

**Ops Report
May-June 2024**

Introduction

May and June saw a flurry of activity, marked by a bumper round of events including the Canterbury Wine Festival, City Sound Project, Canterbury Christ Church University Open Day, the launch of the Aphra Behn Exhibition at The Beaney, the Canterbury Society's new Blue Plaque Trail & Map, The King's Mile Gin Fling and Pride Canterbury, drawing in thousands to the city and confirming Canterbury as a desirable destination. That said, while footfall is up and commercial interest and new business openings are strong, the cost of doing business remains high and we continue to promote our city's amazing businesses to help drive sales during a challenging time.

In May we hosted the second annual Best Bar None Awards to celebrate the hard work of the evening and night time hospitality staff and partners. A total of 30 businesses are now accredited and thirteen awards were given to venues and staff for their outstanding achievements in keeping our community safe. We also hosted our Summer Drinks Reception and AGM where we launched our 2024-29 Business Plan ahead of the BID ballot in June-July, alongside a new film documenting the impact of the BID over the last 10 years. There was time for networking, questions and even a fun quiz at the end. The film has been edited into seven smaller segments to use to promote Canterbury and is freely available for others to use.

Monthly networking remained consistently fully booked, including a new Health and Wellbeing event alongside KP GP Services, bringing together a diverse array of industry professionals in this sector. We hosted a Purple Flag and ENTE networking event at The Pound to discuss future projects, including Canterbury's Purple Partnership to support Community Alcohol Partnership funded projects to reduce alcohol harm in children and young people, and next steps with the Night Out Campaign and Purple Flag Accreditation.

Hanging flower baskets and coloured bunting went up in May to help the city look as welcoming as possible. Challenges such as roadworks in the city centre were tackled with new Business Open as Usual signs produced by the BID and cleaning of windows and doorway washing of vacant units took place to help spruce them up.

Finally, the BID ballot opened on 6 June and runs until 11 July. All BID ballots are required by national regulations to be postal ballots, run via local authorities. We understand that postal ballots are challenging as everyone is so busy! This is why the BID team puts in so much effort to not only raise awareness of the implications of voting and keeping the investment into the city coming for the next five years, but also to ensure every business has a voice.

Lisa Carlson, Canterbury BID

New Businesses in May / June

- Turn Off The Lights - Sun Street
- Bird and Blend - The Parade
- King and Guild - Guildhall Street
- Tea Café - Canterbury Lane
- Aamad - St George's Street
- Cooper & Co Solicitors - Palace Street
- Shiroko - St Dunstons
- Smoke Shack - The Borough
- Crew Clothing - Marlowe Arcade

New Voluntary BID Members

- Stephanie's Art Studio
- Adler Fairways
- HD Create
- The Bat and Ball B&B



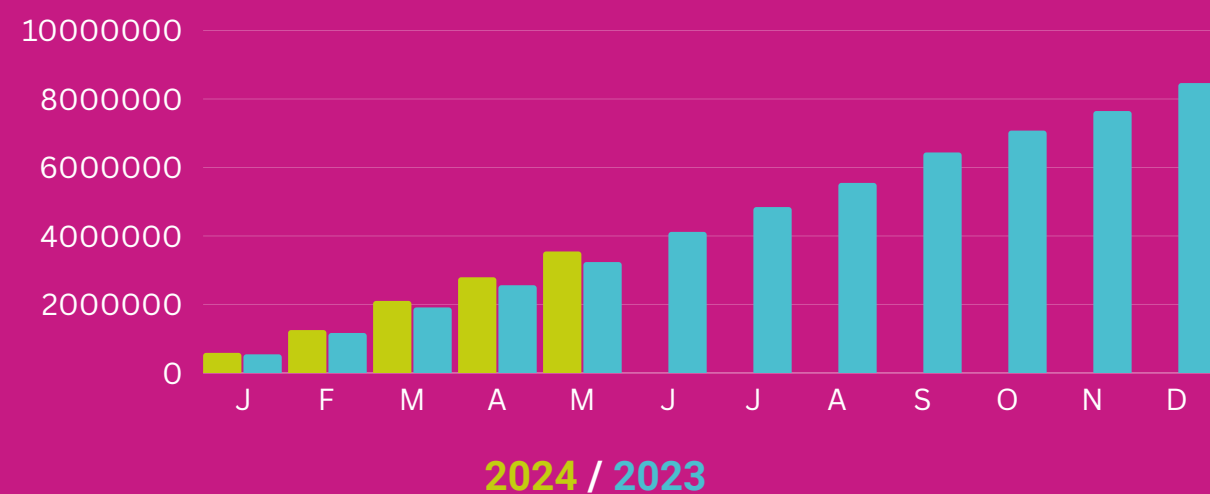
City Centre Performance: May 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	11.3%	9.5%
South East	0.5%	-3.1%
Historic City	0.7%	-1.2%
UK	-0.1%	-1.1%

