

# Ops Report

## November - December 2022



# Introduction

The beginning of November saw the launch of our 2022 **Christmas Campaign**, following months of collaborative planning, to advertise Canterbury's festive appeal and to support businesses with their individual Christmas messaging.

The switching on of the city's 6 miles of Christmas lights on 12 November marked the official launch of Christmas in Canterbury together with the opening of the **Christmas Market**. The BID's **Christmas Light Parade** brought record crowds to the city, boosted by the Council's free Park and Ride for the day.

Following swiftly on the heels of the Christmas Lights Parade was the launch of the best-dressed Christmas window competition which celebrated the passion and creativity of Canterbury's businesses in helping make the city look extra festive. Judging took place the first weekend of December with special drop-in visits made by the Lord Mayor.

The **Christmas Panto Trail** also encouraged visitors to not only explore all areas of the city but also to step through the doors of participating businesses, providing fun (and free) entertainment and extra footfall for traders. We also ensured visitors to the city had free Park and Ride on 10 December by funding an additional free day, meaning a huge boost for businesses especially following the popularity of the previous free P&R incentive.


We also launched the new **Visit Canterbury** website in November, which is a key channel for promoting Canterbury to a national and international audience, feeding in to Visit Kent's wider county-wide platform and delivering visitors up-to-date and relevant information about Canterbury and the surrounding district.

**Networking** in November and December was as popular as ever, with fully booked events at The Cook's Tale and Corkk (English Fine Wines) bringing together BID businesses to meet up and do business with each other.

The year ended with us promoting a "love local" message to give Christmas shopping a big push especially during the postal strikes. Our final message was to throw an all-important spotlight on four local charities who work hard to support those in our community looking for warmth, food and shelter. We set up a dedicated web page with details of how to help make a difference.

**Lisa Carlson, Canterbury BID**

## New Businesses opened:

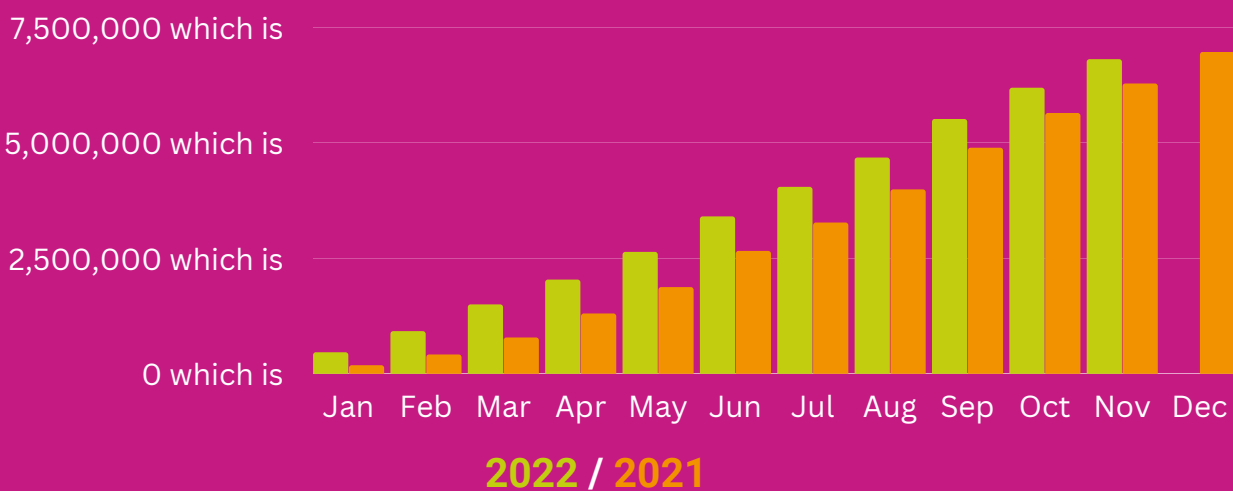
- Owen Hearing: Independent Health and Beauty, Burgate
  - Corkk (English Fine Wines): Independent Retail, Burgate
  - Tortilla: National Restaurant/Café, High Street
  - Eldertree Soapery: Retail Pop-Up, Marlowe Arcade
  - Weird Fish: Marlowe Arcade
  - The Fig: Independent Bar, Orange Street
  - Ding Tea: Independent Café, St Peters Street
  - Cha Lab: Independent Café, The Friars
  - Cheran's Bakery: Sun Street
  - Calendar Club: Retail Popu-Up, Marlowe Arcade
  - Christmas Cabin: Retail Pop-Up, Rose Lane
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# City Centre Performance: November 2022

