

# Ops Report May-June 2023

# Introduction

Events have been in full swing with the the 4-day bank holiday for the Coronations of King Charles II and the Canterbury Wine Festival in May, followed by Pride Canterbury, the Taste of Kent Festival, English Wine Week and Kent Cricket Week in June and the Medieval Pageant on July 1st. Our free fold-out shopping maps and Canterbury Summer Guides were distributed widely to ensure all visitors had new reasons to explore the city.

The BID Team have had a packed schedule attending conferences, community events and championing local businesses through the Taste Of Kent Awards, Muddy Stiletto, Plastic Free Accreditation and the Association of Town and City Management Purple Flag Study Tour and Summer School events. Community Safety Hubs, Zero Tolerance Training and Safer Streets projects have all been actively supported and attended by the BID team. The Business Cost Saving Program launched in March has been hugely successful with over £90,000 of savings identified so far.

Sales, footfall and new business opening have remained positive with three new business opening in the city centre and voluntary members actively involved in our projects and events. We are currently focussed on increasing dwell time, spreading footfall around the city and developing a toolkit to attract new businesses to Canterbury.

BID Networking remains as popular as ever with a fully booked breakfast networking followed by a community litter pick in the Castle Quarter in May and June's networking was combined with the BID's annual AGM drawing in over 100 guests to hear about the impact of the BID's investment in the city.

Summer was officially recognised by the installation of our hanging flower baskets now in full bloom across the city together with the bunting installed in early May and new King's Mile banners in June.

On a final note our Marketing platforms are continuing to provide a powerful boost to Canterbury's profile both locally and nationally, with Visit Canterbury giving a taster of our city with regular blogs, posts, uploads and reels, and our MyCanterbury providing locals with more direct business advertising.

## New Businesses:

- Metro Mobiles - St Margaret's Street
- Canterbury Tails Cat Cafe - Mercery Lane
- Toys R Us (in WHSmiths) - St George's

