

6 January 2025

Dear Consultation Committee

Draft Events Management Policy 2025-2029

Following a meeting with the Canterbury BID Marketing and Events committee on 11 December, I have been asked to send you the below feedback from the group. I have also completed the online survey with the below content, where space allowed.

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Balanced We would like to see weighting towards local companies over national?

Community 1.3 - What is the definition of a 'high quality event organiser'?

p.7

Commercial There are community and free events run by commercial organisers. The current policy means that commercial organisation can't viably run free public events or community events, and that's limiting in terms of the overall objectives in the Corporate Plan.

With regard to disruption to residents, the city needs to be vibrant, not silent in order to attract visitors and support our local businesses and organisations. It's important to think about business needs as well residents.

p.8

Process 1 year standard notification will prove difficult for some major events. Christmas Market, for example, needs additional time for Cathedral clearance. We would suggest an additional step before the initial application which is a notice of intent to save the date.

p.10

Commercial vs community events. Have you compared your fees with other local districts? We are keen for Canterbury to be as attractive as possible for high quality events. The city risks losing significant investment that won't come from anywhere else.

We would like to see more information as to what the fee is used for. We noted that the commercial event fees might help supplement community activities.

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Typo 'applications to for events'

Please can you expand on what a 'controversial issue' might be?

We are delighted that this new policy is being processed and look forward to your feedback and final version.

With kind regards

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Head of Marketing and Communication

Canterbury BID