

Ops Report March-April 2023

Introduction

March 2023 saw the celebrations of Canterbury's evening and night-time businesses continue, winding up in spectacular fashion with our first Best Bar None Awards, hosted by the BID, Kent Police and Canterbury City Council, bringing together staff and management of all 19 Best Bar None accredited venues to celebrate their achievements. Canterbury also helped Kent win the "best newcomer" award at the National Best Bar None celebration.

The awards also shone a spotlight on how to host a sustainable event, without compromising on quality, as featured as a theme of a Sustainable Events workshop we delivered in partnership with specialists reWARD Events.

Training sessions continued to be rolled out over March and April with a well-attended digital marketing session, a hands-on photography workshop plus the launch of a unique Business Cost Saving Program, delivered by savings and support experts Place Support Partnership (PSP), appointed by us to help businesses save money and achieve best value on services like electricity, gas, water, telecoms, merchant services, insurance and pest control.

The city welcomed six new businesses and enjoyed plenty of press coverage locally and nationally highlighting our marketing campaigns and showcasing the city's popularity as a tourism and relocation destination.

We supported a colourful array of events to animate the city during the spring months, including the International Radio Drama Festival and the International Women's Day networking breakfast - and there are plenty more to come in May, June and July. We were also thrilled to begin a new chapter in the story of the city's quarters, with a well-attended meeting of business owners to discuss the formation of a quarter in the Westgate/St Dunstons area.

Mother's Day, Easter and the preparations for the King's Coronation meant marketing campaigns were in full swing. The new development of the new Visit Canterbury website continued successfully throughout March and April with key stakeholders in the city coming together to form a Consortium that will create frameworks and strategies to ensure the platform goes from strength to strength. Tourism businesses were given bespoke tours of the website to ensure awareness and we continued to encourage all businesses to make use of the self-submission tool for events.

Lisa Carlson, Canterbury BID

New Businesses:

- Palace Treats - Palace Street
- The Refillery - Sun Street
- Seafarer - Buttermarket
- Starck Uberoi - Cathedral Precincts
- The Sneaker House - Burgate
- Claire's Accessories (return to new location) - Parade

New Voluntary BID Members

- Wildwood Trust Canterbury
- Burgess Hodgson

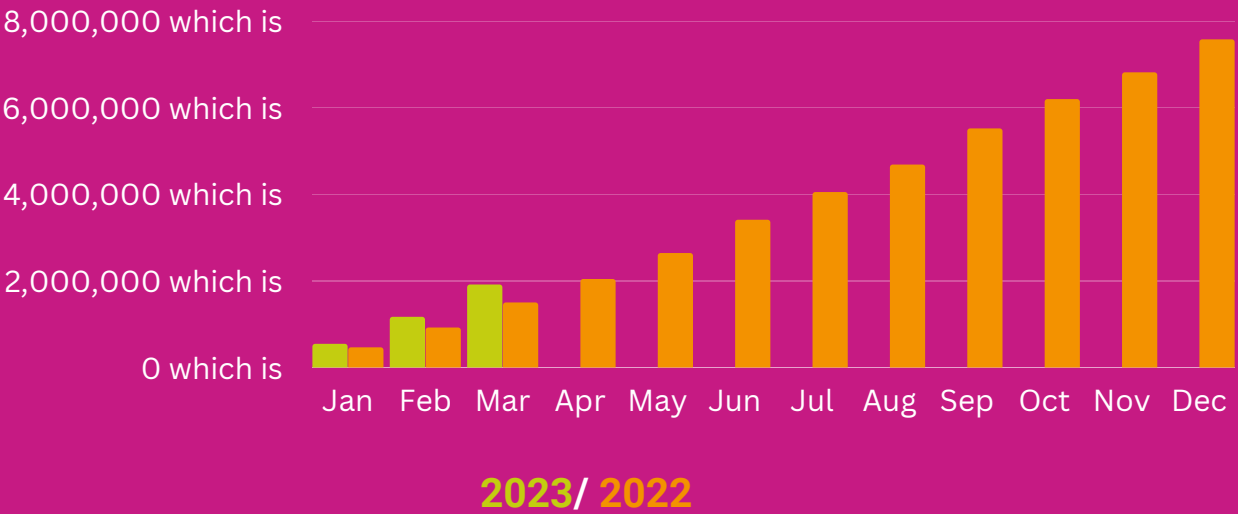


City Centre Performance: March 2023

Footfall

	2023 vs 2022	2023 vs 2019
Canterbury	28.9%	-23.3%
South East	-1.5%	-16.0%
Historic City	-1.8%	-15.3%
UK	-0.3%	-18.8%

Total number of visitors for the year to date 1,912,970 which is 27.6% up on 2022.