## New Voluntary BID Members

- I Do Marketing

Lisa Carlson, Canterbury BID



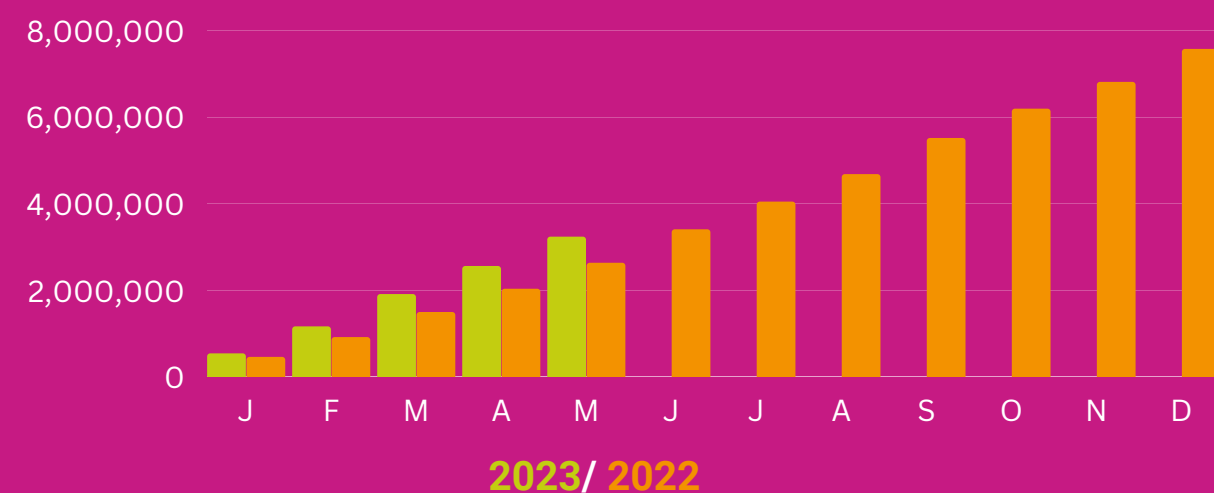
# City Centre Performance: May 2023

## Footfall

2023 VS. 2022    2023 VS. 2019

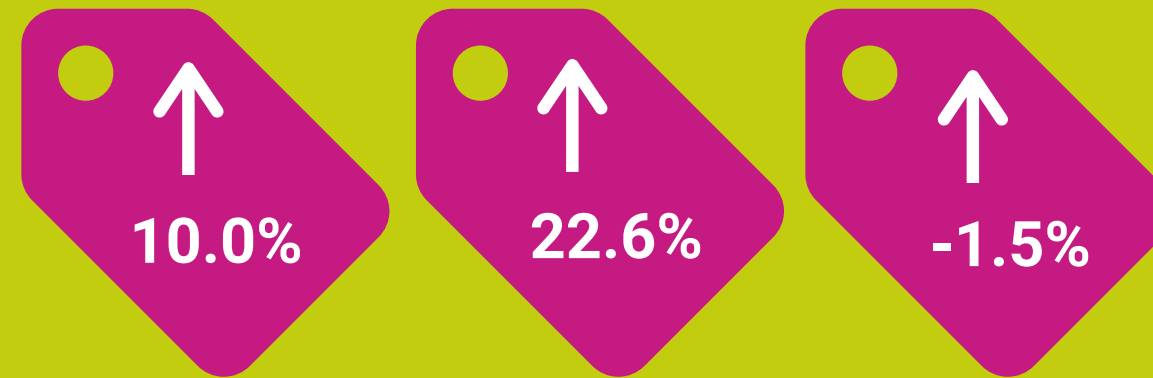
Canterbury	12.9%	-17.2%
South East	3.6%	-10.5%
Historic City	3.9%	-8.8%
UK	4.5%	-12.6%

Total number of visitors for the year to date  
**3,238,021** which is **22.8% up on 2022**



Total number of visitors this month was **676,731**.  
The Busiest day was **Saturday 27 May** with **33,563 visitors** and the peak hour was **13:00 on Saturday 27 May** with footfall of **3,283**.

## Sales



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

Retail sales were up 10.1% and food and drink up 9.3% against 2022. When compared to 2019 (the last normal trading year pre Covid) retail sales were 23.9% and food and drink sales up 20.3%.

Nationally, while total like-for-like (LFL) sales sales were negative in May ending a twenty-six month run of positive growth. Despite a modest fall in CPI inflation, LFL sales remain well below price growth.

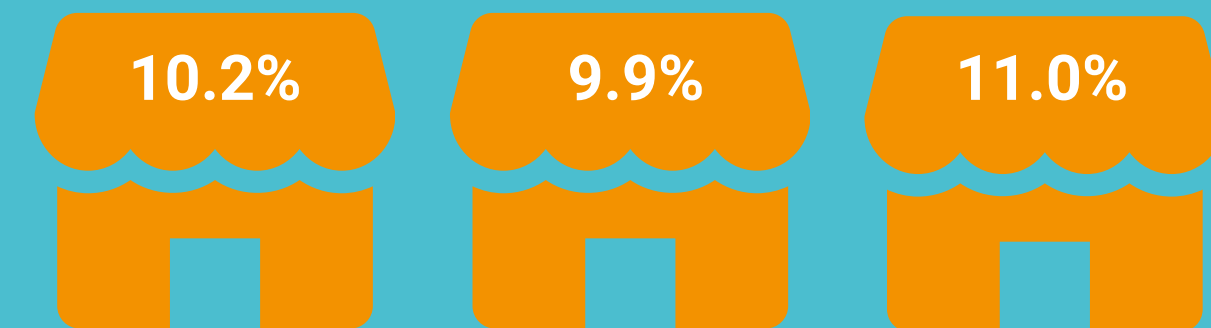
## Occupancy



3 openings  
YTD: 16  
2022 total: 41

4 closure  
YTD: 15  
2022 total: 33

This months vacancy rate is 10.2%, 0.2% more than April and the same as the 12 month average.



