

Ops Report May-June 2022



Introduction

The main highlight of May and June has been a return to a packed events schedule after two years of restrictions, with key events such as Pride, the Canterbury Wine Festival, The Queen's Platinum Jubilee, in-person graduation ceremonies and the build-up to the Medieval Pageant bringing in thousands of visitors and giving the local economy a welcome boost. We have also been delighted to see the city buzzing with activity in between key events, including a welcome return of international tourists and group travel.

The ongoing Operation Brock measures and M2 closures have caused knock-on challenges for the city which have likely affected footfall, staffing and supply chains during May and June. We have been lobbying at a county level to address this.

Sales, footfall and new business opening have remained positive with 6 new business opening in the city centre and at least 6 scheduled for opening in the coming months. Canterbury was applauded for attracting new businesses as well as nurturing long established ones by BBC Radio Kent who turned the spotlight on Canterbury for a special feature on the city. Two new Voluntary BID members were also welcomed to the BID community.

Our BID Networking program remained as popular as ever with a fully booked evening event held at the Cathedral Welcome Centre and breakfast networking at McDonalds followed by a group litter pick around the city centre with over 10,000 pieces of litter collected. We also delivered an extra BID training session on writing business newsletters with advice and tips on how to maximise open rates





In May we invested in a cleaning machine to help keep the city looking its best and provide a rapid-response top-up to the councils current street cleaning service. Flower baskets in the official Jubilee colour scheme and red, white and blue bunting were successfully installed. 20,000 Spring/Summer shopping maps and 20,000 City Guides were printed and distributed in time for the long bank holiday weekend and the Queen’s Platinum Jubilee.

Jubilee celebration events in Canterbury were accompanied by our MyCanterbury platform throwing the spotlight on the many long-standing businesses in the city - a few of whom have been around longer than the Queen - plus William and Kate lookalikes provided a buzz and extra publicity.

Pride Canterbury returned in a blaze of colour and sunny weather with record-breaking attendance numbers drawing in over 30,000 to the city centre and a promotional film featuring Canterbury businesses shown on the big screen throughout the day. The Canterbury Wine Festival also returned seeing Canterbury showcasing the county’s exemplary vineyards .

Lisa Carlson, Canterbury BID

New Businesses opened:

- Franco Manca – High Street
- Sumo Donuts – Palace Street
- Herd – St Peter's Street
- Po' Boys – High Street
- Ahava Community – The Parade
- El Sol – Sun Street

Businesses coming soon:

- Cosy Club – St Margaret's Street (Aug)
- Socialite – St Margaret’s Street (July)
- Teastone – Sun Street (July)
- La Cabina - North Lane (July)
- Pilgrims Charity Shop – St Peter's Street

Welcome to new Voluntary BID Members:

B&M Construction
Digitalbeans



City Centre Performance: May 2022

Footfall

LOCATION	2022 VS. 2021	2022 VS. 2019
Canterbury	5.1%	-26.7%
South East	18.6%	-14.4%
Historic City	26.1%	-12.7%
UK	32.2%	-16.2%

Total number of visitors for the year to date is **2,635,983** which is **40.6% up** on the previous year.

Total number of visitors this month was **599,559**

Busiest day was **Saturday 21 May** with **31,056** visitors.

Peak hour in was **12:00 on Saturday 21 May** with footfall of **3,209**

Sales



Canterbury
2022 vs. 2021

Canterbury
2022 vs. 2019

UK
2021 vs. 2020

For Canterbury there was no comparative sales data for 2021 as the majority of businesses were either closed or open for part of the month due to Covid. When compared to 2019 sales in Canterbury were up 54.5%, retail up 25.4% and food and drink up 73.9%.

