



# Canterbury Connected

**B**USINESS **I**MPROVEMENT **D**ISTRICT

## **Annual Conference**

30<sup>th</sup> September 2015

# A quick flashback...

- Ballot in July 2014
- 54% turnout: 379
- 64% **YES!** by number: 242 versus 137
- 61% **YES!** by Rateable Value: £12m v £7m
- Started work on 13<sup>th</sup> October 2014



# Levy Collection

- **Received £497k; plan £488k**
- **99% of available levy**
- **89% was received by end December 2014**
- Levy bills for Year 2 will be sent out w/c 12<sup>th</sup> October 2015
- East Kent Services (EKS), the Council's collection agency, will undertake all collection activity with no intervention by the BID Board or Executive Team

# Finance – Year 1

	<b>Plan £000</b>	<b>Actual</b>	<b>Increase/ decrease</b>
Income	<b>£557.5</b>	<b>£566.7</b>	<b>+2%</b>
Project Expenditure	<b>£424</b>	<b>£339.8</b>	<b>-20%</b>

# Finance - Year 1 costs and outturn

	Plan £000	Actual	% against plan	Overall spend
Overhead	£83.3	£71.1	-15%	(15%)
Reserves	£15.6	£20	+28%	(4%)
Total	£557.5	£466	-16%	

# Our year 1 surplus

**£96,000**

**These funds will be used to add value to programmes in years 2 – 5 for the benefit of levy payers.**

# Our suppliers...

- Insurance: **Braddons**, Canterbury
- MyCanterbury: **Think Agency**, Canterbury
- Christmas lights: **Gala Lights**, Maidstone
- Design and print: **Hutton Design**, Canterbury
- Cleansing: **Citrica**, Pluckley, Kent
- Flowers: **Windowflowers**, Slough, Bucks
- Ambassadors: **The Welcome People**, London

# Out to tender in 2016

- **Legal:** currently Furley Page
- **Accountancy:** currently Kreston Reeves
- **IT and website hosting:** currently Think Agency

# Year 1 Programmes

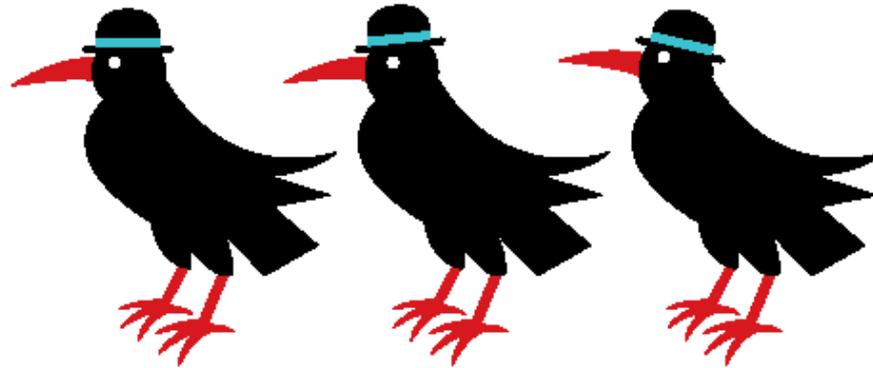
**Strong Brand**



**Superb  
Destination**

**Great Centre for  
Business**

**A Connected City**



Ambassador Choughs



Christmas Shopping Choughs



Canterbury in Bloom Choughs



Magna Carta Choughs



Hop Pocket Race Choughs

The Choughs are featured on the city's coat of arms in recognition of their use on Thomas Becket's arms. We have 'borrowed' them as part of the BID's branding with a humorous approach. As you can see, we have put them to a variety of jobs so look out for them doing all this and more in the future!



# Christmas Lights switch on



Nearly 1,000 people attended this event which was really well received!



The return of Christmas lights to the city for the first time since 2012 was welcomed and we received enormous positive feedback about them, including comments that they were the 'best ever!'

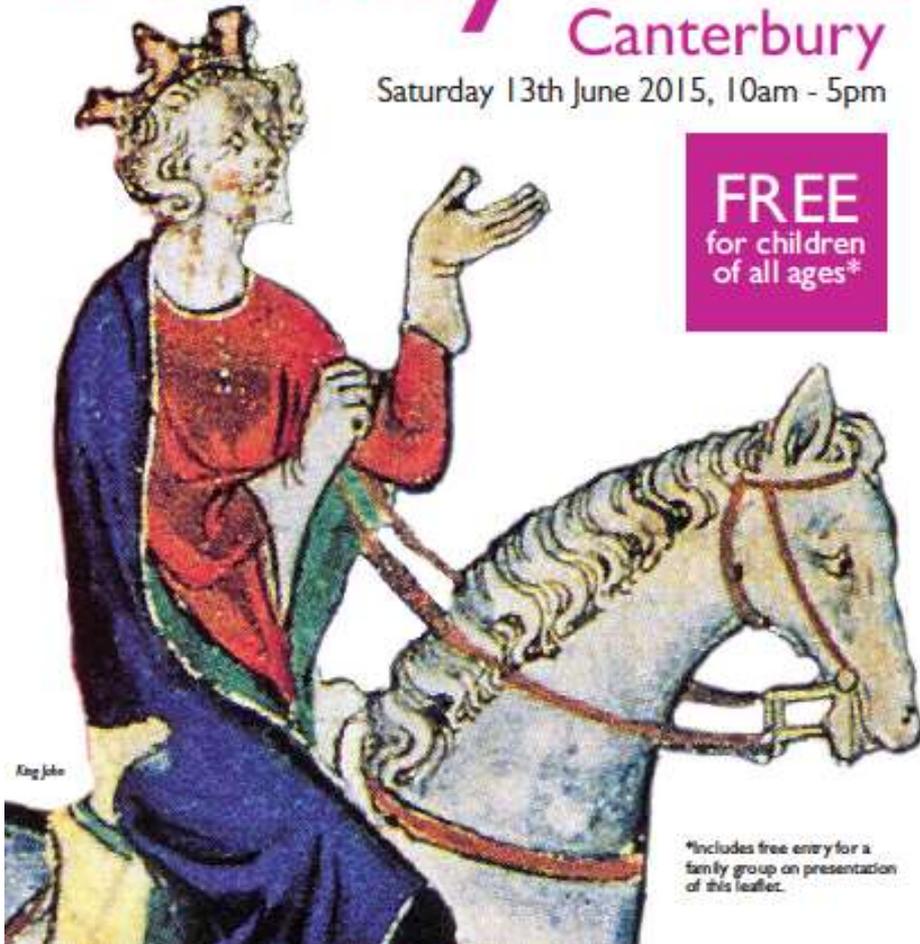
MAGNA  
@ARTA

# Family Trail

## Canterbury

Saturday 13th June 2015, 10am - 5pm

FREE  
for children  
of all ages\*



\*Includes free entry for a family group on presentation of this leaflet.

