

Ops Report
January - February 2024

Introduction

2024 started with a flurry of business support activity.

Zero Tolerance and **Best Bar None assessments** were carried out during Jan-Feb, meaning more venues and their staff are equipped to deal with harassment and discrimination and to ensure their venues are being run to a high standard. In February we launched the 6-week **'Best Night Out in Kent' campaign** (19 Feb - 31 March) using Visit Canterbury and MyCanterbury marketing channels. The campaign was developed in collaboration with over 40 business members across the ENTE sector, and there is now a new digital guide, promoting six different themes for an evening or night out in the city. We were also thrilled to announce that Canterbury has achieved **Purple Flag status for the 12th year in a row!**

In February, we launched **9 new training sessions** to help businesses excel over the coming year - with First Aid, HR, AI, LinkedIn, Zero Tolerance, Retail Photography and more. The sessions have been incredibly popular, and we were delighted to be supported by UK Shared Prosperity Funding from Canterbury City Council for the project which has helped cover the costs.

Ensuring Canterbury is a safe place for people to work, live and visit remains one of our top priorities. We chaired the fourth **Safety & Security Roundtable** focused on tackling retail crime and anti-social behaviour, followed up by a staff safety survey issued by Kent Police.

Networking continues to be popular, with two booked-out events in January and February. Our thanks go to the Marlowe Theatre and Metro Bank for hosting the events, along with Clarendon Fine Art and the Cornish Bakery for providing activities and catering.

We continued to urge businesses to have their say in a number of **consultations and surveys** set out by Canterbury City Council and Kent Police covering issues such as market traders, parking, new Levelling Up design proposals and staff safety in the city.

Following a year of workshops and planning, we were delighted to officially launch the **brand new West End Quarter**, representing businesses and organisations in the St Dunstan's, St. Peter's Street, Best Lane and St Peter's Place areas, with the official launch taking place in the Canterbury Umbrella Centre.

New Businesses:

- Streets Ahead Collecdtive (pop-up)- Castle Street
- 22 Bridal - Palace Street
- Om Studio - Palace Street
- La Cafe - St Dunstan's Street

New Voluntary BID Members

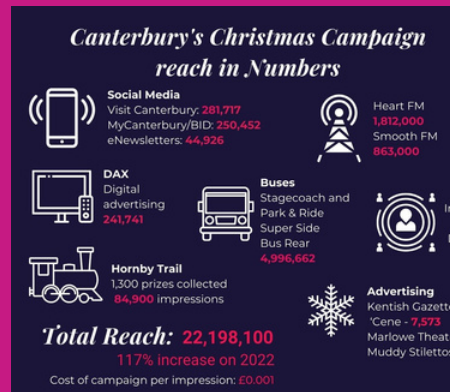
- Canterbury Historic River Tours
- Glory Dogs Grooming
- MBM Balance Accountancy

Lisa Carlson, Canterbury BID



Marketing

January-February saw the marketing team focus on **data analysis of the Christmas 2023 Campaign**, the **launch of a 'Best Night Out in Kent' campaign** to support the ENTE businesses, the **'Month of Love' giveaway promotion**, **10 new MyCanterbury Local Offers**, plus the formation and launch of the brand new **West End Quarter**.



CHRISTMAS IN CANTERBURY REPORT

Impact figures from the Christmas 2023 campaign were published in January. A total of **22.1 million impressions** were created during the 6 week campaign, the highest reach ever.

MONTH OF LOVE GIVEAWAY PROMOTION

8 - 29 February

To celebrate Valentine's Day and Leap Year Day, 14 businesses generously responded to our call-out for romantic prizes, providing two fantastic giveaways: The Sweetheart Set and the Bundle of Love. The promotion was supported with posts and stories on MyCanterbury and the competition received 1,527 views and 805 entries.



MyCanterbury Card



332

Promoting local loyalty, 332 MyCanterbury Local Offers Cards were ordered and issued in Jan and Feb, with 10 NEW offers added. A total of **1,833** cards was issued over the last year.

