

Ops Report

September - October 2023

Introduction

September saw the return of students to the city, and we were delighted to promote all that Canterbury has to offer with a new-style **Freshers Fest**. This included 1,000 Welcome' tote bags with 40+ local offers and deals, to encourage new students to shop and explore the city. We also supported the safety activity through **Safer Streets funded** projects, which are focussed on making Canterbury a safe place to live, work, study and visit. This includes Zero Tolerance training and Best Bar None accreditation for businesses, supporting the Street Pastor programme and investing in new Safe Havens.

We were delighted to keep the decorative **umbrellas in Guildhall Street** up until mid-October to give colour to the King's Mile and to create a great photo opportunity for visitors.

September saw a huge uplift in **city centre events** including the Hop Hoodening, the Annual Duck Race, King's Mile Gin Fling, the brand new Canterbury's Cooking Food and Drink Festival and Green Hop Fortnight. We also created a new **Wild Stour Trail and Guild** which was launched at the **Great Stour Riverfest** and is available for all local businesses to circulate to visitors and customers.

Visit Canterbury continues to go from strength to strength thanks to the Visit Kent '**Its In Our Nature**' campaign. Le Shuttle will be partnering with local businesses throughout Autumn to offer special discounts to their database and encourage new visitors from the continent.

Our new season of **networking** was also launched with a breakfast event at the ABode followed by bulb planting to mark the start of the inaugural **Great Stour Riverfest** and to mark World River's Day. In October we moved to an evening session hosted at the Westgate Hall, to celebrate the Canterbury Festival.

Below you will find a list of the openings in September and October with some fantastic **new businesses** joining the area. September also saw the official launch of the Canterbury Riverside, which is a short walk along the riverside from St Radigunds or via Northgate. We also welcomed **new BID member** Print Matters from St Dunstans.

October saw the focus switch to Halloween for **Spooky Saturday on 28 October**. It proved to be incredibly popular with packed streets and businesses reporting bumper crowds after we invested in Halloween characters to roam the streets, free immersive storytelling events, face painting, trails and more.

Christmas is just around the corner and we were delighted to announce a **Hornby Christmas Train Trail** with 38 local businesses taking part. The popularity of the **MyCanterbury Winter Guide** continues to grow and has seen extra pages added due to demand. We also announced the extended **Christmas Light Parade** route to include many more businesses and to help spread the footfall.

Lisa Carlson, Canterbury BID

New Businesses:

- The Snuggery - St Peter's Street
- Clarendon Fine Arts - The Parade
- Moss - Whitefriars
- Canterbury Fine Arts - Sun Street
- La Cabina - Palace Street
- Cornish Bakery - The Parade

New Voluntary BID Member:

- Print Matters



City Centre Performance: September 2023

Footfall

Total number of visitors for the year to date
6,438,557 which is 16.8% up on 2022

2023 VS. 2022 2023 VS. 2019

Canterbury	6.6%	-13.2%
South East	2.7%	-8.3%
Historic City	1.6%	-8.2%
UK	1.5%	-12.9%



Total number of visitors this month was **889,260**.
The **busiest day** was **Saturday 30 September** with **34,893 visitors** and the peak hour was **14:00** on **Saturday 30 September** with footfall of **3,354**.

Sales



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

Consumer Prices Index (CPI) measure of inflation was 6.7% in September.

Retail sales were up 4.9% and food and drink up 14.7% against 2022. When cmpared to 2019 (the last normal trading year pre Covid) retail sales were down -5.0% and food and drink sales up 18.3%.

