



**Ops Report
July-August 2024**

Marketing



The Marketing Team focused on the following during July-August

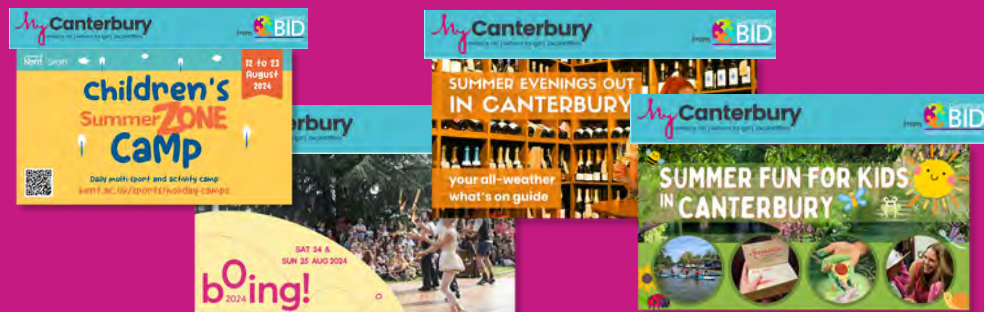
MyCanterbury Platforms

Reels promoting the Cathedral Quarter, Kings Mile and Whitefriars were among the top performers on Instagram over the summer, along with static posts for Cafe No 35's Paint & Sip evening, National Cinema Day and Heritage Open Days. Combined eNews and social campaigns performed well, such as the Great Stour Riverfest 2024, Canterbury Festival and Back to School.



13 eNewsletters were issued to a mailing list of 8.4k and opened **35,774 times**. The most popular of the eNewsletters (with between 28-31% open rate) were:

- Summer Fun in Canterbury
- What's On For Kids This Summer
- bOing Festival eNews
- Kent Sport eNews



Canterbury Gift Card: Teacher's Treat

Parents often club together in July to show appreciation to superhero teachers at the end of the academic year. We launched a campaign to remind parents to support local with the Canterbury Gift Card now with an additional feature of "GiftRound" meaning parents can chip in and each leave a message.

Networking



JULY NETWORKING: CHATTERBOX CAFE

Our last networking event before the summer break took place at the new Chatterbox Café in Castle Street (formerly the Saffron Café). The not-for-profit business has been launched by sisters Julie and Suzanne to give work experience to young people and saw 45 people attending, representing 36 businesses.

BID NETWORKING A YEAR IN REVIEW

Over the last year from September 2023 – July 2024, we hosted monthly networking sessions in the following venues

- Abode Hotel
- Canterbury Festival/Westgate Hall
- Socialite Rooftop Bar & Restaurant
- The Ballroom
- Metrobank
- Marlowe Theatre
- Canterbury Umbrella Centre
- Citi Terrace
- Matches Sports Bar
- Wagamama
- Chatterbox Cafe

BID NETWORKING: Sept 2023 - July 2024

581 people attended representing **378** businesses

Marketing Canterbury Stats for July-Aug 2024



25,037 impressions
1,555 followers



5,068 reach
279 followers



18,032 impressions
2,247 followers



13 eNewsletters,
opened **4,225** times
835 subscribers



8,020 page views of BID
website inc MyCanterbury



56,192 reach
6,615 followers



78,454 impressions
3,858 followers



13 eNewsletters,
opened **35,774** times
by **8,487** subscribers



197 new cards posted out
32 offers

Total Impressions:
230,999
(-3.17% decrease from May / June)