- The BID supported this event with £500 to deliver the leaflet in support of the national Magna Carta 800<sup>th</sup> anniversary.
- Visitor numbers:
  - Canterbury Cathedral: 261 visitors (further visitors engaged with costumed characters)
  - Canterbury Tales: 297 visitors
  - Eastbridge: 783 visitors
  - Canterbury Archaeological Trust: 180 visitors
  - Westgate Towers: about 450 visitors
  - Over 120 children completed the trail
- The trail won an Award from Canterbury Christ Church University

# Kings Mile Street Party



Partnerships: Canterbury City Council delivered the scheme; the Kings Mills Association shaped it and set the date for the re-launch; the BID provided the coordination and organisation on the day. A great example of how everyone working together can make a difference to the city and its businesses.

# Canterbury Hop Pocket race



The first Canterbury Hop Pocket Race was held the evening before the Food & Drink Festival and Green Hop Beer Fortnight and 18 teams entered. Over £400 was raised for local charity Porchlight, supporting vulnerable and homeless people in the city. This will become an annual event in the life of the city.

# Purple Flag



Canterbury City Centre has received Purple Flag accreditation since 2011. The BID will be leading on the city's re-accreditation this autumn. Purple Flag weekend takes place from the 2<sup>nd</sup> to 4<sup>th</sup> October

# With less of this...



Crime is relatively low: 284 Violence Against the Person offences in 14/15; could be a shove or fall, very few serious incidents.

...more of this...



# ...and some of this



The BID will support the Street Pastors with £500 towards their costs each year. In September they gave 100 hours to the city over 5 nights, meeting 20 – 30 people each night, handing out flip flops, water, space blankets and a friendly listening approach.

# Deep cleansing the city



1,250 hours of deep cleansing since November

# What we've cleaned...



# #makingadifference

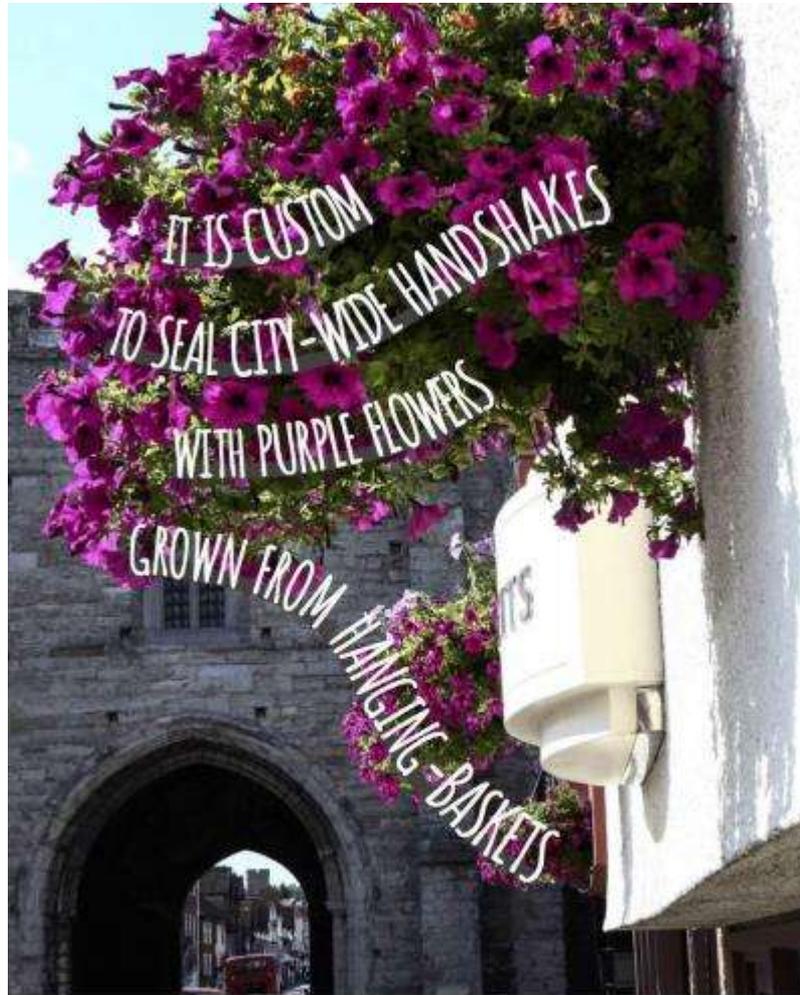


# Winning it with flowers...



The city won the South & South East in Bloom Gold award this year!

# .....and loving a poem



CANTERBURY IN BLOOM  
POEM, WRITTEN BY NIELAM SAREOTA



The BID is also sponsoring the Wise Words Festival in 2015/16 adding some poetry to what we do!





