

Ops Report July-October 2022



Introduction

The warm weather, new store openings and a packed events schedule gave locals and tourists plenty of reasons to visit Canterbury from July to October.

The BID's Annual Report was published at the AGM in September and includes city performance stats for the past year and exciting plans for the year ahead (copies available on the BID website).

We organised Canterbury's 7th Medieval Pageant, gave a 'giant' welcome to the Queen's Commonwealth Baton Relay, co-hosted a Student Shopping Festival, commissioned spooky Halloween monsters, supported Canterbury's first Climate Action Awards, and sponsored Park Feast (Jubilee), The Canterbury Shakespeare Festival, The Vegan Market, The Marlowe's Summer Festival and the Canterbury Festival. We also sponsored Canterbury's first Local Beer Trail.

In addition, we hosted several fully booked networking sessions, welcomed over 100 people to our Annual General Meeting, and re-launched Zero Tolerance training and accreditation for licensed premises, which will be rolled out next year for even more businesses.

The team hosted the judges of both South & South East in Bloom and RHS Britain in Bloom in July and August, and a Purple Flag visit is just around the corner. Our Ambassadors have been busy supporting businesses and bringing out 'The Becket' cleaning machine daily, while over 350 flower baskets and 5km of bunting decorated the city.

Marketing campaigns have been themed around the Queen's Jubilee, Student Freshers, Summer Holiday Rewards and Halloween, resulting in an 16% increase in reach across our communication platforms.

And there is no time to put our feet up - Christmas is just about to launch!

New Businesses opened:

- Teastones – Sun Street
- Insane Asylum – Northgate
- La Mama Acasa – Northgate
- Cosy Club – St Margaret's Street
- Sore 50 (Pilgrims Hospice) – St Peter's Street
- Las Iguanas – Longmarket
- Canterbury Barbers – St Margaret's Street
- Chop Stix – St George's Street

- Happy & Glorious – Burgate
- Calendar Club – Marlowe Arcade
- MenKind – Whitefrairs

Businesses coming soon:

- Corkk (English Fine Wines) – Burgate
- Cha Lab – St Peter's Street
- Ding Tea – St Peter's Street

Lisa Carlson, Canterbury BID

Welcome to new Voluntary BID Members



City Centre Performance: September 2022

Footfall

	2022 VS. 2021	2022 VS. 2019
Canterbury	-7.5%	-18.6%
South East	5.8%	-10.4%
Historic City	4.4%	-9.7%
UK	9.4%	-14.5%

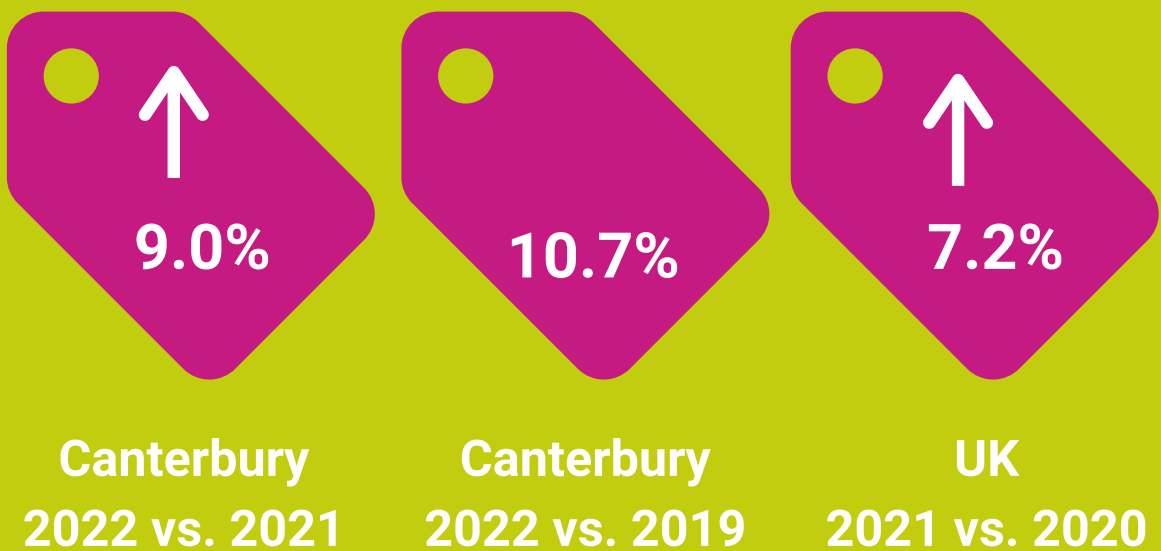
Total number of visitors for the year to date is **5,512,340** which is **12.7% up** on the previous year.

Total number of visitors this month was **834,108**

Busiest day was **Saturday 1 October** with **32,893** visitors.

