

Ops Report

March - April 2022



Introduction

As Spring 2022 arrived, our focus was firmly on promoting all that Canterbury has to offer, reminding our community of all the reasons to shop, visit and enjoy the city over this period. We were delighted to see 9 new businesses opening or announced to open in the city centre and the warmer weather drawing visitors and tourist groups to the city. March and April also saw the return to in-person graduations taking place in the Cathedral, pulling in significant visitor numbers and providing a welcome boost to the local economy.

Shopping campaigns to maximise Mother's Day and Easter were promoted widely by our popular MyCanterbury platform and the appetite for our MyCanterbury Discount Cards now rebranded as "Local Offers Cards" has continued at an encouraging pace.

The solidarity of the city was clear to see as the tragedy in Ukraine unfolded with businesses and community groups uniting in support for the victims of the war. Canterbury's figurehead buildings reflected the compassion of the city, with the Marlowe lit up in blue and yellow, church bells ringing out as part of a Europe-wide initiative, and the Westgate Towers flying the flag of Ukraine. We created a dedicated webpage with suggestions, links, advice and downloadable posters for businesses to show support and collaborated closely with the council with their pledge to help refugees in the community.





We were immensely proud that Canterbury once again received the prestigious Purple Flag award for its evening and night-time economy – an accreditation now held for a decade. Canterbury was chosen to host the National Purple Flag Awards seeing guests from across the UK enjoying Kentish hospitality and enabling us to showcase the city's evening and night-time offering. To amplify the accolade, we threw a weekly MyCanterbury spotlight on the people behind the businesses, organisations and community groups working hard to keep everyone safe and to keep our city thriving.

New Business announced in March-April:

Opened

- Therapie – Whitefriars
- Cotswold Furniture – St Margaret's Street
- Heals at Fenwick
- Coah Hair -Castle Street

Opening May-June:

- Franco Manca – High Street
- Cosy Club – St Margaret's Street
- Sumo Donuts – Palace Street
- Cat Café – Mercery Lane
- Socialite – St Margaret's Street

Lisa Carlson, Canterbury BID



City Centre Performance: March 2022

Footfall

LOCATION	2022 VS. 2021	2022 VS. 2019
Canterbury	57.5%	-40.5%
South East	93.2%	-15.3%
Historic City	133.1%	-13.7%
UK	126.7%	-17.8%

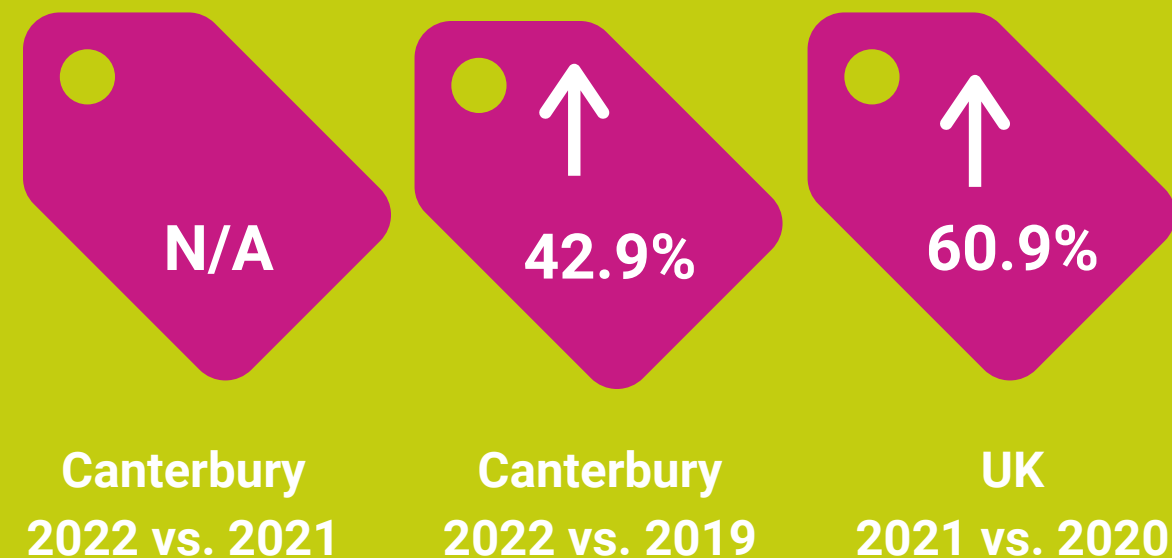
Total number of visitors for the year to date is **1,449,294** which is **91.1% up** on the previous year.