# Hello

we're the welcome people

**Providing the BID Ambassadors for Canterbury City Centre**

# First Impressions Count

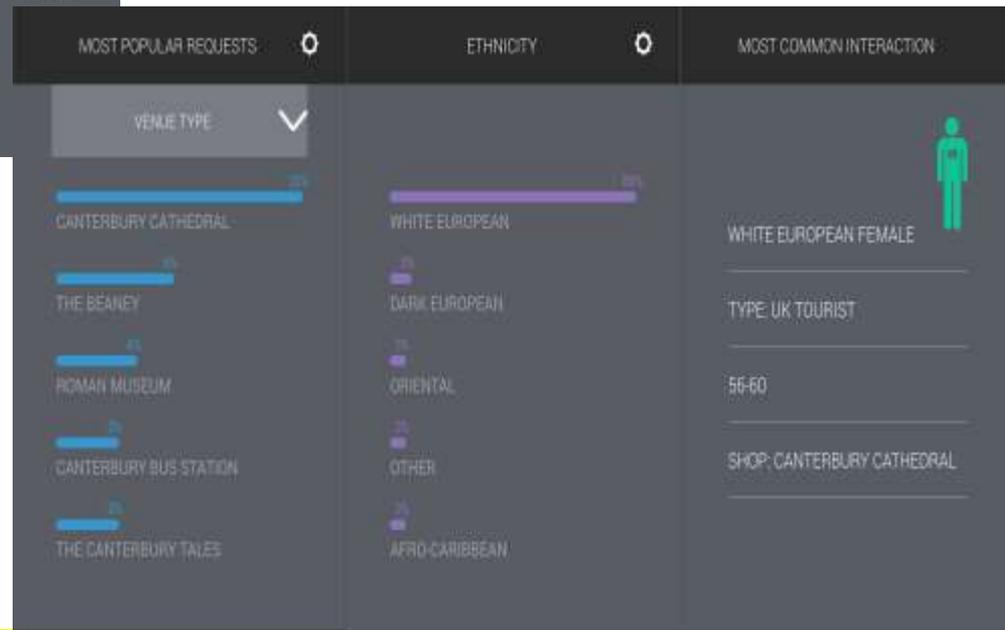
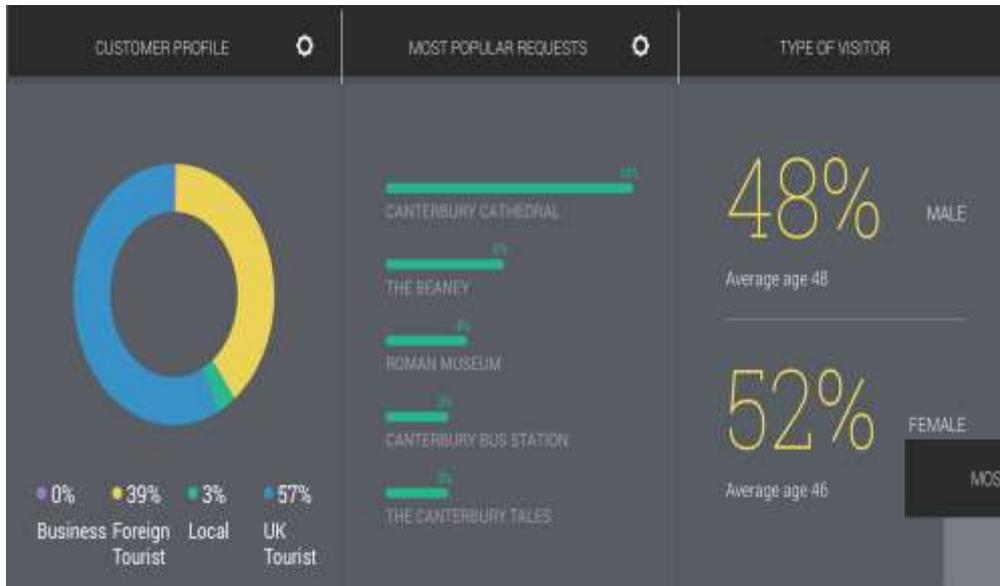


## Experience the welcome

- 15,154 visitor interactions
- 39% international tourists
- 57% UK tourists
- Saturday busiest day
- Even spread across the week
- A visible difference



# First Impressions Count



## Business liaison

- 867 formal business visits
- Promoting BID initiatives and marketing opportunities
- 211 casual business visits
- Keeping Canterbury Connected

2015-09-21 10:47:49	The Fragrance Shop	104 Rose Lane	sam supervisor	no environmental concerns. happy to hear about hop pocket race. looking forward to food festival. excited for Christmas lights switch on. would like to know more about it too. excited to hear about the Christmas my Canterbury guide. would like to have some in store. happy to see me.	▼
2015-09-21 10:34:58	Swarovski	21 Marlowe Arcade	senior sales assistant	happy to see me. no problems. excited for Christmas lights. whitefriars and bid ones. looking forward to Christmas.	▼
2015-09-18 16:13:26	Marrakesh	85 Northgate			▼
2015-09-18 10:29:53	Game	33 St Georges Street	Grant sales manager	happy to meet me. was wondering whether they will be getting Christmas lights this year as they did not get any last year.	▼

## Environmental Reporting

- Real-time reporting of street-based issues
- 183 Environmental Reports made
- Biggest issues - roads/paving (96), graffiti (53)