Nationally, sales followed a trend of decelerating growth in May. While sales remained positive, it should be kept in mind that May's results are compared to a month last year when some retail segments, including clothing and department stores, had still not recovered to pre-Covid levels according to the ONS

Vacancy Rate



(%) ground floor units

This months vacancy rate is the same as May and 0.3% lower than the 12 month average of 10.8%



4 businesses
opened this
month



3 businesses
closed this
month

City Centre Performance: June 2022

Footfall

	2022 VS. 2021	2022 VS. 2019
Canterbury	-1.8%	-22.7%
South East	11.1%	-11.7%
Historic City	9.9%	-9.1%
UK	19.4%	-15.1%

Total number of visitors for the year to date is **3,404,239** which is **28.1% up** on the previous year.

Total number of visitors this month was **768,256**

Busiest day was **Saturday 11 June** with **33,922** visitors.

Peak hour was **12:00 on Saturday 11 June** with footfall of **3,359**

Sales

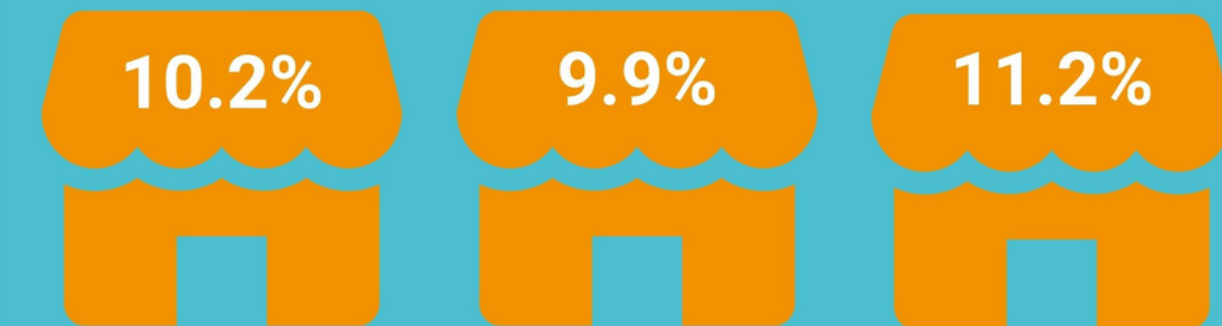


Canterbury 2022 vs. 2021 Canterbury 2022 vs. 2019 UK 2021 vs. 2020

Retail sales were up 21.6% and Food and Drink up 5.5% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 0.1% and Food and Drink sales up 21.4%. Anecdotal feedback is that whilst sales volume is down, spend per person is higher this month.

Nationally, growth slowed again in June continuing a downward trend which began in April. As soaring inflation and falling real wages impact consumers, the squeeze on household finances could begin to stifle spending.

Vacancy Rate



Canterbury South East UK

(%) ground floor units

This months vacancy rate is the 0.3% lower than May and 0.5% lower than the 12 month average of 10.7%



3 businesses opened this month



1 business closed this month

Ambassadors & Cleaning

Ambassadors:

We were delighted to welcome new BID Ambassador Zak Rees to the Team. He joined us in June and will be working alongside Ambassador Team Leader, Simon Jackson.

Hanging Flower Baskets:

Hanging flower baskets were installed across the city in May in time for the Queen's Platinum Jubilee with a new colour scheme for this year - a mix of purple and white with the scheme extended to incorporate new locations.

Cleaning:

Canterbury BID now has its own cleaning machine so we can provide a top-up service to the Council's street cleaning services as well as provide a swift response to any grot spots issues reported.

Canterbury City Council's cleaning team Canenco, and the BID delivered a city-wide clean in May prior to the Queen's Jubilee celebrations and we will continue to play our part to keep the city clean.



Safety

Zero Tolerance:

Having been tasked with preparing the Zero Tolerance training, the content has now been finalised and new training dates for licensed venues are booked for September. The project aims to tackle all forms of harassment by creating a culture where harassment is not tolerated or accepted and where there is supportive reporting mechanisms available.

Safer Streets Funding:

We have participated in a bid for Home Office Safer Street Fund Round 4, focusing on tackling Violence Against Women and Girls (VAWG) and are now awaiting the results.