Total number of visitors for the year to date is **3,547,011** which is **9.1%** up on the 2023



Total number of visitors this month was **753,483**.
The busiest day was **Saturday 25 May** with **41,501** visitors and the peak hour was **13:00** on **Saturday 4 May** with footfall of **3,534**.

Sales



Canterbury
2024 vs. 2023



UK
2024 vs. 2023

Retail sales were down -3.4% year on year, driven by all categories with the exception of clothing. Food and drink was up 3.3% this month.

Nationally, May's result is a welcome return to healthy growth, offsetting as it does last year's negative base. Furthermore, this month's total like for like (LFL) sales outcome equalled CPI growth, marking the first month since January 2023 that inflation did not exceed LFL growth.

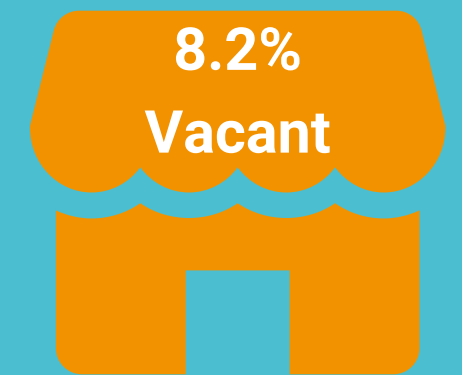
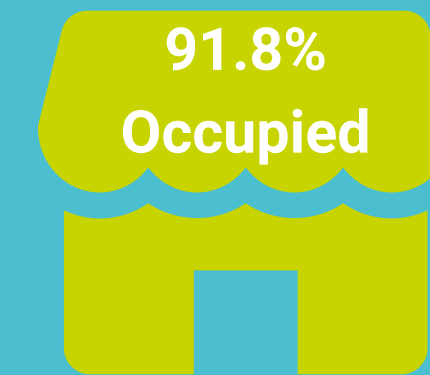
Occupancy



Openings: **3**
YTD: 12
2023 total: 39



Closures: **2**
YTD: 9
2023 total: 27



(%) ground floor units

This month's occupancy rate for Canterbury is **91.8%**, the highest since January 2021 and **0.9%** lower than the 12 month average.

City Centre Performance: June 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	4.4%	8.4%
South East	-2.0%	-2.9%
Historic City	-1.8%	-1.3%
UK	-2.3%	-1.2%

Total number of visitors for the year to date is **4,466,615** which is **8.4%** up on the 2023



Total number of visitors this month was **919,604**.
The busiest day was **Saturday 8 June** with **37,475** visitors and the peak hour was **13:00** on **Saturday 8 June** with footfall of **3,384**.