Total number of visitors this month was **745,889**.
The Busiest day was **Saturday 25 March** with **32,142 visitors** and the peak hour was **13:00** on **Saturday 4 March 2023** with footfall of **3,334**.

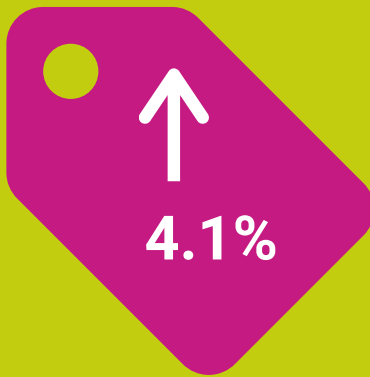
Sales



Canterbury
2023 vs 2022



Canterbury
2023 vs 2019



UK
2023 vs 2022

Retail sales were up 5.5% and Food and Drink up 10.8% against 2022. When compared to 2019 (the last normal trading year pre Covid), Retail sales were up 12.8% and Food and Drink sales up 15.8%.

Nationally, while total like-for-like (LFL) sales were positive in March, they failed again to offset inflation and the month ended with a bump in week four. Rising food and beverage prices are exerting the most pressure on consumer purchasing power, ONS inflation data showed a rise in clothing prices that may further reduce discretionary spend.

Occupancy

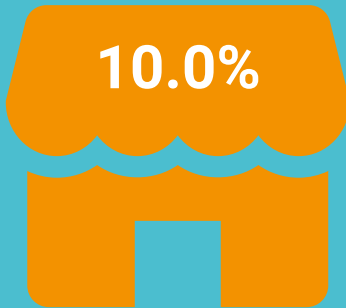


4 openings
YTD: 12
2022 total: 41

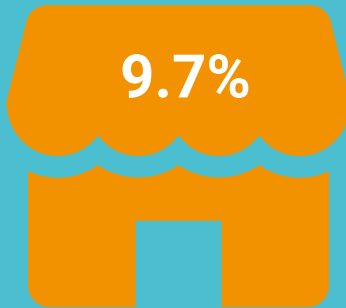


3 closures
YTD: 10
2022 total: 33

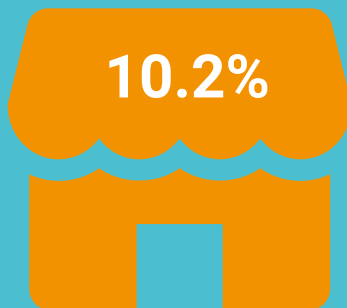
This months vacancy rate is 10.0%, the same as February and 0.3% lower than the 12 month average of 10.3%