The Sweetheart Set

FITZGERALD



Bracelet Welding

Bode



Afternoon Tea

CANTERBURY
BREWERS & DISTILLERS



Tasting Flights



City Tour



Hearts Mug



Free Darts & Shuffleboard



Meal for 2

The Bundle of Love

THE CRICKETERS



Two cocktails

BoConcept



Accessories Hamper

LUSH



Gift Set



Three Quiz Trails



Meal for Two



Lunch for Two



Glasses

West End Launch



THE NEW WEST END QUARTER

Following a year of workshops and meetings and the formation of both a design panel and strategic group, the brand new West End Quarter was launched on 29 February, giving a voice and identity to those in the St Dunstan's, St Peter's and Best Lane areas. The Quarter has Facebook, Instagram, WhatsApp (businesses only) and a dedicated page on Visit Canterbury, plus window stickers, posters and branding guidelines are being circulated to all businesses.



WEST END LAUNCH EVENT (29.2.24)

Over 50 business 'West Enders' gathered together to raise a glass and declare the Quarter officially open! Finally Design Agency who created the branding also donated £2,000 to the Canterbury Umbrella Centre, as part of their support.

Sponsored by  **Canterbury BID**
BUSINESS IMPROVEMENT DISTRICT

WELCOME TO CANTERBURY'S WEST END

WE

A community celebrating food, shopping, arts and entertainment.

Are you ready to take the pilgrimage?



@canterburywestend

visit CANTERBURY



Website - page views **193,281** from **52,562** unique visitors. Most viewed pages were: **10 Things To Do | Find Events | See and Do**



Newsletter recipients **4,411**
Sign-ups continue to increase thanks to the VC competition incentives.



42,861 reach
10,065 followers



184,969 impressions
19,304 followers

Total Impressions: 425,522

On social media the following content has been particularly successful:

- Reel of Weavers - 642 likes / 13,200 views
- Static image of Westgate Gardens - 9,400 impressions
- Reel of Cathedral Quarter - 550 likes / 8,274 views
- The Night Out Competition had already received 1,500 views within the first week of its launch.

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



'BEST NIGHT OUT IN KENT' CAMPAIGN

Sitting at the heart of Visit Canterbury, the campaign was developed in conjunction with city centre ENTE businesses and designed to show off the city's incredible, diverse array of food, drink, entertainment and overnight offerings. The campaign launched on 19 February and runs until 31 March on all of our B2C channels, plus a 'Night Out' competition, printed posters, beer mats and a digital guide helping to promote the campaign.

There are six categories of themed nights out, featuring multiple venues:

**Lively | Romantic | Curious | Adventure |
Foodie | Cultural**

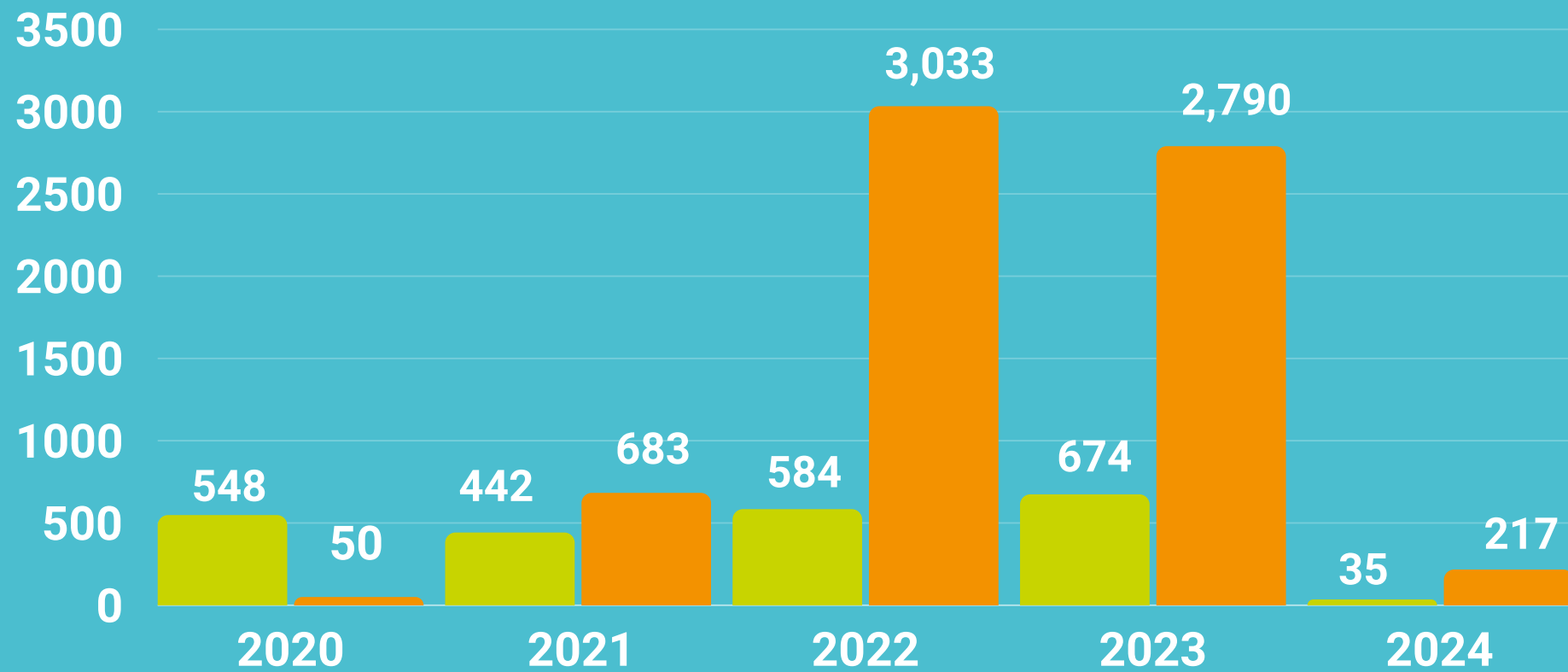




MyCanterbury Campaigns

9 eNewsletters were issued to a mailing list of **8,283** recipients covering:

- New Year New Gear - fitness (33.68% open rate)
- Postgraduate Answers Evening at CCCU (paid ad) (39.07% open rate)
- Try Something New in 2024 - hobbies (33.63% open rate)
- BoConcept Winter Sale (paid ad) (32.51% open rate)
- Gulbenkian dedicated eNews (paid ad) (34.39% open rate)
- Coming up in Canterbury' multi-event eNews (34.59% open rate)
- Month of Love Giveaway (36.55% open rate)
- Your guide to Canterbury nightlife' (32.25% open rate)
- Month of Love Giveaway (36.97% open rate)



No. Cards Purchased

No. of Transactions

Since the launch in November 2020:
2,283 cards have been sold totalling **£150,117**
 Redemption rate of **83.4%**
 Average card value **£65.78**
 Average purchase on card **£18.48**



MyCanterbury is supporting Visit Canterbury's **ENTE 'Kent's Best Night Out' campaign** with regular social posts, ENTE business story shares and themed MyCanterbury eNewsletters.

A new **A4 leaflet** was produced to give business owners in their welcome packs with a quick-reference overview of the different promotional support opportunities available to them via MyCanterbury.

The **MyCanterbury Local Offers Card** was **redesigned** to include a QR code for holders to check the latest offers at a glance. The standard MyCanterbury eNewsletter template has also been updated to include a full list of current MyCanterbury Local Offers.

Networking



January Breakfast Networking - Metro Bank

We welcomed 56 people representing 37 businesses to our first networking session of the year for a breakfast event hosted at Metro Bank with a buffet breakfast provided by The Cornish Bakery followed by a tour of neighbouring modern art gallery Clarendon Fine Art.



February Lunchtime Networking – Marlowe Theatre

50 people attended, representing 32 businesses who enjoyed a buffet lunch and drinks in the Marlowe Theatre. We heard from Smart Marketing about the Canterbury Business Growth Programme, run via Kent Invicta Chamber of Commerce: a business support and coaching programme.

Spring 2024 BID Networking

- March Evening Networking | Citi Terrace | 5:30-7pm
- April Breakfast Networking & Litter Pick | The Umbrella Centre | 8.30am

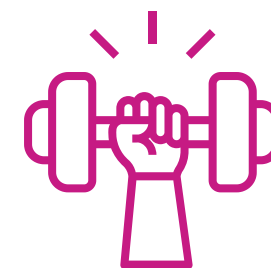
Business Cost Saving Programme

The Place Support Partnership continued to meet with businesses to help identify cost savings, with £162,641 in savings identified to date. They will be returning monthly, visiting businesses directly to discuss how savings can be found.



£162,641

Identified in savings for
Canterbury businesses so far



Training

This spring we received UK Shared Prosperity Funding from Canterbury City Council to help fund our Spring Training Programme, a selection of free sessions (available to the whole Canterbury district) between February and April 2024.



