



Ops Report
March-April 2024

Introduction

The BID's **Training Programme** continued in March and April with Tips & Tricks for Making the Most of AI, Employment Law, a hands-on Photography Workshop and two Emergency First Aid Sessions. More information is available on the BID website: canterburybid.co.uk/business/training (including recordings if the sessions were virtual).

Networking in March was fully booked with an evening session at Citi Terrace which included a spotlight on Pride Canterbury, and in April the Umbrella Centre hosted breakfast followed by our annual competitive litter pick. We continue to use networking as a way to showcase businesses and organisations of all types across the city, and as a way of keeping business circulating within Canterbury.

The Best Night Out in Kent campaign continued in March with 7,600 entries into the competition (full report will be available soon). The Canterbury Nightlife Guide continued to evolve and grow as more businesses added content. We also **promoted all of the Easter activities** across the city (including funding the Castle Quarter Egg Hunt) as well as the **Mother's Day Treats campaign**. And the draw of the Westgate Gardens in Spring continues - on Visit Canterbury we posted a photo of the Magnolia Tree which had a reach of over 67,000!

With the return of spring sunshine and milder weather, our **street cleaning programme** returned with the BID Ambassadors doing regular early morning top-up cleaning with 'The Becket' cleaning machine. Grot spots including neglected doorways and shopfronts were given a much-needed spruce up. Window vinyls were also installed in St Dunstons and colourful bunting was put up across the city ahead of the hanging flower baskets later in May.

MyCanterbury continued to support local and keep all eyes and wallets focused on the city centre. There are now 30 different deals on offer via the MyCanterbury Card from a wide variety of businesses: canterburybid.co.uk/mycanterbury-discounts. Visit Canterbury, our tourism website for the Canterbury district continues to cast the spotlight on the city as a national and international tourist destination and amplifying any local marketing campaign.

We look ahead to an exciting events season, and hopefully some spring and summer weather just around the corner.

Lisa Carlson, Canterbury BID

New Businesses:

- Bakers & Barristas (High St)
- VK Beauty (St Peter's St)
- Wing Kingz (Buttermarket)
- T4 Bubble Tea (High St)

New Voluntary BID Members

- Canoe Wild
- Host & Stay
- EDLA Landscape Architects



BID Marketing

February-March 2024



Between March and April, MyCanterbury social media presence increased by 6%.



56,018 REACH
6,541 FOLLOWERS



82,975 IMPRESSIONS
3,703 FOLLOWERS

The most popular posts were focused on local business stories, especially about ethical activities. Posts were shared through reels and carousels.

Most popular posts

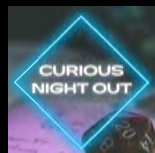
- Mool Like a Monkey (Moocycle)
- Superstore Vintage (£25 and under room)
- Refillery (1st Birthday)
- Platform Live Music Event with Syd Arthur



Continuing in March was our Evening and Night Time Economy marketing campaign, developed with Canterbury's ENTE businesses.

'BEST NIGHT OUT IN KENT' CAMPAIGN

March marketing showcased the following themes:



CURIOUS NIGHT OUT

Serving up ideas for that quirky, alternative and unusual night out



THE FOODIE NIGHT OUT

Serving up a feast of choice to enjoy a delicious meal in the city



ADVENTURE NIGHTS OUT

For those looking for experiences, excitement, and a shot of adrenaline.



CULTURAL NIGHT OUT

Inspiration for those who love their culture, arts, and live performances



March - April 2024 MyCanterbury Campaigns

9 eNewsletters were issued to a mailing list of 8,307 recipients covering:



Easter & Spring Events



Mother's Day Treats



MyCanterbury continued to support 'Kent's Best Night Out' campaign during March, with regular social posts, ENTE story shares and themed MyCanterbury eNewsletters.



337
March-April orders

Promoting local loyalty, 337 MyCanterbury Local Offers Cards were ordered with a new offers



82,975 Impressions
3,703 followers

MyCanterbury continued to support local by launching the following deals and discounts during March- April:

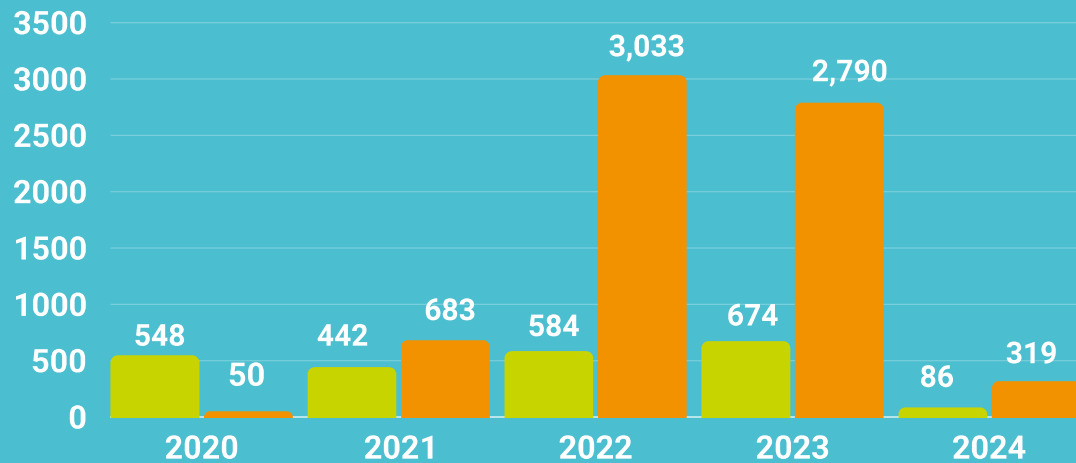


- The Foundry BrewPub x 2 offers:
- 2 Cocktails for £15
- Discount on Ribs
- Brasserie ABode - 10% of food bill
- Matches - 10% off food and drink

MyCanterbury Summer in Canterbury Guide



A broader range of advertising space sizes were offered out for the Canterbury Summer Guide 2024, giving businesses the opportunity to get in front of 20,000 visitors over the summer and autumn. All spaces and options were taken and the guide will be ready at the end of May.



No. Cards Purchased

No. of Transactions

Since the launch in November 2020:
2,334 cards have been sold totalling **£152,468**
 Redemption rate of **83.9%**
 Average card value **£65.32**
 Average purchase on card **£18.62**



visit CANTERBURY



Website - page views **206,363** from **69,251** unique visitors. Most viewed pages were: **10 Things To Do | Night Out Competition**



Newsletter recipients have now increased to **5,782**. Sign-ups continued to increase thanks to the VC competition incentives from the Night Out Campaign.



120,748 reach
10,167 followers



184,543 impressions
19,751 followers

Total Impressions: 520,476
 (up from 425,522 in Jan/Feb)

On social media the following content has been particularly successful:



- Magnolia in Westgate Gardens - 657 interactions, 67.6k reach - **one of the highest reaching posts to date!**
- Lilford Gallery reel share of Cathedral Quarter – 785 interactions, 6.9k reach
- Blue skies over Mercery Lane – 86 interactions, 11.4k reach
- Reel - Cathedral Quarter - 550 likes / 8,274 views
- Reel - Slow weekend – 686 interaction, 6.6k reach
- Coffee spot pic No 35 & Tiny Tims – 593 interactions, 4.6k reach

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





Networking

March Evening Networking - Citi Terrace



This evening session saw us welcome a record 72 people representing 48 businesses covering a wide variety of sectors. We also heard from the Citi Terrace team and Pride Canterbury about the event coming up on 8-9 June.

April Breakfast Networking - Umbrella Centre

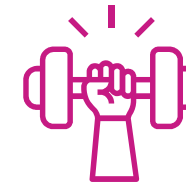


42 people representing 23 businesses were treated to breakfast at the Umbrella Centre before our annual community litter pick where we collected over 5,608 pieces of rubbish! We also heard from East Kent Mind about their merger with the Umbrella Centre.



Looking Ahead:

- **May Lunchtime Networking** | Matches Sports Bar | 12.30-2pm
- **June Breakfast Networking** | Wagamama | 8.30 – 10am



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.

March-April Business Training:



- **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

Between March and April, a total of 89 people attended our BID training sessions representing a wide sector of businesses in Canterbury city centre and the wider Canterbury District.

Business Cost Saving Programme

The Place Support Partnership continued to meet with businesses to help identify cost savings by visiting businesses directly to discuss how savings can be found.



£162,000

Identified in savings for Canterbury businesses so far





Safety & Security

March - April Updates:

CANTERBURY COMMUNITY CELEBRATION

The BID joined the Police and Fire Brigade plus CCCU, Violence Reduction Unit, Street Pastors, Catch 22, Prevent, and Kent Refugee Action Network to attend for a youth engagement day on St George's Street, supported by CCC.



CRIME PREVENTION WEBINARS

We helped promote a series of local Neighbourhood Watch Crime Prevention Webinars

- Anti Social Behaviour & Heritage crime
- Top tips from Policing's Tactical Lead for Vehicle Crime
- Understanding the Role of Isolation & Loneliness in Scams
- Stalking & Personal Safety -Knowing What To Do



POLICE DROP-IN SURGERY

BID Ambassadors attended the monthly Kent police Drop-In Surgeries held at Pret A Manger on the High Street.