Canterbury



South East



UK

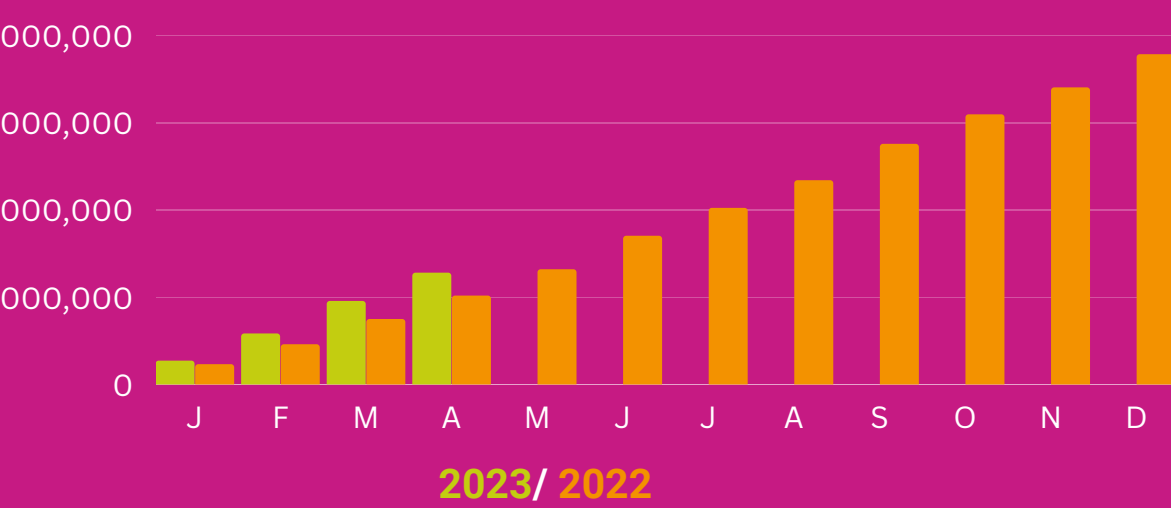
(%) ground floor units

City Centre Performance: April 2023

Footfall

	2023 VS 2022	2023 VS 2019
Canterbury	20.3%	-16.1%
South East	2.0%	-10.6%
Historic City	4.8%	-9.9%
UK	4.8%	-15.4%

Total number of visitors for the year to date 2,561,290 which is 25.8% up on 2022



Total number of visitors this month was 648,320. The Busiest day was **Saturday 8 April** with **33,622 visitors** and the peak hour was **13:00 on Saturday 8 April 2023** with footfall of 3,502.

Sales



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

Retail sales were up 13.4% and Food and Drink up 18.0% against 2022.

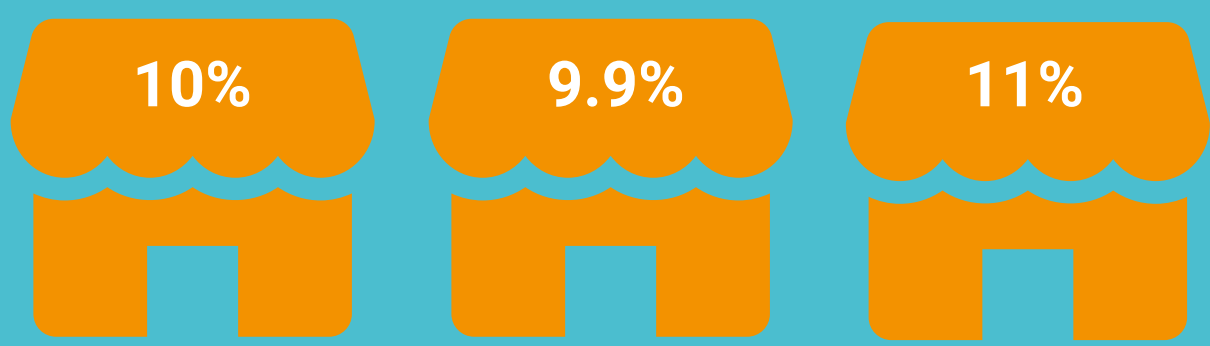
Nationally, while total like-for-like (LFL) sales were positive in April, they remain far below inflation, which is estimated to have ticked down slightly in March to 10.1%, driven in particular by food and household energy prices.

Occupancy



1 openings YTD: 13 2022 total: 41 1 closure YTD: 11 2022 total: 33

This months vacancy rate is 10.0%, the same as March and 0.2% lower than the 12 month average of 10.2%



Canterbury South East UK
(%) ground floor units

Marketing Canterbury Stats for March-April 2023



10,900 impressions
2,506 followers



NEW!
21,940 reach
128 followers



17,619 impressions
1,766 followers



115 eNewsletters,
opened 5,470 times
759 subscribers



13,966 page views of BID
website up 21%
compared to March-April
2022



16,667 reach
5,117 followers



16,559 impressions
2,951 followers



8 eNewsletters,
opened 25,782 times
by 8,286 subscribers



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

Total Impressions:
129,175
(7% up on Jan/Feb 2023)



66,060 reach
9,630 followers



170,224 impressions
15,763 followers



71,627 page views of the
new Visit Canterbury

NEW VC Stats
Total Impressions:
307,991

MyCanterbury

MyCanterbury Platforms

- Most popular post on social media: Spotlight on Kiera Rodda, owner of Lily's Bistro for Mother's Day Campaign
- Most popular eNewsletter with 41% Open Rate was the promotion of all the MyCanterbury Card offers which resulted in 68 new card requests.