Total number of visitors this month was **578,663**

Busiest day was **Saturday 12 March** with **24,173** visitors.

Peak hour in was **14:00 on Saturday 5 March** with footfall of **2,806**

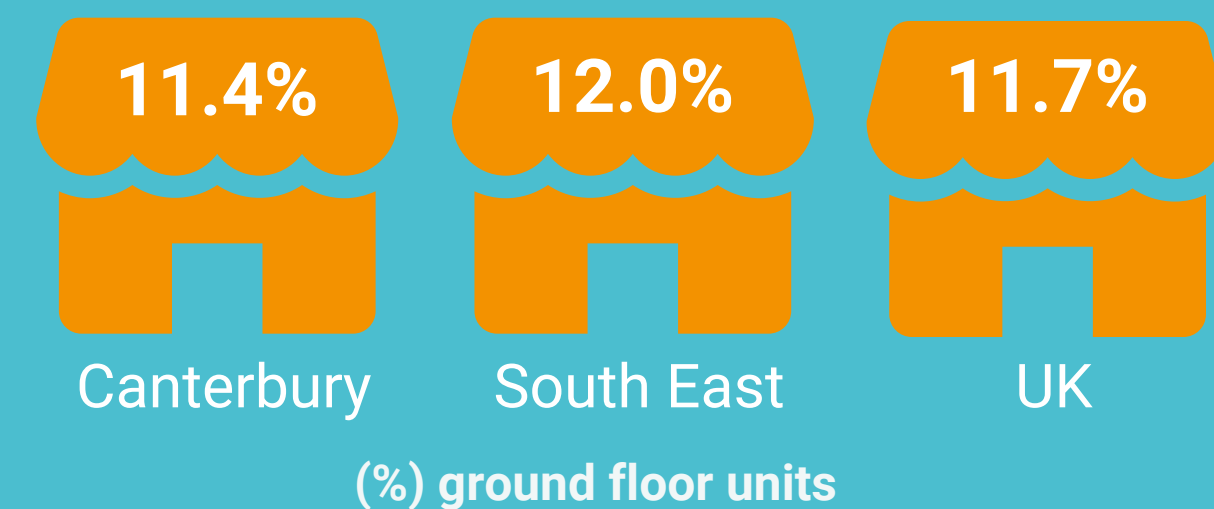
Sales



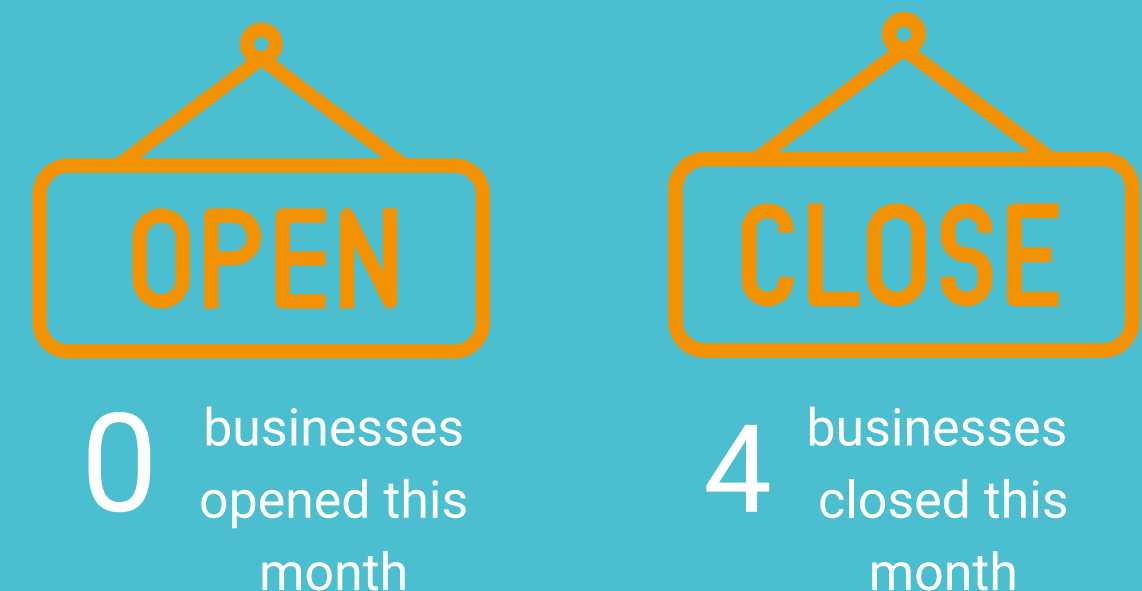
For Canterbury there was no comparative sales data for 2022 versus 2021 as the majority of retail and hospitality businesses were closed in March as a result of the third national lockdown.