## Footfall

	2022 vs 2021	2022 vs 2019
Canterbury	-3.2%	-17.4%
South East	-0.3%	-8.7%
Historic City	2.4%	-10.4%
UK	5.4%	-12.6%

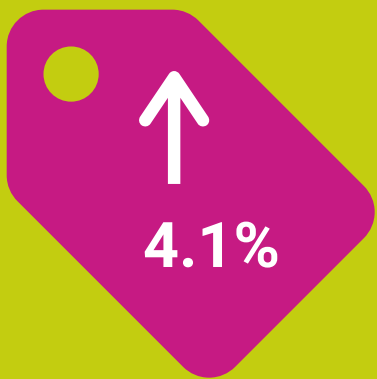
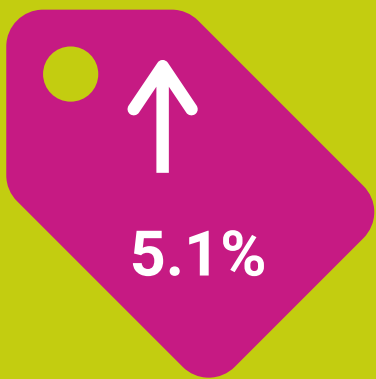
Total number of visitors for the year to date is **6,807,205** which is **8.4% up** on 2021.



Total number of visitors this month was **618,057**. The Busiest day was **Saturday 12 November** with **34,150** visitors and the peak hour was **14:00** on **Saturday 19 November** with footfall of **3,597**.

## Sales

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



Retail sales were up 8.0% and Food and Drink up 7.8% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were down -3.1% but Food and Drink sales up 16.1%.

Nationally, the penultimate week helped to carry November total total like-for-likes (LFL) to the best monthly result since July, and yet it also marks the fourth consecutive month of below inflation-level growth rates. November denotes the twenty-first consecutive month of positive total LFL sales.