Peak hour was **13:00 on Saturday 24 September** with footfall of **3,370**

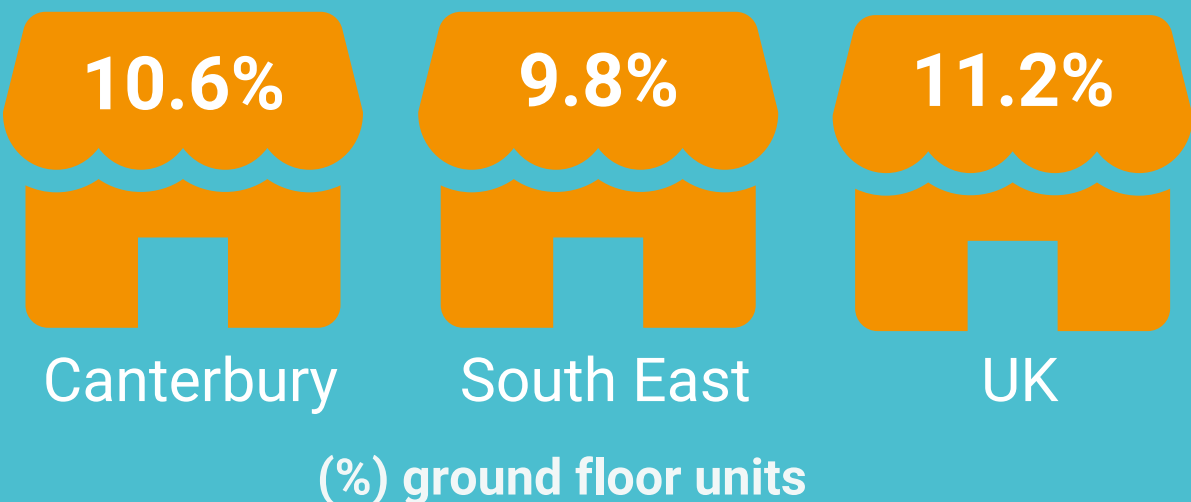
Sales



Retail sales were up 22.1% and Food and Drink up 0.8% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 9.4% and Food and Drink sales up 11.5%.

Nationally, September marks nineteen months of positive total like-for-like (LFL) sales. Total non-store LFLs recorded the lowest result since March, while total in-store LFLs saw the lowest growth since February 2021.

Vacancy Rate



This months vacancy rate is the 0.3% higher than August and 0.1% higher than the 12 month average of 10.5%



2 openings in
September

38 openings,
year to date



4 closures in
September

27 closures,
year to date

City Centre Performance: August 2022

Footfall

	2022 VS. 2021	2022 VS. 2019
Canterbury	-11.5%	-20.7%
South East	5.9%	-12.4%
Historic City	4.9%	-11.8%
UK	13.6%	-14.9%

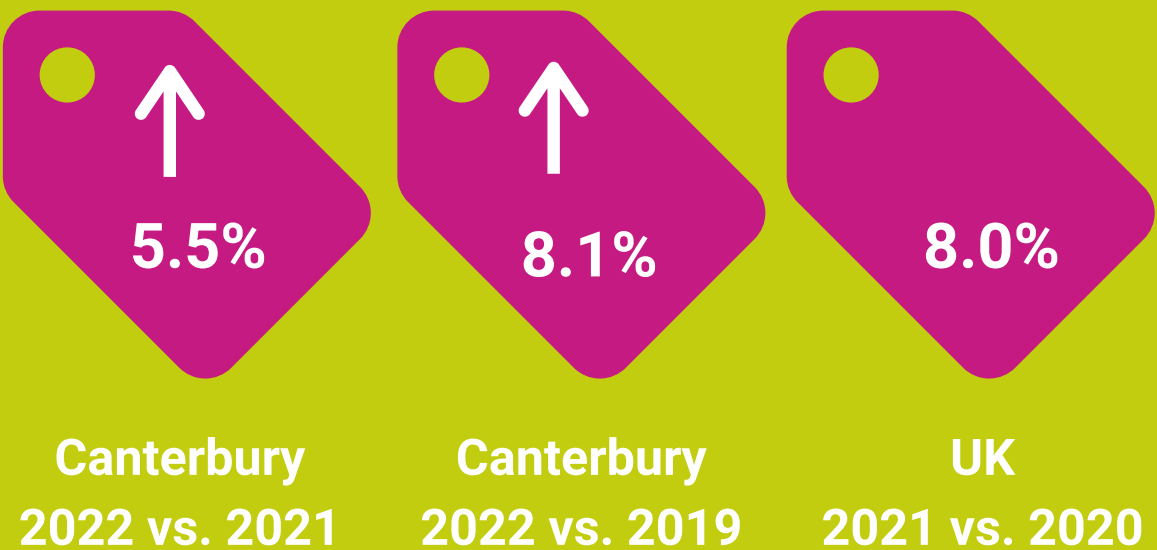
Total number of visitors for the year to date is **4,678,232** which is **17.3% up** on the previous year.