Nationally, sales fared well with consumer spending remaining positive. However, as cost-of-living pressures are a factor.

Vacancy Rate



This months vacancy rate is 0.6% higher than in February and 0.5% higher than the 12 month average of 10.9%



City Centre Performance: April 2022

Footfall

LOCATION	2022 VS. 2021	2022 VS. 2019
Canterbury	3.4%	-30.5%
South East	22.0%	-12.8%
Historic City	36.4%	-14.0%
UK	37.1%	-18.6%

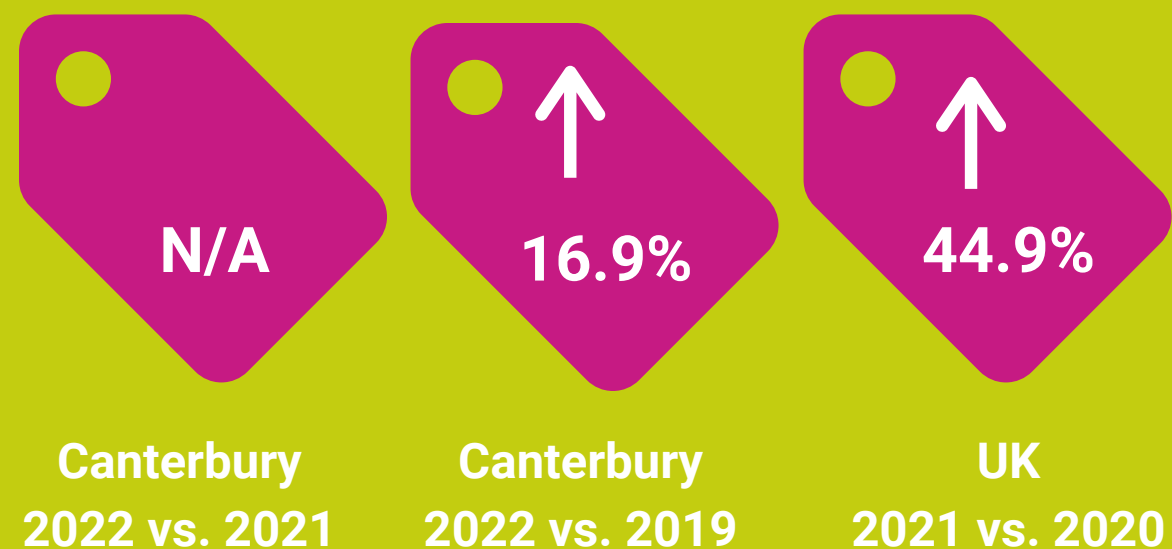
Total number of visitors for the year to date is **2,036,424** which is **56.2% up** on the previous year.