Create Perfect Films for Social Media - 02 February (in-person)

Carlton Walls from Wagon Films was on hand to teach all the skills needed to create fun content for social media. 12 people attended (fully booked).

Grow your Network with LinkedIn - 20 February (online)

This digital workshop, led by marketing consultant Zoe Cairns, gave 33 attendees strategies to make their business more visible and appealing on LinkedIn.

Action Counters Terrorism Strategic Workshop - 26 February (in-person)

Organised to encourage collaboration between different Canterbury businesses, to learn and protect against a terrorist attack or similar.

Emergency First Aid At Work Training with the Red Cross – 29 Feb (in-person)

This 1-day training course provided 12 staff with the knowledge and skills needed to respond effectively to emergency situations in the workplace.

Still to come...

- Employment Law and HR – Hot Topics in 2024 – 06 March
- Tips and Tricks for Making the Most of AI – 19 March
- Emergency First Aid At Work Training with the Red Cross – 27 March
- Retail Photography with Alex Hare – 03 April

Safety & Security

January - February Updates:

BEST BAR NONE ASSESSMENT

Kent Police and Canterbury BID conducted 22 Best Bar None assessments, this includes renewals and new ones, with more to come before the awards night on 15 May.



ACTION COUNTERS TERRORISM (ACT) TRAINING

Organised to encourage collaboration between different Canterbury businesses: local businesses and organisations attended to learn, understand and protect against, a terrorist attack or similar incident.



SAFETY & SECURITY ROUNDTABLE MEETING

Chaired by Canterbury BID with Whitefriars, District Watch, CCC, Kent Police and businesses to address the challenges Canterbury is facing with retail crime and anti-social behaviour and to share feedback on incidents and ongoing issues.



POLICE DROP-IN SURGERIES

BID Ambassadors attended the monthly police Drop-In Surgeries this month held at Don Juan Café in Dane John Gardens (Jan) and Pret A Manger (Feb) where Canterbury police officers were in attendance to answer questions from businesses and the public.



Purple Flag



Canterbury proudly received the Purple Flag accreditation for the 12th year



Purple Flag status is recognition of Canterbury's commitment to creating a dynamic, safe and vibrant evening and night-time economy. This prestigious award highlights Canterbury's blend of entertainment, dining and culture, and its commitment to improving the safety and well-being of residents and visitors in the evening and night time economy.

Comments from the Purple Flag Assessors:



An impressive and continued commitment to safety through the work of the BID and their partners. The response to the Canterbury Evening Out Gift Card is fantastic, an increase of 60% on the previous year is a brilliant achievement.

The Christmas Light Parade and market look brilliant, and the level of impressions and extensive planning from the Christmas campaign should be commended.

Engagement through Best Bar None has gained recognition at the House of Lords, being awarded the best newcomer.

Canterbury has demonstrated an elevated level of Purple Flag brand communication. The partnership and working group are extremely diverse, strong and committed.





Consultation

Canterbury BID is committed to ensuring the business community has their say in policy changes that impact the trading environment by actively promoting and engaging with public consultations. Responses are posted on the BID website: canterburybid.co.uk/representation

External consultations and surveys we helped promote:



- Proposed Changes to Charges and Conditions in Council Car Parks
- Canterbury City Market and Market Trader fees
- General Fund Budget Consultation 2024/25
- Kent Cycling and Walking Infrastructure Plan
- Local Flood Risk Management Strategy 2024-34
- National Highways and Transport Survey 2023-24
- Canterbury City Council_Corporate Plan 2024

NEW LUF DESIGNS

Feedback on the New Levelling Up Fund concept designs displayed at The Beaney plus a public stakeholder day to answer questions on them.

STAFF SAFETY SURVEY

Kent Police created a short survey for businesses and their staff to complete regarding their journeys to and from work.

Sustainability



The Big Plastic Count

Businesses, households and individuals were encouraged to get involved by counting all the plastic thrown away for a week (11-16 March 2024)



Welcoming Car Free Visitors

Good Journey in association with Visit Kent hosted a free webinar on why it can make great business sense to welcome car-free visitors

National representation



Place Management Conference: Housing in town and city centres



Lisa joined the ATCM Place Management Conference on 28 February, which focussed on housing in town and city centres.

