

Ops Report January-February 2023

Introduction

The start of 2023 saw the launch of our updated **Events Calendar**, together with eight new **training sessions**, including social media reach, sustainable events and marketing, photography, business costs savings and the launch of the new **Visit Canterbury** platform. We also launched the next six **networking sessions** with a mix of morning, lunchtime and evening events, hosted at a variety of different businesses around the city.

January saw the start of the Council's redevelopment of **St Georges' Street** and the very welcome news that Canterbury City Council was successful with its **Levelling Up Fund** bid, which will bring an additional £19.9 million investment to regenerate heritage assets and spaces and transform the public realm. Projects include: **Heritage assets and spaces** either underutilised or at risk (the Poor Priests' Hospital / Marlowe KIT, Canterbury Castle, Westgate Square and Clock Tower Square); **Green arrival**, targeting prominent arrival spaces, including the bus station area; and **Connecting heritage**, providing a series of story gardens, trails and improved wayfinding. The BID is also on the board of the Council's new strategic board called **Canterbury's Tales of England**, established to support the design, delivery and oversight of a cultural and economic growth programme for the city, and to seek additional funding to help improve Canterbury's offer.

The BID's steering of the newly relaunched **Visit Canterbury** website continued with the successful creation of the Consortium group, made up of key district stakeholders, to help shape and drive the platform forward. Key metrics will be incorporated into this report after Easter.

We were delighted to secure the city's **11th Purple Flag Award** from the Association of Town and City Management - a reflection of the hard work, professionalism, and commitment of all Evening and Night Time Economy (ENTE) businesses, organisations and supporting partners. This year's accreditation contained unprecedented high praise from the assessors. To mark this achievement we launched an ENTE themed campaign in February, in the run up to Canterbury's very first **Best Bar None Awards**. We were also delighted that **Kent won the "best newcomer" award** at the National Best Bar None awards ceremony at the House of Lords on 28 February.

In February we celebrated the launch of Canterbury's new **Castle Quarter**, formed by businesses situated in St Margaret / Stour and Castle Street area. The area now boasts a new website, social media platforms and a podcast series.

Valentine's Day saw us launch offers across the city through MyCanterbury and its ever-growing list of subscribers. The **Canterbury Gift Card** also continues to grow in profile, successfully ringfencing nearly £100k to date. We also launched a brand new **Night Out Gift Card**, to maximise Canterbury's rapidly expanding hospitality and diverse nightlife offering.

January and February also saw us raise awareness of the **cost of living crisis** and the challenges faced by charities, residents, students and businesses.



New Businesses:

- Mirabella Restaurant – St Margaret's St
- Taco Bell – High St
- Square Peg Detroit Pizza – Sun St
- Arto Recruitment – Beer Cart Lane
- Castle Street Clinic – Castle St
- Mia Bella – Rose Lane (pop-up, reopened)
- American Candy and Gifts – High St
- Standing Tree Clinic – Northgate