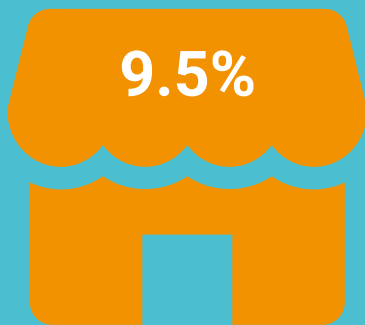
## Occupancy



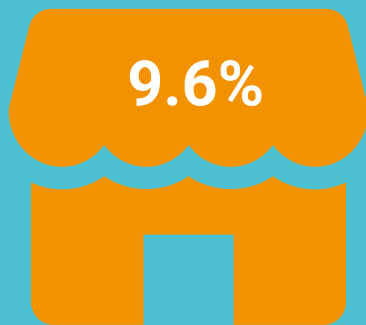
9 opened in Nov



1 closures in Nov



Canterbury



South East



UK

(%) ground floor units

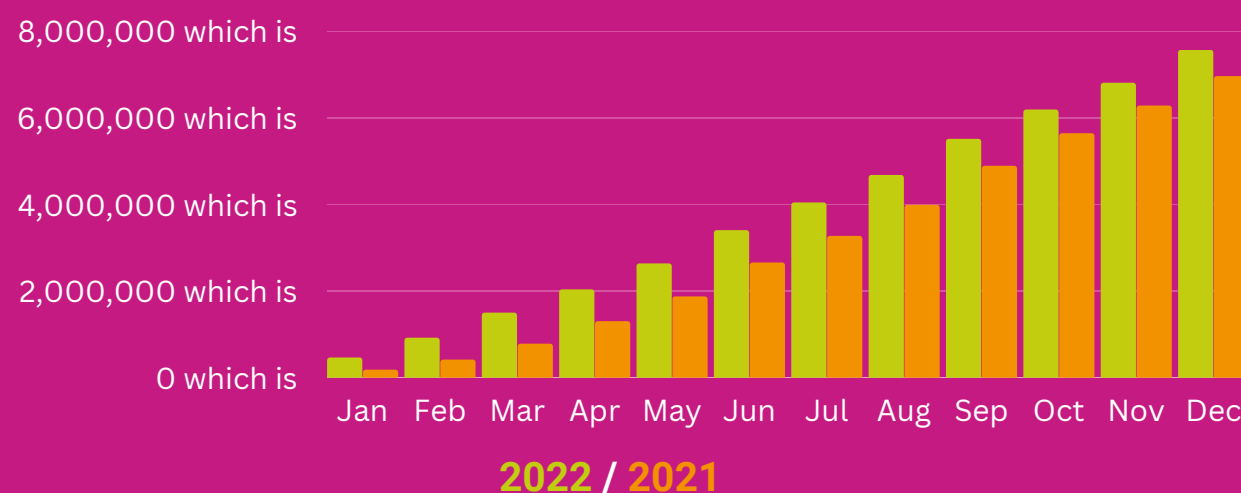
This months vacancy rate is 9.5%, 1.1% lower than October and 0.9% lower than the 12 month average of 10.4%.

# City Centre Performance: December 2022

## Footfall

	2022 vs 2021	2022 vs 2019
Canterbury	12.0%	-26.5%
South East	3.0%	-10.7%
Historic City	11.0%	-11.8%
UK	12.9%	-13.2%

Total number of visitors for the year to date is **7,568,231** which is **8.7% up** on 2021.



Total number of visitors this month was **761,026**. The Busiest day was **Saturday 3 December** with **35,222** visitors and the peak hour was **13:00** on **Saturday 3 December** with footfall of **3,663**.

## Sales

Canterbury 2022 vs 2021	Canterbury 2022 vs 2019	UK 2022 vs 2021
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Retail sales were up 12.4% and Food and Drink up 24.6% against 2021. When compared to 2019 (the last normal trading year pre Covid) Retail sales were up 6.7% and Food and Drink sales up 6.7%.

Nationally, sales saw moderate growth in the first two weeks before picking up in the third week and finishing strongly in the final week. December's total like-for-like (LFL) results were the highest in the last five months. Whilst in line with seasonal norms, the rate of growth slowed compared with December 2021 and was still below latest CPI inflation.

## Occupancy



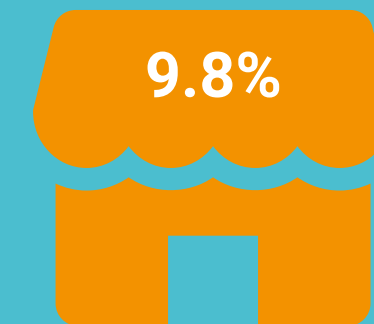
2 openings in Dec



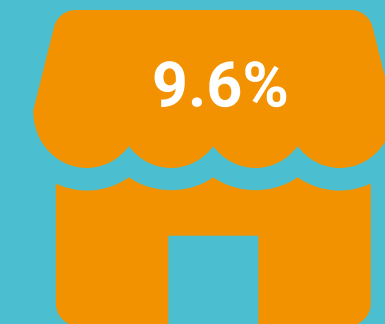
4 closures in Dec

41 openings in 2022

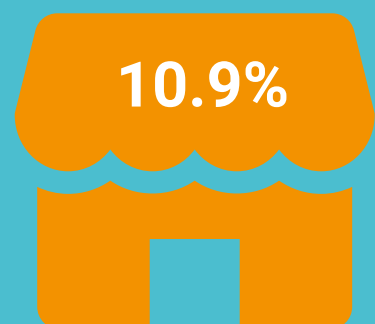
33 closures in 2022



Canterbury



South East



UK

(%) ground floor units

This months vacancy rate is 9.8%, 0.3% higher than November and 0.6% lower than the 12 month average of 10.4%.