Training & Networking

BID Training - Newsletter Writing (08.06.22)

Ex-Vogue Head of Marketing Stephanie Martin hosted a business email newsletter writing masterclass sharing top tips and advice on what makes a good email strategy; how to choose and present content; how to maximise open rates and the importance of email newsletters.

May Networking (08.06.22)

This was a fully-booked event held at the Cathedral's Welcome Centre where guests enjoyed the new viewing platform and heard about the Cathedral's restoration project.

June Networking (15.06.22)

We hosted a special Breakfast networking at McDonald's treating all to a coffee and breakfast, followed by a fun competitive litterpick. Attendees were split into 5 teams and managed to collect over 10,000 pices of litter from the city centre

Looking ahead: July's Networking

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

Marketing Canterbury

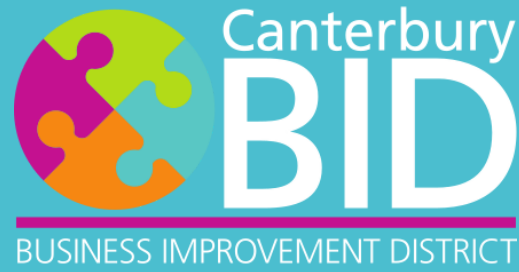
The focus for much of May and early June was the Jubilee weekend, promoting Pride Canterbury and the Canterbury Wine Festival and planning for the Medieval Pageant.

A working group was created for the Jubilee weekend which included both Canterbury Cathedral and Whitefriars. Through partnership working we were able to deliver the following:

- A dedicated Canterbury Jubilee homepage which received 9,500 visits.
- Jubilee window vinyls positioned on the windows of Top Shop, using images and content provided by Canterbury Cathedral.
- 2.5km of Jubilee bunting across the city following the Christmas light infrastructure.
- Jubilee Event Listings for people to access and plan their weekend.
- Jubilee Stories about long standing businesses - circulated as: blogs posts on the website; posts on facebook and instagram; dedicated eNewsletters sent out weekly and printed in the Summer Guide.
- 20,000 Jubilee themed Summer Guides were printed and distributed across the district.
- Lookalike Kate and William visited the Cathedral followed by a walk through the city centre. A single facebook post of the 'Royal' couple on MyCanterbury reached 10,000+ people and earned 143 reactions, 9 comments and 17 shares!