Total number of visitors this month was **537,130**

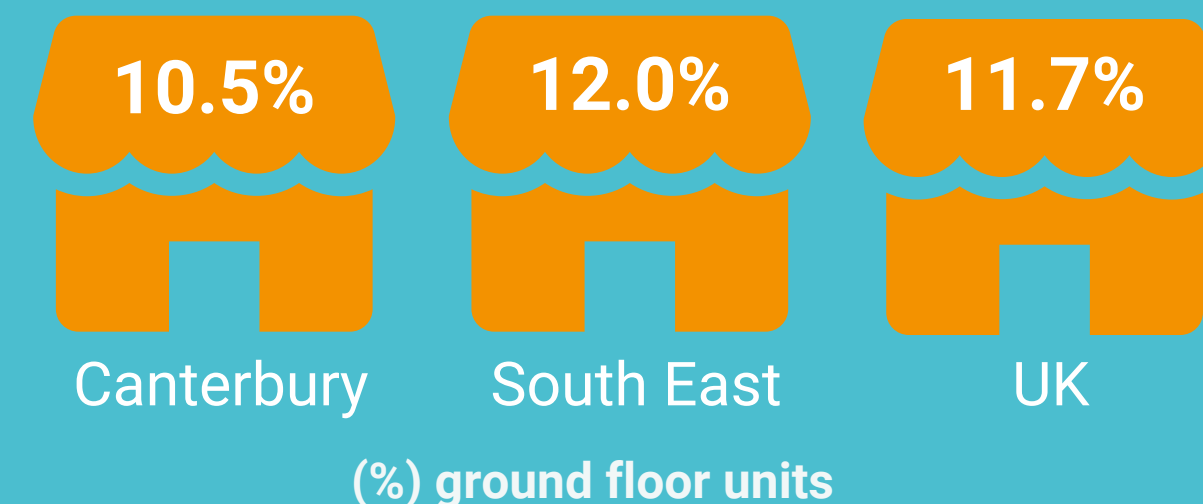
Busiest day was **Saturday 23 April** with **26,153** visitors.

Peak hour in was **12:00 on Saturday 23 April** with footfall of **2,784**

Sales



Vacancy Rate



This months vacancy rate is 0.9% lower than in March and 0.3% lower than the 12 month average of 10.8%



4 businesses
opened this
month



0 businesses
closed this
month

Safety

Purple Flag Award

Canterbury once again received the prestigious Purple Flag Award for its evening and night-time economy – and has now held the accreditation for an impressive decade. The National Purple Flag Awards were hosted here in Canterbury and saw guests from across the UK enjoying Kentish hospitality and showcasing the city's evening and night-time offering. We were delighted to be joined by 23 attendees from Canterbury's ENTE sector.

Safer Streets Funding

The BID joined Kent Police, Canterbury City Council, Canterbury Christ Church University, University of Kent, plus organisations such as the Street Pastors, Rising Sun and East Kent Rape Crisis Centre, to submit a proposal for the Safer Street Fund 4 for tackling Violence Against Women and Girls (VAWG).

Community Safety Hubs

BID Ambassadors regularly attend the Community Safety Hub events, together with Canterbury City Council, Kent Police, enforcement, student representatives and the street pastors. Kent Fire and Rescue joined them on 2 April to promote the new service called MyCommunityVoice.



Ambassadors & Cleaning

Ambassadors

BID Ambassador Drew left at the end March for a new role with Canterbury Punting. Recruitment for a new ambassador is currently in progress.

Cleaning

- **LoCASE Grant** - We were delighted to secure a LoCase Grant for our Street Scene Improvement Programme. This means we were able to purchase our very own street cleaning machine to be used to complement the Council's existing service.
- **General Cleaning** - Various areas of the city centre were manually cleaned by the Ambassadors in addition to the Council's street cleaning service. 16 reports were sent to the Council regarding litter, graffiti and other street scene issues.