MyCanterbury Local Deals Cards

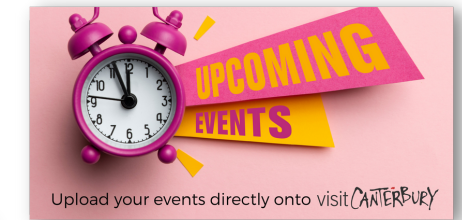
The card continues to go from strength to strength with 272 cards ordered in March / April. We are now working with product delivery company Romax to send out the cards, which reduces the unit cost significantly. The new welcome packs are looking incredibly smart!

Campaigns Themes:

- Evening Out
- Mother's Day
- Easter
- King's Coronation



Visit Canterbury



Canterbury BID is now overseeing the day-to-day management of Visit Canterbury, our district's Destination Marketing Platform.

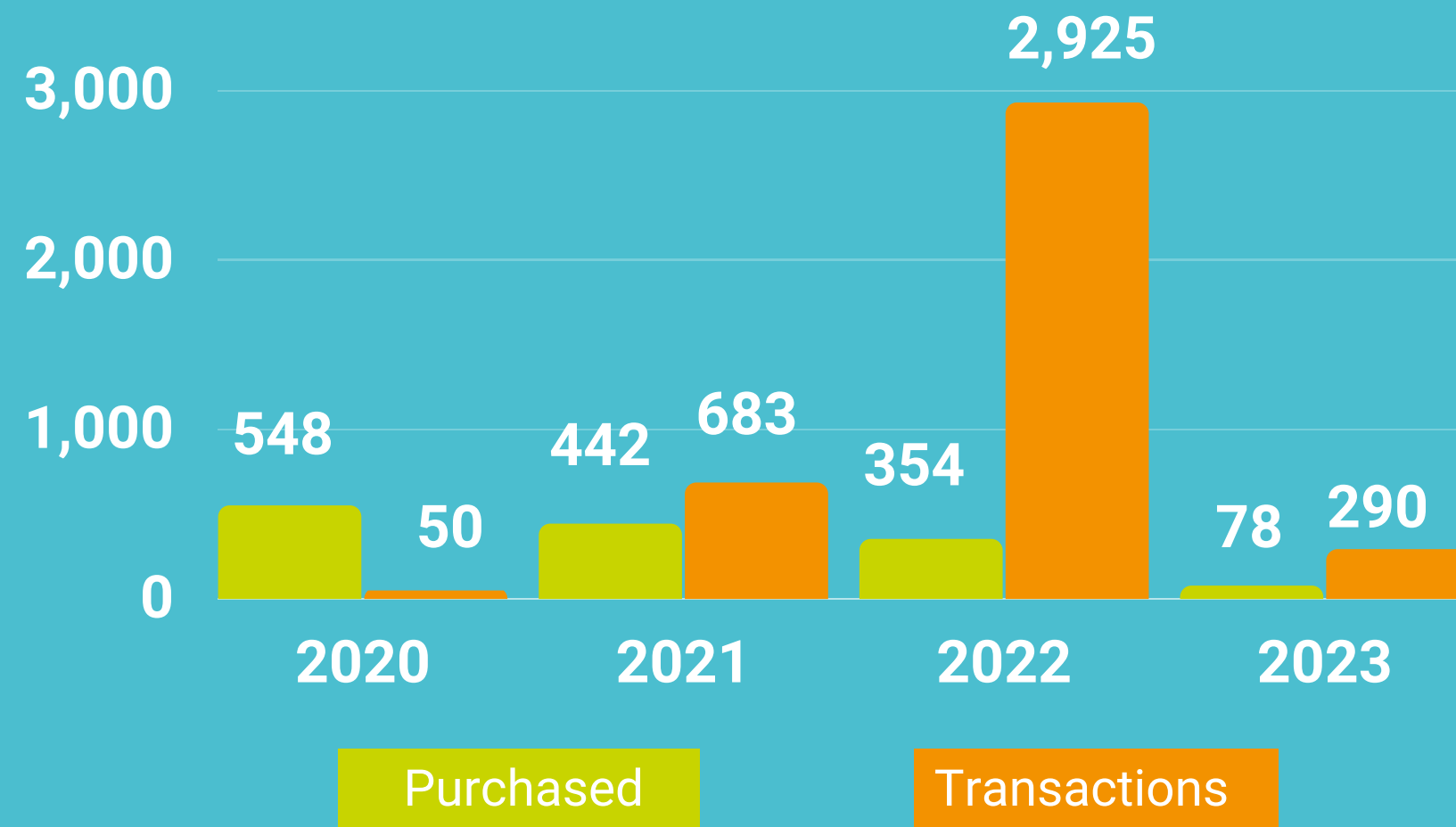
Since taking over the brand in November, a new website has been launched and a Consortium has been formed to help shape the future of the platform and brand. with the Council as a founding partner and Visit Kent as the delivery partner.

