

# Ops Report July - August 2023

# Introduction

As of August 2023, footfall was 18% up on 2022 and there have been 20 business openings so far this year compared to 9 closures. The American market and group travel with the language schools has been particularly strong. However, inflationary pressures on the cost of doing business and recruitment and retention remain challenging. For more information about city performance, reports are available on the BID website.

We look forward to the Cornish Bakery and Clarendon Fine Art opening on The Parade soon, with sports bar Matches coming to Butchery Lane and Whitefriars has announced Oliver Bonas, the Canterbury Bakery and Moss Bros will be moving in shortly.

Events in the city continued in early July with the BID's annual Medieval Pageant and Family Trail, plus the very first Canterbury City Show, created by the Canterbury Residents Group. The Shakespeare Festival, the bOing International Family Festival, the Canterbury Bike Ride and the King's Mile Gin Fling also attracted footfall, aided by the Visit Canterbury summer campaign, "It's in our Nature", with Visit Kent, which included fresh photos of the city commissioned, an influencer trip that resulted in 8k views of their video alone, and a summer competition that saw 21k entries and resulted in 3k email addresses added to the Visit Canterbury database.

Summer BID networking saw another booked-out session - we continued to encourage guests to become tourists in their own city with a King's Mile-themed reception and tour of the area with a local city guide. The Canterbury Gift Card went from strength to strength following a "Teacher's Treats" campaign in June and July and purchases for Concord International students. The Summer Guide proved so popular this year, that an additional 3k copies were printed.

Congratulations were in order for businesses who achieved plastic-free accreditation and were delighted with the news that Canterbury was voted 2nd Greenest City in the UK.

Safety and security continued to be a key priority over the summer months with a visit from Police Crime Commissioner to see the work Safer Streets 4 funding has facilitated. Our Zero Tolerance anti-harassment training is continuing to gain traction with 19 city centre venues and 32 members of staff now fully accredited and we heavily promoted the recent Public Space Protection Order (PSPO) consultation which looked to add further measures to tackle anti social behaviour in the city centre.

## New Businesses:

- Pho - Burgate/Butchery Lane
- Chamber of Ducks, Buttermarket
- Moo Like a Monkey, Palace Street
- Convenience Store, Canterbury Lane
- Barakat Food Centre, The Borough
- Cool Britannia, The Buttermarket
- Bubblin, St Peter's Street
- Leo's Cafe, St Dunstan's

Lisa Carlson, Canterbury BID





# City Centre Performance: July 2023

## Footfall

2023 VS. 2019

2023 VS. 2022

Canterbury	13.4%	-12.2%
South East	2.7%	-11.8%
Historic City	3.4%	-9.7%
UK	0.8%	-15.6%

Total number of visitors for the year to date  
**4,844,015** which is **19.8%** up on 2022



Total number of visitors this month was **724,871**.  
The Busiest day was **Saturday 29 July** with **32,729**  
**visitors** and the peak hour was **13:00 on Saturday**  
**15 July** with footfall of **3,299**.

## Sales



Canterbury  
2023 vs. 2022



Canterbury  
2023 vs. 2019



UK  
2023 vs. 2022

Retail sales were up 5.0% and food and drink up 16.2% against 2022. When compared to 2019 (the last normal trading year pre Covid) retail sales were 10.3% and food and drink sales up 26.7%.

Nationally, July was a positive month owing to healthy store sales, potentially driven in part by holiday and tourist spending, combined with consumers taking advantage of widespread discounting and promotions as retailers tried to mitigate the effects of inclement weather.

## Occupancy



2 openings  
YTD: 18  
2022 total: 41



1 closure  
YTD: 16  
2022 total: 33

This months vacancy rate is 10.0%, down 0.2% on June and 0.1% lower than the 12 month average.



Canterbury



South East



UK

(%) ground floor units



# City Centre Performance: August 2023

## Footfall

2023 VS. 2022    2023 VS. 2019

Canterbury	11.1%	-11.9%
South East	4.2%	-9.4%
Historic City	4.2%	-7.8%
UK	1.4%	-12.9%

Total number of visitors for the year to date  
**5,549,297** which is **18.6%** up on 2022



Total number of visitors this month was **705,282**.  
The Busiest day was **Saturday 12 August** with **32,054** visitor sand the peak hour was **13:00** on **Saturday 12 August 2023** with footfall of **3,136**.