Total number of visitors this month was **634,724**

Busiest day was **Saturday 13 August** with **27,996** visitors.

Peak hour was **13:00 on Saturday 13 August** with footfall of **2,9614**

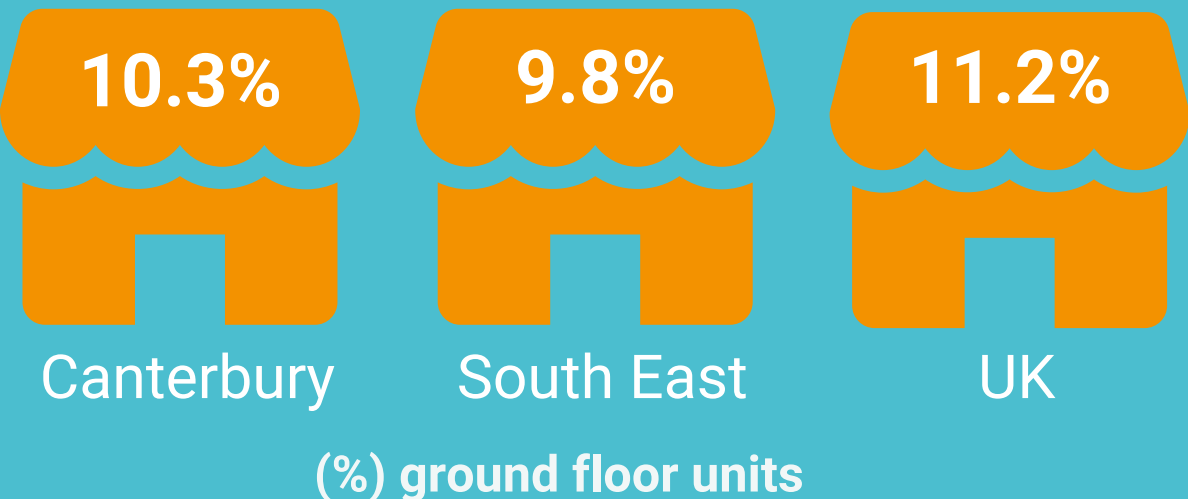
Sales



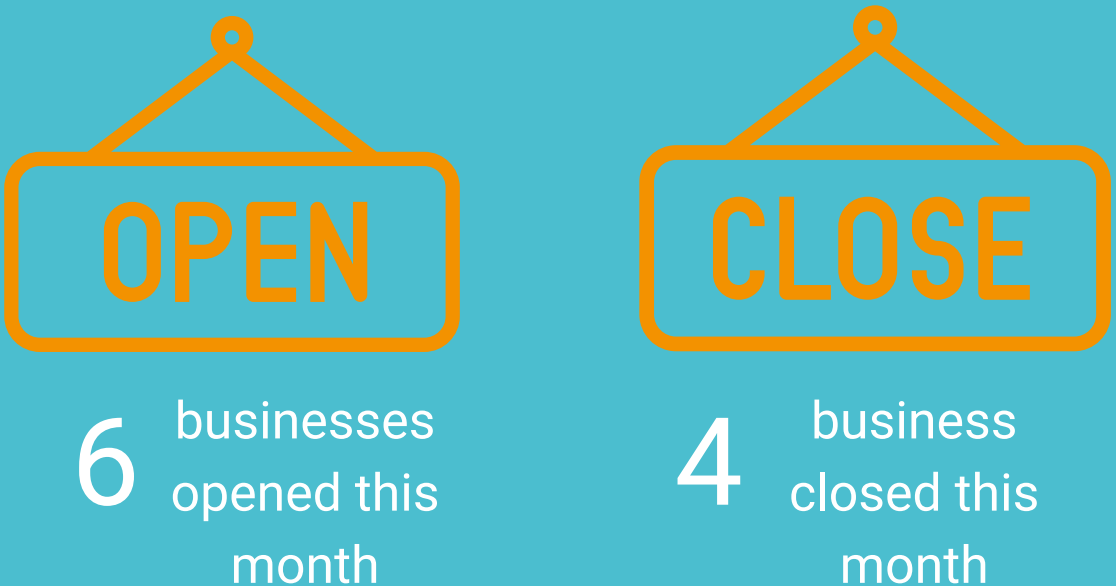
Retail sales were up 4.9% and Food and Drink up 5.8% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 4.5% and Food and Drink sales up 9.5%.

Nationally, August marks eighteen months of positive total sales, but growth slowed notably. Total non-store sales dipped into the red for the first time since March, while total in-store sales recorded the lowest result since the re-opening of bricks-and-mortar venues last year.