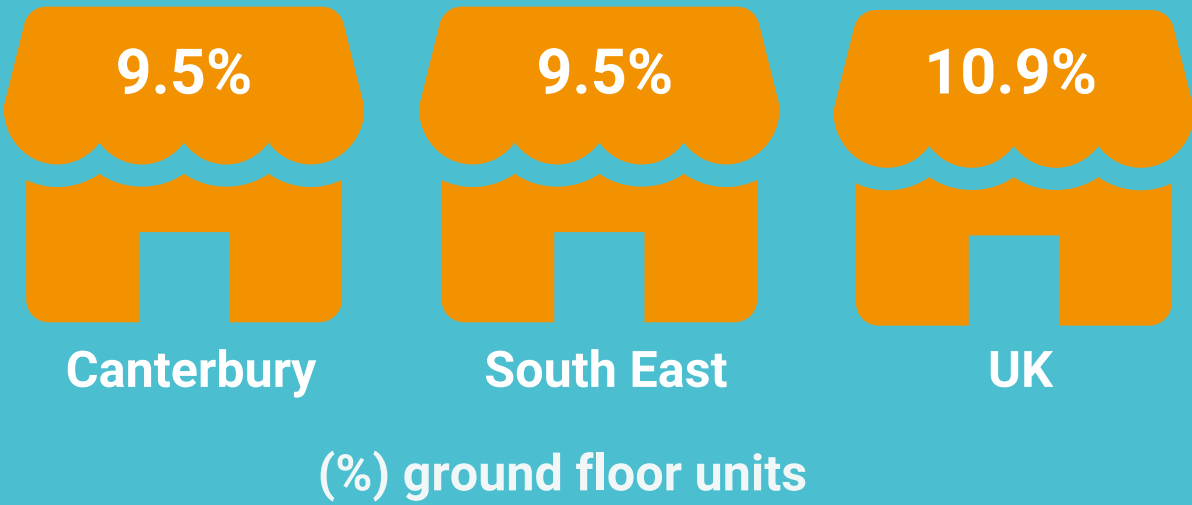
Nationally, September's flat total like-for-like (LFL) growth is the lowest result since May 2023. This month's flat result was due to deep negative store sales results across the fashion and homewares categories in weeks two and three, as well an unseasonably warm September.

Occupancy



3 openings 4 closure
YTD: 27 YTD: 21
2022 total: 41 2022 total: 33

This months vacancy rate is 9.5%, down 0.1% on August and 0.5% lower than the 12 month average.



City Centre Performance: October 2023

Footfall

Total number of visitors for the year to date
7,077,118 which is 14.3% up on 2022

2023 VS. 2022 2023 VS. 2019

Canterbury	-5.7%	-18.9%
South East	-1.5%	-8.0%
Historic City	-2.9%	-8.4%
UK	-2.1%	-12.2%



Total number of visitors this month was **638,561**.
The busiest day was **Saturday 7 October** with
33,754 visitors and the peak hour was **13:00** on
Saturday 14 October with footfall of **3,153**.

Sales



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

Retail sales were up 9% and food and drink up 9.5% against 2022. When compared to 2019 (the last normal trading year pre Covid) retail sales were up 4.3% and food and drink sales up 20%.

Nationally, total like-for-like (LFL) sales were negative in October for the first month since February 2021. Poor fashion sales, due perhaps to the warm weather in the first half of the month, contributed to the fall. October's result indicates that, despite falling inflation (CPI down to 4.6%) and a temporary pause in Bank of England base rate hikes, consumers are still cautious about spending