151,505 reach
10,308 followers



173,108 impressions
20,151 followers



171,994 visitors resulting
in **169,598** page views

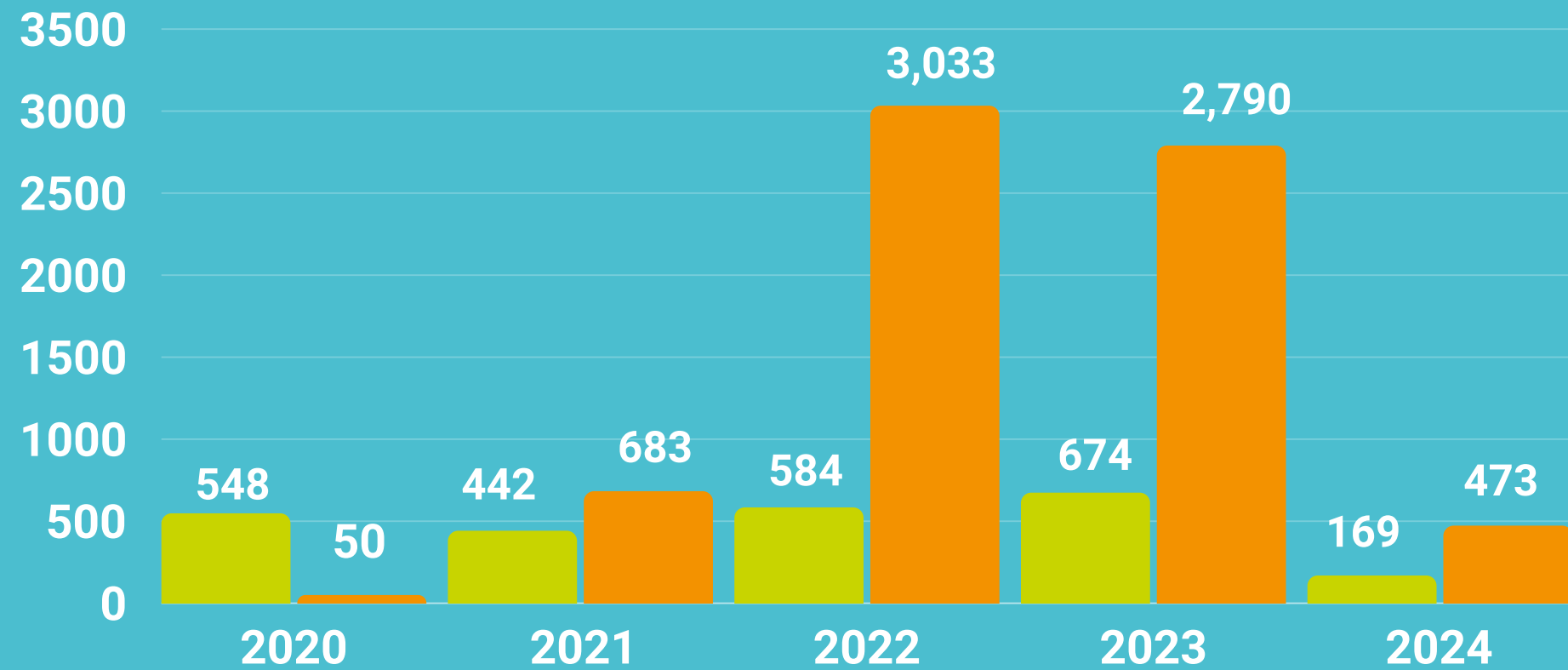


2 x Monthly eNewsletters
6,103 Subscribers

Total Impressions:
508,813
(0.89% increase from May/June)



visit **CANTERBURY**



No. Cards Purchased

No. of Transactions

Since the launch in November 2020:
2,417 cards have been sold totalling **£158,018**
 Redemption rate of **83.9%**
 Average card value **£65.38**
 Average purchase on card **£18.85**



151,505 reach
10,308 followers



173,108 impressions
20,151 followers



Website - page views **171,994**
 (July & August 2023 – 95,130)



2 x Monthly eNewsletters
6,103 Subscribers

Total Impressions **508,813**

(0.89% increase from May-June)

July saw the highest website traffic of the year, with a huge spike in WiFi sign-ups indicating a large footfall in the city centre. August had the 2nd highest organic traffic and searches to the site at 42,004 visits (May was our top month so far). Overall website traffic has gone up 80% YOY, and summer saw an average of 40,000 non-referral visitors a month (i.e. excluding the WiFi referrals).