Vacancy Rate



This months vacancy rate is the 0.3% lower than July and 0.2% lower than the 12 month average of 10.5%



City Centre Performance: July 2022

Footfall

	2022 VS. 2021	2022 VS. 2019
Canterbury	4.0%	-22.5%
South East	15.5%	-13.7%
Historic City	15.9%	-12.6%
UK	22.2%	-16.8%

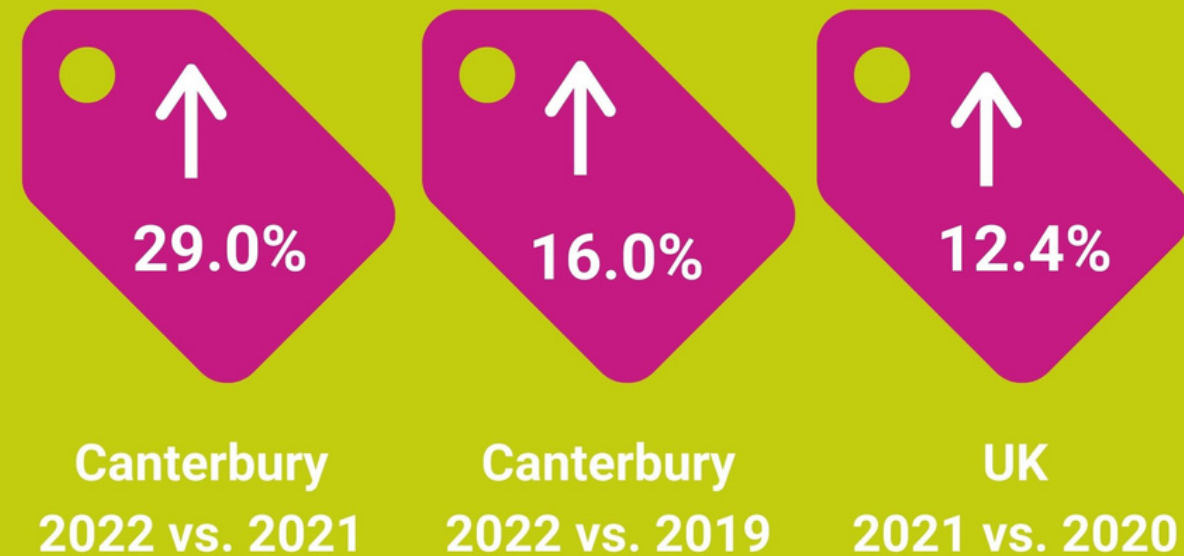
Total number of visitors for the year to date is **4,043,508** which is **23.6% up** on the previous year.

Total number of visitors this month was **639,269**

Busiest day was **Saturday 23 July** with **30,119** visitors.

Peak hour was **13:00 on Saturday 23 July** with footfall of **3,224**

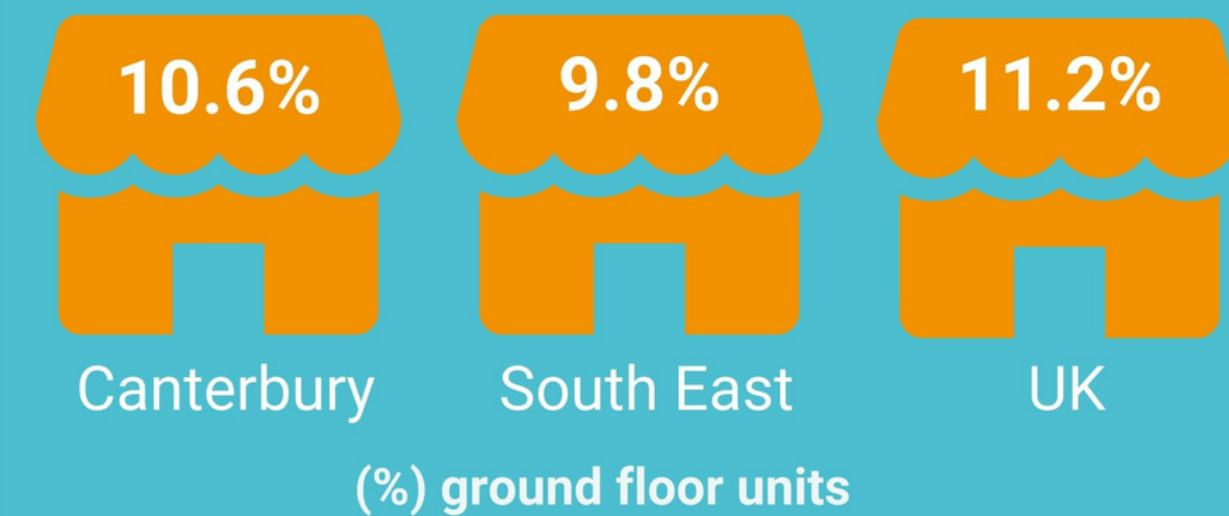
Sales



Retail sales were up 40.6% and Food and Drink up 23.3% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 21.5% and Food and Drink sales up 21.4%.