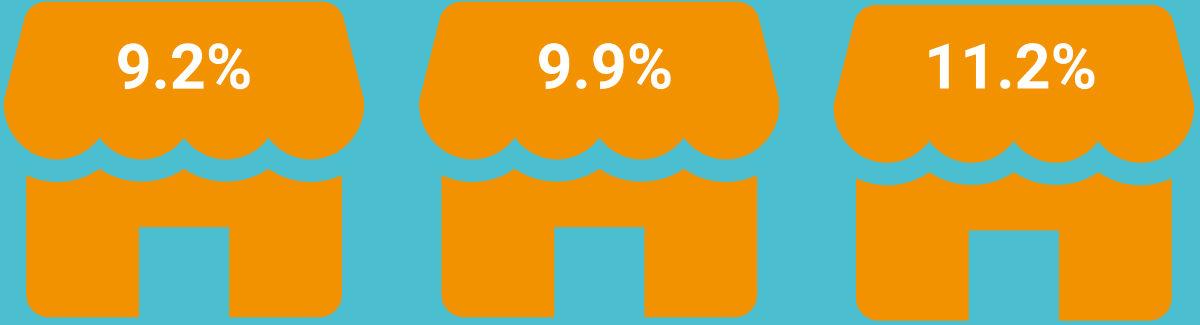
Occupancy



2 openings
YTD: 29
2022 total: 41

0 closure
YTD: 21
2022 total: 33

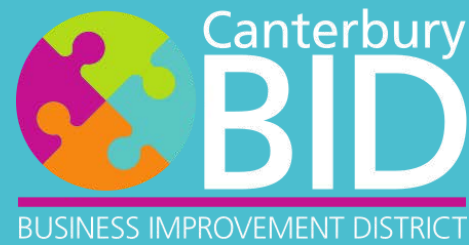
This months vacancy rate is 9.2%, down 0.3% on September and 0.6% lower than the 12 month average.



Canterbury South East UK

(%) ground floor units

Marketing Canterbury Stats for Sept - Oct 2023



11,684 impressions
1,069 followers



3,357 reach
174 followers



19,893 impressions
2,005 followers



19 eNewsletters,
opened **5,274** times
799 subscribers



27,675 page views of BID
website inc MyCanterbury



70,539 reach
5,184 followers



24,951 impressions
3,194 followers. n.b account
was suspended in September



9 eNewsletters,
opened **28,065** times
by **8,197** subscribers



271 new cards posted out
18 offers

Total Impressions:
191,709
(20.7% up from July/Aug)



36,071 reach
9,946 followers



206,364 impressions
18,494 followers



53,761 visitors resulting in
186,489 page views



2 x Monthly eNewsletters
3,287 Subscribers

Total Impressions:
432,211
(-16.8% on July/Aug)

Marketing

The Marketing team are delighted that intern Maya has now agreed to extend her term with the BID from mid October to end of November to focus on Halloween and Christmas campaigns.

Event Sponsorship

The BID were delighted to sponsor the following Autumn events:

Canterbury's Cooking - the Food and Drink Festival 22-24 September.

Green Hop Festival - 2,000 Beer Trail Maps printed to be circulated at the Food and Drink Festival launch event.

Spooky Saturday - the BID funded facepainting for the Cathedral Quarter, security for the King's Mile event and print and sweet costs for the Cathedral Quarter, along with booking a storyteller (Moo Like a Monkey, Waterstones and No.35) and a puppet of Death to roam the street.

BID Marketing Campaigns Sept-Oct

Student Welcome - 1,000 tote bags were designed and printed. We then offered the opportunity to all businesses to include their discount offers and materials included in the bag. 40+ local businesses were involved.

Spooky Saturday - 2,000 fliers distributed, digital version circulated to schools, Muddy Stiletto and KM Advertising, website pages and social media on MyCanterbury and Visit Canterbury and a Facebook eventpage created.



visit CANTERBURY

Visit Canterbury Social Media & eNews

- Nearly 18,500 followers on Visit Canterbury Instagram
- Facebook steady growth now at 10,000 followers.
- A new TikTok channel is currently being curated
- Visit Canterbury eNews launched over the summer which is going well especially following competition, now gathered 3,287 on database.

visit CANTERBURY



In Our Nature Campaign

Visit Canterbury collaboration with Visit Kent's **It's in our Nature** campaign has focused on national and international visitors. The national campaign included fresh imagery, an influencer visit and a successful competition. For the international, a focus on France was requested. Close collaboration with Le Shuttle is taking place to help boost visitors from the Continent and a French influencer is due to visit over Christmas.