The best performing posts on social media included a new reel on how to explore the city by boat (11k plays), a reposted real on Canterbury as the perfect day trip from London, an aerial shots of the city. An image of the 'Drink Local' mural in Whitstable did very well on Facebook.

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





Events



UPCOMING EVENTS in Canterbury this Summer, Autumn, Winter

AUG	SEPT	OCT	NOV & DEC
<ul style="list-style-type: none"> Whitefriars Summer Beach 17 July - 7 Sept, Whitefriars Square Canterbury Shakespeare Festival Throughout August bOing! International Family Festival 24-26 Aug, University of Kent Heritage Open Days 6-15 Sept, various locations Canterbury's Cooking Food Festival 17-21 Sept, Stone South Gardens Great Stour RiverFest 2024 14-22 Sept, various River Stour locations The Annual Canterbury Duck Race 22 Sept, Westgate Gardens 	<ul style="list-style-type: none"> Canterbury Oktoberfest 4-5 October, Westgate Hall Canterbury Festival 19 Oct-2 Nov, various locations Spooky Saturday 26 Oct, City-wide Christmas Light Parade & Switch On 15 Nov, Canterbury City Centre Canterbury Christmas Market 15 Nov-1 Dec, Canterbury City Centre 		

Discover event more at canterbury.co.uk visit canterbury.co.uk Canterbury

UPCOMING EVENTS IN CANTERBURY

In August we listed the wide array of exciting, diverse events and activities happening in the city centre from now until Christmas in our eNews to help businesses plan their marketing strategies.

UNIVERSITY KEY DATES | 2024
University of Kent | Canterbury Christ Church University | University of the Creative Arts

Graduation Ceremonies at Canterbury Cathedral	Key Study Dates for Universities
<ul style="list-style-type: none"> 17-18 September: Canterbury Christ Church University 21-22 November: University of Kent 	<ul style="list-style-type: none"> 16-20 September - Welcome Week 23 Sept - Term Starts
Open Days	
<ul style="list-style-type: none"> 28 Sept & 19 Oct - University of the Creative Arts 5 Oct & 16 Nov - University of Kent 13 Oct & 16 Nov - Canterbury Christ Church University 	

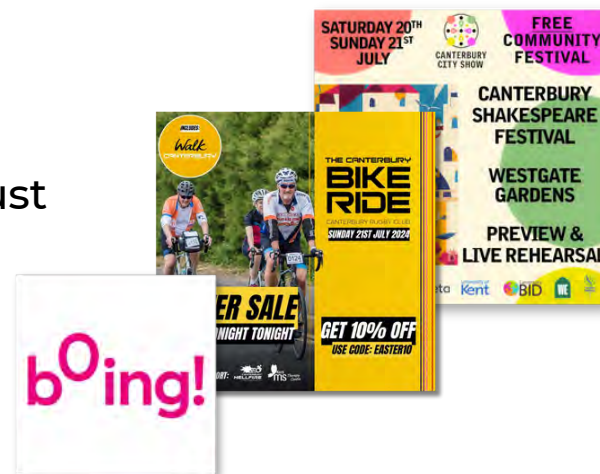
KEY STUDENT DATES FOR THE DIARY

We also listed all the key dates for student graduation ceremonies, Welcome Weeks, Freshers Events and Open Days which bring thousands into the city centre.