# Christmas Lights

The Christmas lights scheme was extended to lighten and brighten the Sun Yard area (bridging Sun Street with Guildhall Street), and in parts of Palace Street by Smile Labo and the Borough.

We also had timers installed on the entire High Street infrastructure, including Rose Lane, partially funded by a LoCASE grant. The timers gave a 70% saving on electricity usage and costs, by switching the lights off from 3am -3pm, and keeping them on at key times of the night to provide extra lighting for some darker parts of the High Street and in line with opening hours of nightclubs and bars.



# Safety



## TRAINING AND ACCREDITATION

Thanks to Safer Street Funding, we were able to develop and deliver a new Zero Tolerance Training Programme, Best Bar None accreditation, additional Safe Havens (refuge points) and to start planning for Canterbury's first Best Bar None Awards Ceremony in partnership with Kent Police and with the support of Canterbury City Council.



## ANTI DRINK SPIKING SUPPORT

Funding from Safer Streets also enabled us to deliver anti-spiking Stop Topps (drink-protectors designed to deter drink-spiking with a single-use foil), delivered by BID Ambassadors to all Zero Tolerance and Best Bar None accredited venues.

## PURPLE FLAG

After submitting full renewal assessment papers in October, we took the independent Purple Flag Assessors on an evening and night time tour of the city in November with the support and presence of Kent Police, Canterbury City Council, Whitefriars Shopping Centre Management, Students Unions, ENTE business owners, door staff and Street Pastors. We visited 14 businesses throughout the evening plus the Christmas market.





# Networking

This year has seen the BID's networking grow in popularity with every event now fully booked with waiting lists. We are immensely proud to see these events evolve and become so successful, with a diverse range of sectors from all parts of the city attending, meeting and doing business with each other.