## Sales



Canterbury  
2023 vs. 2022



Canterbury  
2023 vs. 2019



UK  
2023 vs. 2022

Retail sales were up 4.6% and food and drink up 17.7% against 2022. When cmpared to 2019 (the last normal trading year pre Covid) retail sales were 7.9% and food and drink sales up 17.3%.

Nationally, August's result was driven by healthy lifestyle and homeware sales, producing the highest like-for-like (LFL) growth since February this year. Aided in part by sunshine and school holidays across much of the country, together with the continuing staycation trend and increased tourism from overseas, particularly from North America..

## Occupancy



**6** openings  
YTD: 24  
2022 total: 41



**1** closure  
YTD: 17  
2022 total: 33

This months vacancy rate is 9.4%, down 0.6% on July and 0.7% lower than the 12 month average.



Canterbury



South East



UK

(%) ground floor units



# Marketing Canterbury Stats for July-August 2023



**14,730** impressions  
**1,069** followers



**2,734** reach  
**160** followers



**4,824** impressions  
**1,940** followers



**8** eNewsletters,  
opened **3,173** times  
**799** subscribers



**15,246** page views of BID  
website inc MyCanterbury



**63,858** reach  
**5,118** followers



**27,473** impressions  
**3,060** followers. n.b account  
was suspended in August



**8** eNewsletters,  
opened **23,419** times  
by **8,350** subscribers



**286** new cards posted out  
**18** offers

**Total Impressions:**  
**155,743**

(-4.65% May/June due to instagram  
account suspension)



**37,257** reach  
**9,776** followers



**252,893** impressions  
**18,098** followers



**58,364** visitors  
**229,038** page views



Launched in July  
**1** eNewsletters  
**325** Subscribers

**Total Impressions:**  
**519,513**

(29.9% up on May/June)



# Marketing

The Marketing team were joined for 6 weeks by a University of Kent Employability Points intern, who focussed on video and image content creation for Visit Canterbury and MyCanterbury.



## Event Sponsorship

Canterbury City Show | Canterbury Shakespeare Festival |  
Canterbury Bike Ride | Wimbledon Screen | King's Mile Gin Fling



## MyCanterbury

Teacher's Treats | What's On for Kids in the Summer | Back to School  
Christmas Guide 2023 - Book Your Advert (sold out) | Student  
Promotional Activities



# visit CANTERBURY

## Visit Canterbury Newsletter Launch

We launched a campaign to encourage business owners to sign up to the new Visit Canterbury e-newsletter to help spread the news of what's happening in the city, coast, and countryside - great for the local economy and great for business.

## In Our Nature Summer Campaign

Visit Canterbury collaborated with Visit Kent's **It's in our Nature** campaign focusing on national and international visitors. Close collaboration with Le Shuttle will help group visits from the continent and there was also an influencers trip in August.



## Website content as at 31.08.23

What's On: 82 district wide events | Shopping: 462 business listings  
Inspire Me: 16 themed blog posts | Places to stay: 115 business listings

Visit Canterbury Consortium is the committee that helps finance, steer and shape Visit Canterbury's campaigns:







## Canterbury Gift Card

It has been a bumper summer for the Canterbury Gift Card with Concorde International purchasing £25,000 worth of gift cards for their students to spend in the city centre in August. A further £6,000 of purchases were made during the Teachers Treats campaign in June and July.



**£31,000**

**total spend on Canterbury Gift Cards in July-August**



Since the launch in November 2020:  
 1,962 cards have been sold totalling £135,057  
 redemption rate of 80.8%  
 average card value £68.84  
 average purchase on card £17.46

## Business Cost Saving Programme

The Place Support Partnership continued to meet with businesses to help identify cost savings, with £125,977 in savings identified to date. They will be retuning for 1-2 days per month, visiting businesses directly to discuss how savings can be found.

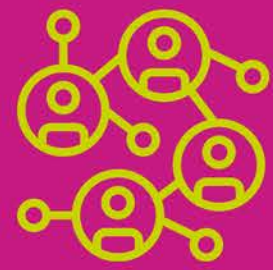


**£125,000+**

**Identified in savings for Canterbury businesses so far**







## Networking

### July Networking - Lilford Gallery / King's Mile

Over 40 people representing 30 businesses attended BID networking in July, sponsored by Girlings and the FSB and hosted at the Lilford Gallery with the Canterbury Tour Guides providing a mini tour of Palace Street.