This is a challenge we have to face in a collaborative way. We talked about the risks, the opportunities, and how we approach this from a strategic and operational perspective.

How can we make residential living in the city centre good for business and good for residents?

The day concluded with a panel debate on policy and practice in town centre residential development led by Lisa and featuring industry experts like Sophie (Ipswich Central & All About Ipswich), Mhairi (Scottish Futures Trust and Scotland's Towns Partnership), Dr Jo Morrison (The Association of Collaborative Design), and Sarah Porru (Bury Council).

Ambassadors

BID Ambassadors are the first point of contact for businesses, and they escalate issues flagged by the businesses 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** (council and police).

They assist with **accessing information** and **signposting** on matters like pavement licence, A-boards, licensing, road access/ bollards, Best Bar None assessment and accreditation and other services trade community may require..

Trained in:

- Best Bar None
- First Aid
- Counter Terrorism
- Bystander
- Zero Tolerance
- VAWG
- Neurodiversity

Business Support:

- Reporting issues
- Delivreing maps, guides & invitations
- Gift Card support
- Friendly chat
- Cleaning ('The Becket')

Visitor Greeting:

- Welcome
- Directions
- Safe Havens



Simon Jackson



Zak Rees

Business Visits 98

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.



Reports Logged 36



Meetings Attended 15



SAFE HAVENS

BID Ambassadors completed a Safe Haven audit. These are called Refuge Points or Safe Havens where organisations offer a place of safety and temporary shelter to members of the public who may be in distress or feeling unsafe during the evening and night-time hours. The Safe Haven list will be published shortly and Safe Havens will display a window sticker (as pictured).

City Centre Performance: January 2024

Footfall

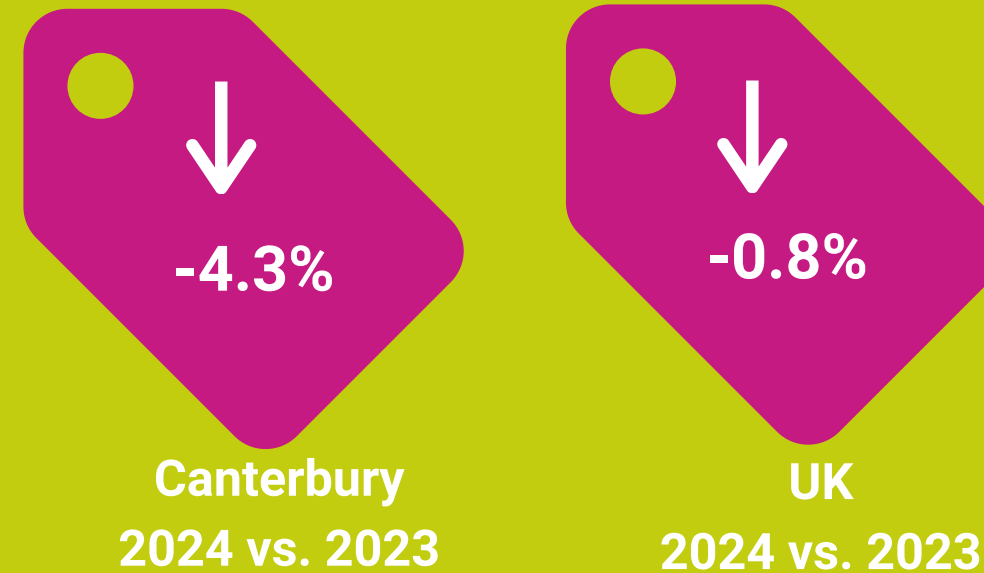
	2024 VS. 2023	YEAR TO DATE
Canterbury	7.8%	7.8%
South East	-6.9%	-7.0%
Historic City	-3.7%	-3.5%
UK	-2.3%	-2.4%

Total number of visitors for the year to date
585,998 which is **7.8%** up on 2023



Total number of visitors this month was **585,998**.
The busiest day was **Saturday 27 January** with **35,057 visitors** and the peak hour was **14:00** on **Saturday 27 January** with footfall of **3,449**.