Marketing Canterbury - Stats



34,200 impressions



11,147 impressions



11 eNewsletters,
opened 3,090 times
19 new subscribers



33,980 page views
of BID website



23,648 impressions



23,643 impressions



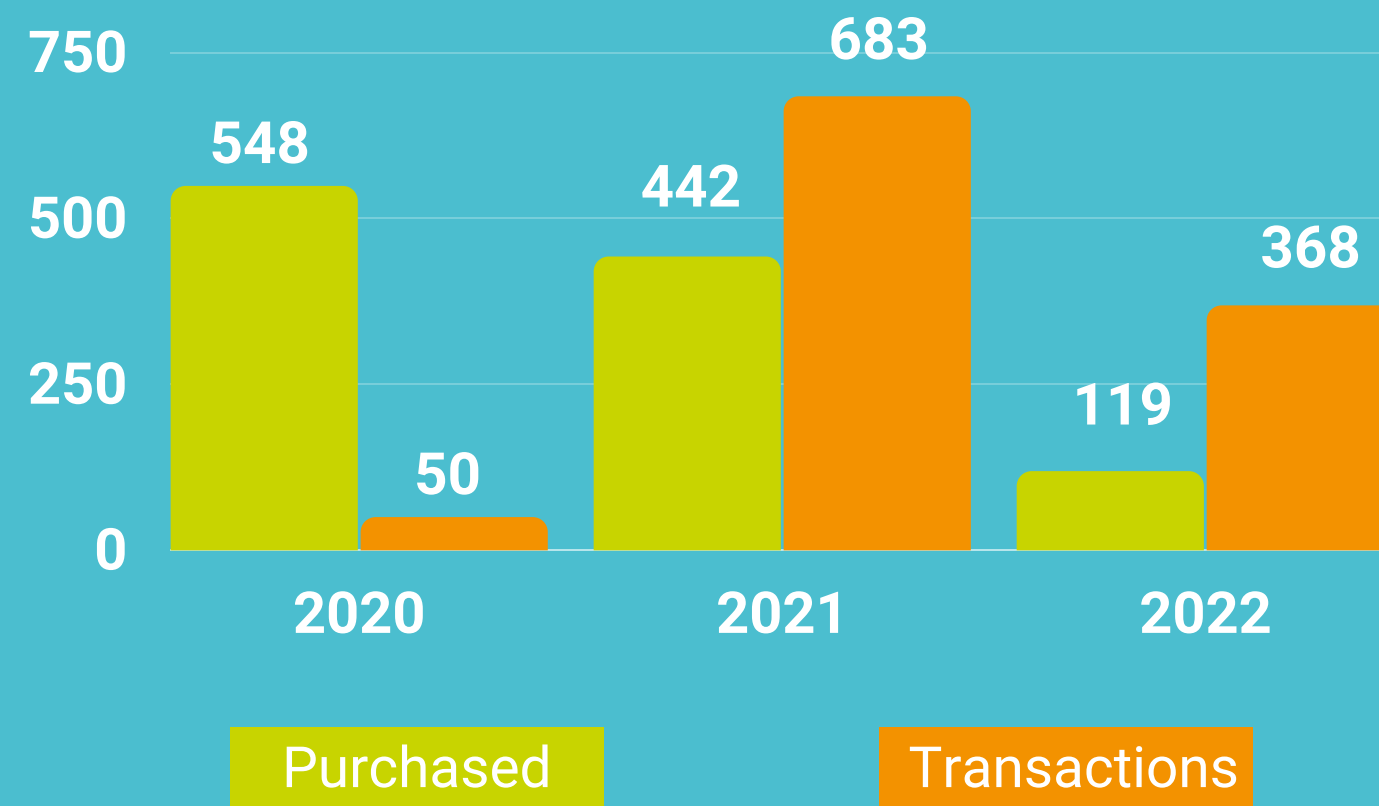
14 eNewsletters,
opened 40,182 times
28 new subscribers



322 new cards ordered
with 3 new offers uploaded

+ Medieval Pageant Facebook Page: 40,468 impressions

Total Impressions: 210,680 (6% increase on March/April)



Since the launch in November 2020:
1,189 cards have been sold totalling **£64,183**
redemption rate of 47.6%
average card value **£54.51**
average purchase on card **£27.49**

Canterbury Gift Card

We've now sold over £64,000 worth of Canterbury Gift Cards.

In June we sold a £19k bulk order to Concorde International Language School, to be distributed on arrival in Canterbury to two visitor groups. They are ready to order an additional £30k of cards in August for the next set of visitors.

This first order means that 100 students are going to spend at least £200 each in the city centre during their week of study here, which they may have otherwise spent elsewhere.

It's a fantastic vote of confidence in our city centre businesses that Concorde would invest heavily in Canterbury Gift Vouchers, and we are very keen to ensure that their students receive great service and a warm welcome when they go to spend their cards.

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.