Sales



Canterbury
2024 vs. 2023

UK
2024 vs. 2023

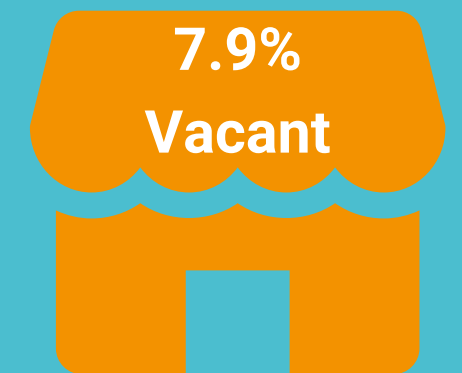
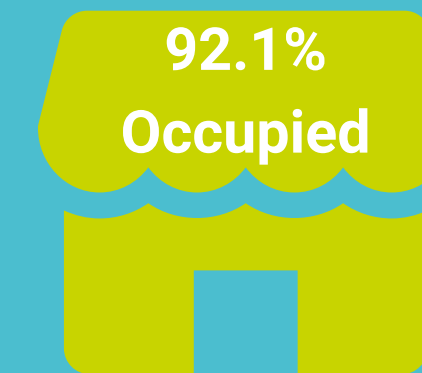
Nationally, June delivered a third successive positive total like for Like (LFL) result and presents a welcome return to consistent growth. This month's result also marks the first month since February last year when LFL total growth exceeded inflation, which the Office for National Statistics pegged at +2.8% growth for the year to May 2024.

Occupancy



Openings: **6**
YTD: 17
2023 total: 39

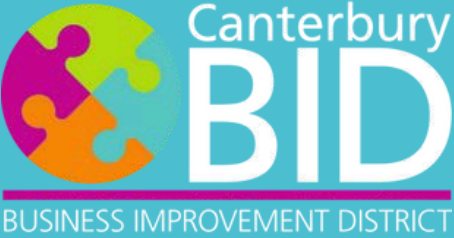
Closures: **1**
YTD: 10
2023 total: 27



(%) ground floor units

This month's occupancy rate for Canterbury is **92.1%**, the highest since January 2021 and **1.0%** lower than the 12 month average.

Marketing Canterbury Stats for May -June 2024



28,493 impressions
1,475 followers



4,225 reach
265 followers



26,549 impressions
2,208 followers



15 eNewsletters,
opened **4,876** times
827 subscribers



6,274 page views of BID
website inc MyCanterbury



56,018 reach
6,541 followers



85,620 impressions
3,783 followers



9 eNewsletters,
opened **26,214** times
by **8,483** subscribers



295 new cards posted out
32 offers

Total Impressions:
238,564

(8.46% up from March/April)



37,349 reach
10,230 followers



184,756 impressions
20,176 followers



80,251 visitors resulting in
276,362 page views



2 x Monthly eNewsletters
5,782 Subscribers

Total Impressions:
504,250

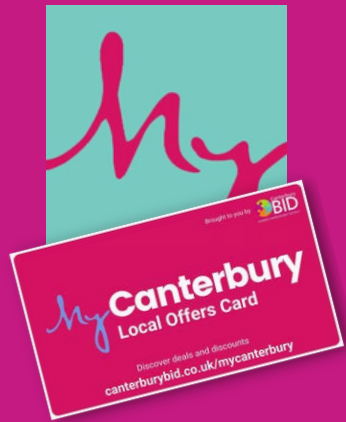
(3.11% decrease from March/April)

Marketing & Events

The Marketing Team focused on the following during May-June:

MyCanterbury Platforms

Posts on Curzon Riverside open air cinema; Canterbury Pride; Canterbury Tails Cat Café's first birthday and a welcome to the new Bird & Blend shop gained the most impressions across both Instagram and Facebook. The 'Living with Art' at The Beaney post performed well on Facebook, and the 'businesses open as usual' post to mitigate the impact of the city centre roadworks in May had substantial engagement on Instagram.



9 eNewsletters were issued to a mailing list of 8.3k and opened **26,214 times**. The most popular of the eNewsletters (with between 28-31% open rate) were:

- Medieval Pageant workshops
- Cathedral Lodge Summer Party
- CCCU Answers Day
- Smooth Operators (Canterbury waxing)
- Father's Day Shopping Ideas



NEW - Promoting Canterbury Events

At your request, we produced new digital and printed events publicity to help promote Canterbury events to customers and staff and to help with your marketing strategies. This was also made into an advert which appeared in the printed and online media.