Canterbury    South East    UK

(%) ground floor units

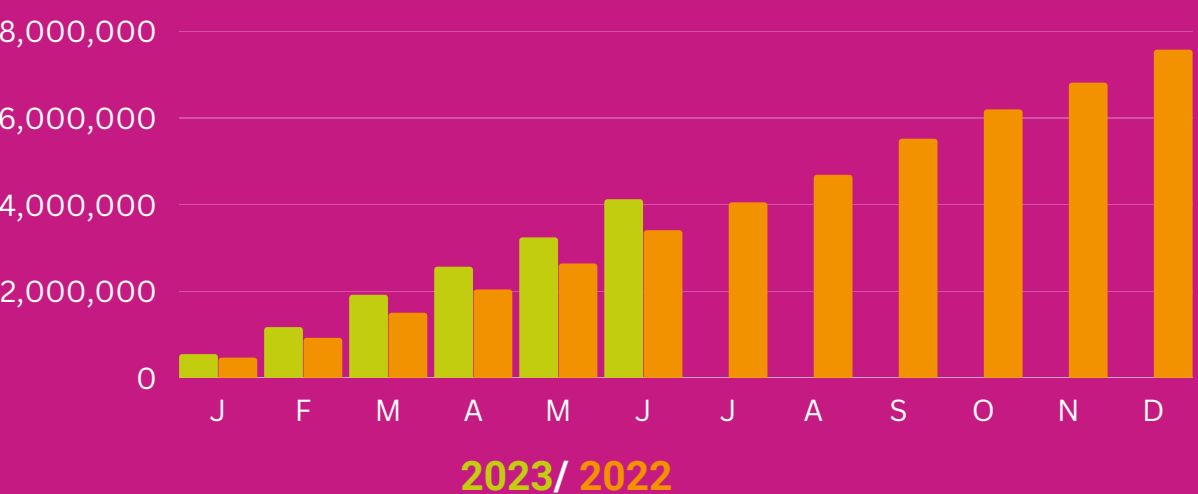
# City Centre Performance: June 2023

## Footfall

2023 VS. 2022    2023 VS. 2019

Canterbury	14.7%	-11.4%
South East	3.4%	-8.1%
Historic City	5.4%	-4.1%
UK	5.0%	-10.7%

Total number of visitors for the year to date  
**4,119,144** which is **21% up on 2022**



Total number of visitors this month was **881,123**.  
The Busiest day was **Saturday 10 June** with  
**35,838 visitors** and the peak hour was **13:00** on  
**Saturday 1 July** with footfall of **3,371**.

## Sales



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

Retail sales were up 16.3% and food and drink up 12.5% against 2022. When cmpared to 2019 (the last normal trading year pre Covid) retail sales were 26.8% and food and drink sales up 23.7%.

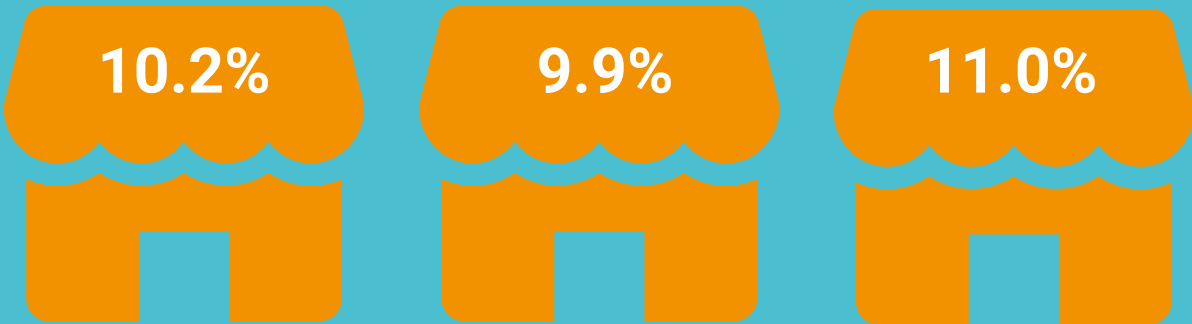
Nationally, total like-for-like (LFL) sales returned to relatively modest growth in June, following May's negative result, with positive performances for most channels and categories throughout the month.