Training & Networking

We hosted the last of our New Year trainign programme on March 9th - "Selling the Sizzle through Social Media" delivered by Canterbury business Pillory Barn attended by 27 BID members. The session gave expert advice on social media content with insider knowledge, tips and tricks of the trade. Altogether, the whole BID training package offered from January-March attracted 123 attendees, representing 42 different businesses in the city.

The BID team completed Carbon Literacy Training from Place Positive in March and is now accredited through The Carbon Literacy Project. We are continuing to work on the Steps to Environmental Management (STEM) scheme with Low Carbon Kent.

BID **networking** continued in March and April both fully booked, proving that there is a real appetite for in-person events.

- We were at Cafe du Soleil for lunch in March where we heard from Social Enterprise Kent about their new diversity training program, Breaking Barriers.
- April's networking was held at independent cafe / restaurant No.35 in St Margaret's Street, where we heard from the organisers of Pride Canterbury.

In March we launched our Spring/Summer season of BID Networking:

The Cathedral Viewing Gallery, Buttermarket
Tues 24 May, 5.30-7pm

McDonalds, St George's Street
Weds 15 June, 8.30-10.30am

Chaps & Chapettes Salon, Lower Bridge Street
Thurs 14 July, 5.30-7pm

Marketing Canterbury



MyCanterbury continues to go from strength to strength with new discounts and deals being added each month and a steady growth of new card users with 135 cards sent out between March and April and 43,903 eNews opens.

Summer Guides & Shopping Maps

The Summer Guide has Jubilee theme this year, with stories of long standing local businesses at the heart of the editorial content. They will be arriving, hot off the press, in Canterbury mid-May. 20,000 copies will be distributed across the area including door-to-door, accommodation providers, visitors destinations and retailers along with copies of the updated Spring/Summer Canterbury Shopping map.

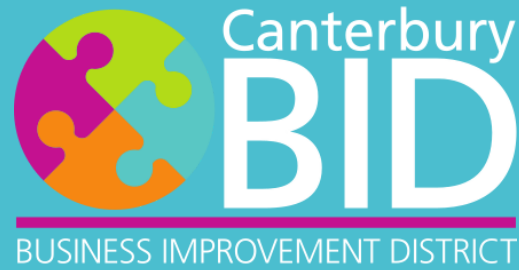
Purple Flag Month

In the build up to the Purple Flag Awards, hosted at Canterbury Cathedral Lodge on the March 24th, MyCanterbury and BID social channels were taken over with a Purple Flag awareness campaign. This included daily posts about the amazing ENTE businesses in the city and the work that Purple Flag Committe do year round. It also resulted in a 50% uplift of engagement for March.

Summer of Events

Canterbury is set to have a bumper summer of events starting with the Platinum Jubilee weekend, followed by Pride Canterbury, the Medieval Pageant, Shakespeare Festival, Food and Drink Festival, Marlowe Summer Festival, City Sound Project, Canterbury Festival and much more. The BID will be supporting events throughout the year that encourage visitors, footfall and dwell time in the city.