New Voluntary BID Members

- The Actor's Lounge
- Tokyo Tearoom
- Club Chemistry
- Reward Events

Lisa Carlson, Canterbury BID

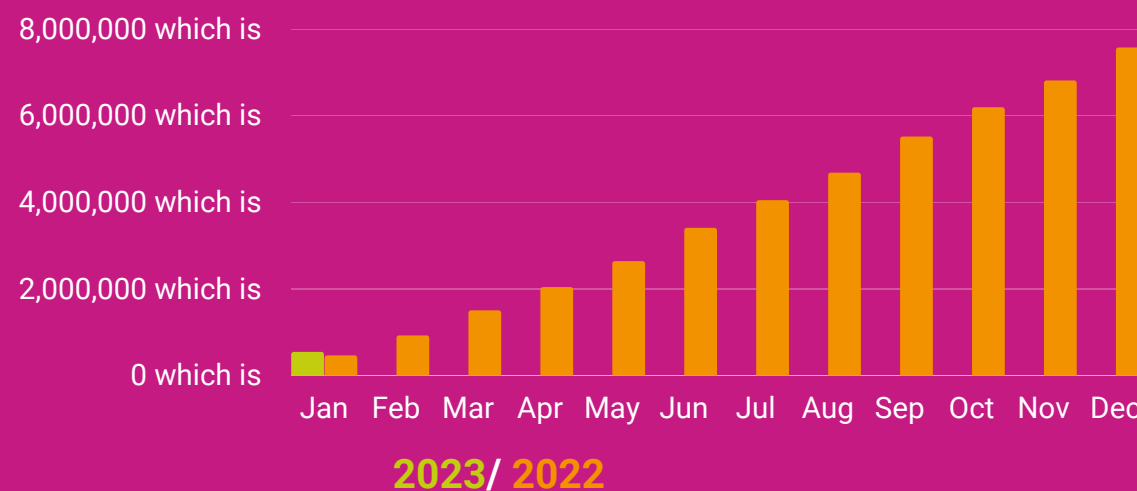
City Centre Performance: January 2023

Footfall

2023 vs 2022 2023 VS 2019

Canterbury	17.4%	-20.6%
South East	6.8%	-12.1%
Historic City	9.6%	-13.0%
UK	15.4%	-15.6%

Total number of visitors for the year to date is **543,743** which is **17.4%** up on 2022.



Total number of visitors this month was 543,743. The busiest day was Saturday 28 January with 31,885 visitors and the peak hour was 13:00 on Saturday 28 January 2023 with footfall of 3,376.

Sales

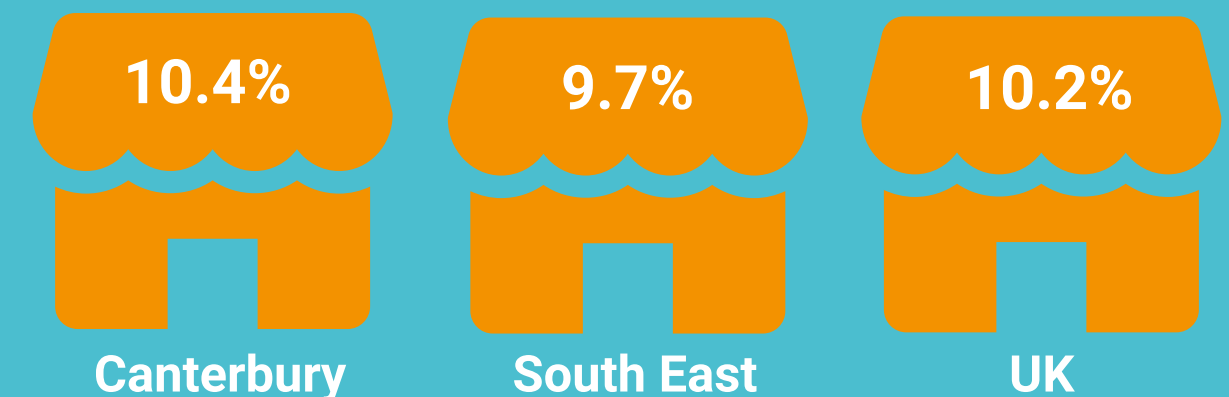
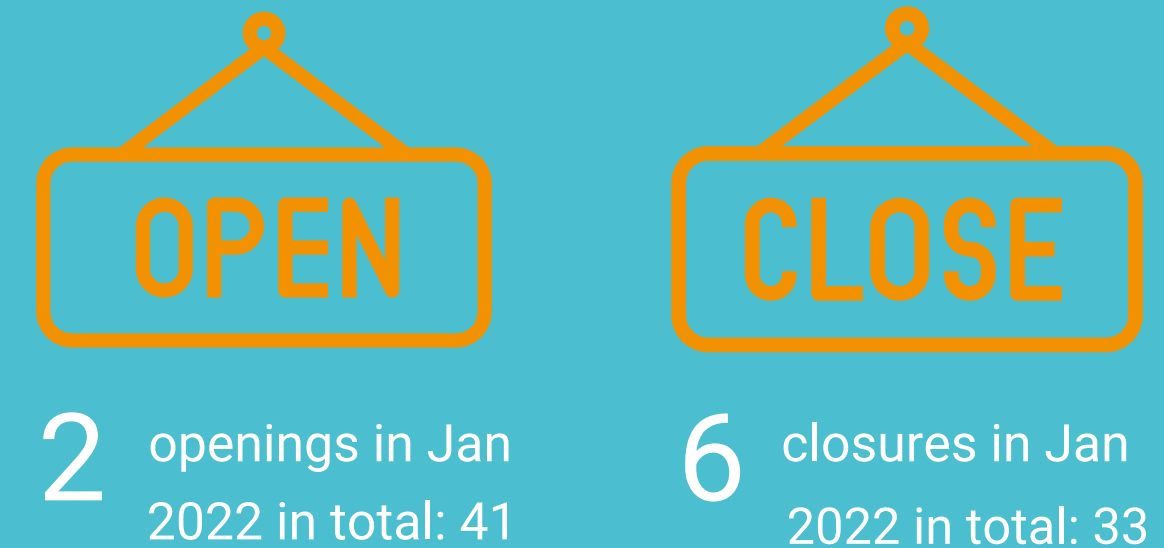
Canterbury 2023 vs 2022 Canterbury 2023 vs 2019 UK 2023 vs 2022