Marketing & Events

Event Sponsorship

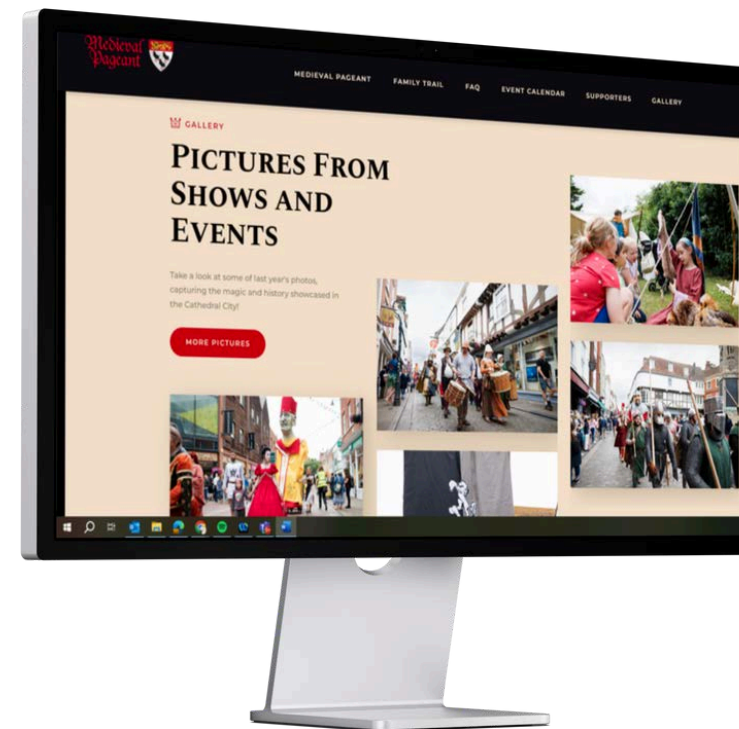
We sponsored the following events during May-June:

- City Sound Project in the Park – 4 & 5 May
- Canterbury Wine Festival - 18 May
- Pride Canterbury – 8 June
- King's Mile Gin Fling – 22 June
- Wimbledon Big Screen - June-July
- Blue Plaque Trail & Map




Medieval Pageant 2024

Following a successful bid for UK Shared Prosperity Funding through Canterbury City Council, the Medieval Pageant event received some significant investment this year, including a new website, a volunteering scheme and the opportunity to upgrade our giants. With the event now gaining national recognition and attracting significant footfall this was essential to help the event grow.



 **37,349** reach
10,230 followers

 **184,756** impressions
20,176 followers

 **80,251** visitors resulting
in **276,362** page views

 **2 x** Monthly eNewsletters
5,782 Subscribers

Total Impressions: 504,250
(3.11% decrease from March/April)



Visit Canterbury has launched a guest blog series. The first blogs have included:

- Spend Saturday in Canterbury with Happy & Glorious
- 5 Things To Do In The City by The Foundry
- Explore Canterbury's West End with Finally
- 5 Ways To Explore Canterbury by Canoe Wild
- How to celebrate English Wine Week with Simpsons

Popular social media posts have included a reel featuring the businesses in the Castle Quarter (with 600 interactions), the announcement that Canterbury Tales Experience will be reopening (reach of 3,900) and a reel collaboration created by [@explorewithin_](#) on (reach of 3,989).

Visit Canterbury Consortium: helping finance, steer and shape Visit Canterbury's campaigns:



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 bursting with inspiration on where to shop, things to do, stories and features from the city centre and ensured 32 tourist venues including hotels & B&Bs across the district were fully stocked to hand to guests for the summer, along with door to door delivery.

The guides are also available as a digital version.