Marketing Canterbury - Stats



33,700 impressions



15,021 impressions



15 eNewsletters,
opened 3735 times
10 new subscribers



11,154 page views
of BID website



79,919 impressions



12,278 impressions

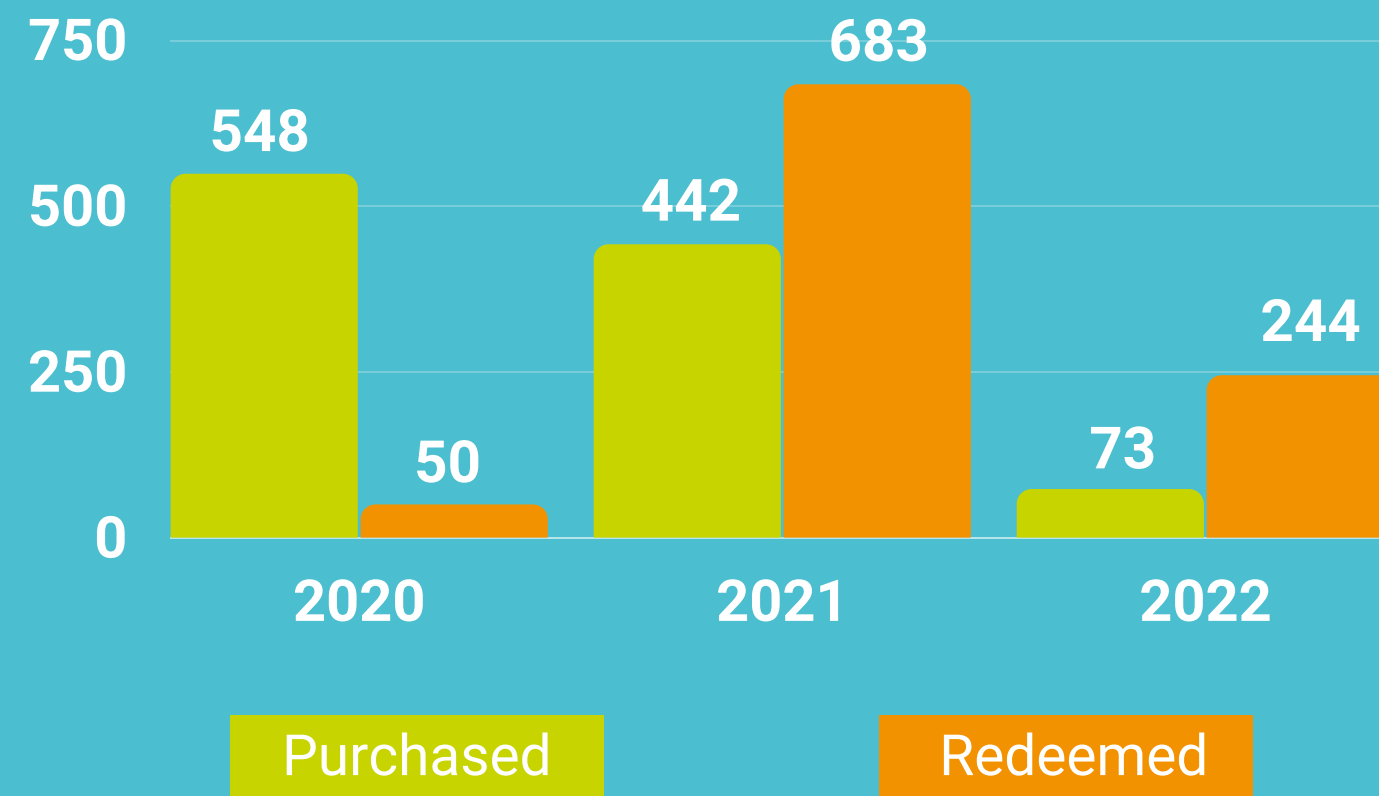


16 eNewsletters opened
43,903 times
104 new subscribers



135 new cards ordered with 3
new offers uploaded

Total Impressions: 199,710 (+28% from Jan/Feb)



Since the launch in November 2020:
1,063 cards have been sold totalling **£42,148**
 redemption rate of **65.3%**
 average card value **£39.65**
 average purchase on card **£28.15**

Canterbury Gift Card

We've now sold over £42,000 worth of Canterbury Gift Cards. 110+ local businesses now accept the Canterbury Gift Card. New joiners this month include both city centre branches of Sainsbury's.

Sainsbury's is a significant sign up for the city, as overseas visitor groups have been speaking with local language schools about sending their students to Canterbury with a pre-loaded card, to spend (partly) on food and drink while they are here. Of course, they will probably spend their cards on many things across Canterbury, but the clincher for this contract was that they should be able to spend the cards (at least in part) at a supermarket in the city.

A Canterbury Gift Card can be spent right across the city on everything from a deluxe facial, to a Jubilee teapot and from a theatre trip to a dining table (or even a free range chicken!).

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.

Our next big push will be June for pre-Father's Day on 19 June.