### Autumn 2023 BID Networking:

- 19 September: Breakfast Networking at ABode
- 26 October: Evening Networking at Canterbury Festival
- 15 November: Evening Networking at Socialite
- 12 December: Christmas Pub Quiz (stay tuned for details)

## Quarter Updates

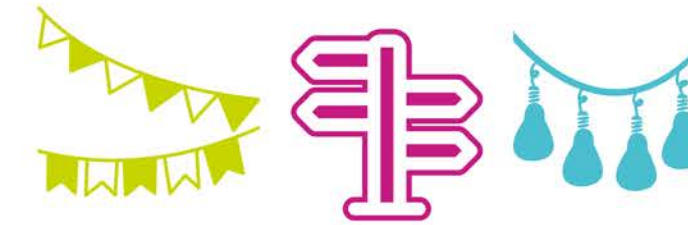
### Westgate Quarter Branding

The BID continues to support the set-up of a new Quarter in Canterbury for businesses based in the Westgate area of the city. On 11 July we hosted the second of the Westgate Quarter workshops with the new branding team made up of 3 local businesses to create a new brand, identity, and story for the area.

### Cathedral Quarter Update

We said a fond farewell and a big thank you Mark Pegg of the former Loake Shoemakers in the Buttermarket, who has moved to a new retail role in Herne Bay. Thank you for all of your support on the BID Board and in the Cathedral Quarter!

## City Decorations & Wayfinding



### Lamp Post Banners - King's Mile

The BID produced and installed new King's Mile lamp post banners in July, leading from Guildhall Street all the way through to Northgate, bringing colour, a sense of identity, and a refresh to the area after the original banners were removed due to wear and tear.

### Umbrella Installation – Guildhall Street

A total of 50 multi-coloured umbrellas have been installed by the BID in Guildhall Street connecting the High Street to the King's Mile to help attract more visitors and encourage them to explore. The umbrellas are installed so they can be changed for lights or other installations at key times of the year.





# Safety & Security



## Safer Streets Campaign Video

Canterbury Christ Church University have been leading in the creation of a Safer Streets Campaign Video ready for the student's return in September. The BID was delighted to attend during filming on the High Street to show their support.

## Safer Streets Police Crime Commissioner Visit to canterbury

The Police Crime Commissioner, Matthew Scott, visited Canterbury in August for a presentation and tour of Canterbury Safer Streets work over the last year. He visited businesses and heard about the impact of the project so far. The funding has enabled us to re-launch Zero Tolerance training (which is now offered year-round), introduce Best Bar None accreditation and new Safe Havens.



**19 City Centre Venues**  
**54 Members of staff**  
have completed their training so far



# Representing Businesses

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.



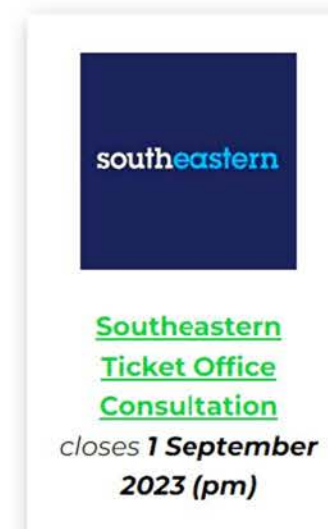
## World Town Leadership Summit - Representing Canterbury

The World Town Leadership Summit took place in London and Manchester on 11-13 July, for leaders of Business Improvement Districts around the world to share ideas and develop solutions for the major challenges and opportunities facing towns and cities today with BID CEO, Lisa Carlson opening Day 3 of the Summit..



# Having Your Say

Canterbury BID is committed to ensuring the business community has their say in policy changes that affect infrastructure, trade, environment and safety by actively promoting and engaging with public consultations related to these matters. Responses are posted on the BID website: [canterburybid.co.uk/representation](https://canterburybid.co.uk/representation)





# 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 | The Biodiversity Network

## July - August 2023 Activities



### Biodiversity Emergency

We encouraged the community to sign a call to the Council to adopt a Biodiversity Emergency Declaration has been made by the Canterbury Sustainable Development Goals Forum to encourage them to make a high-level commitment to the protection of the natural environment.