ZERO TOLERANCE TRAINING

Another round of Zero Tolerance training for licensed premises took place, extending the training to businesses open during the day, such as restaurants, ensuring staff are now fully trained to recognise and tackle harassment & discrimination. This training was funded in part by the Canterbury Community Safety Partnership. Venues trained were: [JULIA]



BEST BAR NONE ACCREDITATIONS

30 City Centre Venues

are now fully accredited



Consultations & Workshops

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:

CANTERBURY CITY COUNCIL CONSULTATIONS

- Canterbury City Council's Corporate Plan
- Canterbury District Local Plan to 2040
- Draft Canterbury District Transport Strategy
- Draft Open Space Strategy 2024-2040
- Draft Air Quality Action Plan



Welcome to Canterbury - Business Workshop

Hosted by tourism specialists Visit Kent at the ABode Hotel, we invited businesses to join an interactive "Welcome to Canterbury" workshop to put tourism-facing businesses and their customers at the heart of Canterbury's story.



Action Counters terrorism - Business Workshop

This Action Counters Terrorism (ACT) strategic session hosted by the BID was designed to build collaboration and understanding between different businesses in Canterbury to work together to better prepare and protect against a terrorist attack or major emergency.



City Centre Appearance

March - April 2024



Cleaning | Window Vinyls | Bunting



The former Raj Venue in St Dunstons was given a spruce up. BID Ambassadors gave the neglected premises a good clean before specially-commissioned window vinyls were installed by the BID to reflect the launch of the new west End Quarter.



5 miles of colourful bunting started their installation in April, to complement the hanging flower baskets that will be installed in May.



Sustainability

BID's Annual Litter Pick 2024

Every year we invite staff in the city to join our competitive litter pick, with the winning team awarded Canterbury Gift Cards to spend in the city. This year's event took place after a breakfast networking session at the Umbrella Centre.



5,608
pieces of litter

Between us we managed to collect 5,608 pieces of litter, and the winning team received Canterbury Gift Cards to spend in the city.

Campaigns and events:



We supported the relaunch of the Canterbury Climate Action Partnership on Earth Day in an interactive session at the Gulbenkian.



"No Mow May" campaign by the charity Plantlife to encourage people to let their lawns grow throughout May to attract pollinators.



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 Kent 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
- Delivering maps, guides & invitations
- Gift Card support
- Friendly chat
- Cleaning ('The Becket')

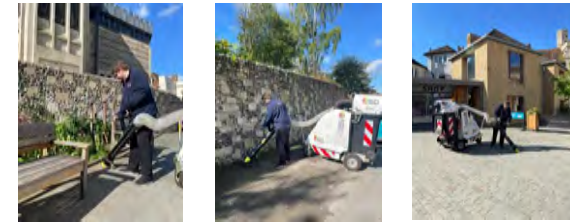
Visitor Greeting:

- Welcome
- Directions
- Safe Havens

March - April 2024

FAREWELL TO SIMON

It was with great sadness that we said a fond farewell to BID Ambassador Simon Jackson, who has been an instrumental part of Canterbury BID for over 7 years and highly valued member of the community..



BID AMBASSADORS CLEAN UP

The BID Ambassadors work to ensure the city is looking as clean as possible and can tackle grot spots quickly and efficiently. Areas focused on during March-April:

Stour Street | Guildhall Street | Mercery Lane | Cathedral Precincts



82 Business Visits, Street Issues Reports, Interactions

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.



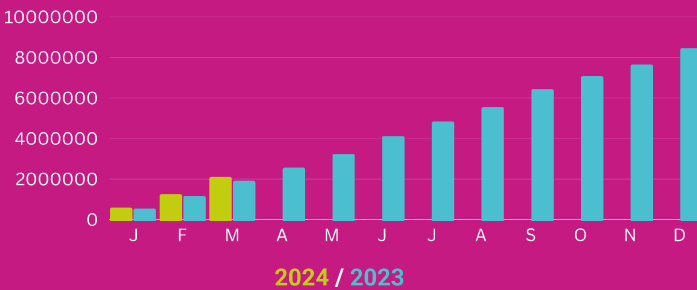
City Centre Performance: March 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	14.1%	10.0%
South East	0.6%	-4.7%
Historic City	4.4%	-0.8%
UK	2.8%	-0.8%

Total number of visitors for the year to date is 2,103,410 which is 10.0% up on the 2023



Total number of visitors this month was **851,422**.
The busiest day was **Saturday 30 March** with **36,409 visitors** and the peak hour was **14:00** on **Saturday 30 March** with footfall of **3,535**.

Sales



Canterbury
2024 vs. 2023



UK
2024 vs. 2023

Retail sales were down -0.3% year on year, for the third consecutive month, mainly driven by jewellery and accessories. Food and drink was up 4.2% this month.

Nationally, this is the sixth consecutive negative monthly result, the longest period of negative successive monthly results outside of the COVID-19 lock-downs. This month's result, together with the recent closure of prominent high street retail chains, is a stark reminder that retailers and the consumers on which they rely remain under pressure.