Most popular website pages - Sept/Oct 2023

Inspire Me: 7,100 themed blog posts | Christmas Market: 2,600
What's On: 6,500 district wide events | Food Lovers Blog: 2,500

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

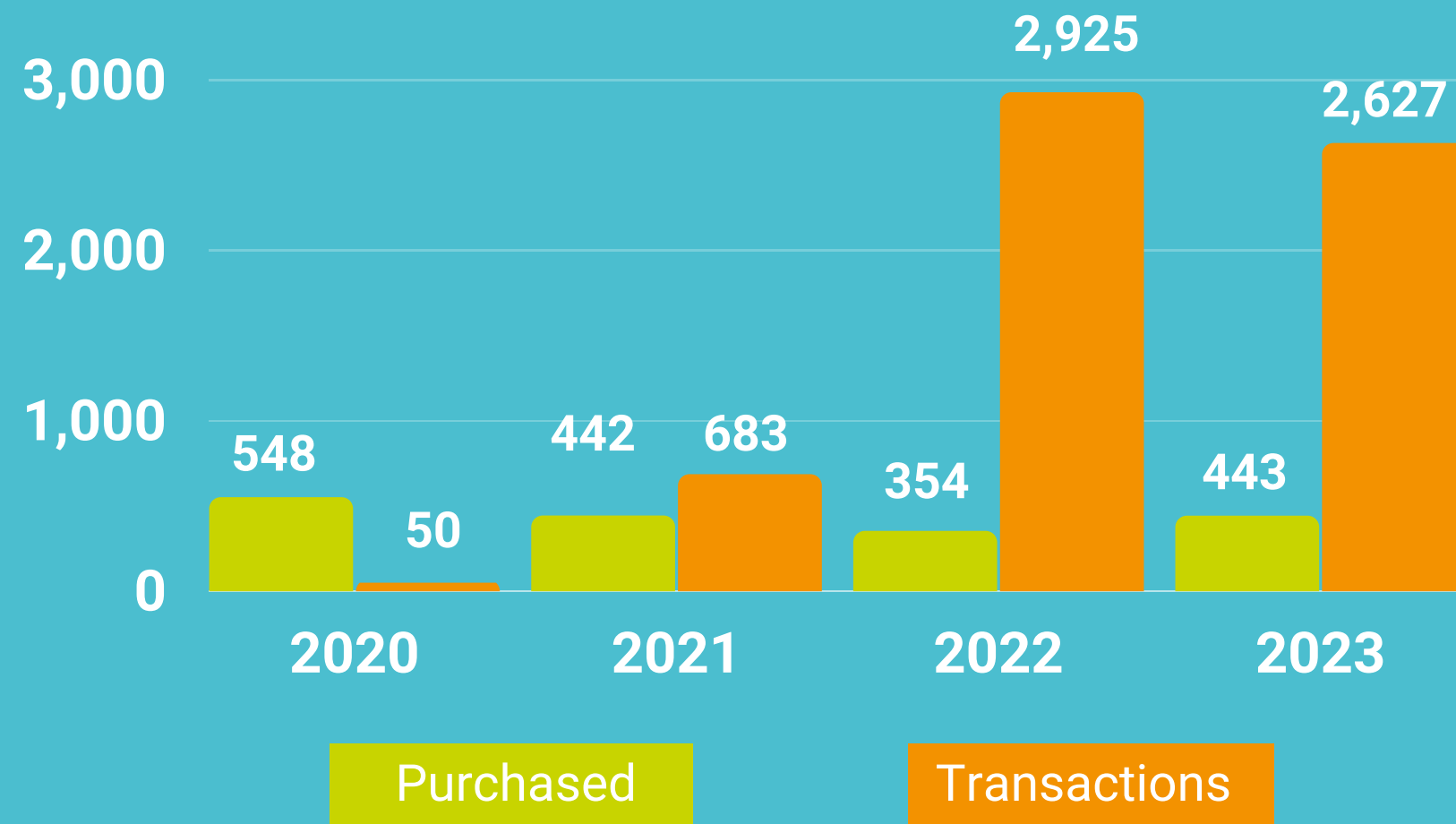




Canterbury Gift Card

Christmas Corporate Giving Campaign

We launched a campaign to encourage businesses use the Canterbury Gift Card as their form of corporate giving, emphasising that every purchase made is a commitment to protecting and helping our city centre and community thrive.



Since the launch in November 2020:
 2017 cards have been sold totalling **£137,867**
 redemption rate of **81.9%**
 average card value **£68.35**
 average purchase on card **£17.66**

MyCanterbury

271

MyCanterbury Discount Cards ordered and issued in Sept/Oct including a bulk order by Burgess Hodgson for staff.