## Occupancy



0 openings    0 closures  
YTD: 16    YTD: 15  
2022 total: 41    2022 total: 33

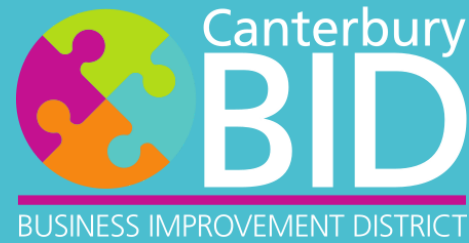
This months vacancy rate is 10.2%, the same as May and the same as the 12 month average.



Canterbury    South East    UK

(%) ground floor units

# Marketing Canterbury Stats for May-June 2023



13,000 impressions  
2,526 followers



2,113 reach  
142 followers



3,275 impressions  
1,850 followers



13 eNewsletters,  
opened 4,670 times  
772 subscribers



18,794 page views of BID  
website



68,539 reach  
5,184 followers



39,874 impressions  
3,060 followers



5 eNewsletters,  
opened 16,465 times  
by 8,226 subscribers



194 new cards posted out  
118 offers

**Total Impressions:**  
**163,349**  
**(20% up on March/April)**



49,540 reach  
9,742 followers



253,212 impressions  
17,268 followers



81,647 page views of the  
new Visit Canterbury

**Total Impressions:**  
**384,339**  
**(19% up on March/April)**

# Marketing



We were delighted to welcome Jo Taborn to the team in June as the new Marketing and Business Development Officer. Her role will be to oversee the MyCanterbury platform and the Canterbury Gift Card scheme.



## Event Sponsorship

Canterbury Wine Festival, Taste of Kent Awards, Pride Canterbury



## MyCanterbury Platforms

Most popular post on social media: Filming in the Cathedral Quarter for Disney + series  
Most popular eNewsletter with 41.3% Open Rate announcing the return of the Medieval Pageant 2023

## Campaigns Themes for May-June 2023:

King's Coronation | Father's Day | Events: Wine Festival, Pride Canterbury, English Wine Week, Kent Cricket Week, Taste of Kent Awards, Medieval Pageant



# visitCANTERBURY



Management of the Visit Canterbury platform has continued to grow as we welcomed new member, The Marlowe Theatre.

A new eComms strategy has been created to include a Visit Canterbury eNewsletters which will be circulated monthly and the new mailing list will grow over the summer through Visit Kent's summer campaign competitions.

Over the summer Visit Canterbury will be part of the new Visit Kent 'It's in our Nature' campaign which focuses on national and international visitors. Close collaboration with Le Shuttle will help target visitors from the continent and influencers will be visiting the city.

## Campaigns Themes for May-June 2023:

Royal Coronation  
Summer of Events  
Canterbury's Wine experiences  
Medieval Pageant

## Website content as at 30.6.23

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:



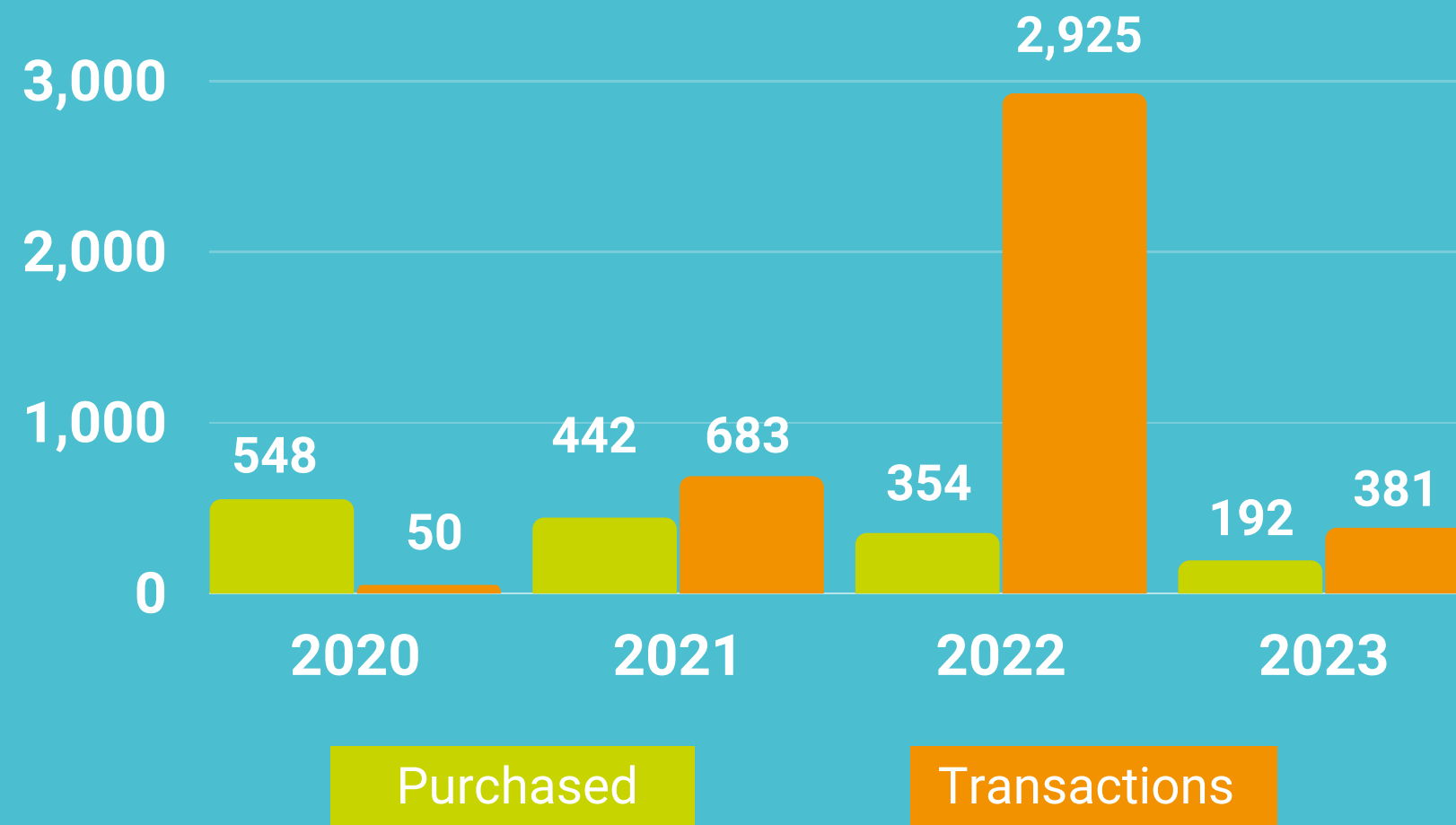


# Maps & Guides

Providing a wayfinding service for visitors is always a top priority to help provide a memorable experience when visiting the city.

We printed 20,000 Summer Guides and 5,000 fold-out shopping maps, all bursting with inspiration on where to shop, things to do, stories and features from the city centre and ensured 32 tourist venues including hotel & B&Bs across the district were fully stocked to hand to guests for the summer.

The guides have proven so popular that an additional 3,000 copies have been printed.



Since the launch in November 2020:  
 1,766 cards have been sold totalling £104,204  
 redemption rate of 74.3%  
 average card value £59.01  
 average purchase on card £18.68



**DID YOU KNOW?**  
 We deliver our Summer Guides to all these places!

Canterbury BID  
 BUSINESS IMPROVEMENT DISTRICT

**VISITOR DESTINATIONS:**

- Canterbury Bus Station
- Canterbury East Train Station
- Canterbury West Train Station
- Canterbury Camping and Caravanning Club Campsite
- Folkestone Tourist Information Centre
- Canterbury Visitor Information Centre
- Canterbury Christ Church University
- The University of Kent
- The Marlowe Theatre
- Gulbenkian Theatre
- Kent Innovation Centre
- The Spitfire Ground St Lawrence
- Sainsbury's Local Cricket Ground
- Miles & Barr Welcome Packs
- Grove Ferry Inn
- Cathedral Welcome Centre
- Concorde School of English

**HOTELS & B&B's**

- The Abode
- Broome Park Hotel & Golf Resort
- The Cave Hotel & Golf Resort
- Canterbury Cathedral Lodge
- Cathedral Gate Hotel
- The Corner House
- Hampton by Hilton
- Harriet House B&B
- House of Agnes B&B
- Howfield Manor Hotel
- Premier Inn Hotel
- St Stephen's Guest House
- Travel Lodge (A2)
- Victoria Hotel
- Wincheap Guest House

# Networking

## May Networking (22 March 23)

We hosted a special Breakfast networking at Stag Coffee in St Margarets street treating all to a coffee and breakfast, followed by a fun competitive litterpick. Attendees were split into 4 teams and managed to collect over 4,582 pieces of litter.