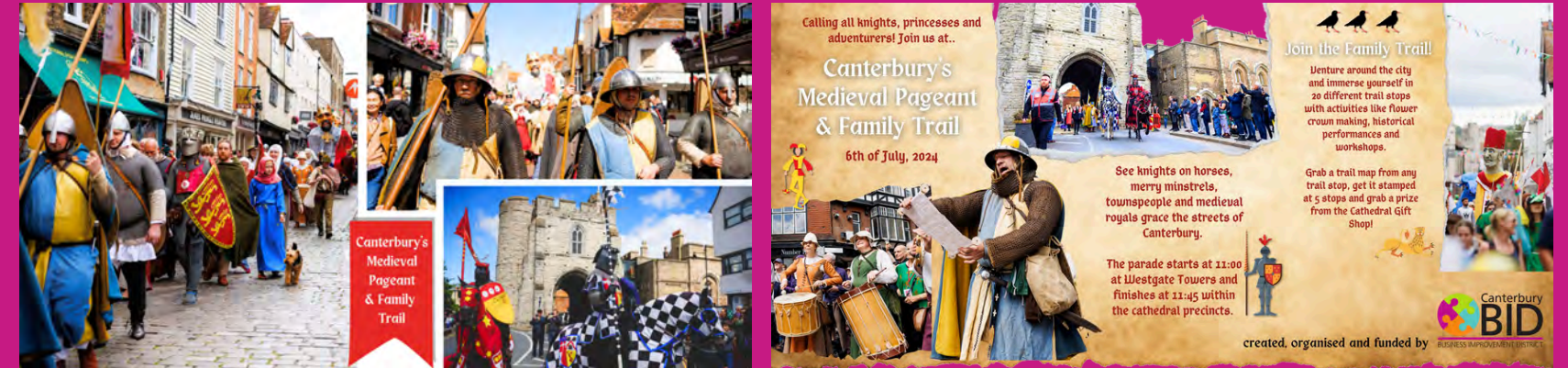
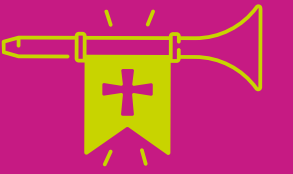
Event Sponsorship

We sponsored the following events during July-August

- 20-21 July: Canterbury City Show
- 21 July: Canterbury Bike Ride
- 25 July-17 Aug: Canterbury Shakespeare Festival
- 24-25 August: bOing! Family Arts Festival



Medieval Pageant



The BID hosted the 9th annual Medieval Pageant and Family Trail on Saturday 6 July celebrating 750 years since the visit from Henry II to Canterbury to show penance for the murder of Thomas Becket. The parade included participation from local schools, re-enactors, musicians, dancers, jugglers and history enthusiasts. and finished in the Cathedral Precincts with a performance.



FAMILY TRAIL

The Family Trail received over 12,000 visits between 12-5pm which featured medieval encampments, mini archaeological dig, a medieval 'Jester School', Warhammer Gothic Games, medieval music festival and loads more



JEWELLERY TRAIL

Using the Trail Map, over 100 visitors took part in this fun trail where they explored 12 city centre jewellers, collecting gems

Goldsmiths, H Samuel, Fitzgeralds, 925 Silver, A Simmonds, Cousins, Luke Goldsmith, Hadfields, YiLin, Atelier Bonbon, Annie Designs, Canterbury Jewellers & Pawnbrokers and Justin Richardson.

over **12,000** people were counted visiting **20** venues across the city



Cleaning

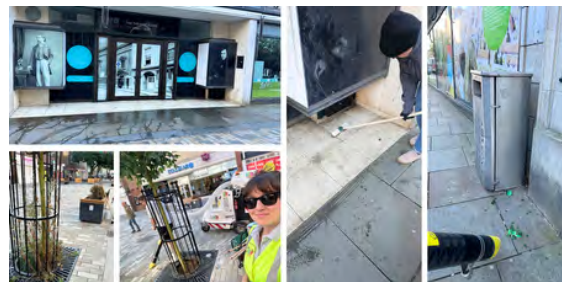
Attractive streets are important for those working and visiting the city as customers, clients and tourists. The BID provides additional resource for cleaning key parts of the city, focusing on the areas that are not covered by Canterbury City Council cleaning schedule and ad hoc cleaning jobs requested by BID businesses.

July - August



WINDOWS OF VACANT UNITS

Windows on neglected vacant units around the city including on Guildhall St, Mercery Lane and former Cotswold building were given a good clean & polish.