Issue Summary

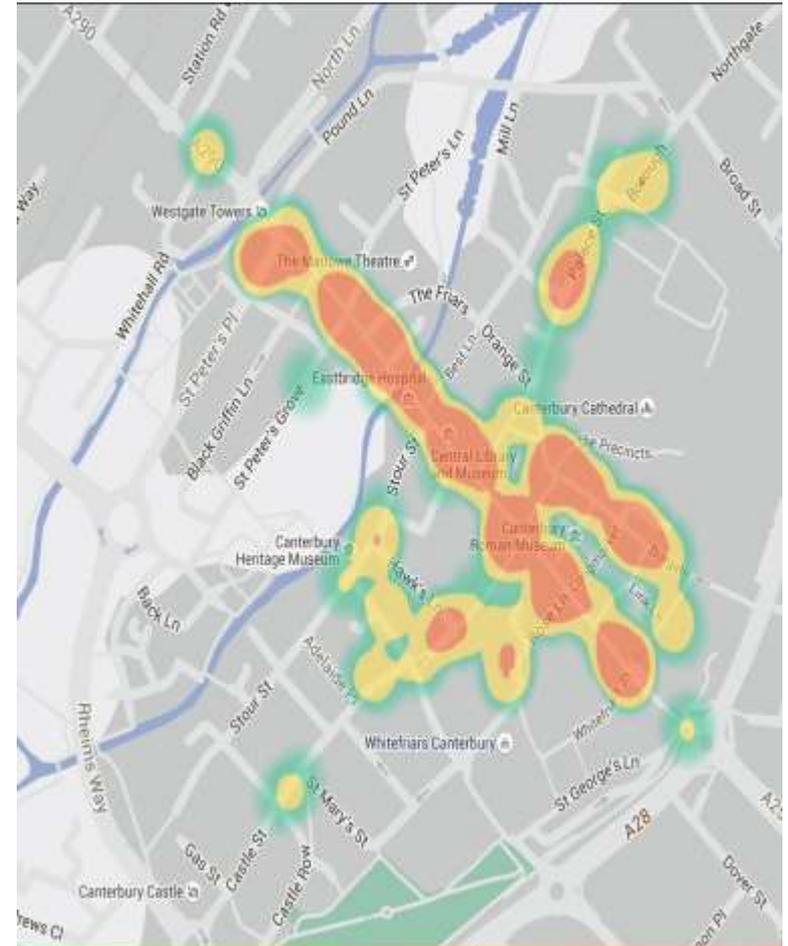


# Your Eyes and Ears

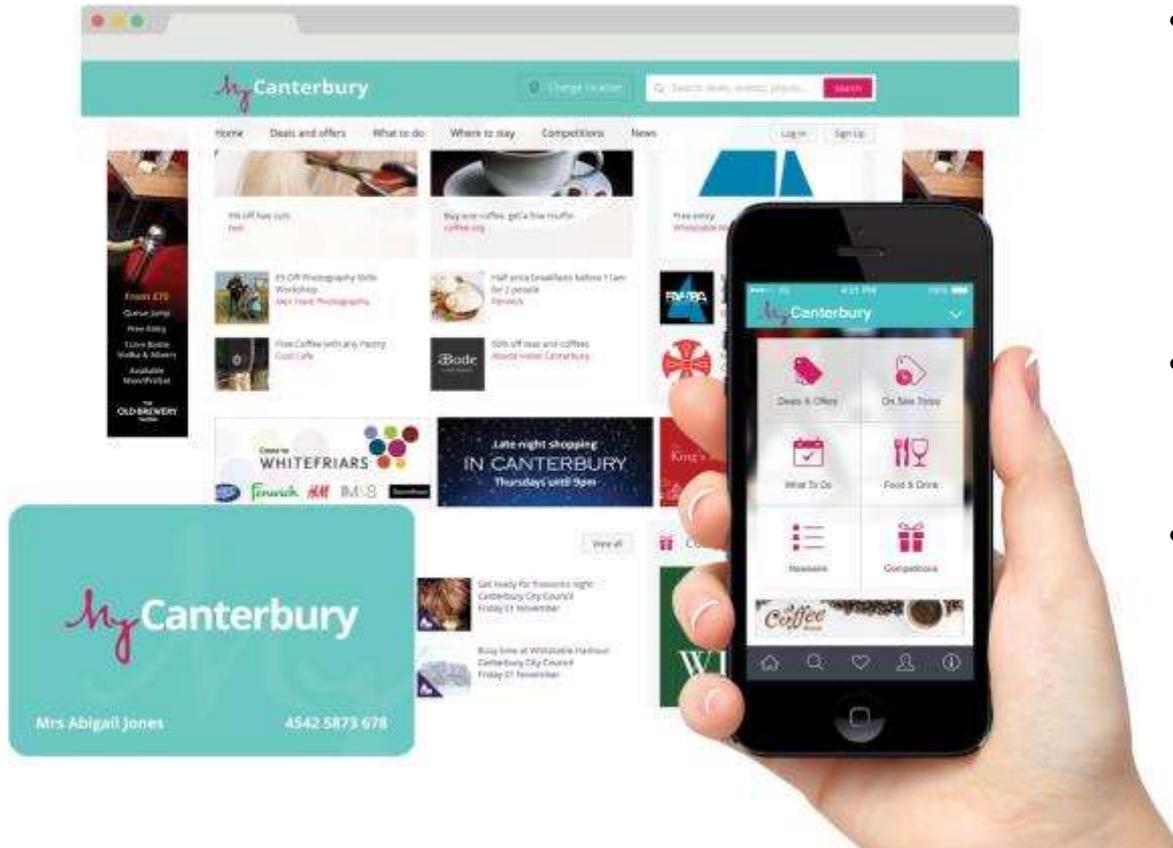


## Intelligence reports

- Providing intelligence to police and other agencies via heat-maps and detailed reports
- 1991 issues reported
- 1066 buskers, 249 charity chuggers