March and April also saw a consistent push to raise awareness of the new platform, encouraging businesses to familiarise themselves with the website, check their listings and encourage customers to use it.

To ensure our city's accommodation providers were fully aware of Visit Canterbury's presence, how to utilise it, check their listing, and to to use the whole directory to enhance their visitor's stay, we hosted a dedicated meeting specifically for hotels and B&B's in March.

We also heavily promoted the event submission tool to upload their events directly to the website (all subject to vetting before publishing).





Since the launch in November 2020:
1,652 cards have been sold totalling **£99,934**
 redemption rate of **74.8%**
 average card value **£60.49**
 average purchase on card **£18.46**

Networking & Workshops

Student Welcome Workshop (15.03.23)

We piloted a Student Welcome Consultation held at the **Cosy Club** to hear first hand what would help students familiarise themselves with the city when arriving for the start of their academic journey in Canterbury.

Westgate Quarter Networking & Workshop (21.3.23)

BID invited businesses in the Westgate area to attend a networking and workshop. It was an opportunity to discuss forming a fourth quarter of the city. To explore this further we oversaw a brainstorming session in order to share ideas, and possible collaborations for the new quarter.



March Networking in the Cathedral Quarter (22.03.23)

Guests were treated to a tour of shops in the Burgate area of the Cathedral Quarter where they sampled local wines and nibbles from nearby businesses.

April Networking at the Eastbridge Hospital & Franciscan Gardens (19.04.23)

Another fully booked networking event saw guests treated to a tour of the historic Eastbridge Hospital and the Franciscan Gardens with lunch supplied by Lily's Social Kitchen.

Training

The following training sessions took place for businesses in March and April:

How to Host Sustainable Events (07.03.23)

A session in partnership reWARD Events to equip BID businesses with the confidence to host their own sustainable events.

Zero Tolerance Accreditation Training (09.03.23)

Designed for licensed venues in Canterbury City Centre and funded by Safer Streets.

Digital Marketing (21.03.23)

Pillory Barn Digital Marketing expert Abby Sales provided the latest updates, tips and hacks for promoting businesses online.

Retail Photography (25.04.23) BoConcept, Orange Street

Professional photographer Alex Hare coached BID businesses in how to create professional imagery for online content.

Business Cost Saving Programme Launch

On 29 March BID launched a one year utility savings programme to be offered to BID businesses free of charge. The programme will be overseen by Place Support Partnership. The PSP team will visit monthly to have 1-2-1 meetings with local businesses and find savings in their bills at no cost to the business.

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

- **Electric Vehicle & Infrastructure Survey**
- **Canterbury Castle Survey**
(part of Levelling Up Fund)



Recent Press

Canterbury received plenty of coverage through March-April 2023:

- **BBC Radio Kent** - MyCanterbury's Mother's Day Gift Card campaign featuring Kiera from Lily's Social Kitchen
- **BBC Radio Kent** - A special live broadcast with Julia George at Oscar & Bentley's on the return of tourism.
- **Muddy Stilettos** - Canterbury was voted number one place for Londoners to move to.
- **Association of Leading Visitor Attractions (ALVA)** - Canterbury Cathedral was named among the most popular UK visitor attractions
- **Local Visit Economy Partnership (LVEP) accreditation** - awarded to Visit Kent (one of only 15 nationwide)



Best Bar None Awards

15 March 2023 - Kent Cricket Ground

Canterbury BID oversaw a celebration of the successful ENTE businesses that had received Best Bar None accreditation since its launch. This was Canterbury's Inaugural Best Bar None Awards Dinner and we look forward to many more.