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



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
- 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
- Ebury Hotel
- Pilgrims Hotel

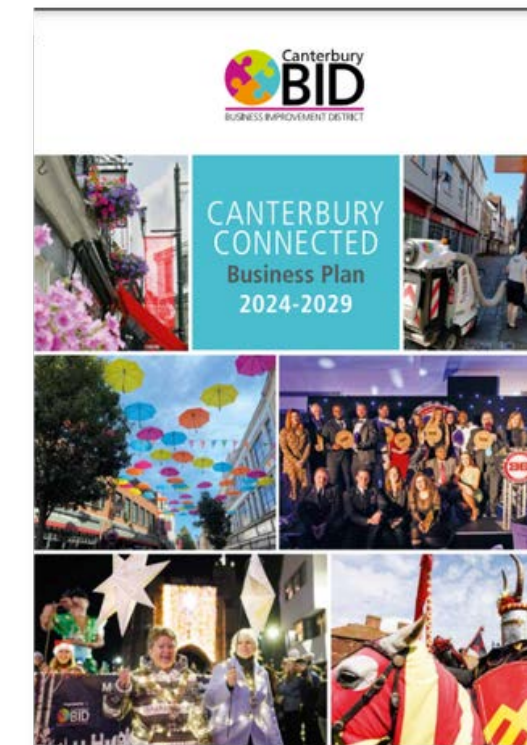




BID Ballot 2024

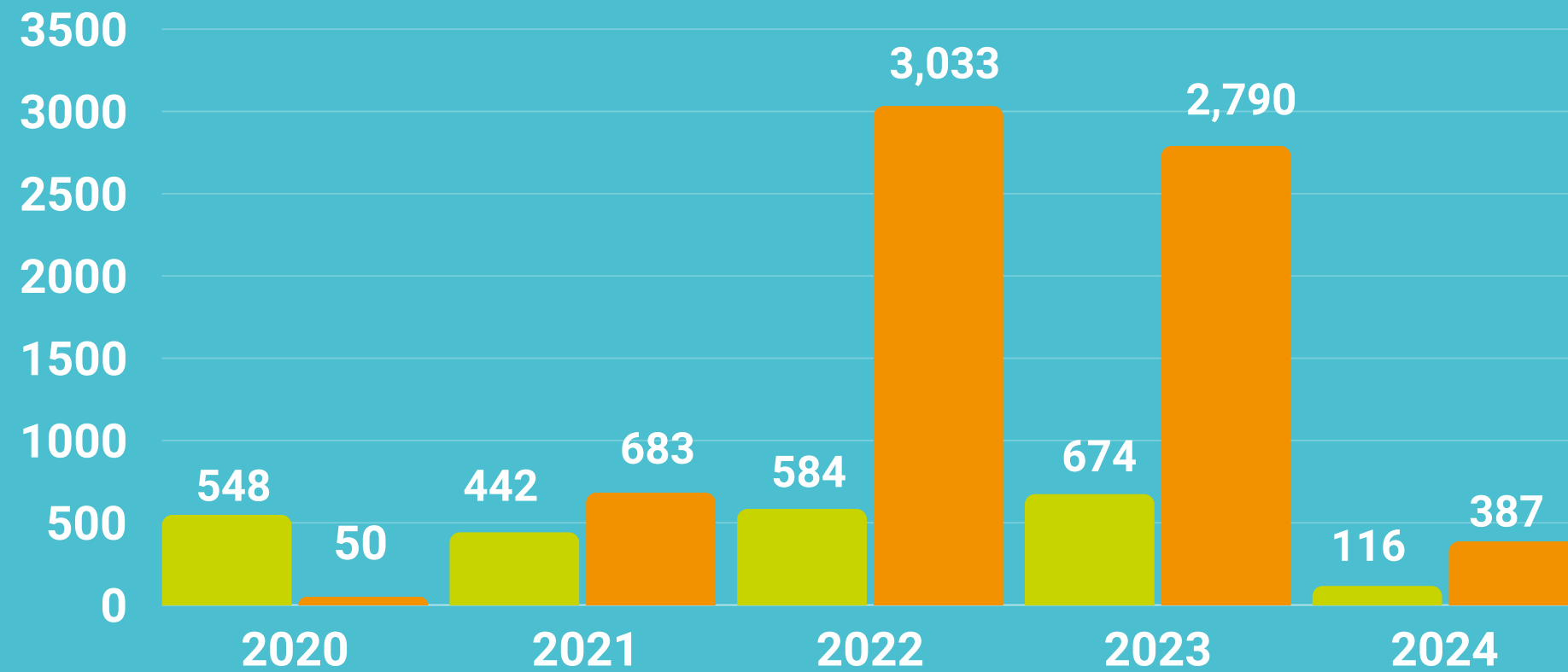
Timeline

- **9 May** - Notice of Ballot Issued
- **3 June** - BID AGM and Launch of Business Plan
- **6 June** - Issue of Ballot Papers
- **11 July** – Ballot Closes
- **12 July** – Outcome Announced