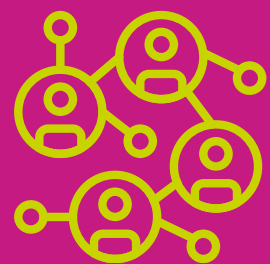


MyCanterbury Campaigns Sept-Oct

Weekly eNewsletters were issued to 8,000+ recipients covering the following:

Hello Autumn | Great Stour Riverfest | Canterbury's Cooking
 Halloween in Canterbury | Canterbury Festival | Half Term Activities
 in Canterbury Make Your Boo Basket |





Networking



September Breakfast Networking - The ABode

Our first session after the summer's break was a breakfast at The ABode hotel and later in the Westgate Gardens planting bulbs to celebrate World Rivers Day. 48 people attended representing 30 businesses.



October Evening Networking - Canterbury Festival

To celebrate this year's Canterbury Festival and welcome the new Director, we hosted a fully-booked October networking with 44 people attending the Westgate Hall, transformed into a cabaret-style venue

Autumn-Winter 2023 BID Networking:

- 15 November: Evening Networking at Socialite
- 12 December: Christmas Pub Quiz at The Ballroom

Business Cost Saving Programme

The Place Support Partnership continued to meet with businesses to help identify cost savings, with £130,184 in savings identified to date. They will be retuning monthly, visiting businesses directly to discuss how savings can be found.



£130,184

Identified in savings for
Canterbury businesses so far



City Decoration & Animation



Umbrellas and Christmas Lights

Our multi-coloured umbrella installation in Guildhall Street and red King's Mile banners have proven a huge hit with the businesses and community, and a talking point in the local media. Both have been removed to make way for the Christmas Lights, and the banners returning in January when the lights are removed.



Halloween fun in Canterbury - Spooky Saturday

Last year's Spooky Saturday was one of the busiest business days of the year. This BID provided funding and marketing to the city's businesses planning Spooky Saturday (28 October). In addition to Trick or Treating in the Kings Mile / Cathedral Quarter / Whitefriars, Face Painting, a Halloween Trail in the Castle Quarter and Beasts at the Beaney, we also provided spine-chilling story-telling at 3 locations and Death roaming the streets



Safety & Security



Having Your Say

September -October Updates:

- Safer Street Fund 4 project ended in September resulting in many extra safety resources including Best Bar None, Zero Tolerance, Safe Zone App, additional CCTV cameras, Safe Havens and more
- Our Interim Purple Flag submission for Canterbury was completed
- The BID submitted its official response to the Public Space Protection Order (PSPO) Consultation
- Hosted our 3rd Safety & Security Roundtable meeting to discuss recent ASB and retail crime



CYBER RESILIENCE EVENT

This BID-sponsored event hosted at Canterbury Christ Church University by NatWest and delivered by the Eastern Cyber Resilience Centre to help local business avoid the current threat of cyber-attacks and security breaches.



SAFER BUSINESS ACTION WEEK 2023

We supported the Safer Business Action Week aimed at reducing business crime and increasing engagement with local businesses. As part of this we attended an engagement hub outside HSBC Bank, plus police patrols visited shops the city and hosted a "Coffee with a Cop" event at Dane John Gardens.



GAMING BUS AT ROSE SQUARE

The National Prevent Team & KCC Serious Organised Crime Team came to Rose Square with their Gaming Bus to talk about safety in gaming and online spaces, and to safeguard against radicalisation



Zero Tolerance Training

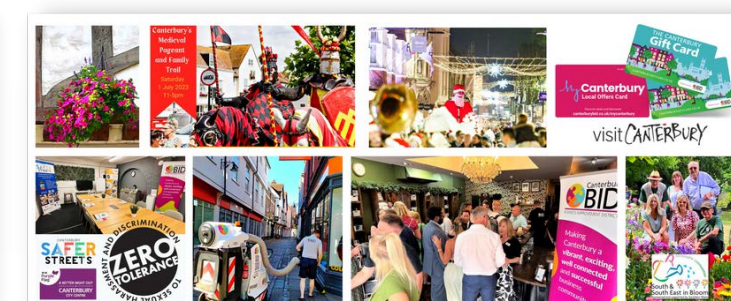
Another round of Zero Tolerance training for city centre licenses premises to ensure they are now fully trained to recognise and tackle sexual harassment & discrimination. This session saw The Shakespeare, The Seven Stars and The Cherry Tree pub staff attend together with Stagg Coffee and Kent Police.