Best Bar None Awards - The Winners

<i>Best Venue Management</i> The Venue	<i>Best Staff Training and Care</i> Tokyo Tea Rooms	<i>Best Customer Safety and Welfare</i> The Ballroom
<i>Best Customer Experience</i> The Lady Luck	<i>Best Community Experience</i> The Dolphin	<i>Zero Tolerance Bystander Award</i> Charlotte Knight (The Black Griffin)
<i>Zero Tolerance Ask Angela Award</i> Dominika Stochlova (Citi Terrace)	<i>Zero Tolerance Award</i> John Tierney (Club Chemistry)	<i>Outstanding Contribution Award</i> The Street Pastors

Safety & Security



Zero Tolerance Training

Training resumed during March-April, designed to equip managers and staff of licensed and night time venues with guidelines and frameworks for how to combat all forms of harassment.

Seven businesses were trained, bringing the total to 19. Delivery of this training continues and **next session will be held on 6 June** and booking is available via the BID website.



Best Bar None Accreditation

The scheme is supported by Safer Streets funding from the Home Office, to assist customers in identifying accredited well-run pubs, bars, clubs and other businesses that serve alcohol or operate in the evening and night time.

By March 2023, **we helped over 19 venues** successfully complete their assessments and achieve Best Bar None Accreditation, helping Kent win the Best Newcomer Award at the National Best Bar None awards that took place in House of Lords at the end of February.

Sustainability



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

March-April 2023 Activities



Sustainable Events - Workshop with reWARD Events
In partnership with sustainable event agency, reWARD Events, we hosted a workshop to give BID businesses a whistlestop tour of sustainability and looked at what it meant, why they should care and how it could benefit their businesses.



Best Bar None - Sustainable Event
It was important that the Best Bar None Awards 2023 set an example of what sustainable events looks like. Thanks to reWARD Events we were able to keep our carbon footprint as low as possible without compromising on quality, meaning not only was this a glamorous affair, but it was also kind to the planet.



Biodiversity Earth Day
Hosted in conjunction with BID-supported Canterbury Climate Action Partnership (CCAP) at St Peter's Methodist Church Hall, keynote speaker Paul Whitfield (Director General of The Wildwood Trust) and Chair Carl Wright discussed the huge contribution Biodiversity can offer to saving our planet.

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.

- **Reporting:** sent to Canterbury City Council for graffiti, fly tipping, litter anti-social behaviour
- **Cleaning:** targeted spot-cleans of streets/areas in city centre
- **Meetings:** tactical, environmental and security meetings concerning the city centre

March - April 2023



Street Cleans:

16



Reports Logged:

35



Meetings Attended:

14



March- April 2023

In Review

Canterbury BID Training and Workshops in 2023

Sustainable Events

Save money, make money and protect our planet

Tuesday 7 March 9.30-10.30am via Zoom

presented by: Danielle Ward from reWARD Events

Brought to you by Canterbury BID

Canterbury's Best Bar None Awards 2023

RAISING THE BAR BEST BAR NONE BB

Canterbury BID Kent Police



Canterbury BID NEW Utility Cost Reduction Service for Canterbury BID Businesses

ENERGY MERCHANT WATER TELECOMS INSURANCE PEST CONTROL

LET US HELP YOUR BUSINESS:

- ✓ Improve cashflow
- ✓ Improve profitability
- ✓ Free up capital to invest
- ✓ Become cost efficient