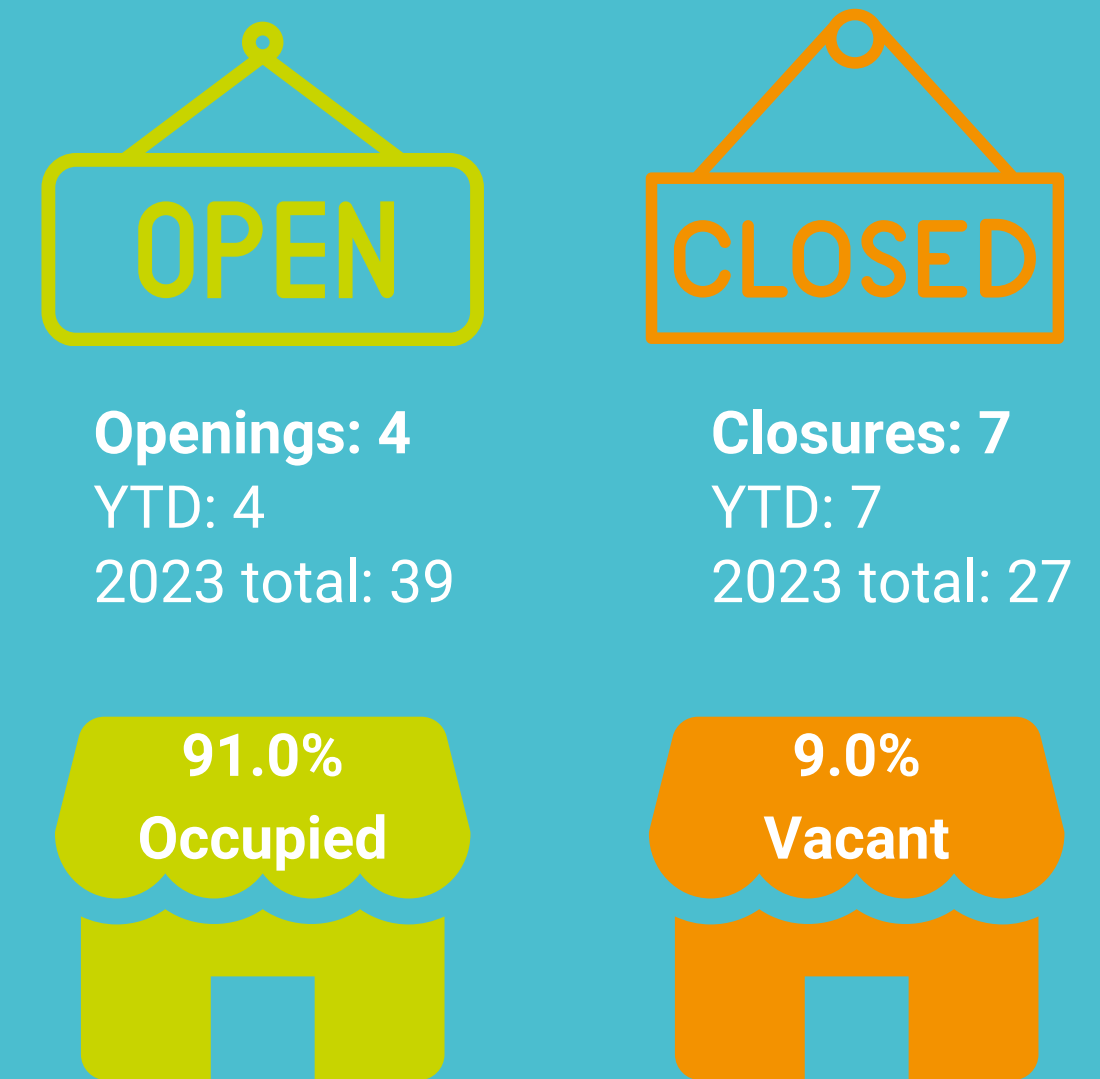
Sales



Retail sales were down 5.5% year on year, for the second consecutive month. Food and drink was down -1.0% for the first time since May 2021.

Nationally, sales were not as negative as in previous months, however January's result represents the fourth consecutive negative monthly result in spite of widespread promotional sales. Poor results across all categories, likely caused by the icy weather and several storms, exerted significant downward pressure this month.

Occupancy



(%) ground floor units

This month's occupancy rate for Canterbury is 91.0%, 0.6% lower than December but 0.6% higher than the 12 month average.