GUILDHALL ST & ST GEORGE'S ST

The BID's cleaning machine, Becket, was used to give Guildhall Street and St George's Street (including neglected shop doorways) and a deep clean.



ST MARGARET'S STREET

The street was given a spruce-up outside Superdry. Weeds poking through the pavement and accumulated dirt and debris were all cleared.



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.

Reporting | Cleaning | Meetings | Monitoring



- **Cleaning:** Targeted spot-cleans of streets/areas in city centre
- **Reporting:** Graffiti, fly-tipping, litter, anti-social behaviour
- **Meetings:** City Centre tactical, environmental & security
- **Monitoring:** Patrolling the city centre keeping eyes and ears open



BID AMBASSADOR RECRUITMENT

Now the BID has secured a third 5-year term, the recruitment process to replace former BID Ambassador Simon will commence.



CHRISTMAS LIGHT PERMISSIONS

The new BID term has meant Zak has been busy requesting new permission forms are signed by businesses who have Christmas Lights hanging from their premises

Safety & Security



Ensuring Canterbury is a safe place for people to work, live and visit

The safety and security of staff, customers and visitors is a top priority for Canterbury BID. We chair the city's Safety & Security Roundtable and Purple Flag partnership and accreditation. We also run the Zero Tolerance training programme and co-lead on Best Bar None accreditation with Kent Police.



ACTIVE BYSTANDER TRAINING

Zak and Julia both attended Bystander Training, which taught skills to challenge unacceptable behaviours such as racism, bullying, sexual harassment and other inappropriate toxic behaviours



We promoted:

- Fraud and scam alerts
- Kent police drop-in sessions
- Fire Safety Risk Assessment - 5-step checklist

Wayfinding

THE CASTLE QUARTER

Businesses in the Castle Quarter requested additional signage to help encourage footfall through to St Margaret's Street, Castle Street and Stour Street especially over the busy summer period. In response we installed bollard covers and signs across the area featuring QR codes linking to the Castle Quarter website.



BID 3 Ballot



We have achieved so much together in the last 10 years, and we are thrilled that we can continue to build on that work to bring in more people and make the city an even better place for our businesses to thrive.

There is so much we are looking forward to delivering for the city over the next five years, including a really exciting collaboration this Christmas, so watch this space! We will continue to listen and amplify the voice of business, working shoulder to shoulder in areas where our support is needed, and we will continue to be bold with our actions to bring commercial success to our members.

The results: 90% in favour by number and 93% by rateable value.

City Centre Performance: July 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	3.2%	7.6%
South East	-2.2%	-2.8%
Historic City	-0.9%	-1.3%
UK	0.8%	-0.9%

Total number of visitors for the year to date is 5,214,496 which is 7.6% up on the 2023



Total number of visitors this month was **747,881**. The busiest day was **Saturday 27 July** with **37,475** visitors and the peak hour was **14:00** on **Saturday 27 July** with footfall of **3,441**.

Sales



Canterbury
2024 vs. 2023

UK
2024 vs. 2023

Retail sales were down -9.5% year on year, for the sixth month this year, driven by all categories. Food and drink sales were down -2.8% this month.

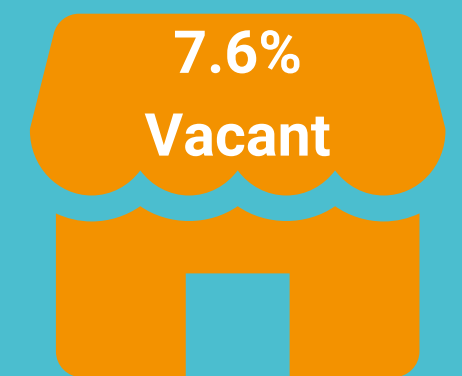
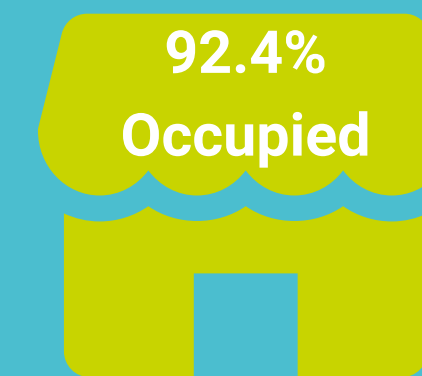
Nationally, July delivered a fourth successive positive total like for Like (LFL) result and presents a welcome return to consistent growth. Recent consumer confidence survey figures suggest that following the UK general election, consumers are taking a cautious, "wait and see" view on the short-term direction of the UK economy.