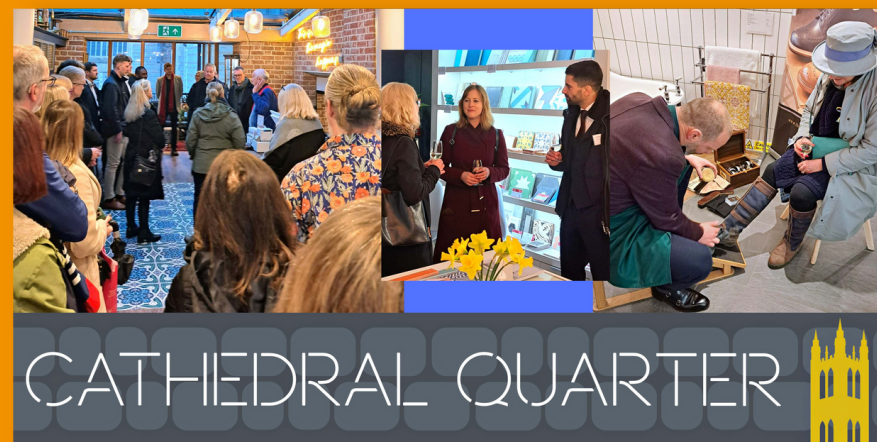
Westgate Quarter Networking

Canterbury BID



Digital Marketing

FREE training session brought to you by Canterbury BID



Photography Workshop for Retailers





March-April 2023

In Review

- **Best Bar None Newcomer Award (01.03.23)** – 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.
- **ATCM High Street Discussions Conference (02.03.23)** – Lisa represented Canterbury at the Association of Town and City Management (ATCM) conference in London. The ATCM is a 500+ membership organisation, currently chaired by our CEO Lisa, that supports town centre partnerships.
- **BID Training: Sustainable Events (07.03.23)** – We hosted this training session in partnership with sustainable event agency reWARD Events to equip BID businesses with the skills, expertise, and confidence to host their own sustainable events.
- **Farewell to Kathy (08.03.23)** – We said a very fond farewell to BID team member Kathy Moulton who worked for the BID for 8 years. The team and the BID Board thanked her for her hard work and dedication in building the MyCanterbury brand and overseeing the launch and management of the Canterbury Gift Card. We wish her well in her new role on the employability team at the University of Kent.
- **International Women’s Day (08.03.23)** – The BID team were really proud to attend and sponsor this year's International Women's Day breakfast event at the Westgate Hall, joined by over 50 local business members.
- **Zero Tolerance Training (09.03.23)** – We continued with our rollout of the Zero Tolerance accreditation scheme designed for licensed venues in Canterbury City Centre and funded by Safer Streets 4, with teams attending from McDonalds, Kent Cricket and Sodexo Live.
- **Student Welcome Consultation (15.03.23)** – We piloted a Student Welcome Consultation held at the Cosy Club to hear first hand what would help students familiarise themselves with the city when arriving for the start of their academic journey in Canterbury.
- **Best Bar None Awards (15.03.23)** – It was our absolute pleasure to host Canterbury's very first Best Bar None Awards in conjunction with Kent Police and Canterbury City Council at Kent Cricket's Spitfire Grounds, bringing together staff and management of all 19 Best Bar None accredited venue to celebrate their achievements .
- **BID Training: Digital Marketing Updates (21.03.23)** – We were joined by Pillory Barn Digital Marketing expert Abby Sales will be giving BID businesses the latest updates, tips and hacks for promoting their businesses online.
- **Westgate Quarter Networking (21.03.23)** – A special networking event just for the businesses surrounding the Westgate Towers was hosted by us at the Westgate Hall to share news, discuss marketing opportunities and collaborate on ideas to form a new Quarter in the area.
- **Porchlight’s CEO Sleepout (27.03.23)** – Lisa Carlson joined over 20 people to take part in the 2023 CEO Sleepout to help raise money for the services Porchlight provide to tackle homelessness.
- **BID Training: Business Cost Saving Workshop (29.03.23)** – We launched our first Utility Cost Reduction Service with savings and support experts Place Support Partnership (PSP) to help BID businesses identify where they can save on core costs and give expert guidance on navigating the current energy crisis.
- **Business Visits: Utility Cost Saving (29.03.23)** – BID Ambassador Simon and Rishi, the expert from PSP, spent the afternoon visiting 30+ city centre businesses to introduce the scheme and discuss the cost savings further.
- **Zero Tolerance Training (18.04.23)** – Designed for licensed venues in Canterbury City Centre and funded by Safer Streets , with 19 businesses and organisations accredited to date. Next session is on 6 June.
- **BID April Lunchtime Networking (19.04.23)** – This month’s fully-booked networking, partnered with Girlings, treated guests to an insight into the Eastbridge Hospital and a tour of Franciscan Gardens, with Lily's Social Kitchen providing the catering.
- **BID Training: Retail Photography Workshop (25.04.23)** – This workshop was held in person at BoConcept in Orange Street with professional photographer Alex Hare coaching BID businesses in how to create professional imagery for online content.

*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