LAUNCH OF THE BUSINESS PLAN 2024-2029
 With the end of our second five-year term and a renewal ballot taking place from 6 June to 11 July, we launched our 2024-2029 Business Plan at the Annual Summer Networking and AGM on 3 June.

PROMOTIONAL VIDEO “10 YEARS OF CANTERBURY BID”
 We commissioned a comprehensive and detailed video, showcasing the work of the BID over the last 2 BID terms (10 years) with interviews with local businesses explaining how this has benefitted them and why they wish for the BID to continue. This was then broken down into video shorts.



No. Cards Purchased

No. of Transactions

Since the launch in November 2020:
2,364 cards have been sold totalling **£154,483**
 Redemption rate of **84.1%**
 Average card value **£65.35**
 Average purchase on card **£18.70**

Networking

MAY: MATCHES SPORTS BAR

Another lively, fully-booked lunchtime session took place at Matches Sports Bar with 60 guests attending representing 40 businesses, supported by Girlings. The Lord Mayor talked about her charity of the year, Pilgrims Hospice, and we were joined by the Pilgrims Hospice Chair and team.



JUNE: WAGAMAMA

With 54 people attending, representing 33 businesses, this was a very fun networking breakfast networking with lots of new people and collaborations plus the Canterbury Rotary Club spoke about their work.



HEALTH & WELLBEING NETWORKING

We hosted our very first networking event for the Health and Wellbeing sector at Socialite, partnered with Dhvani and Kunal Patel from Canterbury's KP GP Services.

Medical Practitioners, Opticians, Dentists, Audiologists, Holistic Practitioners, Aesthetic Professional, Opticians, Audiologists, Physios etc.



Purple Flag & ENTE Networking



We hosted a networking and workshop for ENTE businesses and partners, presenting a report from this year's "Best Night Out in Kent" campaign, the new Cocktail Week, ideas for the Community Alcohol Partnership, 2024 Best Bar None Awards and the next Purple Flag Assessment.

BID AGM 2024



This year's event saw 120+ members of the business community join us for our Summer Drinks Reception and AGM to hear about the BID's investment into the city over the last 10 years and plans for the next term, should we be voted in. Speakers included The Dean of Canterbury, The Very Reverend Dr David Monteith, and Dr Julie Grail from The BID's Business, and sponsors Starck Uberoi Solicitors & Advocates.



Best Bar None Awards 2024

15 May 2024

With 30 businesses in the city now accredited, we hosted our second Best Bar None awards with 74 guests attending. Thirteen awards were given out to venues and staff for their outstanding achievements in keeping our community safe.



Best Bar None Awards 2024 - The Winners

Best Venue Management
The Venue

Best Staff Training and Care
Club Chemistry

Best Customer Safety and Welfare
The Ballroom

Best Customer Safety & Community
The Unicorn Inn

Best Newcomer
Boom Battle Bar

Best Overall Venue
The Venue

Best Commitment to ENTE Safety & Prevention
Charles Smythe, ABV Bars

Best Dedicated Staff Member
Mary Baker, Club Chemistry

Best Event Safety: Under 18s
Club Chemistry

Best Community Experience
McDonald's Canterbury

Best Op Lester Anti-Spiking Promotion & Awareness
Club Chemistry

Special Recognition – Bystander Award
**Olaoluwabode Olanrele, Boom Battle Bar
Jade Wilson, The Westgate Inn, JD Wetherspoon**



Safety & Security



46

115

Zero Tolerance Training

Training resumed during May-June, designed to equip managers and staff of licensed and night time venues with guidelines and frameworks for how to combat all forms of harassment.