## November Networking (02.11.22)

### *The Cook's Tale*

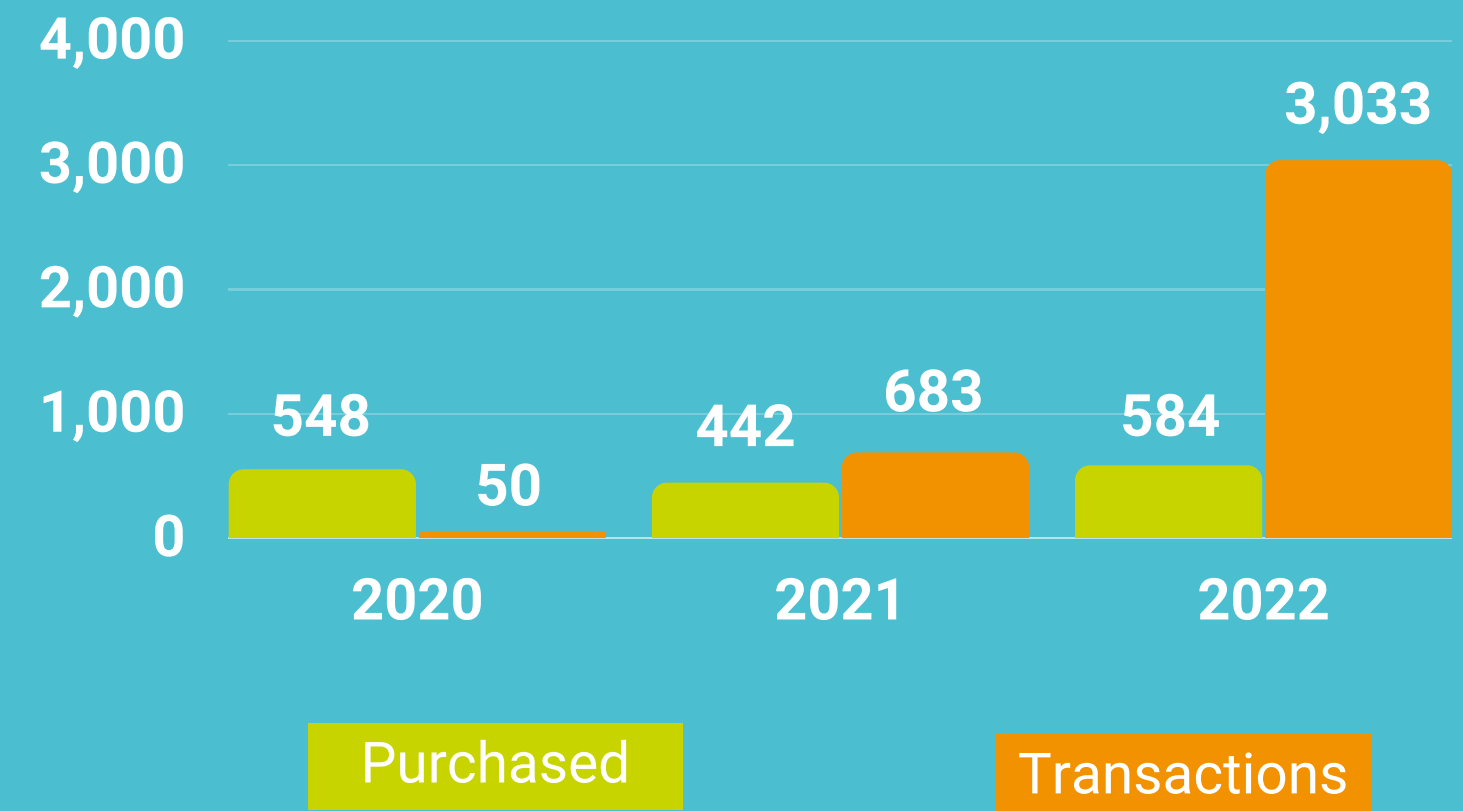
A lunchtime offering to showcase the rebranded former Ambrette restaurant now called The Cook's Tale. BID members were invited to sample the new menu whilst hearing about the latest news and events for Canterbury.

## December Networking (07.12.22)

### *Corkk, Burgate*

To celebrate the festive season we headed to recently-opened Kentish Wine Venue Corkk in Burgate. Over 50 guests attended to raise a toast and wish each other a happy and prosperous Christmas.

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](https://canterburybid.co.uk/business/networking)



Since the launch in November 2020:  
1,574 cards have been sold totalling **£96,504**  
redemption rate of **73.2%**  
average card value **£97.97**  
average purchase on card **£15.41**



# Ambassadors

BID Ambassadors are the first point of contact for businesses and regularly escalate issues flagged by the business community. They regularly meeting with organisations and partners to represent business concerns, including:

- Weekly Tactical Co-ordinating Group
- Community Safety Partnership
- Plastic Free Canterbury
- Upcycle Your Waste
- Best Bar None
- Purple Flag Steering Group



## BID STREET CLEANING : 50 HOURS

The BID's cleaning machine (The Becket) has been used regularly and widely, with Mondays mornings seeing Jewry Lane, Sun Street, Three Cities Gardens receiving regular monitoring and clean-ups by the BID Ambassadors. BID businesses are able to call the team should any grot spots arise during the day outside their business.



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# Christmas Lights Parade

On Saturday 12 November Canterbury BID's annual light switch on event took place with thousands visiting the city centre to watch the Lantern Parade. The event was sponsored by Miles & Barr with lanterns sponsored by Canterbury Christ Church University.