## BID AGM and June Networking (20 June 23)

Our biggest networking event of the year saw over 100 people join us at the Cathedral Lodge to hear the impact of BID investment in the city, Canterbury City Council's Levelling Up fund projects, and a national perspective on places and BIDs. Speakers Dr Julie Grail (The BIDs Business) and Bill Hicks (Director of Place at Canterbury City Council) gave presentations and updates and guests were able to interact with live polls.



# Workshops and Programs

## Canterbury Shopfront Guidelines Explained (22 May 23)

We were joined by 31 people from the city to hear CCC's Heritage and Design Manager discuss how well designed and historically interesting shopfronts can make a street a more attractive place to visit, plus how to achieve high standards in shopfront design, signage, why advertisement consent is required and how to restore a property with authenticity. A recording is available to access on the BID Youtube channel.

## Business Cost Saving Programme

The Place Support Partnership continued to meet with businesses to help identify cost savings, with over £90,000 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. To book a place, please visit the BID website.



# £90,000

Identified in  
savings for  
Canterbury  
businesses so far



# Safety & Security

Projects, training and initiatives undertaken by the BID this May-June:

## Zero Tolerance Training

24 city centre businesses are now fully Zero Tolerance trained with 5 businesses gaining accreditation during May-June's training sessions

## Safe Zone App Launch Campaign

Safer Street Fund 4 team engaged with the public and visited businesses

## Purple Flag

Working group, updates on BBN awards ceremony in March and plans for 2023 submission.

## Thames Valley & Regional Place Managers Meeting

High Wycombe Business Improvement District

To hear about the Thames Valley PCC's new Crime Fighters Strategy and to discuss BID engagement in safety & security projects (for example, diverted giving, Shop Watch schemes, Wardens / Ambassadors



# 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.

## Purple Flag Study Tour

We presented Canterbury's Purple Flag success at the Swedish Town and City Management Conference in Helsingborg, and learned about how Purple Flag is managed in other areas including Australia and New Zealand who have adopted the programme recently.

## Filming in the City

Canterbury BID were approached by a film production company, keen to speak with businesses in the Cathedral Quarter. BID were able to connect the team with businesses. The huge film crew descended on the Cathedral Quarter including the Buttermarket, Burgate, Mercery Lane and Butchery Lane and Canterbury Cathedral to shoot scenes for a new Disney+ TV series The Veil.

# Celebrating Businesses



The Muddy Stiletto Regional Awards saw two Canterbury BID businesses come top, six Canterbury businesses won gold, silver or bronze in the Taste of Kent Awards (TOKA) and 12 city centre businesses achieved their Plastic Free Status.

# 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

## May-June 2023 Activities

### Hanging Flower Baskets

Installed successfully across the city with new locations added:  
El Sol | Irun Dudu | Franco Manca | The Umbrella Centre



### Device Recycling Scheme

KCC's free recycling scheme for businesses, charities and organisations to dispose of their unwanted IT equipment and assets easily, safely, securely and in a way that minimises the impact on the environment.



### Plastic Free Canterbury

Plastic-free status was achieved by the following businesses during May-June: Café St Pierre, The Foundry, Garage Coffee, Gulbenkian Cafe Bar, Micro Roastery, No. 35, Po' Boys, The Cheese Shop, Draper's Arms, Real Eating Company, Veg Box, Unboxed



### Sustainable Tourist Action Plan

The BID team attended the House of Commons supporting the launch of Visit Kent's Sustainable Tourist Action Plan featuring a presentation of the Foundry Brew Pub's latest sustainable activities.