Nationally, sales continued to defy expectations in July, rising against the gravity of mounting cost burdens. Delving into the data, however, there are clear signs that the difficult economic environment is having a serious impact on the retail market.

Vacancy Rate



This months vacancy rate is the 0.4% higher than June but 0.1% lower than the 12 month average of 10.7%



1 businesses
opened this
month



4 business
closed this
month

Cleaning & Decorations

Cleaning:

The BID Ambassadors have worked tirelessly, ensuring Canterbury looks its cleanest with our cleaning machine, 'The Becket'. Over 100 businesses benefited from our cleaning machine services in the last quarter. The team also had a site visit to Countrystyle Recycling in Medway to explore alternative solutions for Canterbury's trade waste.

Hanging Flower Baskets:

To complement the Queen's Platinum Jubilee Celebrations our baskets had new colour scheme. Sadly, the flowers were hit hard by the extreme heat and had to be replaced mid-term.

Christmas Lights

Over 5 miles of lights were installed in October and the following new areas were added to the scheme: Sun Yard, additional parts of Palace Street and The Borough. Planning is fully underway for the Christmas Light Switch On Parade on Saturday 12 November.

Safety

Safety Hubs:

As the students returned in the Autumn, we joined Kent Police, Canterbury City Council, the Student Unions and the Street Pastors in attending Student Safety Hubs, Freshers Fairs and the new Student Shopping Festival.

Zero Tolerance

This year, Canterbury BID took over the management of the Zero Tolerance to Sexual Harassment and Discrimination training and accreditation, designed to assist staff who work in licensed premises. We successfully delivered in-person training sessions with the newly revised material in September to the steering group, shaping the training ready for a city-wide roll-out in 2023.

Purple Flag

Following the Purple Flag Awards Ceremony in Canterbury in March 2022, and regular steering group meetings, we submitted this year's Purple Flag submission in October, thanks to a collaborative effort with all the agencies, businesses and organisation involved. We are planning the Purple Flag Judges Assessment visit in November and then await the outcome in the first quarter of 2023.

Safer Street Fund (round 4)

Canterbury BID worked alongside Canterbury City Council, Kent Police and other organisations to submit a Home Office Safer Street Fund (round 4) bid. We were delighted when the city was successful in securing nearly £600,000 to tackle violence against women and girls, anti-social behaviour and robbery prevention.

Networking



MyCanterbury

July Networking (14.07.22)

Our final networking event before the summer break took place at new Voluntary BID member Chap and Chapettes barber and beauty salon in Lower Bridge Street. 50 BID members were shown around and given generous beauty freebies, as well as complimentary drinks and pizzas from local Pizzeria, Chapter.

September Networking & Annual AGM (21.09.22)

Our annual AGM gave over 100 people representing businesses, community and public sector groups the opportunity to hear:

- Spend and demographic insights for Canterbury,
- How BIDs mobilise businesses to impact decision on a national level
- Canterbury City Council's plans to support business and growth through the Corporate Plan, Local Plan and Levelling Up Fund bid, and
- Canterbury BID's financial report and plans for the year ahead.

October Networking (05.10.22)

Normal networking resumed, this time with a Halloween theme, treating BID members to a special Ghost Tour through the streets of Canterbury, enabling them to become toursits in their own city. Shepherd Neame hosted post-walk drinks at The Parrot in St Radigunds.

November networking at The Cook's Tale (formerly The Ambrette) and December Networking at Socialite are fully booked. Bookings will open soon for yoga and breakfast at The Abode in January, and we will then visit some of the city's newer venues before returning to being toursits again in the Spring. All BID networking events are open to BID members (two people per business) and available to book via our weekly eNews or via the BID website:

canterburybid.co.uk/business/networking

MyCanterbury Platform

- 2,392 individual visits to the Facebook page (up 101% on previous 4 months).
- Most popular posts: Duck Race, HMV Live Music, Hop Hoodening, Heritage Open Days, Food and Drink Festival, Christmas Lights Parade, Kent Cricket fireworks, Boing Family Festival, Socialite opening, Teastones Coffee, Burgate Coffee Shop.
- Our audience likes to share 'what's on' information which encourages people to come into the city for a good experience.

MyCanterbury Newsletters

- 23 E-newsletters created over the past four months.
- Most popular: City Feast, Food and Drink Festival, Beer Trail Map
- Highlights that we can tempt people into town when there's a new attraction or a special event.
- MyCanterbury is selling approximately. one newsletter each week to a commercial partner (£100 per email).

MyCanterbury Local Deals Cards

The card continues to go from strength to strength with an average of 90 cards sent out each month. We have added the following new offers:

- Canterbury Punting Co.
- 7Bone Burger Co.
- Chaps / Chapettes

Events & Campaigns



Canterbury's Medieval Pageant

The BID's 7th annual pageant brought the city's rich history to life and was covered by the national and local press. It attracted record numbers of visitors, with over 10,000 attending the 17 trail venues throughout the afternoon.