22 City Centre Venues
65 Members of staff
have completed their training so far

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

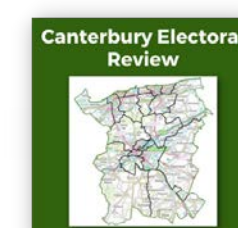
BID 3 CONSULTATION SURVEY 2023



October saw us launch of our BID 3 Consultation Survey titled "Your Business, Your Views, Your BID". The results will help us understand the city's business needs for improve the trading environment and the general look and feel of the city for everyone as we plan for the renewal ballot for our third term in 2024. To date we have had xx responses

External consultations we helped promote:

- **Public Spaces Protection Order (PSPO) Consultation**
- **Annual Policing Survey 2023**
- **Connected Canterbury (LUF) Highways Proposal**
- **National Highways and Transport Survey**
- **2023-24 for Kent**
- **International Rail Survey**
- **Canterbury Electoral review**



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

September - October 2023 Activities



THE GREAT STOUR RIVERFEST 2023
To celebrate the River Stour and to encourage people to find out more, we helped launch the city's first River Festival for a week of free river-related events walk, talks, arts & crafts, river dipping and more which ran from 19-24 September.



CANTERBURY WILD STOUR LEAFLET
To compliment the River Stour Festival and to make the area a year-long attraction and celebrate the area's biodiversity, walks and community efforts, we published xxx of these leaflets to distribute widely via our networks.



BUSINESS SUSTAINABILITY AT KENT CRICKET
Kent Cricket hosted a special event at their Spitfire Grounds for local businesses to learn about sustainable solutions to help reach business goals and become more environmentally friendly and socially responsible without added costs.



CCAP CLIMATE ACTION FESTIVAL AND AWARDS 2023
Canterbury's climate action champions are recognised and celebrated again this year with the return of this event on 9 December. We announced the launch of the business nomination entries for those who have embarked on eco-friendly projects, initiatives or schemes that contribute towards the city's journey to Net Zero.

Ambassadors

BID Ambassadors are the first point of contact for businesses, and they 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 raise business concerns of safety and cleaning at weekly Tactical Coordination Group meetings to the Community Safety Unit formed by the council and the police.

They assist with accessing information and signposting on matters like pavement license, A-boards, licensing, road access/ bollards, Best Bar Nones assessment and accreditation and other services trade community may require.



Business Visits 166
The business visits are a friendly chat , delivery of guides, shopping maps, promotional materials, support with the Gift Card and anything else a business may require.