# 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.

## May - June 2023



### Happy Birthday Becket

For a bit of fun we thought we'd mark the first birthday of our trusty BID cleaning machine called Becket with cupcakes, party hats, a birthday candle and a rendition of Happy Birthday in the Dane John Gardens.



Street Cleans (hours):

11



Reports Logged:

33



Meetings Attended:

15

- **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



# May - June 2023

## *In Review*



visit **CANTERBURY**





# May - June 2023

## *In Review*

**Happy Birthday Becket (4 May 23)** - For a bit of fun we marked the first birthday of our trusty BID cleaning machine, affectionately named 'The Becket' in the Dane John Gardens.

**Coronation Bank Holiday Weekend (6-8 May 23)** – We marked the occasion with a targeted marketing campaign, bunting in the city and a curated newsletter of Coronation-inspired activities, events, and fun things to do to entice the crowds to celebrate the occasion in the city centre.

**Summer Guides Arrive (10 May 23)** – 20,000 copies delivered to residents, hotels, B&Bs, transport hubs, and tourist hot spots. Shops, bars and education establishments also received copies.

**May Networking at Stag Coffee (16 May 23)** – Breakfast at Stag Coffee in St Margaret's Street followed by a competitive litter pick in the surrounding streets where we collected 4,582 pieces of rubbish and disposed of them safely, with everyone on the winning team receiving Canterbury Gift Cards to spend in the city.

**Canterbury Wine Festival (20 May 23)** – The BID was proud to sponsor this event with the team helping out at the fully-booked VIP session on the Friday afternoon and evening. The event was a huge success for the city, community and Kent as a whole.

**Hanging Flower Baskets (20 May 23)** – Installation of this year's hanging flower baskets took place, which together with the bunting, is part of the BID's offering to ensure Canterbury looks as welcoming and attractive as possible.

**Canterbury's Shopfront Guidelines Webinar (22 May 23)** – We invited the Heritage and Design Manager from Canterbury City Council to discuss how successful stewardship of buildings, streets and spaces is intertwined with the health of the retail economy.

**Thames Valley & Regional Place Managers Meeting (25 May 23)** – Lisa and Julia joined High Wycombe BID to hear about the Thames Valley PCC's new Crime Fighters Strategy and to discuss BID engagement in safety & security projects.

- **Kent Day at the House of Commons (25 May 23)** – Rachel attended the Kent Day celebrations at the House of Commons to support Visit Kent's launch of their new Sustainable Tourism Action Plan.
- **Purple Flag Study Tour (30 May - 1 June 23)** – Presented Canterbury's Purple Flag success at the Swedish Town and City Management Conference in Helsingborg.
- **Zero Tolerance Training (6 June 23)** – Rolled out another day of FREE Zero Tolerance Training Accreditation Sessions bringing the total of accredited licensed venues in the city centre able to recognise and tackle sexual harassment and discrimination to 24.
- **Pride Canterbury (10-11 June 23)** – Another fantastic event we were very proud to sponsor. The whole team attended the pre-event networking, took part in the Pride Parade up the high street and then helped host in the VIP area.
- **Taste of Kent Awards (12 June 23)** – We sponsored the Taste of Kent Awards for the first time (the Kent Beer of the Year and Independent Retailer of the Year), hosted at the Gulbenkian Theatre, which celebrated and awarded outstanding food and drink producers from all around Kent, including 10 from Canterbury.
- **Business Cost Saving 121 Meetings (14 June 23)** – The Place Support Partnership, hired by the BID, to help businesses reduce costs, spent the day visiting businesses who booked appointments. Over £96,000 in savings has been identified so far and the next available dates for appointments are on 11 and 18 July.
- **BID AGM & June Networking (20.06.23)** – Our biggest networking event of the year saw over 100 people join us at the Cathedral Lodge to hear the impact of BID investment in the city, Canterbury City Council's Levelling Up fund projects, and a national perspective on places and BIDs
- **ATCM summer School (21-22.06.23)** – The BID team joined BIDs and place management teams from around the country to hear of their unique work, projects and initiatives to improve their areas at the annual Association of Town & City Management (ATCM) Summer School.

*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)*