The parade featured 40+ lanterns created and carried by local families, the No Limits brass band, Christmas characters, a float with the Marlowe Theatre Pantomime Cast and a 4.5 meter high giant Father Christmas. The event was compered by KMFM presenters and included a live performance by singer Robbie White. The 6 miles of Christmas lights were illuminated as the parade moved through the city centre, to add to the spectacle.





# Christmas Campaign

The 2022 Christmas Committee has representatives from Canterbury BID (lead) Whitefriars Miles & Barr Canterbury Cathedral The Marlowe Theatre Rockhopper (Christmas Market) Southeastern The Beaney Visit Canterbury

The campaign was focused on the following activities:

- 1 Nov - 24 Dec - 20,000 Christmas guides distributed locally and shared as digital format
- 1 Nov - 24 Dec - 2,000 Christmas shopping maps distributed
- 1 Nov - 31 Nov - Online Advertising Banner with Muddy Stilettos
- 12 November - Christmas Light Parade and launch of Christmas Market
- 12 November - Marketing toolkit circulated to Canterbury businesses
- 12 Nov - 24 Dec - Dedicated Christmas homepage on Visit Canterbury
- 12 Nov - 24 Dec - Youtube & socials film campaign run by Pillory Barn
- 12 Nov - 24 Dec - Heart FM Radio Campaign
- 12 Nov - 24 Dec - Social Media Campaign
- 12 Nov - 24 Dec - Stagecoach Super-side and Rear Adverts
- 16 Nov - 24 Dec - Southeastern Station Poster Sites
- 25 Nov - 6 Jan - Marlowe Theatre Pantomime Programme Advert
- 3 Dec - Southeastern Solus eNewsletter
- 24 Nov - 19 Dec - Panto Window Trail prize draw
- 1 December Christmas Window Competition
- 2 December - Influencer Visit to Canterbury - Wanderlust Chloe
- December - Christmas Competition give-aways - Visit Kent / INSIDE Kent
- December - Digital news articles - INDEX Kent and Muddy Stilettos

# Visit Canterbury

In September 2022, Canterbury City Council agreed that Canterbury BID could become the new umbrella organisation to oversee the running of the district-wide Destination Management Organisation: **Visit Canterbury**. The Council are funding partners of the new-style consortium with Visit Kent as the delivery partner.

From September onwards, the BID team worked in partnership with Visit Kent to move all content to the new platform, ready to launch for the Christmas Campaign in November.

The Campaign included printed and digital promotions leading visitors to the Visit Canterbury website, plus bus and train advertising and an influencer visit in early December.

The Christmas Campaign had a significant impact on the Visit Canterbury website and social media channels (see the next page for more stats and the BID website for the full Campaign report):

- Instagram: **121,015** Impressions
- Facebook: **104,444** reach
- Website: **47,361** visits



# Canterbury's Christmas campaign reach in Numbers



Social Media  
MyCanterbury &  
BID: **110,507**  
Visit Canterbury:  
**407,916**  
eNewsletters  
**21,271**



Youtube /  
socials Ad  
**909,022**



Bus Super Side  
**680,265**  
Bus Rear  
**585,202**



Advertising (Index,  
Marlowe Theatre,  
Muddy Stilettos:  
**113,152**



Heart FM  
**1,766,000**  
Smooth FM  
**951,000**



Visit Kent  
Influencer Visit  
**21,000**  
Digital Comp.  
**10,000**



Visit Canterbury  
website visits  
**47,361**



Christmas  
Maps & Guide  
**22,000**  
Digital  
**1,400**

Southeastern  
76 x posters  
**3,971,618**  
& solus email  
**63,999**



Christmas Footfall saw a 4.6% increase  
compared to 2022 (1 Nov - 31 Dec)  
2021: 1,318,020 / 2022: 1,379,083