Retail sales were up 12.6% and Food and Drink up 7.8% against 2021. When compared to 2019 (the last normal trading year pre-COVID) Retail sales were up 34.2% and Food and Drink sales up 13.2%.

Nationally, January recorded double-digit total like-for-like (LFL) sales growth, likely spurred on by seasonal discounting. However, as positive as total LFLs were, discounting may have put further strain on retailer margins. January's positive LFL sales only just off-set the effect of CPI inflation which as of December remained high at +10.5%.

Occupancy



(%) ground floor units

This months vacancy rate is 10.4%, 0.6% higher than December and the same as the 12 month average of 10.4%.

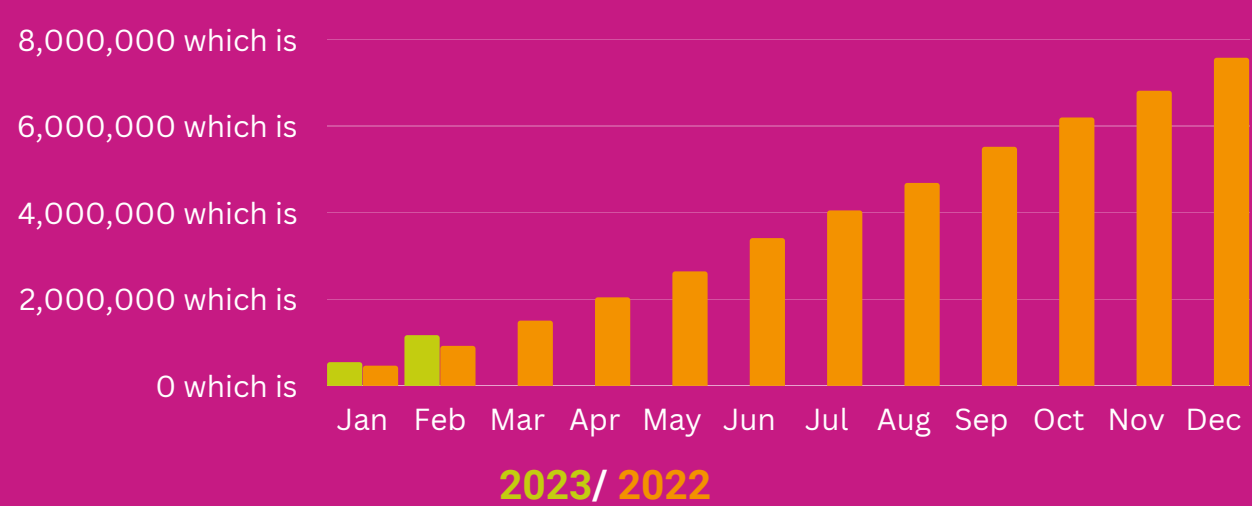
City Centre Performance: February 2023

Footfall

2023 vs 2022 2023 vs 2019

Canterbury	36.3%	-20.0%
South East	7.5%	-12.4%
Historic City	11.8%	-11.8%
UK	15.7%	-14.8%

Total number of visitors for the year to date is **1,167,081** which is **26.8%** up on 2022.