Occupancy



Openings: 4
YTD: 21
2023 total: 39

Closures: 1
YTD: 11
2023 total: 27



(%) ground floor units

This months occupancy rate for Canterbury is 92.4%, the highest since January 2021 and 1.1% lower than the 12 month average.

City Centre Performance: August 2024

Footfall

2024 VS. 2023 YEAR TO DATE

Canterbury	2.2%	7.0%
South East	-4.0%	-3.0%
Historic City	-0.9%	-1.2%
UK	0.8%	-0.9%

Total number of visitors for the year to date is **5,935,387** which is **7.0%** up on the 2023



Total number of visitors this month was **720,891**.
The busiest day was **Saturday 10 August** with **33,434** visitors and the peak hour was **10:00** on **Monday 5 August** with footfall of **3,417**.

Sales



Canterbury
2024 vs. 2023

UK
2024 vs. 2023

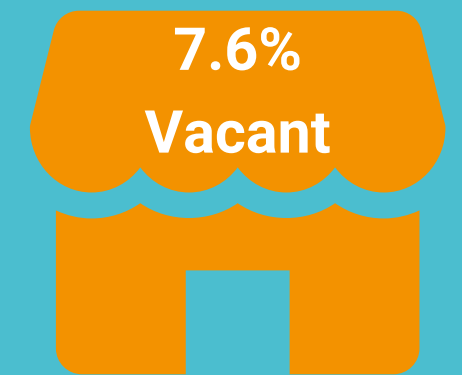
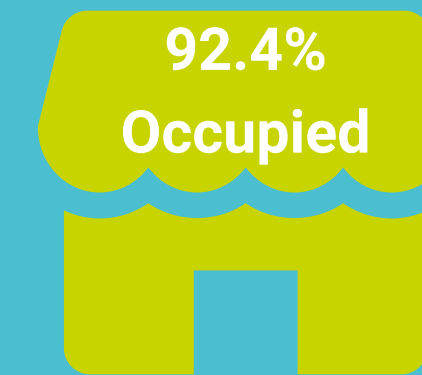
Nationally, August's result represents the fifth straight positive result this year, and the first since the UK general election. While positive, the result betrays the overall vulnerability of the UK's retail sector. Store sales fell into negative territory following three months of positive outcomes.

Occupancy



Openings: 2
YTD: 23
2023 total: 39

Closures: 2
YTD: 13
2023 total: 27



(%) ground floor units

This month's occupancy rate for Canterbury is 92.4%, the highest since January 2021 and 0.9% lower than the 12 month average.

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.

MEDIEVAL PAGEANT

With the event gaining more and more national recognition with every year we stage it, we were delighted to see the majority of national press both digitally and in print published a feature on Canterbury Medieval Pageant:



- **ITV Meridian News**
- **BBC (news website)**
- **The Observer, Daily Telegraph**
- **The Times (photo of the day)**
- **MSN (featuring a fantastic video)**

BID BALLOT COMMUNICATION

Canterbury BID ran a ballot awareness campaign in the lead up to BID Ballot, which aimed to reach as many BID businesses as possible. This sat alongside direct letters to businesses, emails, personal visits and digital posts.

The press releases were picked up and featured in the following media:

The Business Magazine, South East Business, Locate in Kent, Kent Invicta Chambers, Kent Director, Index and Insider Media.

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

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