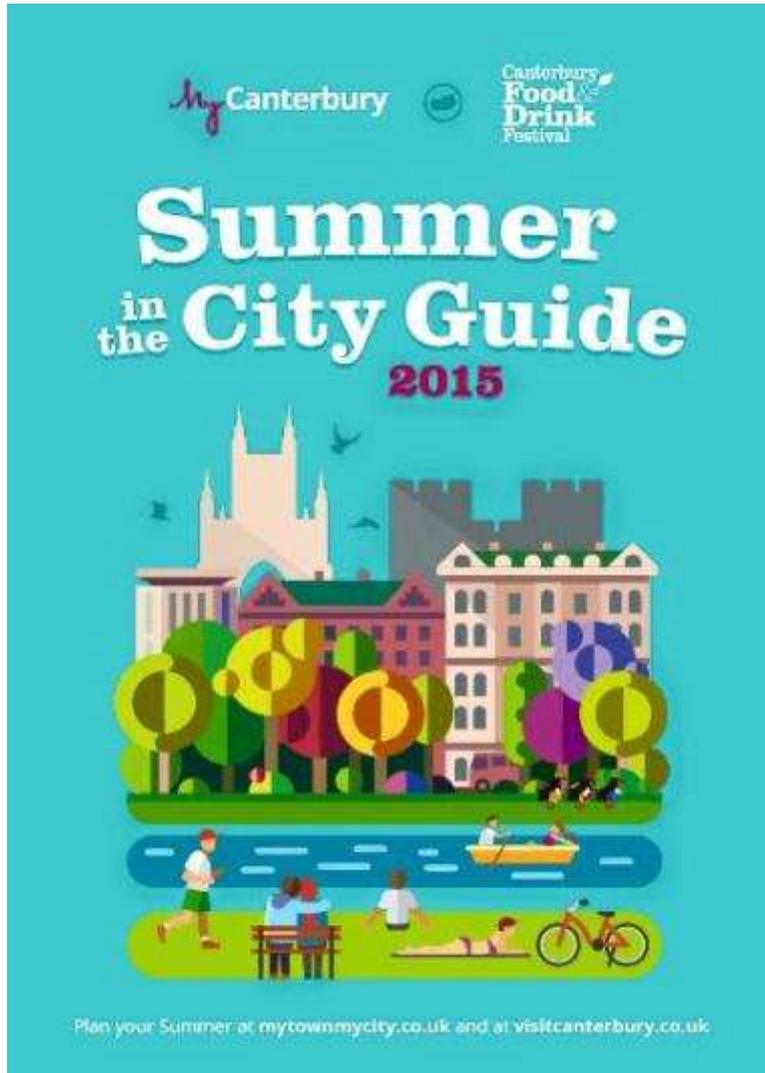


# MyCanterbury



- 12,400 apps downloaded:
  - 550 in the last 4 weeks;
  - 8,000 cards in circulation;
  - 14,500 users/emails:
  - 20,000 + users
- 246 businesses featured; 100 businesses have paid for promotion on the platform
- BID will generate around £20,000 from the platform which will be reinvested in the city.

# Summer in the City Guide!



- 20,000 copies circulated:
  - Eurotunnel
  - Visitor Information Centres
  - BID Ambassadors
  - Supermarkets
  - Local business
- cost neutral



# Utility cost reduction: ZTP

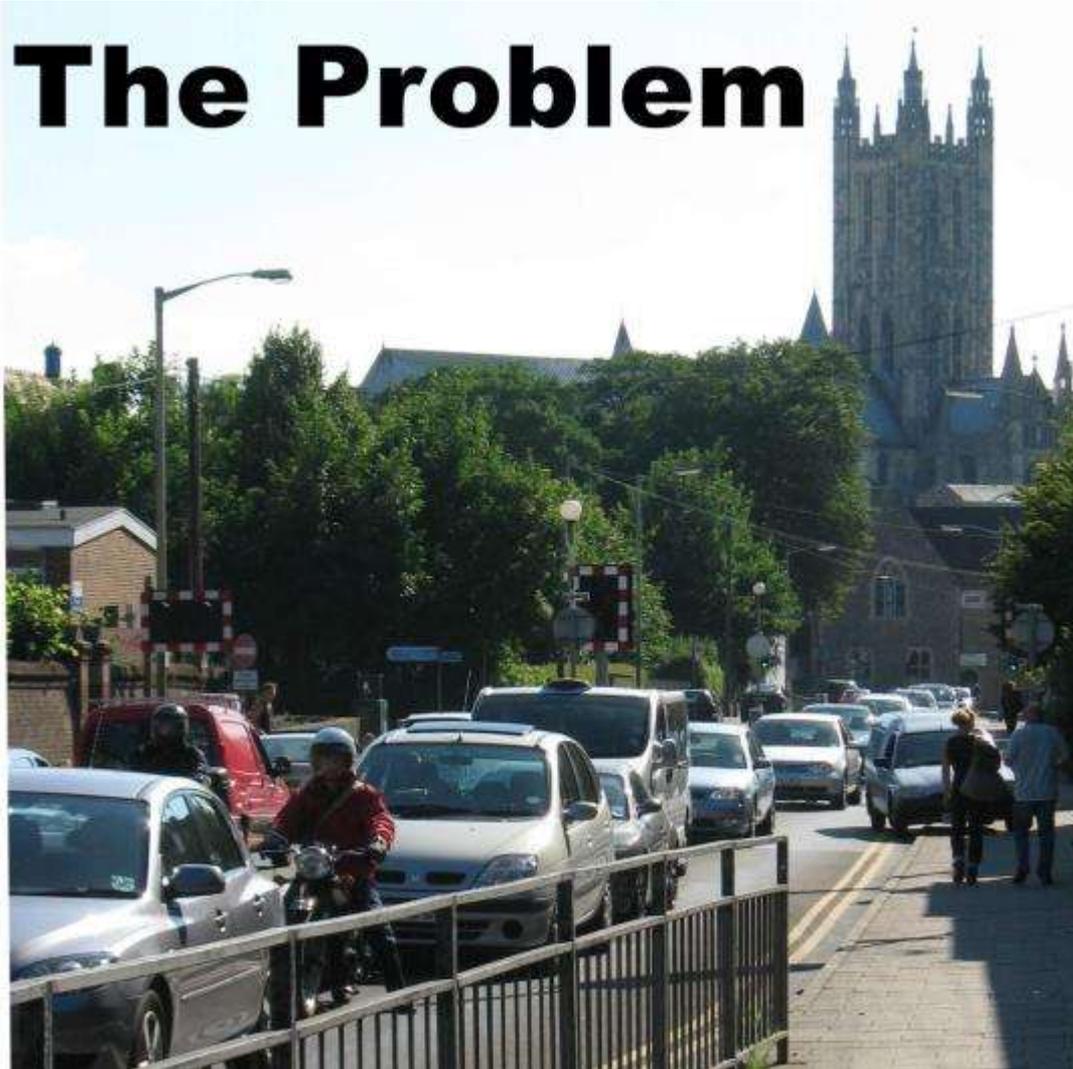
By identifying your organization's energy trace and managing it effectively, you can reduce energy costs, consumption, and carbon simultaneously.

ZTP give a 20% discount on their commission to Canterbury BID levy payers.

13 Canterbury BID levy payers are now saving over £9,000 per annum using ZTP's services and 50 more are talking to ZTP currently

# Transport & Access

## The Problem



- 25% increase in homes across the 6 Districts of the city's catchment area
- Congestion and air quality are an issue
- The city is under pressure with 7m visitors and 30,000 students

# How do we find solutions that work for everyone?



No to car park closures and price increases ahead of inflation

P&R: marketing;

Stagecoach as a full partner; end Boot Fair in Wincheap!