Street Cleans (hours) **26**



Reports Logged **33**



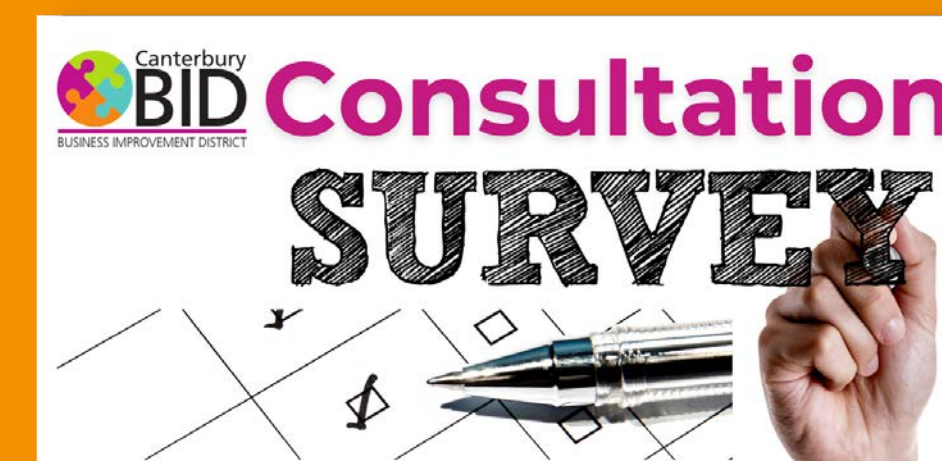
Meetings Attended **20**





September - October 2023

In Review





September - October 2023

In Review

- **High Street Conversations: Partners in Crime Reduction (07 & 21 Sept):** Canterbury businesses attended this important conversation about safety & security in town centres with a focus on retail crime and anti-social behaviour (part of the ATCM webinar series).
- **Freshers Fest 2023 (16-21 Sept):** To spread awareness and encourage students to explore the city centre, we hosted a stand at Freshers Fest at Whitefriars Square including 1,000 BID tote bags with over 40 offers and give aways from Canterbury students. We also set up the Safety Hub.
- **September BID Networking (19 Sept):** We hosted a fully booked BID breakfast networking session at the ABode, supported by Girlings Solicitors, followed by bulb planting in the Westgate Gardens as part of the inaugural Great Stour River Fest.
- **Great Stour RiverFest (19-24 Sept):** Co-ordinated by Canterbury City Council, with the BID and community organisations, this inaugural festival celebrated the River Stour. We provided a new Wild Stour Guide and Trail which is available online and at the Beaney.
- **Canterbury's Cooking Food Drink Festival (22-24 Sept):** A successful launch of a brand new food festival took place bringing thousands come to the city centre. The event was sponsored by the BID and incorporated the Green Hop Beer Fortnight Launch. It saw thousands come to the city centre over the three day event. Updated Beer Trail Maps were provided by the BID.
- **Zero Tolerance Training (26 Sept):** Rolled out another day of Zero Tolerance Training Accreditation Sessions bringing the total of accredited licensed venues in the city centre to 22, now able to recognise and tackle sexual harassment and discrimination.
- **Canterbury BID Consultation Survey 2023 (28 Sept):** As we approach the renewal ballot for a third term in 2024, we launched an online Consultation Survey to help us understand what businesses need to succeed.
- **Safety & Security Roundtable 3 (28 Sept):** The BID chaired this meeting bringing together key city centre businesses to discuss recent security issues including shoplifting, anti social behaviour and retail crime.
- **Councillor Meet & Greet Session (02 Oct):** To introduce the new Canterbury Council councillors to the BID, a well-attended breakfast reception was held with BID Board Directors and the team.
- **Kent Food Partnership summit (06 Oct):** Lisa attended this important summit at the University of Kent to hear all about the newly established Kent Food Partnership, a cross-sector partnership between local government, education, public health, industry and community initiatives.
- **Southeastern Visit Canterbury (16 Oct):** To find out more about Canterbury, we hosted the marketing team from Southeastern's Head Office in London to share our Christmas campaign news, latest project work in the city.
- **Security Hub (18 Oct):** Located outside Metro Bank and Supporting the Safer Business Action Weeks 2023, the BID Ambassadors helped offer information and support for those using the retail areas of the city and promoting My Community Voice.
- **Accommodation Provider Meeting (25 Oct):** Hosted at the ABode, our bi-annual Accommodation meeting brought together hotel, B&B and holiday let owners from Canterbury to discuss campaign activities, planning for 2024.
- **October BID Networking (26 Oct):** Celebrating the Canterbury Festival, this month's evening event was held at the Westgate Hall to hear about the work of Kent's largest Arts Festival and meet it's new Director.
- **Spooky Saturday (28 Oct):** Oversaw 3 fully booked story telling sessions, two visits from 'Death', face painting and trick or treat trails, all supported with a Halloween marketing campaign.
- **Maidstone BID Visit (30 Oct):** We hosted the team from One Maidstone (Maidstone BID) for a study tour of the city and a meet and greet with the Canterbury BID team.

*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