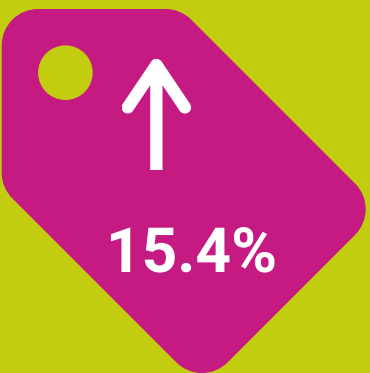


Total number of visitors this month was **623,338**.
The Busiest day was **Saturday 4 February** with **32,543 visitors** and the peak hour was **13:00** on **Saturday 4 February 2023** with footfall of **3,394**.

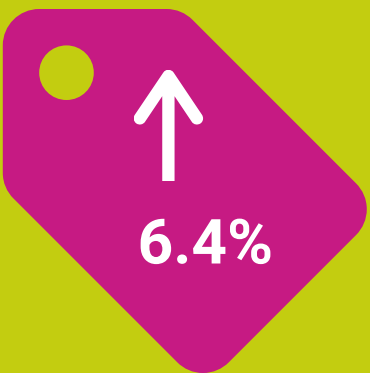
Sales



Canterbury
2023 vs. 2022



Canterbury
2023 vs. 2019



UK
2023 vs. 2022

Retail sales were up 4.1% and Food and Drink up 9.1% against 2022. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 19.0% and Food and Drink sales up 14.5%.

Nationally, February delivered mixed like-for-like (LFL) results with strong growth in weeks one and three, contrasting with marginal growth in the second and final weeks. February's positive overall LFL result, however, failed to offset the UK's high CPI inflation rate exerting further pressure on profit margins.

Occupancy



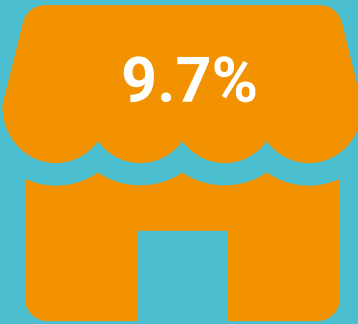
6 openings in Feb
YTD: 8
2022 in total: 41



1 closures in Feb
YTD: 7
2022 in total: 33



Canterbury



South East



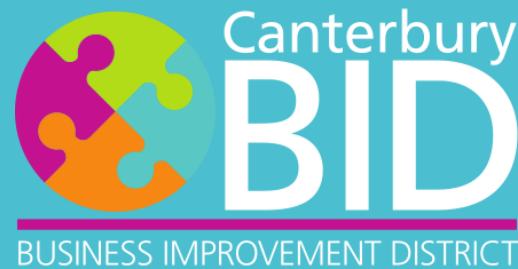
UK

(%) ground floor units

This months vacancy rate is 10%, 0.4% lower than January and 0.4% lower than the 12 month average of 10.4%.

Marketing Canterbury Stats for Jan-Feb 2023

**Total Impressions: 23% increase from Jan-Feb 2022
(120,834 compared to 93,118)**



13,784 impressions
1,732 followers



13,758 impressions
2,507 followers



10 eNewsletters, opened 2,854
times by 755 subscribers



16,220 page views of BID website
up 27% compared to Jan-Feb 2022



24,276 reach
5,087 followers



23,308 impressions
2,913 followers



8 eNewsletters, opened 26,482
times by 8,586 subscribers



332 new cards posted out
1 new offer, 18 in total

Marketing

Evening and Night Time Economy

Celebrating Canterbury's Evening and Night Time businesses, BID launched a 35-day awareness campaign. The campaign started in early February following the announcement that Canterbury achieved Purple Flag accreditation for the 11th year. The campaign will run through to 15 March when Canterbury's first Best Bar None Awards will take place.

The campaign celebrates all of the partners involved in Purple Flag, Zero Tolerance and the Night Out Gift Card. Each day a post is being shared across Canterbury BID's social media channels, and also on Visit Canterbury.



MyCanterbury

MyCanterbury Platform

- MyCanterbury Facebook posts reached 24,276 views and 5,000 likes from its 80 posts since the 1 January 2023. .
- Most popular post was a spotlight on new bakery Cheran's
- Instagram reached 23,308 impressions with the most popular post focused on the news Square Peg Pizza restaurant on Sun Street.