Sustainability

The BID is supporting climate change initiatives, focussing on business support for decarbonisation, 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 in 2021, 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

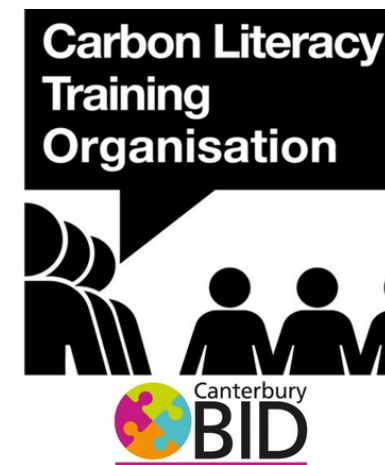
We were delighted to help launch **CCAP's first Climate Action Awards**, recognising businesses, community organisations, educational institutions and individuals/households that show exemplary commitment to low carbon and biodiversity initiatives and innovations. The awards will form part of the 2022 Canterbury Climate Action Festival, running from 23-25 September, and the winners will be announced at a special celebration event on September 25th.

We are keen to see as many businesses as possible enter the awards. Full details can be found on the CCAP website ccap.org.uk and the closing date is 31st July 2022.

Climate Action initiatives, projects and events we promoted during March and April 2022:

- South & South East in Bloom Competition
- Kent Invicta Chamber of Commerce's Free Decarbonisation Audit
- Canterbury Repair Cafe
- Social Enterprise Kent's Be Bold, Go Green Conference
- The Veg Box Cafe's new Plastic-Free Status
- KCC's proposal for its Tree Establishment Strategy for Kent
- Friends of Kingsmead Field Village Green litter pick
- Produced in Kent's Food Loop scheme
- The BID team's Carbon Literacy accreditation with The Carbon Literacy Project
- Cycle UK's new Cycle Friendly Places accreditation scheme
- Blueprint Circular Economy Roadshow
- The launch of and nomination of entries for the Canterbury Climate Action Awards

March-April 2022 in Review



This project is funded by the UK Government through the UK Community Renewal Fund.