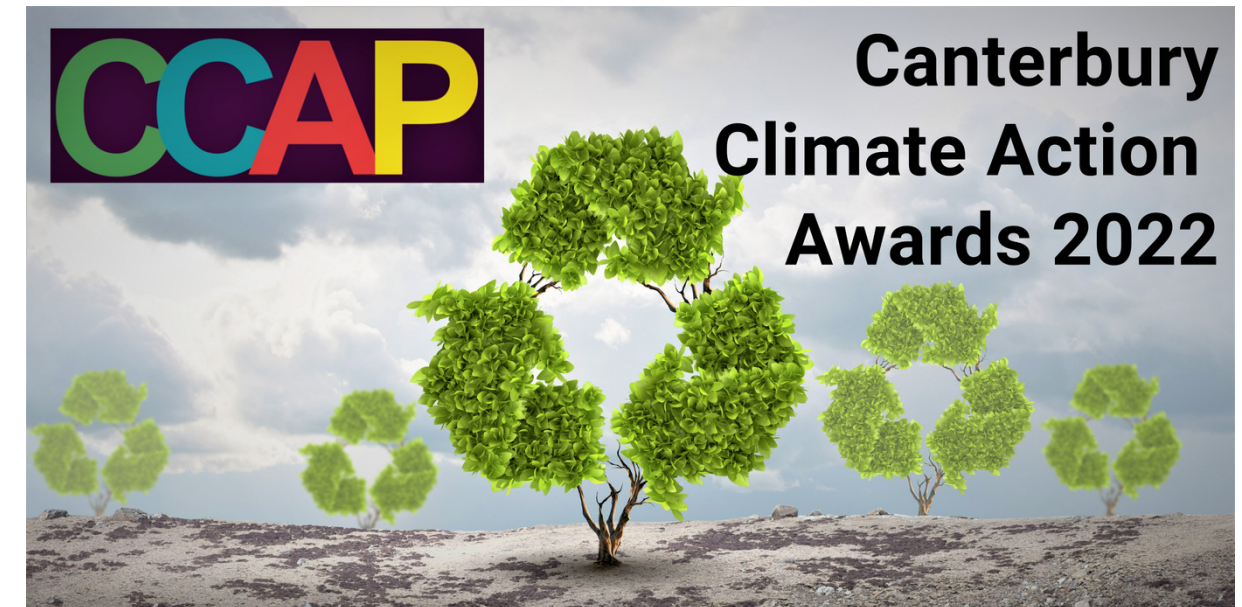
Sustainability

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 and Climate Awards, 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

Canterbury in Bloom 2022

May and June saw us collating our 2022 Canterbury in Bloom portfolio and finalising all the photos, testimonies and content gathered from local community groups, individuals, Canterbury City Council Council and businesses before sending to the designers. This will be used to support our entries for the regional South & Southeast in Bloom and also in this year's entry into small city category in the national Britain in Bloom competition



The BID is delighted to be supporting The Climate Action Awards 2022.

Following on from the successful Canterbury Climate Action Week in 2021, we are encouraging businesses to be part of the first of what will become an annual award ceremony where 10 local businesses, community groups, educational establishments and individuals will be awarded for their excellence in climate action and biodiversity innovation.

The award ceremony will be a spectacular conclusion to the 2022 Canterbury Climate Action Festival running from 24 September–25 September alongside the Canterbury Food & Drink Festival and the Great Big Green Week, a nationwide celebration of action on climate change.

We have been working with CCAP to encourage both sponsorship and applications from the business community.