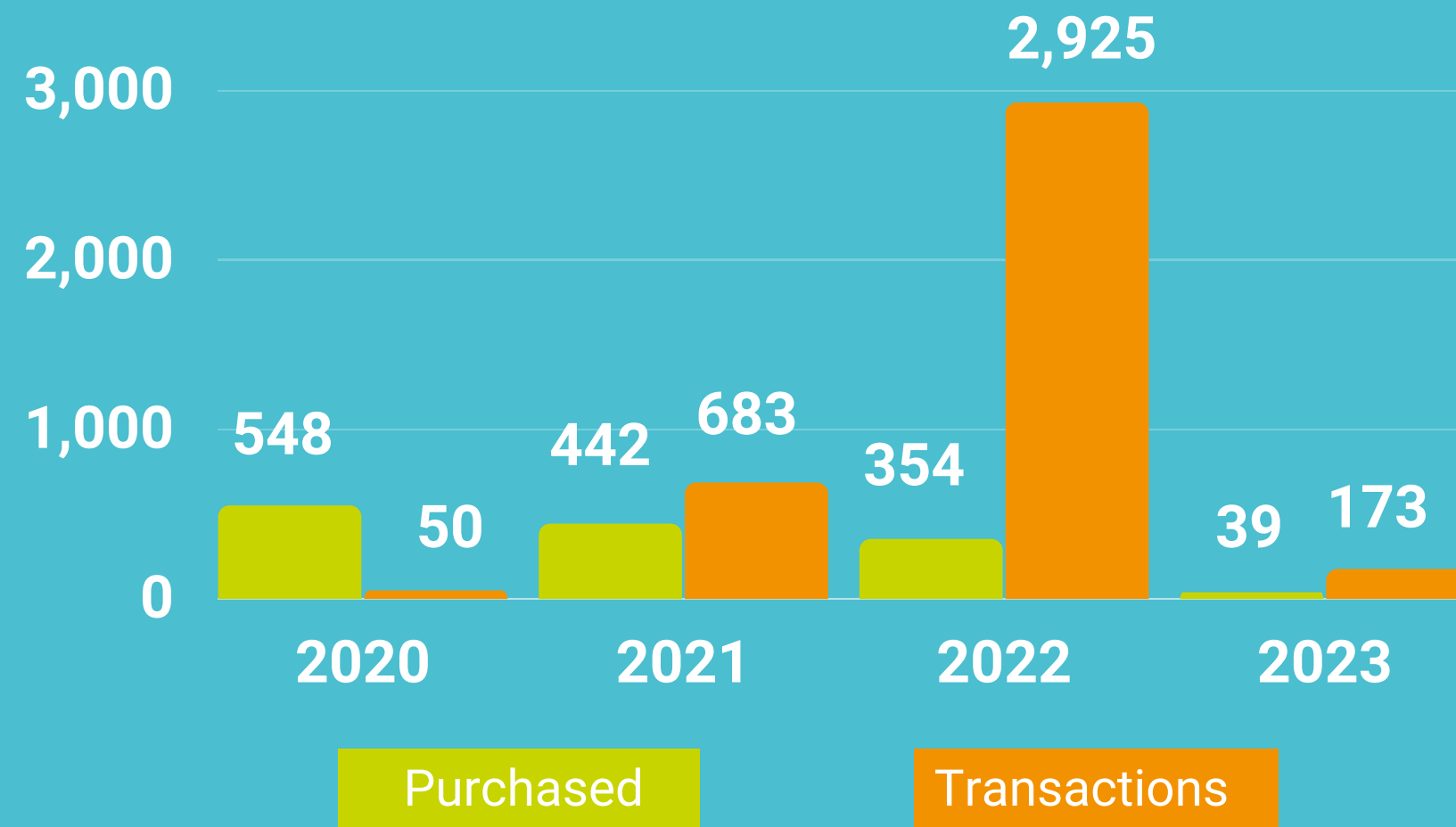
MyCanterbury Newsletters

- 8 newsletters created over the past two months.
- Most popular eNews with 44.9% open rate was the Castle Quarter launch.
- 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 a bumper 332 ordered in January and February.