Yes to A2 slip and development of Wincheap  
Finding solutions to issues like buses into St Peters Place

Focus on regenerating key areas of the city: St Peters, Castle Street, Burgate

# Governance



# Impact

- **Fewer empty shops:** nearly HALF the national and regional average
- **Higher Footfall:** up by +3.6% compared to -1.5% for other locations in the SE
- **But fewer Tourists:** -3% with 10% drop April-July due to Stack and exchange rate issues
- **But higher turnover overall:** our business monitor reports +3.9% over the last 10 months

# BID Year 2...

Everything you saw in Year 1 plus....

# MORE Christmas Lights

BID has invested an additional **£30k** in year 2

New locations (subject to permissions)

- ***Westgate Towers (both aspects)***
- ***Northgate***
- ***Orange Street***
- ***Buttermarket and Burgate***
- ***Castle Street***
- ***St Georges and St Peters Street: additional lights***



# MORE Flowers!

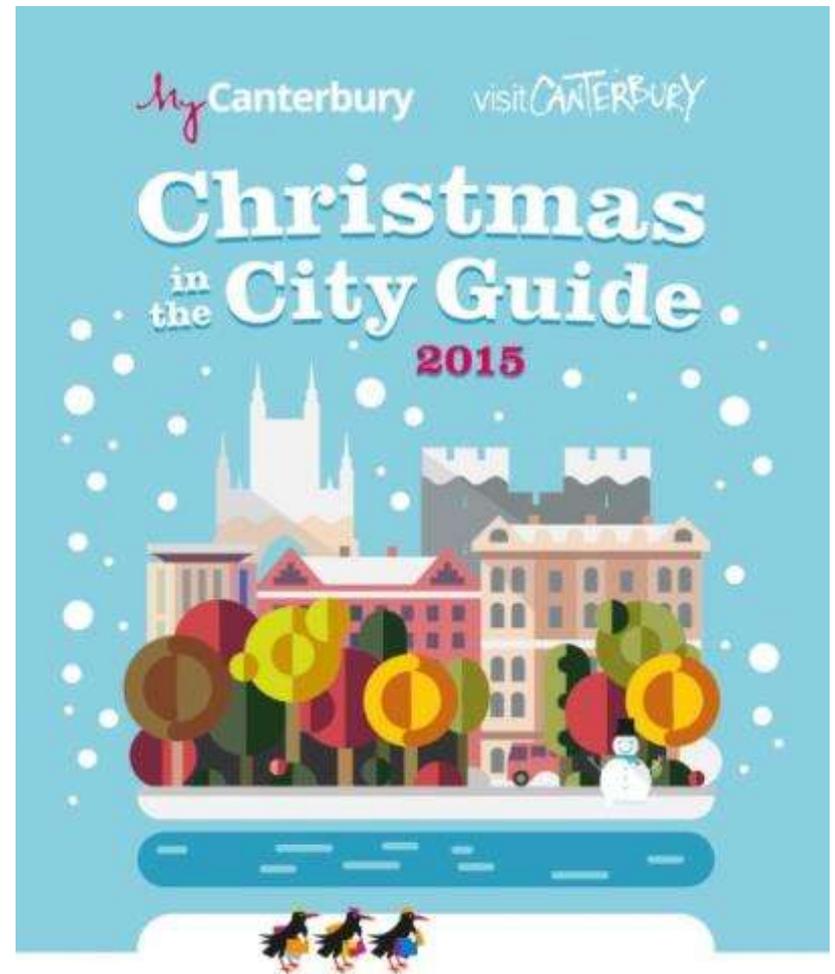
- 245 baskets in 2015
- **300 plus in 2016!**



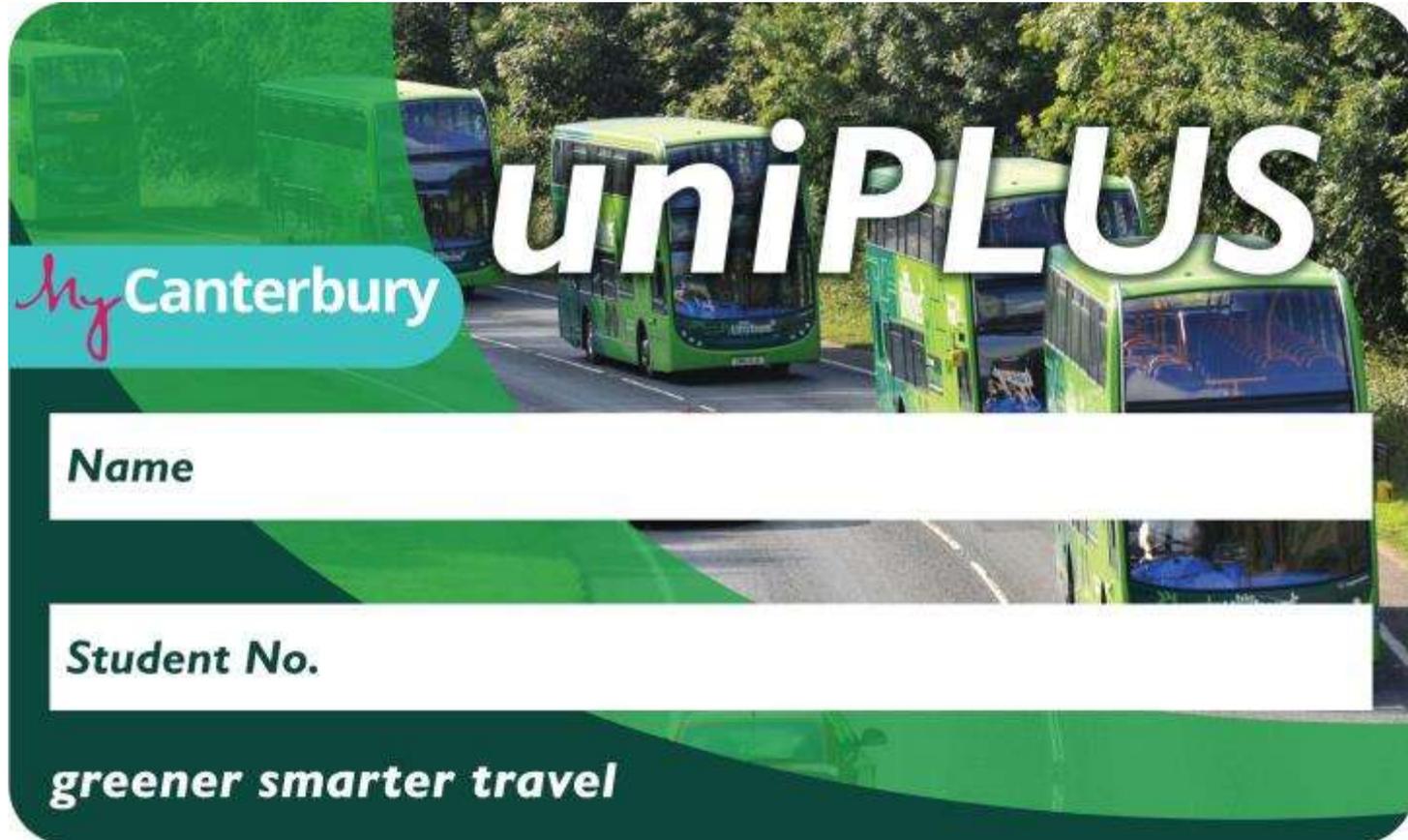
- If your business wants a basket next year then contact [lucy.martin@canterburybid.co.uk](mailto:lucy.martin@canterburybid.co.uk)

