainable Everywhere"
- Kent Invicta Chamber of Commerce's Decarbonisation Electric Vehicle Event
- Social Enterprise Kent's "Be Bold, Go Green" conference
- Produced in Kent's Food Loop initiative
- The Canterbury Repair Cafe's new spring opening dates
- Kent Invicta Chamber of Commerce's business Carbon Audit, part of their Decarbonisation Programme

Jan-Feb 2022 in Review



TIPS AND TRICKS

Quick tips and tricks of the trade

- ✓ Define your goals.
- ✓ Learn who your audience is
- ✓ Select your social media platforms wisely
- ✓ Humanize your brand
- ✓ Top performing posts and least performing posts
- ✓ Bottom line - Measure the impact of your social media marketing efforts by using tools and uncover audience details and how they interact with your business.

PILLORY/BARN





January in Review

- Spring 2022 Training Sessions launched - 6 bespoke, digital sessions for BID members from January-March
- BID January Networking 'A Cafe Culture Experience' (25.01.22) - hosted digitally with 35 people attending with Garage Coffee and Lily's Bistro as guest speakers
- Omicron Hospitality and Leisure Grants (14.01.22) announced
- Park and Ride Survey (18.01.22) - encouraged BID members to participate
- BID Training 'Cashflow Budgeting for your Business' (20.01.22) - Business Planning Specialist Sally Brady, brought her 30 years of experience in accountancy to workshop with 12 attendees.
- BID Ambassador Cleaning (25.01.22) - launched an additional top-up service to the Council's street cleaning
- Freshers Fayre, University of Kent (27.01.22) - BID ambassadors attended as part of the Community Safety Hub to raise awareness of city centre safety schemes.
- Update on events in Canterbury (28.01.22) - live entertainment in the city for the year ahead was announced to the community
- Results of BID Christmas Campaign (31.01.22) - data, stats and results from the Christmas in Canterbury 2021 campaign were presented publicly via a new infographic



February in Review

- Freshers Fayre, University of Creative Arts (03.02.22) - BID ambassadors attended the Community Safety Hub
- BID Training "You Shop We Drop" (03.02.22) - 16 attendees joined a workshop run by Damascus Mile with Warwick University.
- Valentines Day Marketing (04.02.22) - inspirational eNewsletter created and sent out via MyCanterbury featuring shopping, dining and experiences.
- Additional Restriction Grant (ARG) (04.02.22) - announced the opening of the new support fund .
- Freshers Fayre, CCCU (07.02.22) - BID ambassadors attended the Community Safety Hub to raise awareness of city centre safety
- BID Training "Business Rates and Grants Support" (08.02.22) - run by CIVICA - Canterbury City Council' business service management.
- MyCanterbury Local offers Card (11.02.22) - a range of new offers and deals were launched to promote engagement with local businesses.
- BID Training "Climate Change, Carbon and building a sustainable everywhere" (11.02.22) - 20 attendees - hosted by Helen Burrige of Place Positive.
- High Street Pop Up Safety Hub (16.02.22) - BID Ambassadors Drew and Simon attended with Kent Police and Kent Fire and Rescue Service to raise awareness of city centre Lit Routes
- MyCanterbury Digital Offers Card launched (18.02.22) following a huge increase in requests for MyCanterbury Cards
- BID Training "Writing for Social Media" (22.02.22) - delivered by the team at Google Digital Garage to 35 attendees.
- BID February Networking (22.02.22) - our first in-person networking event of the year was hosted at Fitzgerald Jewellers, attracting 50 people
- MyCanterbury Summer Guide (25.02.22) - all advertising spaces for the guide sold out within 2 days.
- First Aid Training (25.02.22) - BID Ambassadors attended an all-day First Aid training course at the Westgate Hall.

Representing You



City Safety

- ATCM Purple Flag Forum
- Tactical Coordination Group (attend -weekly)
- District Watch Meeting
- Best Bar None
- Safety Advisory Group
- Canterbury Community Safety Partnership
- Night Time Economy Action Plan Meeting
- Violence Against Women and Girls Forum
- Drink Spiking Awareness

Climate Action & Biodiversity

- Canterbury Climate Action Partnership (CCAP)
- CCAP's Plastic Free Canterbury sub-group
- Litter Round Table
- Canterbury in Bloom
- CCC Climate Change Partnership Board

Marketing

- Marketing and Events Sub-Committee
- St Dunstan's Quarter Meeting
- England's Originals Meeting
- Canterbury Quarters Planning Meeting
- Kent Place Marketing Workshop

Business Support

- ATCM High Street Conversations
- High Street Task Force Place Leaders Programme
- Canterbury for Business (C4B) Board
- HEFE Strategic and Community Groups
- Canterbury Forum Working Group
- APPG For Town Centres:

Consultations - Canterbury City Council

- Proposed Changes to Charges and Conditions in Car Parks (deadline 3 January)
- Budget Consultation (deadline 3 January)
- Park & Ride Consultation (deadline 31 January)
- Annual Parking Review (deadline 7 February)
- Future of Sturry Park & Ride (deadline 3 April)

If you have any questions, feedback or need any assistance, please contact:

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