It's popularity has lead to a decision that the cards should be sent out by a fulfillment company (Romax) rather than inhouse. New cardboard cards have been printed and will be circulated with an A6 leaflet that encourages its user to support local businesses.



Since the launch in November 2020:
1,613 cards have been sold totalling **£98,164**
 redemption rate of **73.2%**
 average card value **£60.86**
 average purchase on card **£18.24**

Canterbury Gift Card



NIGHT OUT IN CANTERBURY GIFT CARD

Building on the success of our Purple Flag Status and thriving hospitality offering in the city, we launched the brand new Canterbury Night Out Gift Card to drive footfall to the city's evening and night time businesses, including restaurants, theatres, pubs, clubs and hotels.



Chef Dev Biswal of the multi-award winning The Cook's Tale
"We've already seen good redemptions through the Canterbury Gift Card, so we are pleased to be a part of the Canterbury Night Out Gift Card. It is a good way to encourage people to support local."

Networking & Training

Breakfast Networking at The ABode (13.01.23)

Our first session of the year, partnered with Girlings, where guests were treated to a gentle relaxing yoga session by Cass Xuxin before heading to the Champagne Bar for a sumptuous and healthy breakfast.

Lunchtime Networking at Cosy Club (22.02.23)

Yet another fully booked networking session, guests were treated to drinks and nibbles in the venue's private room whilst hearing all the latest plans including the new Castle Quarter launch.



Castle
Quarter
Canterbury

BID Training (January - April 2023)

To help kick-start 2023, we launched a new season of six free BID Training sessions with a wide variety of useful topics including Visit Canterbury, Business Rates

Sustainable Events, Digital Marketing, Retail Photography, Zero Tolerance and Business Cost Savings.

Representing Business Views

Canterbury BID represents business views in a number of ways - through **local consultations**, by engaging with the **press** and with **national government** through the **Association of Town and City Management**, which is currently chaired by Canterbury BID's CEO, Lisa Carlson.

Recent Consultations



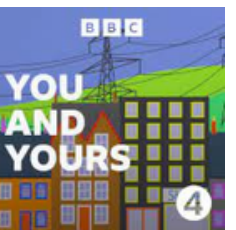
Find the BID's consultation responses here:
canterburybid.co.uk/representation

Recent Press

Conversation with 'You and Yours' on 27 Feb host Winifred Robinson about how former Top Shop units around the country are being repurposed. From Wimbledon to Harrogate, and from Canterbury to Derry, Bath and more, it's really exciting to see the transformation. There's everything from leisure to office space, supermarkets and, yes, retail. Let's be clear - retail is still wanted and needed. It might need different space, but it's still there.

Oscar & Bentley's hosted a live **BBC Radio Kent** broadcast on 6 March, including interviews about the recovery of Canterbury's tourism, the student experience and upcoming elections.

Additional press coverage: Night Out Gift Card (4 national articles, 1 regional and BBC South East), national press campaign for Mother's Day / Gift Card featuring Keira Rodda from Lily's Social Kitchen



Awards



Canterbury has once again received the prestigious Purple Flag award from the Association of Town and City Management for its evening and night time economy for the 11th year, and is still the only place in Kent to hold this.

The Purple Flag assessors' commentary was highly complimentary, particularly:

- Police and venue response to reports of spiking post lockdown.
- The free bus service provided by Distinctive Bars is "an outstanding provision worthy of merit, and the connected routes scheme is a great policy and to be commended".
- "Canterbury BID not only value their night time economy but genuinely believe that it is a key part of the resilience of the city which will serve them very well in the next few years."



Canterbury BID was delighted to be part of the Kent team that won the 'Best Newcomer' award at the national Best Bar None awards at the House of Lords. The scheme is being rolled out across Kent, led by Kent Police with Safer Streets funding, and supported by Canterbury BID and the Council. The scheme enables customers to identify accredited pubs, bars, clubs and other businesses that serve alcohol. Canterbury has achieved 19 successfully accredited venues within the first quarter of the scheme's roll out, and we are thrilled to host the city's inaugural BBN awards in March with Kent Police and Canterbury City Council at Kent Cricket's Spitfire Ground.