# *Even better MyCanterbury*

- New version summer 2016
- Upgrade for v1 this autumn: better functionality
- Christmas in the City Guide
- Two more Guides planned in Summer and Autumn 2016



# Stagecoach uniPlus card



6,000 cards sold to University of Kent students which can now be used as a MyCanterbury card automatically.

# MyCanterbury V 2.0

8:48 Home

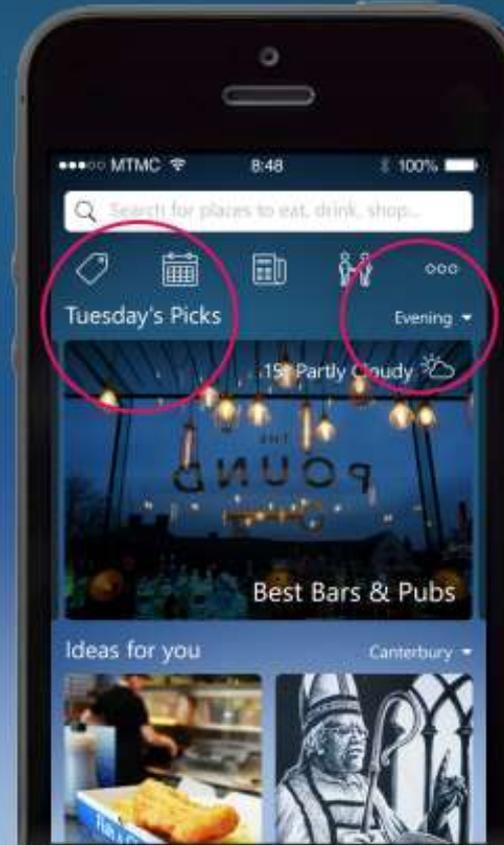
NEW functionality

## Evening view

Control your content by changing the time of day and even the day itself.

Morning (Now) - Indicated where relevant  
Afternoon  
Evening

*"I will never miss an event again!"*



Ideas for you

Canterbury



The Finest Fish & Chips  
Marino Fish Bar



Happy hour every  
Tuesday night  
17:00-19:00  
Bishop's Finger



Free drink with any lamb  
kebab ordered  
Westgate Kebab



25% off food and drink  
bill on Tuesdays  
Cafe du Soleil



Public Quiz  
19:30-22:00  
Westgate Hall



Butterfields Live  
20:00-23:00  
The Lady Luck



View more

# Joining up and never giving up...

## A Digital City Working Group



To review the digital future of the city and what needs to happen to ensure Canterbury is 'digitally fit for the future'.

## And a Landlords' Forum



To begin a conversation with commercial property owners about the future of the city

# Sandra Matthews-Marsh MBE

Chief Executive  
Visit Kent

Growing the Visitor Economy in the  
**GARDEN OF ENGLAND**



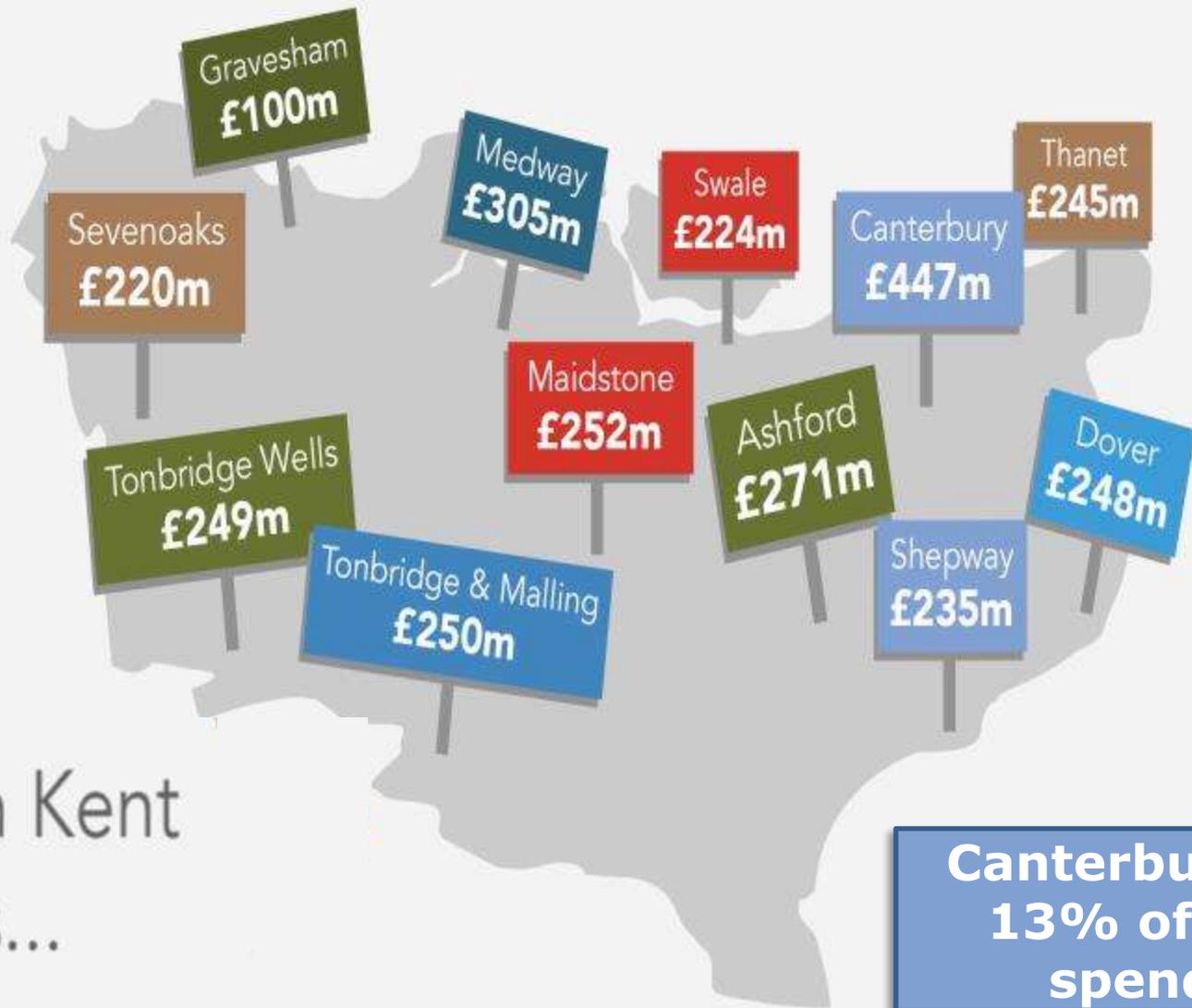
Tourism is the  
**UK's fifth largest**  
export industry