**Total Reach: 9,976,277**  
Cost of campaign per impression: **£0.003**



# Marketing Canterbury Stats for Nov-Dec 2022

**Total Impressions: 60% increase from Nov-Dec 2021  
(153,042 compared to 95,413)**



17,200 impressions  
2,485 followers



2,907 impressions  
1,675 followers



11 eNewsletters, opened 3,338  
times by 748 subscribers



27,846 page views of BID  
website, up 39% on Nov-Dec 21



52,903 impressions  
4,981 likes



21,607 impressions  
2,888 followers



9 eNewsletters, opened 27,143  
times by 8,253 subscribers



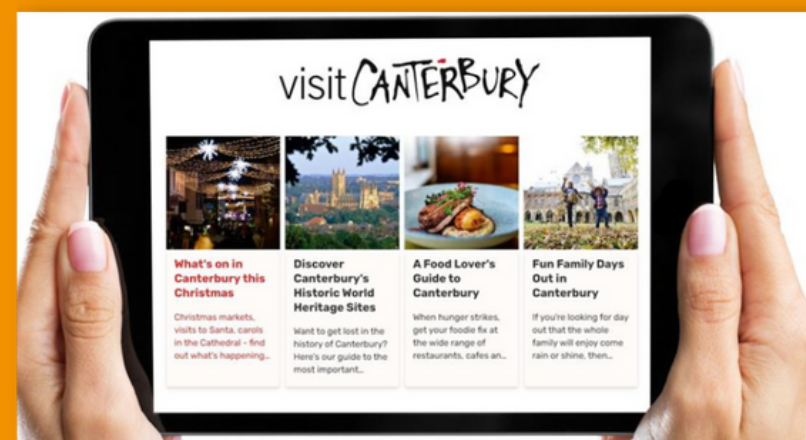
98 new cards posted out  
3 new offers, 17 in total





# November - December 2022

## *in review*







# November - December 2022

## *in review*

- **BID Lunchtime Networking (02.11.22)** – took place at The Cook's Tale with 50 people, representing 26 businesses.
- **Christmas in Canterbury Guides (09.11.22)** – 20,000 copies of our annual festive visitor guide were printed and distributed widely across the district to key tourism destinations. A digital version of the Christmas Guides was also added to the Christmas marketing toolkit.
- **The Launch of Visit Canterbury (10.11.22)** – the new Visit Canterbury, now managed by Canterbury BID, was soft launched for Christmas to complement the Christmas Campaign.
- **The Christmas Light Parade (12.11.22)** - Sponsored by Miles & Barr, the event made its way up the High Street, led by a lantern parade and including the panto cast, a giant Santa, and live music, illuminating the Christmas lights as it passed by. The event then finished at Rose Square where KMFM counted down the launch of Christmas and the opening of the Christmas market.
- **Upcycle Your Waste (24.11.22)** – Sponsored and promoted by the BID, this new free pilot scheme was hosted at the Fruitworks in Jewry Lane to inform and encourage local businesses to commercialise their waste into secondary resources such as products, parts or materials
- **Launch of Tortilla (30.11.22)** – The BID team attended the launch of new restaurant Tortilla on the High Street. The Mexican-inspired eatery is the latest addition to Canterbury's vibrant hospitality offering and we were delighted to show our support.
- **Christmas Window Competition (02.12.22)** – The BID team took the Lord Mayor and local creative expert judges around the city on a tour of the 53 businesses who had entered this year's competition. Finalists and winners were then announced in the week and certificates and prizes delivered.
- **BID Christmas Networking (07.12.22)** – Our final networking event of the year was hosted in the new Kentish wine venue Corkk in Burgate following a last minute change of plans. The event was fully booked weeks ago and saw over 51 people representing 34 local BID businesses raise a glass to Christmas - and to the city!
- **Free Park & Ride (10.12.22)** - The BID gave traders and businesses a festive boost on this key shopping day by awarding shoppers free Park and Ride all day and reimbursing the council's cost.
- **Support Local Charities (14.12.22)** – We set up a dedicated webpage and promoted a campaign to support and contribute towards Canterbury's four local charities who work tirelessly over the winter months to provide warmth, food and shelter for those in need.

*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](http://canterburybid.co.uk)*