### River Dipping Event

Promoted a fun opportunity to join the Our Stour project to discover what lives in the River Stour through river dipping, as well as learning simple steps to protect our watercourses. .



### Plastic Free Status for Canterbury

Canterbury is now an official @SurfersAgainstSewage Plastic Free Communities Approved location! The BID has been awarded in recognition of our work to bring the community and businesses together (45 businesses and allies) to start freeing our city from single use and to send the message that Canterbury has no use for single use plastics.



# 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 also 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.



## July - August 2023

- **Cleaning:** Targeted spot-cleans of streets/areas in city centre
- **Reporting:** Graffiti, fly tipping, litter, anti-social behaviour
- **Meetings:** City Centre tactical, environmental and security meetings



Street Cleans (hours): **20**



Reports Logged: **37**



Meetings Attended: **18**





# July - August 2023

## *In Review*



CANTERBURY  
**SAFER  
STREETS**







# July - August 2023

## *In Review*

- **Medieval Pageant and Family Trail (1 July 2023)** - The 8th annual Medieval Pageant and Family Trail took place in the city centre with over 11,000 visitors recorded by the trail venues. The parade doubled in size thanks to excellent community workshops led through the Medieval Animal Project.
- **Kings Mile Banners Installed (4 July 2023)** - Brand new lamp posts and lamp post banners were installed in the King's Mile area to give the quarter a visual brand identity and help steer footfall and encourage shoppers to explore the area
- **Canterbury Celebrates Plastic Free Status (5 July 2023)** - We were delighted to join with Plastic Free Canterbury at The Drapers Arms to celebrate the city's new accreditation in recognition of business and community work to start freeing the city from single use plastic.
- **Canterbury City Show (8-9 July 2023)** – Sponsored by the BID and created by the Canterbury Residents Group and Canterbury Community Group, this community themed event took place in various venues across the city featuring workshops, music, talks and more.
- **Westgate Quarter Branding (11 July 2023)** – The BID organised and hosted the second workshop in the set-up of a new Quarter in Canterbury for the Westgate area of the city. The branding team made up of 3 local businesses have taken initial ideas and used the vent to launch a newly-created brand, identity, and story for the area.
- **ATCM & World Town Leadership Summit (11-13 July 2023)** – Lisa attended to represent Canterbury at the World Town Leadership Summit in London and Manchester for leaders of BIDs around the world to share ideas and develop solutions for the major challenges and opportunities facing towns and cities today.
- **Safer Streets Campaign Video (13 July 2023)** - BID Ambassador Simon assisted Canterbury Christchurch University's filming of a bespoke Safer Streets safety campaign video for students arriving in September.
- **BID July Networking (19 July 2023)** – Our last BID networking before the summer holidays was hosted at The Lilford Gallery and included a whistle stop tour of the King's thanks to Canterbury Tour Guides plus drinks and nibbles provided by Kings Mile traders
- **Re-awakening World Heritage Sites Conference (27 July 2023)** – Head of Marketing and Communications Rachel attended this conference to learn more about the value of restoration, storytelling, inclusion and sustainability of our World Heritage Sites.
- **Christmas Guide Call Out (7 August 2023)** – With preparation started for the publication of the popular MyCanterbury Christmas/Winter Guide 2023, we gave an early-bird shout out for BID businesses to snap up an opportunity to appear in it.
- **Safer Streets Police Crime Commissioner Visit (15 August 2023)** - Police Crime Commissioner, Matthew Scott, paid a special visit to Canterbury for a presentation and tour of the Safer Streets work over the last year by the partnership.
- **Umbrella Installation - Guildhall Street (16 August 2023)** - A brand-new installation of 50 multi-coloured umbrellas were paid for and installed by the BID in Guildhall Street, connecting the High Street to the King's Mile to enhance commercial curb appeal and encourage footfall.
- **Ukraine Independence Day (24.08.23)** – We represented the businesses of Canterbury in showing support and solidarity for Ukraine Independence Day by joining the Ukraine community on a walk through the city centre followed by an event at the Umbrella Centre.
- **King's Mile Gin Fling (26 August 2023)** – Canterbury's finest independent and artisan businesses brought a festival vibe to the King's Mile Quarter, giving visitors sip samples of different gins accompanied by a fun trail map to encourage people to explore the area.



*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)*

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