For more information: ccap.org.uk

May-June 2022 in Review





May in Review

- **Equality, Diversity and Inclusion Training (03.05.22)** The Canterbury BID team joined Social Enterprise Kent's "Breaking Barriers" EDI training.
- **KMTV Climate Show (04.05.22)** Lisa joined presenter Jadzia Samuel to talk about biodiversity, Canterbury in Bloom and the Canterbury Climate Action Partnership, including its recently-launched Climate Action Awards.
- **Platinum Jubilee Page (04.05.22)** launched a page dedicated to all things Platinum Jubilee for Canterbury containing toolkits, resources, event ideas and useful links.
- **BID Marketing and Events sub-committee (05.05.22)** Met to discuss BID event sponsorship, Jubilee planning, Summer and Autumn campaigns, City Maps and wayfinding, Visit Canterbury and Canterbury's Levelling Up Fund bid.
- **Mental Health Awareness Week (06.05.22)** Raised awareness of the event running from 9-15 May and the businesses supporting it (Umbrella Centre, Beaney and Porchlight).
- **Kent Homeless Connect Consultation (06.05.22)** encouraged business participation in KCC's latest consultation which directly affects the city.
- **Medieval Pageant event launch (10.05.22)** An extended information webpage dedicated to the Medieval Pageant 2022 was launched featuring location maps, family trails details and photo gallery.
- **Spring/Summer Shopping Maps & Summer Guides (11.05.22)** Both publications arrived (20,000 of each) and we immediately started distribution to key stakeholders, tourism businesses and residents.
- **New BID Cleaning Machine (13.05.22)** we took delivery of our new BID-owned cleaning machine, enabling us to provide an additional top-up service to the Council's street cleaning services.
- **Canterbury BID Board Meeting (18.05.22)** Met in the Marlowe Studio. In addition to reports from the BID's sub-committees, we also heard an operational update covering new business openings and a report from Kent Police.
- **Hanging Flower Baskets (21.05.22)** Installation of our hanging flower baskets, adopting a royal colour scheme to compliment the Jubilee.
- **BBC Radio Kent (23.05.22)** The spotlight was on Canterbury as Lisa was interviewed together with BID business owners on how Canterbury is attracting new businesses while nurturing established ones.
- **May BID Networking (24.05.22)** Hosted a fully-booked May Networking event at Canterbury Cathedral's Viewing Gallery.
- **Jubilee Bunting (25.05.22)** To mark the Queen's platinum Jubilee and to complement the hanging flower baskets we installed red, white and blue bunting across the city.
- **Artisan Markets Listings (27.05.22)** Announced the new listing of artisan markets in our BID newsletter to give additional options for customers of our tourism businesses.
- **Street Trader Consultation (27.05.22)** Encouraged participation and awareness of locations for the council's newly-proposed street trading pitches around the city centre.
- **Canterbury Stands with Ukraine (28.05.22)** Canterbury BID joined CCCU, UoK, Canterbury for Ukraine and others at a special community event held at CCCU to help those affected by the war in Ukraine, bring together businesses, volunteer groups, and support organisations



June in Review

- **Platinum Jubilee Royal Visit (02.06.22)** Together with Whitefriars and the Cathedral, we organised and funded Will & Kate lookalikes to visit the city to bring publicity and fun to the long bank holiday weekend
- **BID Member Training (08.06.22)** Our latest BID Training session was held, led by marketing consultant Stephanie Martin, giving top tips and advice on how to write the perfect business newsletter.
- **A Special BID Gift to You (10.06.22)** We began distribution to BID businesses of a promotional envelope containing shopping maps, Summer Guides and a bespoke pack of wild seeds to raise awareness of Canterbury in Bloom 2022.
- **Pride Canterbury 2022 (11.06.22)** BID were proud sponsors of this event which attracted over 30,000 people to the city.
- **June Networking (15.06.22)** We hosted a special breakfast networking event at McDonalds followed by a competitive litter pick around the city centre which amassed 10,000 pieces of litter in total!
- **CCCU Vice Chancellor's Business Games (16.06.22)** Lisa and Simon together with other members of Canterbury businesses formed 'Team Canterbury' to participate in the business-led games and enjoy some friendly competition.
- **Canterbury Wine Festival (24.06.22)** The BID was proud to sponsor this event and the team helped out at the trade-only and fully-booked VIP session on the Friday. The event was a huge success for the city, community and Kent as a whole.
- **MyCanterbury Discounts (24.06.22)** We launched a fresh batch of deals and discounts to the public, prompting a surge of 240 orders for MyCanterbury cards to redeem the offers.
- **Canterbury BID Finance Sub-committee (29.06.22)** Met for the usual budget monitoring and review of the Year 4 budget.
- **Window Vinyls (30.06.22)** Our latest shop window vinyls in Guildhall Street were unveiled to the press. The vinyls feature Wildwood's new herd of Bison and Canterbury's Choughs designed by the Kent Wildlife Trust.

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

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