City Centre Performance: February 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	6.8%	7.3%
South East	-8.8%	-7.9%
Historic City	-4.6%	-4.1%
UK	-3.7%	-3.1%

Total number of visitors for the year to date is **1,251,988** which is **7.3%** up on 2023



Total number of visitors this month was **665,990**.
The busiest day was **Saturday 3 February** with **34,474 visitors** and the peak hour was **13:00** on **Saturday 10 February** with footfall of **3,422**.

Sales



Canterbury
2024 vs. 2023



UK
2024 vs. 2023

Nationally, the negative result may in part be attributable to the combination of the half-term school holiday together with colder, more inclement weather which may have deterred consumers from visiting bricks-and-mortar stores. Fashion sales, which have been negative for twenty-two of the last twenty-five weeks, was the worst performing sector.

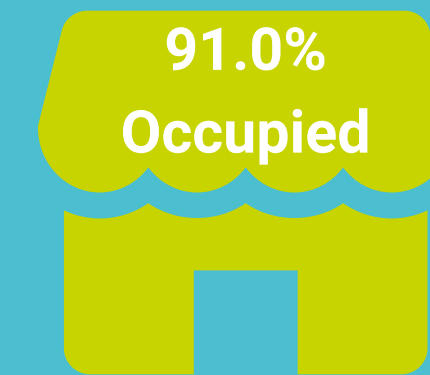
Occupancy



Openings: 0
YTD: 4
2023 total: 39



Closures: 0
YTD: 7
2023 total: 27



(%) ground floor units



This month's occupancy rate for Canterbury is **91.0%**, the same as January and **0.5%** lower than the 12 month average.

Marketing Canterbury Stats for Jan-Feb 2024



8,691 impressions
1,214 followers



3,662 reach
216 followers



13,689 impressions
2,094 followers



16 eNewsletters,
opened **6,246** times
603 subscribers



6,819 page views of BID
website inc MyCanterbury



54,005 reach
6,400 followers



87,418 impressions
3,617 followers



9 eNewsletters,
opened **25,593** times
by **8,236** subscribers



332 new cards posted out
28 offers (10 new offers)



42,861 reach
10,065 followers



184,969 impressions
19,304 followers



52,562 visitors resulting in
193,281 page views



2 x Monthly eNewsletters
4,411 Subscribers

Total Impressions:
206,445

(7.7% up from Sept/Oct)

Total Impressions:
425,522

(-1.5% on Sept/Oct)

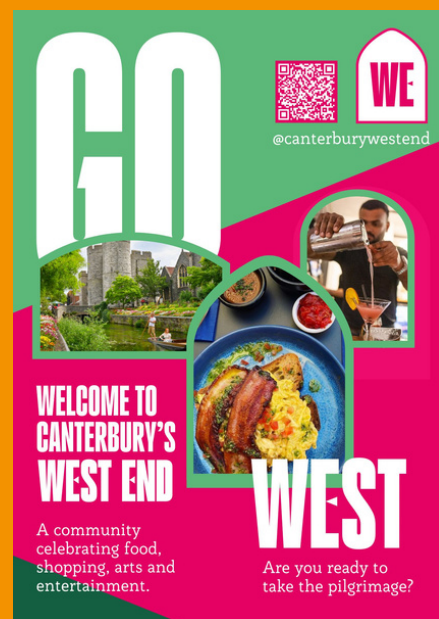
n.b Nov/Dec non comparable due to Xmas campaign



January - February 2024 Timeline



- **9 January** Canterbury Tales of England Board Meeting
- **11 January** Safety & Security Roundtable 4
- **16 January** BID Breakfast Networking at Metro Bank
- **16 January** Police Drop-In Surgery at Don Juan Cafe
- **17 January** Canterbury BID Board Meeting
- **1 February** Month of Love Campaign Launched
- **2 February** BID Training (1) Creating Films for Social Media
- **9 February** Community Safety Partnership Conference
- **15 February** BID Lunchtime Networking at the Marlowe Theatre
- **16 February** Councillor Briefing hosted at The Cosy Club
- **19 February** Best Night Out in Kent Campaign Launched
- **20 February** BID Training (2) Grow your Network with LinkedIn
- **23 February** Police Drop-In Surgery at Pret A Manger
- **26 February** BID Training (3) Counter Terrorism Training
- **27 February** Canterbury Tales of England Board Meeting
- **28 February** Association of Town & City Management Conference
- **29 February** BID Training (3) Emergency First Aid At Work
- **29 February** West End Quarter Official Launch



*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