Queen's Commonwealth Baton Relay

In July the world's media was focused on Canterbury as the Queen's Commonwealth Baton Relay passed through the city to mark the start of the Commonwealth Games with crowds including the BID's Giants.

Canterbury in Bloom

A mammoth effort from the city's businesses, council and community groups meant the city looked at its best for the **South & South East In Bloom** judging tour, hosted and coordinated by the BID and later proudly winning Gold. Canterbury was also shortlisted for the coveted **RHS Britain in Bloom** small city award, the largest horticultural campaign in the UK with a respectful Silver Gilt awarded for our efforts.

Summer of Rewards

Covering the entire school summer holiday period, we launched our annual 6-week Summer of Rewards campaign offering flash deals across the city which prompted further surges in demand for MyCanterbury Local Deals cards.

Student Shopping Festival

The return of students is always a significant time for the city, providing a huge boost to the local economy. A fresh batch of updated shopping maps were produced to hand out at Freshers Fairs to introduce the students to Canterbury. We also piloted a new Student Shopping Festival, providing a cross-city experience for students.

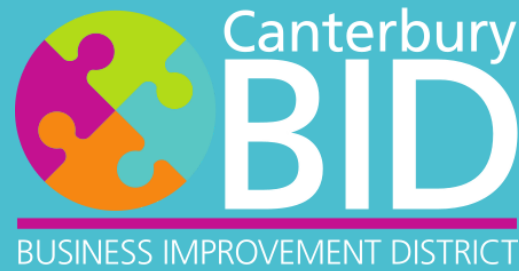
Climate Action Festival and Awards

Climate Action remained at the top of the BID's priorities with this year's **Climate Action Festival** on 24-25 September to showcase the city's innovation and enthusiasm for the journey to net zero. The very first **Climate Action Awards** also took place awarding and celebrating those making a significant impact on low carbon and biodiversity initiatives.

Halloween in Canterbury

To help make the most of the increasingly popular spooky season, we teamed up with Whitefriars and Canterbury School of Visual Arts to create promotional events and installations across the city, including a Witches Coven and a Zombie Zone alongside the other fantastic events and activities at The Beaney, Whitefriars, One Pound Lane, The King's Mile and the Cathedral Quarter. Promotional flyers highlighted all the Halloween events planned by businesses and attractions. Promotional eNewsletters, social posts and a dedicated webpage on MyCanterbury brought the campaign together, ensuring locals chose Canterbury as their spooky destination.