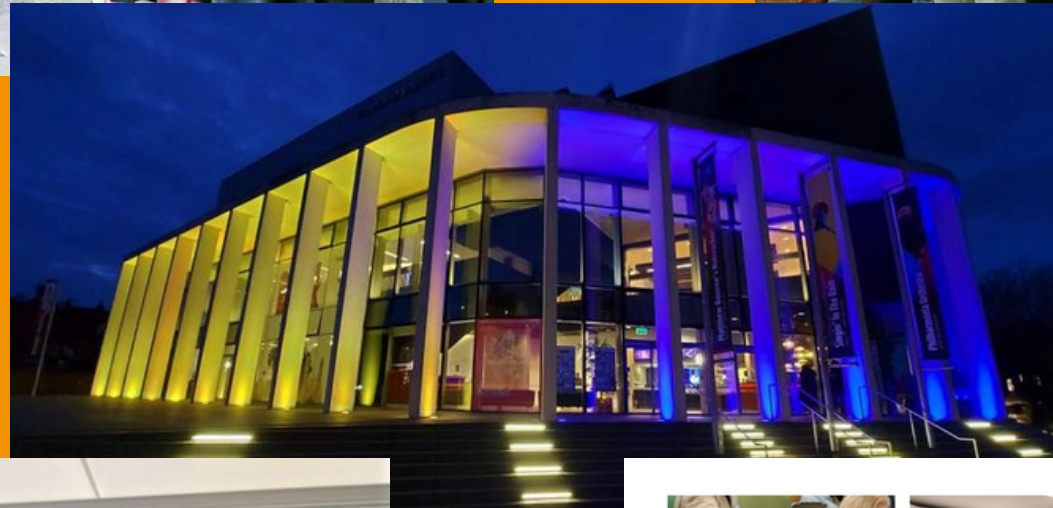


March in Review

- **Carbon Literacy Training and Accreditation** completed by the BID team.
- **Canterbury in Bloom 2022 (03.03.22)** announced the new business category for South and South East in Bloom and the news that Canterbury is a finalist in the prestigious RHS Britain in Bloom competition.
- **Canterbury Stands With Ukraine (04.03.22)** A dedicated page to helping business support victims of the war in Ukraine was launched on our website with downloads, charity links, and information resources.
- **Breaking Barriers (08.03.22)** We partnered with Social Enterprise Kent to help launch their new diversity and inclusion business training program called Breaking Barriers.
- **International Women's Day Celebration (10.03.22)** We were delighted to sponsor The Westgate Hall's IWD breakfast networking event where we heard the story of Simpson's Wine from Ruth Simpson.
- **Social Enterprise Kent's Be Bold, Go Green Conference (11.03.22)** BID CEO Lisa Carlson and a team from Kreston Reeves spoke about actions businesses can take towards decarbonisation.
- **March BID Networking (15.03.22)** A fully-booked and lively lunchtime networking event took place at Cafe Soleil with over 50 attendees.
- **St Patrick's Day Safety Hub (17.03.22)** The BID Ambassador team joined Kent Police, CCC enforcement and others to help spread safety awareness in the city.
- **BID Board Meeting (23.03.22)** Hosted in the boardroom of the new Verena Holmes Building at Canterbury Christ Church University.
- **Purple Flag Awards Evening (24.03.22)** We welcomed delegates from Canterbury's evening and night time economy and 11 other towns and cities to the ATCM's Purple Flag award ceremony held in the Cathedral Lodge and celebrated a decade of Purple Flag accreditation in Canterbury.
- **Zero Tolerance Panel & Study Tour (25.03.22)** Following the Purple Flag Award event, we participated in this and hosted a post-award lunch at The Foundry for those involved and local ENTE businesses.
- **Summer BID Networking (25.03.22)** We announced the new season of BID Networking taking us up to July 2022 hosted at a variety of BID businesses in the city.
- **Canterbury Climate Action Awards (30.03.22)** attended the launch of the city's first ceremony which seeks to award those who show exemplary commitment to positive climate change



April in Review



**KENT AND MEDWAY
BUSINESS SUMMIT 2022**

- **University Graduations & Open Days (01.04.22)** The latest schedule from all three universities was promoted by us to help prepare businesses for the influx of visitors to the city.
- **My Community Voice (09.04.22)** BID Ambassador Simon joined Saturday's Community Safety Hub to help promote the new safety scheme.
- **Launch of the CCAP Climate Change Awards (25.04.22)** Supported the launch of Canterbury's first Climate Change Awards.
- **April BID Networking (26.04.22)** The event saw 48 people attend, hosted in the evening at independent cafe restaurant No.35 in St Margaret's Street.
- **Kent and Medway Business Summit 2022 (27.04.22)** We were delighted to participate in the 5th annual event which focused on business opportunity and sustainability.
- **BID Summit 2022 (29.04.22)** Representatives from the BID team attended the national conference hosted in Manchester

Representing You



Marketing

- BID Marketing & Events Committee
- Canterbury Culture (focus on Audience Research project)
- Miconext Gift Card Programme
- Jubilee Planning Committee
- Medieval Pageant Committee
- St Dunstan's / Westgate Quarter Business Meeting

Consultations - CCC & KCC

- Tree Establishment Strategy for Kent (KCC)
- The Future of Sturry Park & Ride (CCC)

Climate Action & Biodiversity

- Canterbury Climate Action Partnership Meeting and Climate Awards Launch
- Canterbury in Bloom
- CCCU Academy for Sustainable Futures Launch

City Safety

- Canterbury Community Safety Partnership
- Night Time Economy Action Plan Meeting
- Tackling Violence Against Women and Girls Forum
- Tactical Coordination Group (weekly)
- Zero Tolerance Committee

Business Support &

Representation

- ATCM - Joint Advisory Council/IDA meeting (Climate change Focus)
- ATCM High Street Conversations: Levelling Up & Jubilee Forum
- High Street Task Force Sector Leaders Group
- Canterbury Levelling Up Fund Stakeholder Meeting
- Kent and Medway Business Summit 2022

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

Emily Wells
emily.wells@canterburybid.co.uk