Businesses who achieved accreditation (or renewed) this period:

Pilgrims Hotel | Castle House Hotel | Canterbury Christ Church University | Marlowe Theatre | The Drapers Arms | McDonalds | Mr Miyagi Sushi Restaurant | Community Safety Partnership | Street Pastors

Total number of Zero Tolerance Trained Venues

Total number of Zero Tolerance Trained Staff

We also promoted:

- Kent Police's monthly drop-in sessions
- Business Scam and Fraud alerts
- Bogus charity alerts in the city centre
- Be Safe, Be Sound campaign for event and festival organisers
- Managing Euro 2024 Success Advice for Licensees

City Centre Appearance

May-June 2024 Activities

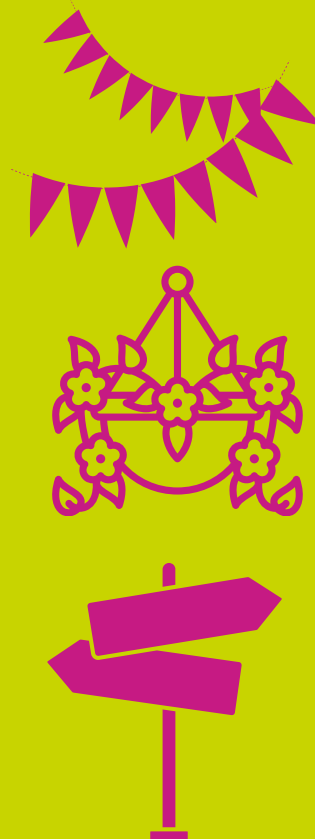
HANGING FLOWER BASKETS AND COLOURED BUNTING

380 flower baskets were installed across the city in May as part of the BID's offering to ensure Canterbury looks as welcoming and attractive as possible. **4.5 miles** of colourful bunting was also installed across the city.



NEW BID ROAD SIGNS

To help with the disruption to traders during the recent spate of roadworks, we commissioned our own Businesses Open As Usual road signs and vinyl banners, so far used in St Peter's Street and Mercery Lane.



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 co-ordinating meetings with organisations involved with cleaning and safety.

May - June 2023

BID AMBASSADORS HERE TO HELP

Recruitment to replace former BID Ambassador Simon will commence after the BID Renewal Ballot. In the meantime, Zak was around reporting, advising, delivering, cleaning, directing and generally helping the city centre as usual, as are the rest of the BID team.



Business Visits **200+**



Meetings Attended **17**

- **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



Representation & Press

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.



CELEBRATING 20 YEARS OF BIDS

Lisa spoke about the synergy between a thriving commercial sector and the health and wellbeing of users of the city at The BID Foundation 'Places for Everyone' Conference.



INNOVATION IN CLIMATE ACTION: ATCM SUMMER SCHOOL 2024

Lisa and Rachel attended the Association of Town and City Summer School plus their Industry Management Awards in Glasgow where Canterbury's Medieval Pageant was a finalist.



CANTERBURY IN THE NATIONAL PRESS

Canterbury Was voted #3 in the whole of the UK by Holiday experts Go Outdoors and the Mirror published an article: Canterbury is 'Most beautiful place in England'



May - June 2024 *In Review*

- **3 May:** BID AGM & Drinks Reception
- **7 May:** BID Lunchtime Networking at Matches
- **9 May:** Notice Of Ballot posted
- **15 May:** Business Plans posted
- **15 May:** Best Bar None Awards 2024
- **23 May:** Health & Wellbeing Networking
- **24 May:** Hanging flower baskets installed
- **6 June:** The BID Foundation 'Places For Everyone Conference'
- **6 June:** BID Ballot papers posted
- **11 June:** Purple Flag & ENTE Networking Meeting
- **18-19 June:** ATCM Summer School & Industry Awards
- **19 June:** BID Breakfast Networking at Wagamama

For a list of city and district-wide events, see the BID website events calendar or Visit Canterbury.

*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