Safety & Security

ZERO TOLERANCE: After a successful pilot of the revised training material in September 2022, we received funds from Safer Streets to deliver further training sessions for staff. The training is free and available to any businesses that operates in the evening and night time and any licensed premises (day time included!).



RESIDENTS SAFEZONE APP: The SafeZone App has now now been rolled out to all Canterbury residents assisted by the Community Safety Unit and Canterbury BID, and was launched at a Pop-Up Safety Hub in the city centre in February.

SAFE HAVEN: Safer Streets funding has also allowed us to create an additional refuge point, complete with technical installations, in the heart of the city in Whitefriars Shopping Centre.

See the [BID website](#) for more information about safety & security programmes.

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:



UPCYCLE YOUR WASTE

The BID recognises the importance of the circular economy in the city. To encourage businesses to explore this concept we sponsored an "Upcycle Your Waste" event on 3 Feb 2023 a FREE 'pilot' project in Kent dedicated to accelerating the transformation of trade waste into valuable, secondary resources.

CANTERBURY HAS ACHIEVED PLASTIC FREE STATUS!



Ambassadors

BID Ambassadors are the first point of contact for businesses and regularly escalate issues flagged by the business community to the Canterbury City Council, Kent County Council, Canenco and the police. They can support with **crime prevention and reporting**, the **District Watch radio system** and the **Canterbury Gift Card**. They also raise business concerns at weekly "Tactical Co-ordinating" meetings with organisations involved with cleaning and safety.

Simon is a qualified Best Bar None Assessor and Zak is first aid trained. Zak has recently supported Canterbury's Plastic Free Accreditation, and Simon has supported the Zero Tolerance and Best Bar None training and accreditation, and the launch of the SafeZone App.

To compliment the Council's existing street cleaning service, BID ambassadors launched a new early morning street cleaning initiative giving the city centre streets an extra boost before the trading day. This service is also available to BID businesses week who experience any unexpected grot spots.





January - February 2023 *in review*





January - February 2023

in review

- **January Networking (11.01.23)** – The first fully-booked networking session of the year, partnered with Girlings, took place at The ABode where guests were treated to a gentle relaxing yoga session by Cass Xuxin before heading to the Champagne Bar for a deliciously healthy breakfast.
- **Kent and Medway Business Summit (13.01.23)** – Lisa joined the panel debate on 'Funding your green future: How sustainability can improve your business bottom line'.
- **Department for Levelling Up, Housing and Communities (DLUHC) - Business Improvement District Roundtable (18.01.23)** – to discuss the government's support for BIDs in England and Wales.
- **Purple Flag 2023 (03.02.23)** – Canterbury once again received the prestigious Purple Flag award from the Association of Town and City Management for its evening and night time economy for the 11th year.
- **SafeZone App (13.02.23)** – The SafeZone App for Canterbury residents was officially launched in the city centre attended by the Community Safety Unit team, which includes Canterbury BID to help promote it to passers by and raise awareness of the safety scheme.
- **Love Canterbury Training (14.02.23)** – As a nod to Valentine's Day, we hosted our first training session to demonstrate the opportunities now open to BID members with the recently relaunched Visit Canterbury website and how they can promote themselves to a wider national and international audience.
- **Canterbury Night Out Card (17.02.23)** – We launched a new initiative to boost footfall and spend with the Canterbury Night Out Gift Card .
- **February Networking (22.02.23)** – We hosted another fully booked networking session at The Cosy Club this time at lunchtime. Guests were treated to drinks and nibbles in the venue's private room whilst hearing all the latest plans including the new Castle Quarter launch, led by local agency Digital Tourism Think Tank and supported by Canterbury BID..
- **DLUHC Visit to Canterbury (24.02.23)** – We were delighted to host a visit from the Department for Levelling Up, Housing and Communities who are visiting BIDs around the country to find out more about how we work.
- **Solidarity for Ukraine (24.02.23)** – One year since the Russian invasion of Ukraine and the ensuing war, we marked the occasion by letting those who have come to reside in the Canterbury area and the wonderful networks who support them that the business community stands in solidarity with them

*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