Marketing Canterbury - Stats for July-October 2022



36,000 impressions
2,472 followers



16,970 impressions
1,611 followers



26 eNewsletters, opened 7,338 times
by 638 subscribers



43,321 page views of BID website



287,155 impressions
5,711 followers



33,700 impressions
2,816 followers



23 eNewsletters, opened 68,230 times
by 7,818 subscribers



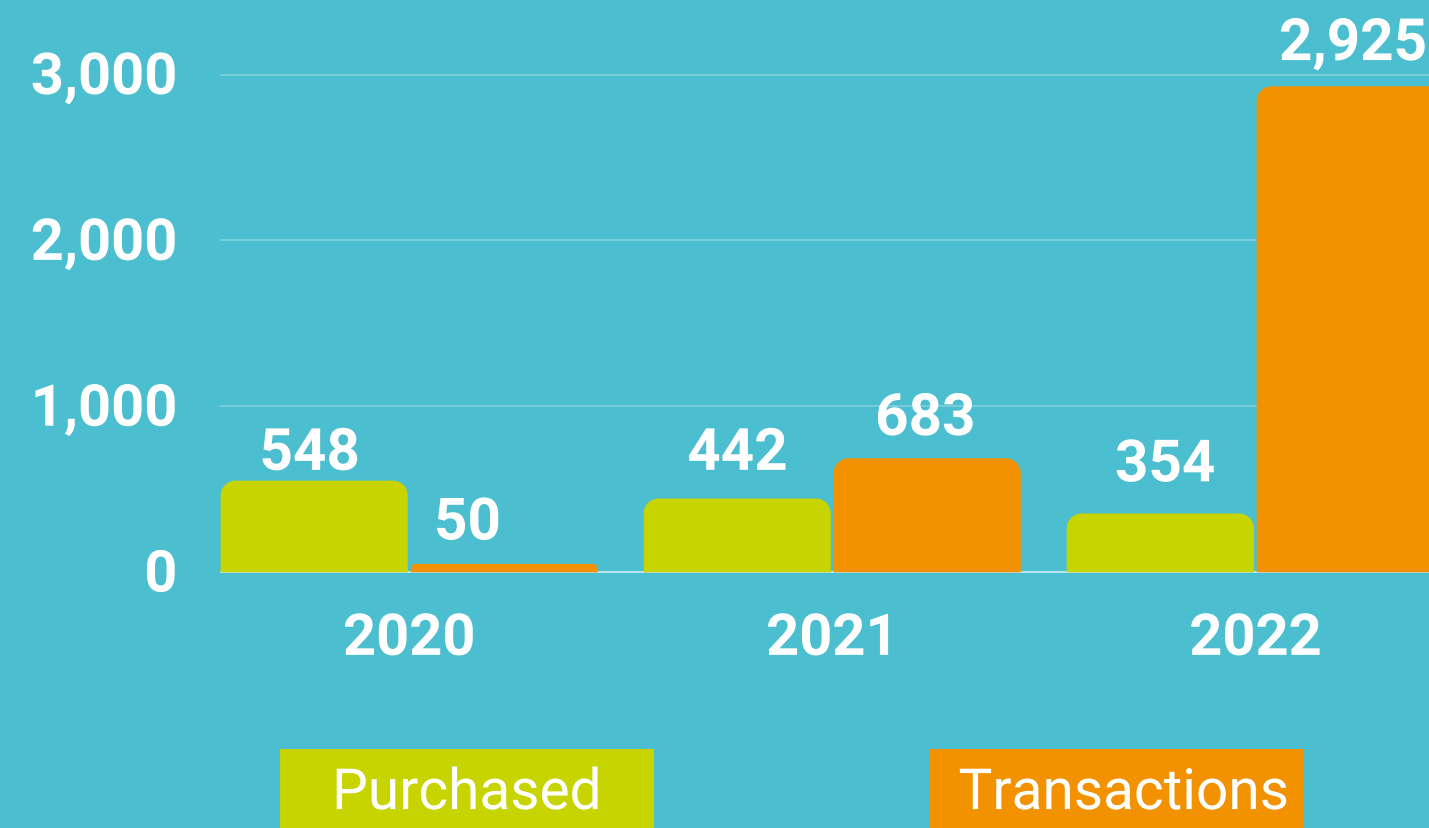
344 new cards posted out
3 new offers

Total Impressions: 493,058 (16% increase per month)
(123,264 per month compared to 105,340 pm in May/June)



Canterbury Gift Card

- We have now sold £86,379 worth of gift cards with a huge number of purchases and transactions of the summer thanks to Concord International who had funding to provide international students with the gift cards to use during their stay.
- Total sales from 1 July to 31 October were £21,566 over 2,557 transactions. Average value was £19.32.
- Wrapped! in Burgate now stocks the Load at Home gift cards as well as The Beaney and Hampton by Hilton.
- New businesses to sign up to the Gift Card include:
 - Sainsburys Local
 - Waterstones
 - Black Griffin Pub
 - Seven Stars Pub
 - The Gulbenkian
 - Paperchase
 - The Dolphin Pub
- The Christmas Campaign will launch in November and we are encouraging local businesses to give Canterbury Gift Cards to staff as gifts, highlighting the tax benefits (for cards up to a value of £50).
- The 'Night Out in Canterbury' giftcard will launch in November. Same card, different wrapper, to appeal to a younger audience and boost the ENTE economy.



Since the launch in November 2020:
1,344 cards have been sold totalling **£86,379**
 redemption rate of **74.8%**
 average card value **£64.27**
 average purchase on card **£17.66**

Sustainability

The BID is supporting climate change initiatives, focussing on business support for decarbonisation, including finding and sharing funding and business support opportunities. We have an active involvement with the following Climate Change and Biodiversity groups:

Canterbury Climate Action Partnership (CCAP)

Plastic Free Canterbury

CCC's Climate Change Partnership Board

Canterbury in Bloom

Canterbury's Biodiversity Network

Canterbury in Bloom 2022

Canterbury was awarded Gold in the South and South East in Bloom awards, announced on 23 September, while the national winners were unveiled on Monday 10 October at the RHS Britain in Bloom awards, where Canterbury was awarded Silver Gilt in the Small City Category.

This was the first year that we had four business involved in the competition with their own entries in the regional awards: Cafe St. Pierre who were awarded a Silver, The Franciscan Gardens and No.35 Café Restaurant who were awarded a Silver Gilt, and Café du Soleil who were awarded a Gold and category winner.



The BID was delighted to support and sponsor the Canterbury Climate Action Festival and the city's very first Climate Action Awards. We also encouraged both sponsorship and applications from the business community.

Climate Action Festival (24-25.09.22)

The event was hosted in Augustine House offering inspirational talks, stalls showcasing local green businesses, community groups, universities and schools projects, plus fun children's craft activities.

Climate Action Awards (25.09.22)

We encouraged BID businesses to be part of the first of what will become an annual award ceremony where 10 businesses, community groups, educational establishments and individuals were awarded for their excellence in climate action and biodiversity innovation, sponsored by HSBC Canterbury, out of a total of 28 entries.