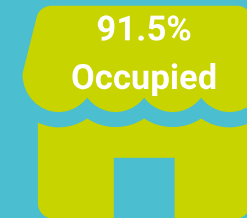
Occupancy



Openings: 2
YTD: 6
2023 total: 39



Closures: 0
YTD: 7
2023 total: 27



(%) ground floor units



This month's occupancy rate for Canterbury is 91.5%, 0.5% lower than February and 0.9% lower than the 12 month average.

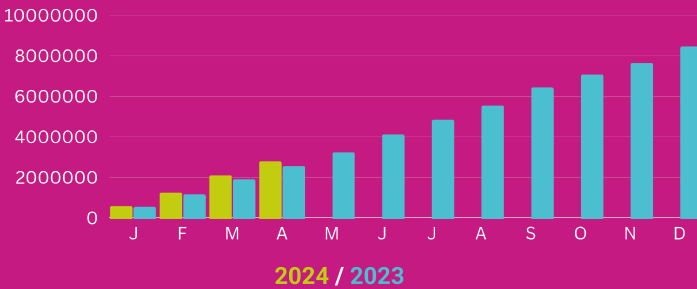
City Centre Performance: April 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	6.4%	9.1%
South East	-1.9%	-4.0%
Historic City	-4.5%	-1.7%
UK	-2.3%	-1.1%

Total number of visitors for the year to date is 2,793,528 which is 9.1% up on the 2023

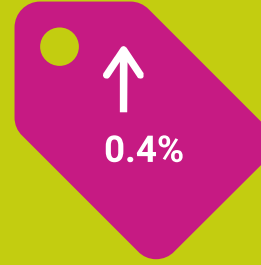


Total number of visitors this month was **690,118**. The busiest day was **Saturday 13 April** with **33,960** visitors and the peak hour was **14:00** on **Saturday 13 April** with footfall of **3,373**.

Sales



Canterbury
2024 vs. 2023



UK
2024 vs. 2023

Retail sales were down -5.7% year on year, for the third month this year, mainly driven by jewellery and accessories. Food and drink was down -3.2% this month, with the cost of living continuing to bite into hospitality.

Nationally, this month's result was a welcome return to growth following six consecutive months of negative total LFL sales. Sales in the first half of April benefitted from mild weather conditions, together with school holidays and a slight uptick in consumer confidence.

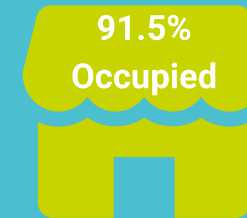
Occupancy



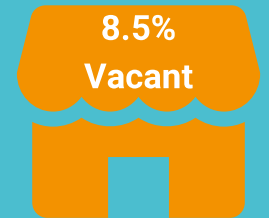
Openings: 2
YTD: 9
2023 total: 39



Closures: 0
YTD: 7
2023 total: 27



(%) ground floor units



This month's occupancy rate for Canterbury is 91.5%, the same as March and 0.7% lower than the 12 month average.

Marketing Canterbury Stats for March-April 2024



16,437 impressions
1,308 followers



10,217 reach
234 followers



17,158 impressions
2,139 followers



19 eNewsletters,
opened **4,915** times
713 subscribers



6,050 page views of BID
website inc MyCanterbury



56,018 reach
6,541 followers



82,975 impressions
3,703 followers



9 eNewsletters,
opened **26,178** times
by **8307** subscribers



337 new cards posted out
28 offers

Total Impressions:
219,948

(6.54% up from Jan/Feb)



120,748 reach
10,167 followers



184,543 impressions
19,751 followers



69,251 visitors resulting in
206,363 page views



2 x Monthly eNewsletters
5,782 Subscribers

Total Impressions:
520,476

(22.31% up from Jan/Feb)



March - April 2024 Timeline



- 4 March** - 'Curious Night Out' ENTE campaign launched
- 11 March** - 'Foodie Night Out' ENTE campaign launched
- 13 March** - Welcome to Canterbury Workshop at the ABode hotel
- 18 March** - 'Adventurous Night Out' ENTE campaign launched
- 19 March** - BID Training: Tips and Tricks for Making the Most of AI
- 19 March** - BID Evening Networking: Citi Terrace
- 23 March** - Police Drop-In Session at Pret a Manger
- 25 March** - 'Cultural Night Out' ENTE campaign launched
- 26 March** - BID Training: Tips and Tricks for Making the Most of AI
- 26 March** - Canterbury Community Celebration: Soccarena
- 27 March** - BID Training: Emergency First Aid At Work Training with the Red Cross
- 3 April** - BID Training: Retail Photography with Alex Hare
- 23 April** - BID Breakfast Networking & Litter Pick: The Umbrella Centre

*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