**£24bn**  
export value



**£78bn**  
domestic value



Tourism in Kent  
generates...

**£3.4 Billion**

**Canterbury =  
13% of all  
spend**

The UK tourism  
sector employs  
**3,100,000**





Tourism in Kent supports...

**67,931 jobs**

**Canterbury = 13% of all jobs**

Tourism in Kent  
welcomes...

**58,000,000**  
**visitors**



**12%** of all days trips and  
overnights visit **Canterbury**

Visit Kent is an

**award winning**

destination management organisation



# A brief history

Official Destination Management Organisation (DMO) for Kent

Created in 2002 by KCC, Eurotunnel, (EU) grant aid and 4 founder private sector investors (including **Canterbury Cathedral**)

A public/private partnership representing over 3,000 businesses

Top private sector investors

12 directors from public and private sector

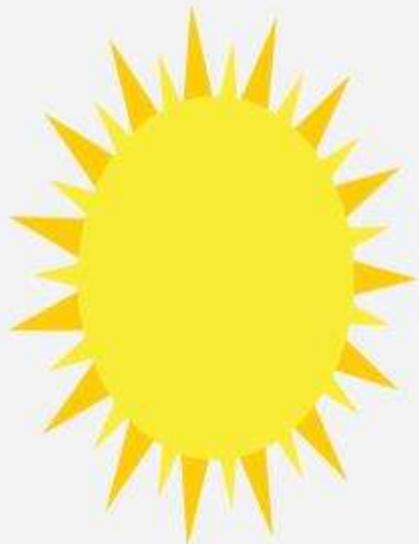
Our role...



Reaching new Markets

# UK and beyond

Our marketing activity generated an additional...



**560,360**

Day trips



**46,814**

Over night stays

Worth  
**£53M**

to the **KENT**  
tourism industry

Successful marketing campaigns...

# KENT CONTEMPORARY

Promoting Kent in London

# KENT CONTEMPORARY

Promoting Kent in London

Repositioning the Garden of England for the 21<sup>st</sup>  
Century

Campaign running annually since 2010

New for 2015: digital poster sites & links to tactical  
2for1 campaign



The Waterloo Motion Screen.....

Campaign was targeted at commuters and visitors travelling through Waterloo station on a Friday afternoon over a 6 week period. The footfall during this period was in excess of half a million



Digital sites at London Victoria – one of our key gateway stations



One of the traditional static sites on the London Underground...

**2FOR1 OFFERS**  
TO TOP ATTRACTIONS  
**IN KENT**  
WHEN YOU TRAVEL BY TRAIN

**KENT**  
GARDEN of ENGLAND  
[www.kentoffers.co.uk](http://www.kentoffers.co.uk)

**Visit Port Lympne Reserve for less**  
with our *Off-Peak fares*

Book train tickets at [southeasternrailway.co.uk](http://southeasternrailway.co.uk)

**southeastern**

Facebook, Twitter, YouTube, Instagram icons

**2FOR1 OFFERS**  
TO TOP ATTRACTIONS  
**IN KENT**  
WHEN YOU TRAVEL BY TRAIN

**KENT**  
GARDEN of ENGLAND  
[www.kentoffers.co.uk](http://www.kentoffers.co.uk)

**Visit Turner Contemporary for less**  
with our *Off-Peak fares*

Book train tickets at [southeasternrailway.co.uk](http://southeasternrailway.co.uk)

**southeastern**

Facebook, Twitter, YouTube, Instagram icons

The campaign is also carried across the Southeastern network....



And taken to international audiences through partnerships with Eurotunnel and P&O Ferries ...



Successful marketing campaigns...

# KENT CONTEMPORARY

Promoting Kent in London



Worth  
**£21m**  
to the local economy



Visits  
**607,177**

KENT GARDEN *of* ENGLAND

[visitkentbusiness.co.uk](http://visitkentbusiness.co.uk)

# And finally...



The BID levy is a bit like mandatory gym membership. However, even if you DON'T GO, we will still clean the streets, greet the visitors, put up hanging baskets, market the city at Christmas and put up Christmas lights.

# Get involved!



But... like gym membership, if you GET INVOLVED then you will get so much more for your investment in YOUR BID! Come to Networking to find out how you can:

Think about a place on the Board  
Join a Working Group  
Just meet the BID team to see how your business can benefit more from your levy!