For more information: ccap.org.uk



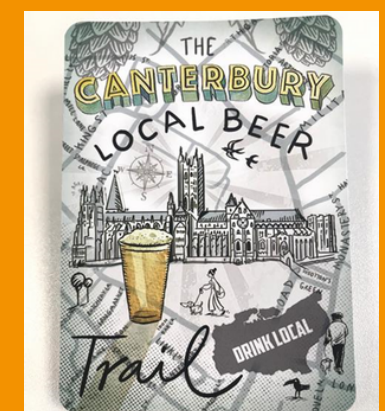
July-October in Review

- **Medieval Pageant (02.07.22)** – the 7th Canterbury Medieval Pageant took place created and organised by the BID attracting local and national media, followed by a Family Trail with a record 10,000 visitors.
- **Queen's Baton Relay (07.07.22)** – Canterbury welcomed the Queen's Baton as it made its way around the UK ahead of the Commonwealth Games, greeted at the Westgate Towers by the BID's medieval giants and concluding with a community event at Canterbury Cathedral.
- **Canterbury in Bloom (14.07.22)** – Judges from South & Southeast in Bloom arrived in Canterbury for a grand tour, including all of Canterbury's World Heritage Site, to assess the city for the prestigious award, hosted by the BID team and representatives from community groups and businesses.
- **Summer Networking (14.07.22)** – A fully booked and lively networking session took place at new BID member Chaps and Chapettes, a grooming and beauty salon in Lower Bridge Street.
- **Summer of rewards (25.07.22)** – to keep eyes (and wallets) firmly on Canterbury over the summer, we launched our hugely popular seasonal shopping campaign – Summer of Rewards – which ran for six weeks.
- **Bloom Judging Day (03.08.22)** – Judges from RHSs Britain in Bloom, the largest horticultural campaign in the UK, arrived in the city for a tour.
- **Ukraine Independence Day (24.08.22)** – We represented the businesses of Canterbury for Ukraine Independence Day by joining the Ukraine community on a walk through the city centre followed by an event at the Umbrella Centre.
- **Beer Trail Maps (08.09.22)** – Launched the brand new fold-out Canterbury Beer Trail maps, detailing venues that sell locally-brewed beers, created by The Foundry and sponsored by the BID and Shepherd Neame.
- **Zero Tolerance Training (September)** – Hosted three sessions to pilot the revised Zero Tolerance training
- **Support Directory (08.09.22)** – Launched a redesigned and updated Support Directory for businesses, providing all the latest contact details for of operational issues and opportunities.
- **HM Queen Elizabeth II (09.09.22)** – Issued a statement on behalf of the businesses of Canterbury as a mark of respect and provided guidance for the National Mourning period.
- **Business SOS (12.09.22)** – Joined the national #BusinessSOS campaign calling on the Government to do more to support businesses with energy costs and the steep rise in inflation and cost of living.
- **BID Mid Term Survey (14.09.22)** – Launched the BID's mid-term survey.
- **Freshers' Fairs (21-23.09.22)** – Attended Freshers' Fairs to raise awareness of the city centre and the safety measures in place, plus promote local business and events to students.
- **BID AGM (21.09.22)** – Over 100 local businesses attended our annual networking and AGM.



July-October in Review

- **Purple Flag Self-Assessment (22.09.22)** – Organised in preparation for our 2022 Purple Flag Assessment and to attend the Town Takeover Student's Hub outside McDonalds.
- **Canterbury Climate Festival & Awards (24-25.09.22)** – Sponsored and supported by the BID, this event focused on the eco-friendly provision of local community groups and businesses and celebrating those who have made progress in their journey to net zero and improving biodiversity.
- **Student Shopping Festival (06.10.22)** – New daytime daytime and early evening event to welcome new students to the city and introduce them to the city's shopping and hospitality.
- **October Networking (05.10.22)** – Led by a local tour guide, John Hippisley, we took 40+ BID members around the city for a spooky Ghost Tour followed by drinks and nibbles at The Parrot.
- **ATCM Cities Summit Manchester (11.10.22)** – Lisa attended to explore the post-pandemic streetscape and to identify challenges and best practice in city design and management.
- **Canterbury Festival Opening (14.09.22)** – Attended this as one of the festival's sponsors to show support and help raise funds for Catching Lives.
- **BID Drinks Reception/Bromance (25.10.22)** – Hosted a reception for the BID-sponsored event as part of the Canterbury Festival at the Malthouse.
- **Halloween Across the City (29.10.22)** – Partnered with Whitefriars and Canterbury College Visual Arts to create a spoky city-wide visitor experience.



*For more information about the work of
Canterbury BID, including annual reports, city
performance data, campaigns toolkits, training
and networking events, see the BID website:*

canterburybid.co.uk
